

Marketing Checklist for AeroDef Manufacturing 2017

You can use this checklist to help your staff organize and plan for AeroDef Manufacturing 2017.

Some of the activities listed below are free of charge and included with your exhibit space. Others are upgrade opportunities to maximize your results. Simply mark those you'll include in your plan, the initials of the person responsible, indicate the target date for various activities (for example, the publication date of a magazine ad, or the mail date for a direct mail campaign), and when the item has been completed.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
These activities are free of charge:			
Submit listing for the directory & website		Due 12/19/16	
Submit a new product descriptions for website		Due 12/19/16	
Send email with personalized registration link			
Add AERODEF banner ad/logo to your website			
Next, try some of these ideas:			
Sponsor a AERODEF event or activity			
Place an advertisement in the Event Directory			
Create a pre-show mailing to your list and SME Masterfile			
Request a meeting room/hospitality suites			
Become a Manufacturing Engineering Media Advertiser. Web Advertiser Print Advertiser			
Then utilize public relations and social media:			
Use Twitter to stay connected before and during the event			
Join AERODEF LinkedIn group			
Schedule a Press Conference at the event			