

PROMAT 2015 EXHIBITOR MARKETING SCHEDULE & WORKSHEET



DEADLINE	TASK	COMPLETION DATE
October 1, 2014	Bag Sponsorship Deadline	
	Lanyard Sponsorship Deadline	
October 2014 – December 2014	Complete your ProMat 2015 Online Listing	
	Upgrade online Listing to a Showcase	
	Order ProMat 2015 Direct Mail Postcards & E-mail Invitations	
	Place ProMat 2015 logo on your website via LeadLink program	
	Plan pre-show advertising using ProMat 2015 Logo	
	Develop Marketing & Promotion Strategy	
	Consider ProMat 2015 Marketing Packages & Sponsorships	
	Determine Lead Retrieval Objectives for ProMat 2015	
	Become a ProMat 2015 Database Partner* to receive pre- and post-show database at no cost	
December 2014 – February 2015	Mail ProMat 2015 Direct Mail Postcards to customers, prospects	
	E-mail ProMat 2015 Invitations to customers, prospects	
	Select Lead Retrieval Options & Order Equipment	
	Schedule Press Conference during ProMat 2015	
	Prepare & submit "One Minute to Connect" video	
January 5, 2015	Database Partnership deadline	
	MHI Innovation Award deadline	
January 2015 – February 2015	Prepare Press Releases and Kits	
	Mail Invitations or Releases to Attending Press	
	Select and Train ProMat 2015 Booth Staff	
	Schedule shipment of Press Kits to McCormick Place	
	Determine Lead Follow-Up Strategy	
February 13, 2015 – deadline to be included on-line at the show	ProMat 2015 Sponsorship Order Deadline	
	ProMat 2015 Online Listing form final deadline	
	ProMat 2015 Export Interest Matchmaker form deadline	
	ProMat 2015 Online Advertising Order & Materials deadline	
March 2015	Review Show Strategy in Pre-Show Staff Meeting	
April 2015	Order ProMat 2015 Post-Show Attendee Database	
	Begin Post-Show Promotions, Lead Follow-Up	

*January 5, 2015 Database Partnership Program Deadline.