



## Event Checklist

Follow this month-by-month countdown to keep on top of all of your marketing activities and important deadlines.

**Remember, you must submit your company description and product category listing by August 15, 2008 to be included in the Onsite Show Guide!**

### DO NOW!

- Select the event(s) or promotional item(s) you plan to sponsor at the show
- Develop your direct mail program for March – September
- Design your trade advertisements for March – September

### JUNE

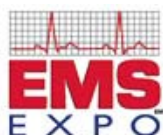
- Post new product information and press releases on the EMS EXPO website with a virtual booth package
- Order FREE Exhibit Hall Admission Invitations and Conference Programs for distribution to your customers before the show

### JULY

- July 31:** Ad Space reservation for on-site show guide due

### AUGUST/SEPTEMBER

- August 14:** Ad materials for on-site show guide due
- August 15:** Company description for on-site show guide due



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