



# houstex®

October 5-7, 2021 | George R. Brown Convention Center | Houston, TX



Use this checklist to help organize and plan for HOUSTEX. 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 HOUSTEX web banner on your website to provide free registration to your customers and prospects.                     |             |             |           |
| Get involved with HOUSTEX 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 HOUSTEX 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. |             |             |           |