

Use this checklist to help organize and plan for EASTEC. Some of the activities listed below are included with the cost of your exhibit space. Others are upgrade opportunities to maximize your results.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
Post a EASTEC web banner on your website to provide free registration to your customers and prospects.			
Get involved with EASTEC social media.			
Be active with your social media.			
Create customized email campaigns to your customers and prospects.			
Become an event sponsor.			
Submit an ad in <i>Smart Manufacturing Or ME</i> magazine.			
Send a direct mail to the EASTEC pre-registered attendees.			
Send a direct mail to your customers and key prospects.			
Develop and distribute a press release to trade media.			
Showcase your technology by shooting a custom video at your booth.			
Spotlight your deals – discounts, giveaways, sweepstakes, etc. – to keep your booth buzzing before and throughout the show.			