



February 12, 2020  
Charlotte Convention Center  
Charlotte, NC

## Exhibitor Checklist

- November 1, 2019 Start promoting your participation in the event:
  - @PackStratEvents, @PackStrat, @ConvertersExpo, #ConvExpo, Packaging Strategies on LinkedIn & Facebook
  - Send us your Social Media information
  - Add "See us at Converters Expo South, February 12, 2020 in Charlotte NC" to your email signatures
  - Event logos can be downloaded at the Converters Expo South website
- November 1, 2019 Review Sponsorship/Marketing opportunities available at the Converters Expo South website. Speak with Emily regarding your marketing options.
- December 6, 2019 Invite your customers to see you at Converters Expo South. Early bird rates expire January 2, 2020
- December 6, 2019 Be on the look out for emailed request to upload your **Exhibitor Profile** for use in the Show Guide. Specs: 25-50 word description of company products/services plus contact info (name, phone, email). Also send your **Logo** (if upgrade was purchased) in .jpg or .eps file attachment to Janet (MartinelliJ@bnpmedia.com)
- December 6, 2019 **Product Showcase Deadline.** If this marketing tool was purchased, **send materials** to Janet Martinelli for insertion in an eBlast to attendees plus 10k-15k industry professionals prior to the event. *Specs:* Product photo in .jpg file attachment, product name + 50-word description, contact info (phone number, website address and/or email address).
- December 6, 2019 **Confirm and/or register your attendees.** Process at the Converters Expo South website - selecting Exhibitor/Sponsor Attendee and use the code provided for your two (2) complimentary badges. NOTE: A badge is not automatically printed for contact person on exhibitor/sponsor agreements.
- December 13, 2019 Review your Electrical, Audio/Visual, Internet/Phone needs. Information on ordering services will be posted at the event website when available.
- December 13, 2019 **Last chance** to send your logo and/or upload your 50-word description to ensure placement in Show Guide.
- December 20, 2019 **Last chance** to secure ad space, additional listings and add logos - contact Emily.
- January 10, 2020 Advance shipments may begin to arrive at PRX Exposition Services in Charlotte. A link to the exhibitor kit was previously emailed from PRX and contact information for PRX is posted on the event website
- January 14, 2020 Invite your customers to see you at Converters Expo South. Advance rate of \$70 expires January 29, 2020
- January 17, 2020 Last chance to order Electrical and/or Audio/Visual equipment - orders must be placed at least 21 days prior to event.
- January 28, 2020 Last chance to order Internet/Phone services - orders must be placed at least 14 days prior to event.
- January 31, 2020 Prepare exhibit materials for shipment to PRX Exposition Service in Charlotte. A link to the exhibitor kit was previously emailed from PRX and contact information for PRX is posted on the event website. The last date materials may arrive in Charlotte is February 5, 2020
- February 5, 2020 Exhibit shipments must arrive at PRX Exposition Services by this date to receive the Advance Shipment Rate. Confirm delivery of materials with your carrier.
- February 12, 2020 **SHOW TIME!**  
**Exhibitor Set-Up: Richardson Ballroom 6:00 - 9:00 am**  
**Exhibits: 9:30 - 3:30 pm**  
**Break-Down: 3:30 - 5:00 pm**

### IMPORTANT CONTACT INFORMATION

**Janet Martinelli**  
610-436-4220 x8514  
martinellij@bnpmedia.com

**Emily Patten**  
847-405-4045  
pattene@bnpmedia.com

[www.ConvertersExpoSouth.com](http://www.ConvertersExpoSouth.com)