

NEM AUTUMN 2021

TO-DO LIST



AUTUMN 2021 • BOXBORO

NEM Deadlines

- Complete online floorplan profile (deadline: August 15)
- Arrange travel and lodging (Boxboro Regency hotel rates expire August 23)
- Order any tables, lighting, carpet, etc. (deadline: September 10)
- Submit name badges (deadline: September 10)

Marketing

- Choose product for Best New Product display (you will bring this to exhibitor services during load-in and we will display it for you)
- Email current buyer list and invite them to the show (do at least 3x)
- Target 25 new stores/accounts that you hope to get an reach out to invite them to the show.
- Post to social media about the show (do at least 6x)

Logistics

- Practice setting up booth and build a tool kit for all needed tools and supplies (don't forget ladders, carts, extension cords, etc.)
- Load sales materials on to a flashdrive so that you can print extras out if needed.
- Make sure you have a plan for lighting your booth. Lighting is required. You can bring your own or order through NEM.
- Have a plan for how you will capture leads/buyer info onsite - buyers won't necessarily have enough business cards to give you one, or want to give you one.
- Have a plan for how you will follow up with leads after the show. One week is too long!