

EXHIBITOR MARKETING SCHEDULE & WORKSHEET



Deadline	Task	Completion Date	Deadline	Task	Completion Date	
SEPT 17, 2021	Bag Sponsorship deadline		JAN - FEB 2022	Prepare press releases & kits		
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press		
OCT - DEC 2021	Complete your online listing			Select and train booth staff		
	Upgrade online listing to a Showcase			Schedule shipment of press kits to Georgia World Congress Center		
	Order MODEX 2022 direct mail postcards and download HTML email invite			Determine lead follow-up strategy		
	Place MODEX 2022 logo on your website via Banner Ad program			JAN 14, 2021	MHI Innovation Award deadline	
	Plan pre-show advertising using MODEX 2022 logo			JAN 18, 2022	Sponsorship order deadline	
	Develop marketing & promotion strategy				Online listing changes final deadline	
	Consider marketing packages & sponsorships			Online advertising & materials deadline		
	Determine lead retrieval objectives			FEB 2022	Review show strategy in pre-show staff meeting	
NOV 15, 2021	Ad Retargeting sponsorship deadline		MAR 2022	Post-show attendee database available for records use purchase		
DEC 2021 - FEB 2022	Mail MODEX 2022 postcards to customers/prospects			Begin post-show promotions, lead follow-up		
	Email MODEX 2022 HTML email invite to customers/prospects		NOTES:			
	Schedule press conference during MODEX 2022					
	Create and submit 1 Minute 2 Connect video					