













STEP-BY-STEP CHECKLIST

Use this Exhibitor Checklist to help you prepare for a successful ICEC USA!

Action	Deadline	Completed
BOOTH NEEDS & LOGISTICS		
 1. Sign Contract	ASAP	<input checked="" type="checkbox"/>
 2. Update & Complete Your Company Information and Product Categories Stand out from your competition by uploading your company logo and information about your products & services in the Exhibitor Dashboard . This free tool is imperative to driving new business to your booth and increasing potential sales leads.	September 14	<input type="checkbox"/>
 3. Book Travel and Hotel Check out our website for more information on hotel & travel discounts.	September 20	<input type="checkbox"/>
 4. Review Exhibitor Manual The online exhibitor manual contains all of the information, discount deadlines, forms and contacts you need to help you plan for the Show.	First Deadline: Sept 17	<input type="checkbox"/>
 5. Order Booth Furnishings and Additional Booth Needs Review your options for booth furnishings and contact Shepard to order. View the online exhibitor manual for more information and deadlines about other booth needs.	September 28	<input type="checkbox"/>
 6. Order Staff Badges Your company's main contact will receive an email by the end of September to register all booth personnel. Please reach out to Angela Valencia if you do not receive.	Ongoing	<input type="checkbox"/>
 7. Move-In Information and Procedures View information regarding shipping, targeted move-in map, quick facts & more.	Warehouse Shipping: Sept 20 - Oct 11 Show-Site Shipping: No earlier than Oct 17	<input type="checkbox"/>
 8. Health & Safety at the Show Review our website for detailed information about health and safety at ICEC USA.	Ongoing	<input type="checkbox"/>
 9. Download Lead Retrieval Download the Emperia app for free to easily scan and collect leads at the show.	ASAP	<input type="checkbox"/>
MARKET YOUR PRESENCE AT THE SHOW		
 1. Maximize Exposure Add Show Specials, press releases, products, photos and videos and much more to your Exhibitor Dashboard to increase your exposure prior to the Show.	Ongoing	<input type="checkbox"/>
 2. FREE Customer Invitation Program Increase your booth traffic by communicating your presence to your customers and prospects using your free customer invitations. Not to mention, you'll save them \$40 on admission to the exhibit hall! Be on the lookout for an email with your customized link.	Ongoing	<input type="checkbox"/>
 4. Review Advertising and Sponsorships Explore advertising and sponsorship opportunities such as digital, signage, conference & more here .	Ongoing	<input type="checkbox"/>

Contact your Customer Success Coordinator with any questions or if you need assistance.

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