

Step-by-step checklist

Guides and key dates	When to start	<input checked="" type="checkbox"/>
Look at our FAQs	Now	
Check out our user guides	Now	
Check out our official show suppliers	Now	
Sponsorship opportunities	Now	
Sustainable exhibiting	Now	
Exhibitor registration live	Feb 17	
Join a webinar	Feb 18	
App available	Apr 20	
Buyers begin booking meetings	Apr 20	
Badges sent via email	May 4	

Registration and promotion	When to start	Deadline	<input checked="" type="checkbox"/>
Complete company and individual profiles	Feb 17	Apr 20	
Online exhibitor directory goes live	Apr 2	Jun 30	
Attendee list live	Apr 8	Jun 30	
Recommendations live	Apr 20	May 21	
Messaging live	Apr 21	May 21	
Favouriting live	May 8	May 21	

Meetings	When to start	Deadline	<input checked="" type="checkbox"/>
Create events	Apr 8	May 21	
Exhibitor meeting schedules live	Apr 8	May 21	
Buyers begin booking meetings	Apr 20	May 21	
Badge scanning live (via the app)	Apr 20	May 21	
Download leads report	Apr 20	Jun 30	
Meeting ratings live	May 19	May 21	

Press and PR	When to start	Deadline	<input checked="" type="checkbox"/>
Contact PR team to request press conference	Now	Mar 2	
Invite your contact list to the show	Now	Apr 21	
Plan social media activity	Now	Apr 21	
Submit press releases via Exhibitor Profile	Feb 17	May 21	