Category	Task	Notes	Draft due date	Deadline	Owner
Show Logistics					
	Communicate with organizers				
	Sign up to exhibitor portal, note delivery deadlines				
	Submit all required company information				
Team Logistics					
	Pick participating team				
	Register team badges				
	Purchase additional badges				
	Book hotel rooms				
	Book flights				
	"Run of Show" document				
Booth					
	Booth concept				
	Booth designs				
	List all required equipment				
	Place order for booth structure and equipment				
	Make booth breakdown/disposal plan				
Conference Room					
	Book room				
	Room decor/design				
	Order room decor				
	Order refreshments				
	Design conference room signage				
	Order signage				
Side Events					
	Joint Event - discuss with all potential partners				
	Joint Event - go/no go				
	Joint Event logistics				
Collateral					
	Existing collateral - modify as necessary				
	New collateral - copy				
	New collateral - design				
	Send to print				
Swag					
	Common swag selection (e.g. pens, squeeze toys)				
	Common swag production				
	Premium swag selection (e.g. AirPods)				
	Premium swag production/ordering				
Website					
	Landing page - copy				
	Landing page - design and development				
	Add callouts to homepage				
Content					
	Pre-show blog post				
	Post show blog post				
Email					
	Draft email sequence				
	Build contact list				
	Email #1				
	Email #2				
	Email #X				
	Newsletter (ft. show blurb / landing page link)				
Social Media					
	Draft social media sequence				
	Design visual assets				
	Pre-show social post #1				
	Pre-show social post #2				
	Pre-show social post #X				
	Mid-show social post #1				
	Mid-show social post #2				
	Post-show social post				
Post Event					
	Build contact list (show attendees)				
	Draft post-show email sequence				
	Email #1				
	Email #2				