

# BRAND PRE-SHOW CHECKLIST



| №  | ACTIVITIES   | ✓ |
|----|--|---|
|    | 1 Month+ Prior to Show   |   |
| 1  | Send physical catalogs to showrooms  |   |
| 2  | Email product list to agencies or if you manage your data, update your account                             |   |
| 3  | Email new product images to agencies, or update your account   |   |
| 4  | Email new pdf catalogs/sell sheets to agencies, or update your account                                     |   |
| 5  | Email promos to agencies, or update your account   |   |
| 6  | Send new product samples to showrooms  |   |
| 7  | Book flights & hotel<br>(the show's hotel booking site often opens the 1st day of show for following year) |   |
|    | Week Prior / Week of Show  |   |
| 8  | Email customers: new products, promos, which shows you'll be attending & where                             |   |
| 9  | Download latest updates for iPad and order writing app   |   |
| 10 | Ensure company settings in MT are up to date (order email, terms, min order)                               |   |
| 11 | Ensure you've packed all cords, portable chargers, scanner (& booklet), devices                            |   |
| 12 | If you will be writing orders with the app, sync before you leave  |   |
|    | At Show  |   |
| 13 | If you are writing orders with the app, test the Agency's WiFi when you arrive                             |   |
| 14 | Spend time with each salesperson to ensure they know your line   |   |
| 15 | If you are writing orders with the app, ensure you sync each morning & evening                             |   |
| 16 | Ensure there are no unfinished orders on your iPad before you leave  |   |