



Use this checklist to help organize and plan for WESTEC/AeroDef. Some of the activities listed below are included with the cost of your exhibit space. Others are upgrade opportunities to maximize your results.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
Post a WESTEC/AeroDef web banner on your website to provide free registration to your customers and prospects.			
Get involved with WESTEC/AeroDef social media			
Be active with your social media.			
Distribute printed Guest Passes to your customers and prospects.			
Create customized email campaigns to your customers and prospects.			
Become an event sponsor.			
Upgrade your exhibit listing to silver or gold level.			
Submit an ad in <i>Smart Manufacturing Or ME</i> magazine.			
Send a direct mail to WESTEC/AeroDef pre- registered attendees.			
Send a direct mail to your customers and key prospects.			
Develop and distribute a press release to trade media.			
Showcase your technology by shooting a custom video at your booth.			
Spotlight your deals – discounts, giveaways, sweepstakes, etc. – to keep your booth buzz before and throughout the show.			

