

Exhibitor Checklist

Get the most out of your exhibit experience!

- Submit the contract to reserve your space
- Learn how a sponsorship and advertising can improve your show objectives and produce increased brand and image goals

90 days prior to the event:

- Begin your direct mail program to invite your key customers and clients to visit your booth
- Reserve your advertisement placement for the event guide
- Send news releases to all the major trade publications and SAE International announcing new programs and/or products you intend to introduce at the show
- Contact your representative about customizing a marketing package: <http://www.marketingsolutions.sae.org/>
- Place advertisements in the pre/post show e-blasts, on-line banner ads, magazines, e-newsletter etc.

- o Contact Deb Catalano at Catalano@sae.org to submit **on-line materials:**

Aerospace Industry eNewsletter : Sept. Material due 9/8 Oct. Material due 10/6
November – Material due 11/3

Aerospace Manufacturing Technology eNewsletter: September – Material due 9/10
October – Material due 10/9

SAE Vehicle Technology eNewsletter: November – Material due 10/22

Materials Technology eNewsletter: October – Material due 10/8

- o Contact Linda Risch Risch@sae.org to submit **print materials:**

Digital Aerospace Engineering & Manufacturing (AEM) advertising

October 28th issue- Insertion Order date 10/16/09

November 11th issue- Insertion Order closing date 10/30/09

AeroTech Event Guide advertising

Insertion Order closing date 10/2

AeroTech Preview eBlast

Insertion Orders & Materials due 10/09/09

AeroTech Review eBlast

Insertion Orders & Materials due 11/19/09

60 days prior to the event:

- Launch your direct mailing – self promotion
- Submit Booth Approval form by September 14, 2009 to kbelles@sae.org
- Finalize sponsorship details

30 days prior to the event:

- Submit On-line Directory company profile by September 14, 2009 <http://www.sae.org/servlets/vlogin?dirtype=173423>
- Pre-register the booth personnel group:
<http://www.sae.org/events/atc/exhibition/registration.html>
- Reserve a complimentary lead retrieval unit * **note*** *item is only complimentary when reserved prior to the event*
- Finalize arrangements for booth; discount deadline for decorating/utility rental is October 27, 2009
- Email Complimentary Exhibit Pass to your invited guests to visit your booth
- Submit last minute news releases

Post Event:

- Follow up with leads collected at the event
- Send news release reporting your success at the show as a result of exhibiting
- Submit a contract for space at the 2011 Aerotech Congress in Toulouse, France