

Step-by-step checklist

Appointments	When to start	When to finish	✓
Select your group appointments preferences	Now	31-Mar	✓
Check your group appointments	12-Apr	19-Apr	
Exhibitor schedules go live	12-Apr		
Buyer schedules go live	24-Apr		
Create stand presentations	12-Apr		
Monitor your stand presentations	24-Apr		
Individual appointments - monitor schedule & make contact with those buyers	24-Apr		
Group appointments - contact the group leaders	24-Apr		

Stand construction	When to start	When to finish	✓
Register stand constructor (space only stands)		24-Mar	✓
Submit stand design		6-April (6 weeks before start of set-up)	
2 storey stands		30-Mar	

Press	When to start	When to finish	✓
Book your press conference time slot		20-Mar	✓
Submit press releases for online Show Preview	4-Apr		
Submit press releases for online Show Daily	28-Apr		
Add press releases	1-Mar		
Add your press events to your exhibitor listing		1-May	
Issue your pre-show press release to the media		19-May	
Prepare press kits / usb's to bring to the show		19-May	

Promotion	When to start	When to finish	✓
Complete your online exhibitor directory	End of Feb	24-Apr	✓
Check partners have completed online exhibitor directory	End of Feb	24-Apr	
Invite own contact list to visit the show	End of Feb		
Submit details of stand events	12-Apr		
Marketing promotions go live	24-Apr		
Plan social media activity	24-Apr		
Promotion - advertising			
Book advertising in the online Show Preview and Daily (IMEX Daily News Online)	Now	4-Apr	✓
Book advertising in the printed Navigation Guide	Now	10-Apr	

Registration	When to start	When to finish	✓
Submit onsite contact details	End of Feb	19-May	✓
Register stand partners	End of Feb		
Register stand staff	End of Feb		
Sign up for sustainability pledge	24-Apr		