



## Marketing Checklist for WESTEC 2017

You can use this checklist to help your staff organize and plan for WESTEC.

Some of the activities listed below are free of charge and included with your exhibit space. Others are upgrade opportunities to maximize your results.

Deadline	Task	Completion Date
June 2017 – July 2017	Complete your <a href="#">WESTEC 2017 On-line &amp; Show Directory Listing</a>	
	Submit new product descriptions & photos via the <a href="#">Exhibitor Dashboard</a>	
	<a href="#">Upgrade On-line Listing</a>	
	Place WESTEC 2017 on your Website	
	Plan Pre-show advertising using <a href="#">WESTEC 2017 Logo</a>	
	Develop Marketing Promotion Strategy	
	Consider WESTEC 2017 Marketing Packages	
	Determine Lead Retrieval Objective for WESTEC 2017	
	Become a <a href="#">WESTEC 2017 Sponsor</a>	
	Sign up to “follow” WESTEC 2017 on <a href="#">Twitter</a>	
	“Like” the <a href="#">WESTEC 2017 Facebook page</a> and connect to attendees before the event	
	Use <a href="#">YouTube</a> before, during and after the event to capture customer interviews and product demonstrations.	
	Join <a href="#">WESTEC 2017 LinkedIn group</a> to engage attendees and stay informed	
June 20, 2017	Become a <a href="#">Smart Manufacturing Media Advertiser</a>	
July 10, 2017	<a href="#">WESTEC 2017 Show Directory Listing</a> deadline	
July 2017 – August 2017	Distribute <a href="#">WESTEC 2017 Event Passes</a> to customers, prospects	
	Select <a href="#">Lead Retrieval</a> Options & Order Equipment	
	Prepare Press Releases & Digital Press Kits	
	Mail Invitations or Releases to Attending Press	
	Develop an email campaign using our <a href="#">FREE Exhibitor Invites</a> Email service	
	Select, Train & <a href="#">Register</a> WESTEC 2017 Booth Staff	
	Schedule shipment of Press Kits to LACC	
	Review Show Strategy in Pre-Show Staff Meeting	
	Determine Lead follow-Up Strategy	
	Request your <a href="#">Meeting room/Hospitality suite</a>	
	Tweet newsworthy event activities & promotions	
August 1, 2017	Become a <a href="#">Manufacturing Engineering Media Advertiser</a>	
August 3, 2017	WESTEC 2017 Show Directory <a href="#">Advertising Order Deadline</a>	
August 7, 2017	Schedule <a href="#">Press Conference</a> during WESTEC 2017	
September 2017	Order <a href="#">WESTEC 2017 Post-Show Attendee Database</a>	
	Begin Post-Show Promotions, Lead Follow-Up	