

# NEM AUTUMN 2025 TO-DO LIST



## NEM Deadlines

- ☐ Complete digital show guide profile (deadline: August 1)
- ☐ Arrange travel and lodging (Boxboro Regency Hotel rates expire August 29)
- ☐ Order any tables, lighting, carpet, etc. (deadline: August 29)
- ☐ Submit name badges (deadline: August 29)

## 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). [Use our Canva Template!](#)

## 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 (by August 29).
- ☐ 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!