










# Exhibitor Checklist

PLAN YOUR BOOTH		DEADLINE	COMPLETE
	<b>1. UPDATE YOUR COMPANY INFORMATION AND PRODUCT CATEGORIES</b> Stand out in the crowd and make sure attendees can find you at the show by updating your company profile and product categories from the <a href="#">Exhibitor Dashboard</a> , if you have not done so. Please note that any information updated after April 22 will only be displayed online.	APRIL 22	
	<b>2. BOOK HOTEL AND TRAVEL</b> <a href="#">Visit our website</a> and book your hotel for the show!	ASAP	
	<b>3. REVIEW RULES AND REGULATIONS</b> Brush up on the <a href="#">Rules and Regulations</a> as you prepare your booth for the show. If you have questions, contact us at <a href="mailto:operaciones@expopack.com.mx">operaciones@expopack.com.mx</a> .	ASAP	
	<b>4. REGISTER BOOTH PERSONNEL</b> Visit the Exhibitor Service Manual accessible from the Exhibitor Dashboard and navigate to form C-2 once logged in. Exhibitors are allotted 1 free badge for every 3 square meters contracted. Request badges for all personnel working your in your booth. Additional badges can be ordered for an additional \$5 until Tuesday, June 11.	MAY 23	
	<b>5. ORDER BOOTH SERVICES</b> The Exhibitor Manual includes information on show Rules & Regulations, service order forms, installation and dismantling instructions, forms for official contractors, and much more. Please take note of posted deadline dates for service order forms. In doing so, you will save money, avoid overtime labor charges, delays on-site, and will get what you order on time. Login to the <a href="#">Exhibitor Dashboard</a> to access the Exhibitor Manual.	MAY 23	
	<b>6. MOVE-IN AND MOVE-OUT INFORMATION</b> View information regarding your <a href="#">target inbound</a> and <a href="#">target outbound</a> dates for the show. Be sure to make travel arrangements accordingly. If you need to make changes to your target dates, please email <a href="mailto:operaciones@expopack.com.mx">operaciones@expopack.com.mx</a> .	ASAP	
PROMOTE YOUR BOOTH		DEADLINE	COMPLETE
	<b>1. CUSTOMER INVITE PROGRAM</b> The Customer Invite Program (CIP) is a free and convenient resource that allows exhibitors to personally invite customers and prospects to pre-register for the show, drive traffic to their booths, and get more qualified leads. <a href="#">Visit the CIP page</a> on our website to create customizable web banners and invite your buyers to the show via social media.	ONGOING	
	<b>2. EXHIBITOR INVITES</b> Our free and easy Exhibitor Invite tool allows you to invite all your contacts to the show via email. It features 3 customizable templates and an automatic tool for sending emails. Exhibitors can send up to 3 blasts per day to up to 300 contacts. Login to the Exhibitor Service Manual and click on form A-5 to begin.	ONGOING	
	<b>3. MAXIMIZE EXPOSURE</b> Login to your Exhibitor Dashboard to add press releases, new products/technologies and explore available online advertising packages to increase your exposure before and at the show.	ONGOING	

**Contact the EXPO PACK Team with any questions!**  
[operaciones@expopack.com.mx](mailto:operaciones@expopack.com.mx) • (52 55) 5545-4254