

## Marketing Checklist for RAPID + TCT 2018

You can use this checklist to help your staff organize and plan for RAPID + TCT 2018. 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
<b>THESE ACTIVITIES ARE FREE OF CHARGE:</b>			
Submit <a href="#">listing</a> for the directory & website		3/16/2018	
Submit <a href="#">new product descriptions</a> for website		3/16/2018	
Distribute <a href="#">Customer Invitations</a>			
Create <a href="#">customized email campaigns</a>			
Add RAPID <a href="#">banner ad/logo</a> to your website			
<b>NEXT, TRY SOME OF THESE IDEAS:</b>			
<a href="#">Sponsor</a> a RAPID event or activity			
Place an <a href="#">advertisement</a> in the Event Directory		3/16/2018	
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's Facebook</a> page			
Follow RAPID 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			