



PROMOTIONAL CHECK LIST

Follow this countdown checklist to keep on top of all your promotion opportunities.

January – May 2008

- Begin design of your trade advertisements for June-September. Or take advantage of the pre-designed MINExpo® ads available on the MINExpo web site.
- Review and reserve sponsorship and advertising opportunities.
- Begin planning ideas for social opportunities.
- Provide your MINExpo direct mail list to National Mining Association and let us distribute promotional materials to individuals you want to see at the show. The list may be sent directly to a mail house to be kept confidential. The list will be used for MINExpo only.
- Or order complimentary promotional literature for distribution to your customers and prospects.
- Complete the Meeting Request Form for complimentary meeting space at the Las Vegas Convention Center.
- Complete the Press Room Request Form to schedule any press conference(s) open to the media attending MINExpo.
- Download the MINExpo logo and use it to link from your company site to the MINExpo web site.

May (4 months prior)

- Confirm the sponsorship and/or advertising opportunity that best fits your objectives for name/product recognition at show time.
- Begin development of your direct mail program for June-August.

June (3 months prior)

- Place ads in major trade publications and include a MINExpo logo, dates and booth number.

- Send complimentary promotional literature to your prospect list and emphasize the August 8, 2008, Early Bird Registration Deadline. After this date, registration increases from \$100.00 to \$200.00 per person.

July (2 months prior)

- Send direct mail to all your present, past and potential customers, along with an "incentive" to stop by your booth during MINExpo.
- Send news releases to all the major trade publications announcing what new programs and/or products you plan to introduce at MINExpo. MINExpo is posting exhibitor news releases in the Press Room section of the web site so be sure to email your press releases to minexpo@nma.org.
- Finalize any arrangements for social functions you plan during MINExpo and mail invitations to your guests.

August (1 month prior)

- Prepare media kits with information on your company, products and services for placement in the MINExpo Press Room.
- Mail literature on your products and services to your customers reminding them to visit you at MINExpo.
- Conduct a telemarketing campaign to your best customers to confirm their attendance and set-up appointments.
- Check the International Visitors section of the MINExpo web site to see what delegations will be attending MINExpo. Contact the delegation leader to set-up appointments with the members of the delegation.
- Send news releases to mining-related publications announcing what you plan to feature at MINExpo. Be sure to email the news releases to minexpo@nma.org for posting on the MINExpo web site.

October (Immediately after the Show)

- Follow-up leads you collected at MINExpo with service and/or product information and personal phone call.
- Send news releases to mining-related trade publications reporting on how your exhibit was received at MINExpo and your success as a result of exhibiting.