

# EXHIBITOR SUCCESS CHECKLIST

Prepare for a successful Bar Convent Brooklyn 2020 with this step-by-step checklist!

Action	Deadline	Completed
<p><b>1</b></p> <p><b>Submit Compliance documents and <a href="#">Certificate of Insurance Form</a></b>            Review the <a href="#">Alcohol Compliance Information</a> to ensure documents and a certificate of insurance are submitted before exhibiting at the show.            *New Exhibitors, please note: Our vendor, Park Street is a resource for compliance question - Jesse Cortes at <a href="mailto:jcortes@parkstreet.com">jcortes@parkstreet.com</a></p>	<p>Marketing Permit 5/1/20</p> <p>COLA 6/1/20</p> <p>Certificate of Insurance 6/3/20</p>	
<p><b>2</b></p> <p><b>Update &amp; Complete your Company Listing</b>            The Exhibitor Dashboard connects you to your most powerful marketing tool: your online directory listing. A complete listing with product images, product categories, show specials and social media links will ensure great exposure and generate more pre-show leads and recommendations.</p>	<p>6/30/20</p>	
<p><b>3</b></p> <p><b>Review the Exhibitor Manual</b>            The exhibitor manual will give you complete A-Z information about everything show-related, including forms and contacts you will need. Ordering early will save you up to 30% — <a href="#">click here</a> to review the information.</p>	<p>Early Bird Pricing until 6/26/20</p>	
<p><b>4</b></p> <p><b>Invite your Customers and Promote your Presence at the Show</b>            Promoting your participation at Bar Convent Brooklyn with your customers and contacts in the industry will help maximize booth traffic and leads to meet your business goals. We are excited to offer you a variety of free and customizable marketing tools including an email signature, social post, email invite and web banner.             Email Coming Soon - that will include your customizable assets</p>	<p>Ongoing</p>	
<p><b>5</b></p> <p><b>Order Booth Furnishings</b>            Order tables, chairs, carpeting and more at a discounted rate through Freeman, the official contractor. <a href="#">Click here</a> to access their website for easy online ordering.</p> <p><b>Order Booth Electricity</b>  <a href="#">Click here</a> to order electricity for your booth.</p>	<p>6/26/20</p> <p>7/8/20</p>	
<p><b>6</b></p> <p><b>Register Booth Staff</b>            You can register your staff for exhibitor badges through the <a href="#">Exhibitor Registration Dashboard</a>. Click on the link that reads: Register Your Staff.</p>	<p>Ongoing</p>	
<p><b>7</b></p> <p><b>Review Shipping &amp; Material Handling Information</b>            You have <a href="#">2 shipping options</a>: ship to the Warehouse before the show, or ship to show site.             Review Material Handling information <a href="#">here</a> and pricing rates <a href="#">here</a></p>	<p>Warehouse: Before 7/31/20</p> <p>Show Site: After 8/9/20</p>	
<p><b>8</b></p> <p><b>Review Lead Retrieval Information</b>            View more information on our Lead Retrieval App, Emperia, <a href="#">here</a>.</p>	<p>Ongoing</p>	
<p><b>9</b></p> <p><b>Book Hotel &amp; Travel</b>            Hotels fill up quickly—be sure to take advantage of our discounted hotel rates by early. <a href="#">Click here</a> for rates and availability.</p>	<p>Ongoing</p>	
<p><b>10</b></p> <p><b>Review Move in</b>            Review move in and move out times and procedures as well as <a href="#">F&amp;B Quick Facts</a> here for any questions you may have prior to the show.</p>	<p>Ongoing</p>	