



Use this checklist to help organize and plan for HOUSTEX. 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 HOUSTEX web banner on your website to provide free registration to your customers and prospects.			
Submit your company listing for the event directory and website.		DUE 12/2/2016	
Submit a new product description and photo.		DUE 11/18/2016	
Get involved with HOUSTEX 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.			
Place an ad in the Event Directory.		DUE 1/24/2017	
Submit an ad in <i>Smart Manufacturing</i> magazine and receive the same ad free in the Event Directory.		DUE 1/24/2017	
Send a direct mail to the HOUSTEX 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 buzzing before and throughout the show.			