

NEM SPRING 2023 TO-DO LIST



NEM Deadlines

- Complete Online Floorplan Profile (Deadline: February 10)
- Special Orders: Any Tables, Lighting, Carpet, etc. (Deadline: February 28)
- Submit Name Badge Orders (Deadline: February 28)
- Arrange Travel and Lodging (Fireside Inn Rates Expire March)

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!