



April 26-27, 2022

Lambeau Field Atrium, Green Bay, WI

CONVERTERSEXPO.COM

# EXHIBITOR CHECKLIST

- January 15, 2022** 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, April 26-27, 2022, Green Bay WI" to your email signatures
  - Event logos can be downloaded at the Converters Expo website
- February 1, 2022** An email was previously sent from our registration partner, Executive Events, with instructions on how to register for your badges. Don't delay on registering your staff! NOTE: Badge is NOT automatically printed for contact person on exhibitor/sponsor agreement. Please email [bnp@executiveevents.com](mailto:bnp@executiveevents.com) if you have questions.
- February 7, 2022** Start inviting your customers and colleagues to see you at Converters Expo. Early bird rate of \$50 expires March 4, 2022.
- February 14, 2022** **Exhibitor Profile and Logo (if upgrade was purchased) for the Show Guide.** If not previously submitted, you will receive an email request with a link from [bnp@executiveevents.com](mailto:bnp@executiveevents.com) to upload your company profile. Specs: 25-50 word description of company products/services plus contact info (name, phone, email). If Logo Upgrade was purchased, email your high-resolution company logo – in a .jpg and .eps file that is at least 300 dpi to [Ceci Quispe](mailto:Ceci.Quispe).
- February 21, 2022** Need Electrical services? Exhibitors must arrange and pay for electricity no later than 7 days prior to set up date. Please complete the [Electrical Order Form](#), and email to [AGierach@delawarenorth.com](mailto:AGierach@delawarenorth.com).
- March 14, 2022** Deadline to submit your Exhibitor Profile and Logo (if upgrade was purchased) for the Show Guide. Also, last chance to purchase ad space, additional listings or logo upgrades – contact [Emily Patten](mailto:Emily.Patten).
- March 21, 2022** Maximize your ROI by using ATS Lead Retrieval Services. Please complete the [order form](#) and email to [orders@american-tradeshow.com](mailto:orders@american-tradeshow.com) by **April 1, 2022** to receive a discount.
- March 21, 2022** Deadline to provide Artwork for Purchased or Complimentary Ads for the Show Guide. Specs: 8.5 x 11 inch with 1/8 inch bleeds, at least 150 dpi for graphics, PDF File Format.
- March 25, 2022** Advance shipments may begin to arrive at Valley Expo & Display in Green Bay. An exhibitor kit was previously emailed from Valley. If you need assistance or have questions, please contact [events@valleyexpodisplay.com](mailto:events@valleyexpodisplay.com) or call 815-873-1500.
- March 28, 2022** Invite your customers to see you at Converters Expo. Advance rate of \$70 expires April 8, 2022.
- April 4, 2022** Prepare exhibit materials for shipment to Valley Expo & Displays. The last day materials may arrive in Green Bay is **April 22, 2022**.
- April 6, 2022** Valley Expo's order discount deadline. Information on ordering services is posted on the event website under [Exhibitor Set-Up](#).
- April 22, 2022** Last day exhibit materials may arrive at Valley Expo & Displays. Confirm delivery of materials with your carrier.
- April 26, 2022** Welcome Reception in the Green Bay Packers Hall of Fame, 5:30-7:30 PM.
- April 27, 2022** **Show Time:**
  - **Exhibitor Set-Up/Breakfast: Atrium 6:00 - 9:00 am**
  - **Exhibits: 9:30 - 3:30 pm**
  - **Break-Down: 3:31 - 5:00 pm**

\*If any of the following was purchased or a benefit, you will receive an email from Crystal Nelson, [nelsonc@bnpmedia.com](mailto:nelsonc@bnpmedia.com), on instructions for materials needed and deadline dates:

- Product Showcase Email Insert
- Full page ad in *Packaging Strategies* or *Flexible Packaging*
- 30 day web ad or eNewsletter ad
- Corporate Profile in Converters Pre-Expo Guide

## IMPORTANT CONTACT INFORMATION:

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