



Exhibitor Marketing Schedule and Checklist

DEADLINE DATE	TASK	DONE
ASAP	Complete your print and online directory listing via Exhibitor Dashboard (Required) <ul style="list-style-type: none"> • Select Product Categories • Submit New Products and Photos • Submit Press Releases • Upload Video and Show Specials (Enhanced Listings only) 	
ASAP	Choose a Sponsorship Opportunity	
ASAP	Place FABTECH banner ad on company website and post on your calendar of events	
July - October	Distribute Exhibitor Guest Passes to customers and prospects	
	Use the Exhibitor Referral Suite to send customized email invitations	
July 8	MetalForming magazine show product release deadline	
July 31	The Fabricator® magazine advertising closes	
August 2	Welding Journal advertising closes	
August 9	MetalForming magazine advertising closes	
August 16	Pre-Show Mailer advertising closes	
Aug 20 - Sept 30	Order the Pre-registered attendee mailing list	
August 23	Show Directory advertising closes	
	Floor Ads	
	Web Banner Ads	
	Enhanced Listing in print and online directory	
	Secondary Company Listing (multiple companies in same booth)	
August 25	Manufacturing Engineering magazine advertising closes	
September	Prepare Digital Press Kit for media center	
September 13	Exhibitor Press Conference request form	
	Request a list of Registered Media	