



Wireless Infrastructure Show Exhibitor Marketing Checklist

- Talk to staff members and create a marketing plan (pre-, onsite and post-show).
- Send out a press release regarding your participation in the 2017 Wireless Infrastructure Show.
- Send e-mails to your customers and prospects and invite them to the 2017 Wireless Infrastructure Show.
- Send letters and other direct mail to your customers inviting them to the 2017 Wireless Infrastructure show.
- Insert print ads into trade publications and company newsletters.
- Upload the 2017 Wireless Infrastructure Show logo to your company's website and e-newsletters, and post to industry Web sites as appropriate.
- Add the logo and promotional line to your e-mail signatures.
- Post promotional blurbs (and relevant content if available) on social media pages.
- Train your on-site staff in booth etiquette and best practices.
- Become a sponsor.
- Call your customers and invite them to the 2017 Wireless Infrastructure Show.
- Purchase ad space in the program guide.
- Develop onsite promotional gifts and materials.
- Follow-up with all the attendees you met at the show.