



Use this checklist to help organize and plan for SOUTHTEC. 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
Add a SOUTHTEC banner/logo on your website.			
Submit your company listing for the event directory and website.		DUE 8/2/2019	
Submit a new product description and photo.		DUE 8/2/2019	
Engage with SOUTHTEC social media.			
Post on your company's social media about your exhibit at SOUTHTEC.			
Distribute printed guest passes to your customers and prospects.			
Create customized email campaigns to your customers and prospects.			
Sponsor a SOUTHTEC event or activity.			
Upgrade your exhibit listing to silver or gold level.			
Place an ad in the event directory.		DUE 9/6/2019	
Submit an ad in <i>Smart Manufacturing</i> magazine and receive the same ad free in the event directory.		DUE 9/6/2019	
Participate in the SOUTHTEC Remarketing Competition.		DUE 9/24/2019	
Develop and distribute a press release to trade media.			
Schedule a press conference at the event.			
Spotlight your deals – discounts, giveaways, contests, etc. – to keep your booth buzzing before and throughout the show.			