

You can use this checklist to help your staff organize and plan for RAPID + TCT 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, the target date for various activities, and when the item has been completed.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
<b>THESE ACTIVITIES ARE FREE OF CHARGE:</b>			
Submit a <a href="#">listing</a> for the directory & website		DUE 3/16/2017	
Submit <a href="#">new product descriptions</a> for website		DUE 3/16/2017	
Distribute <a href="#">guest passes</a> to customers and prospects			
Create <a href="#">customized email campaigns</a>			
Add a RAPID + TCT <a href="#">banner ad/logo</a> to your website			
<b>NEXT, TRY SOME OF THESE IDEAS:</b>			
<a href="#">Sponsor</a> a RAPID + TCT event or activity			
Place an <a href="#">advertisement</a> in the RAPID + TCT Event Directory		DUE 3/31/2017	
Create a pre-show mailing to your list and <a href="#">SME Masterfile</a>			
<b>THEN UTILIZE PUBLIC RELATIONS AND SOCIAL MEDIA:</b>			
Use <a href="#">Twitter</a> to stay connected before and during the event			
Become a fan of <a href="#">RAPID + TCT's Facebook</a> page			
Follow RAPID + TCT on <a href="#">Google+</a>			
Use <a href="#">YouTube</a> to capture customer interviews and product demonstrations			
Schedule a <a href="#">press conference</a> at the event			