

EXHIBITOR MARKETING SCHEDULE & WORKSHEET



View the MODEX 2018 Marketing Kit at www.MODEXShow.com/marketingkit

DEADLINE	TASK	COMPLETION DATE
October 2, 2017	Bag Sponsorship Deadline	
	Lanyard Sponsorship Deadline	
October 2017 – December 2017	Complete your MODEX 2018 Online Listing	
	Upgrade online Listing to a Showcase	
	Order MODEX 2018 Direct Mail Postcards & E-mail Invitations	
	Place MODEX 2018 logo on your website via LeadLink program	
	Plan pre-show advertising using MODEX 2018 Logo	
	Develop Marketing & Promotion Strategy	
	Consider MODEX 2018 Marketing Packages & Sponsorships	
	Determine Lead Retrieval Objectives for MODEX 2018	
	Become a MODEX 2018 Partner* for pre- and post-show mailing list to be sent to mailing house	
December 2017 – February 2018	Mail MODEX 2018 Direct Mail Postcards to customers, prospects	
	E-mail MODEX 2018 Invitations to customers, prospects	
	Select Lead Retrieval Options & Order Equipment	
	Schedule Press Conference during MODEX 2018	
	Prepare & submit "One Minute to Connect" video	
January 12, 2018	MHI Innovation Award deadline	
January 2018 – February 2018	Prepare Press Releases and Kits	
	Mail Invitations or Releases to Attending Press	
	Select and Train MODEX 2018 Booth Staff	
	Schedule shipment of Press Kits to Georgia World Congress Center	
	Determine Lead Follow-Up Strategy	
February 15, 2018 – deadline to be included online at the show, in Expo Guide, and show app	MODEX 2018 Sponsorship Order Deadline	
	MODEX 2018 Online Listing form final deadline	
	MODEX 2018 Pre-Show/Daily Newsletter Sponsorship deadline	
	MODEX 2018 Online Advertising Order & Materials deadline	
February 27, 2018	Partnership Program deadline	
March 2018	Review Show Strategy in Pre-Show Staff Meeting	
April 2018	MODEX 2018 Post-Show Attendee Database	
	Begin Post-Show Promotions, Lead Follow-Up	

*February 27, 2018 Partnership Program Deadline.

Questions? Contact Donna Streicher at dstreicher@mhi.org