

EXHIBITOR MARKETING SCHEDULE & WORKSHEET



View the [MODEX 2024 Marketing Kit](https://modexshow.com/marketingkit) at modexshow.com/marketingkit

Deadline	Task	Completion Date	Deadline	Task	Completion Date
OCT 13, 2023	Bag Sponsorship deadline		JAN - FEB 2024	Prepare press releases & kits	
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press	
OCT - DEC 2023	Complete your online listing			Select and train booth staff	
	Upgrade online listing			Schedule shipment of press kits to Georgia World Congress Center	
	Order MODEX 2024 direct mail postcards and download HTML email invite			Determine lead follow-up strategy	
	Place MODEX 2024 logo on your website via Banner Ad program		JAN 5, 2024	Sponsorship order & materials deadline	
	Plan pre-show advertising using MODEX 2024 logo		JAN 18, 2024	Online listing changes final deadline	
	Develop marketing & promotion strategy		JAN 22, 2024	MHI Innovation Award deadline	
	Consider marketing packages & sponsorships		FEB 2024	Review show strategy in pre-show staff meeting	
	Determine lead retrieval objectives		MAR 2024	Post-show attendee database available for records use purchase	
NOV 15, 2023	Ad Retargeting sponsorship deadline			Begin post-show promotions, lead follow-up	
NOV 28-29, 2023	Attend ShowPro Live Exhibitor Workshop		NOTES:		
DEC 2023 - FEB 2024	Mail MODEX 2024 postcards to customers/prospects				
	Email MODEX 2024 HTML email invite to customers/prospects				
	Schedule press conference during MODEX 2024				
	Create and submit 1 Minute 2 Connect video				

Questions? Contact Donna Streicher at dstreicher@mhi.org