



# GIVE YOUR BUSINESS THE UPPER HAND

JAN 19-22, 2021 • EDUCATION: JAN 18-22



## WOC 2021 Promotional Timeline & Checklist

Print this list and check off each item as you complete it. Drive booth traffic, generate leads and expand selling opportunities with WOC 2021 pre-show promotional timeline and checklist.

### July/August

Use the [World of Concrete logo](#) and your booth number in company ads, promotional literature and your email signature.

Order your digital and onsite [sponsorship](#) to increase your ROI and help drive booth traffic. Review [\\*\\*Scam Warning\\*\\*](#).

Review booth space assignment confirmation email to confirm booth number and e-code. Check booth location for any competitive issues. Contact your sales representative immediately if you have any questions.

Review [use of WOC logo](#). Place a [banner ad](#) on your website, emails, and social media to promote your presence at WOC. Need a custom size or want to add your booth number email: [lisa.liu@informa.com](mailto:lisa.liu@informa.com).

Contact your account for more information on year-round digital opportunities to reach your target audience.

### September/October

[Advertise](#) in the World of Concrete Program & Exhibits Guide, Digital Pre-Show Planner and WOC 360 e-newsletter.

Submit New Product (Paid Sponsorship) for the New Product Zone via submission form.\*

Review the Exhibitor Service Manual in the Exhibitor Portal for all order instructions, deadlines and all other show information. Use your unique company e-code from your confirmation letter to enter your portal.

Confirm your company listing is up-to-date before the directory and mobile app deadlines. Log in with your e-code to your [Exhibitor Portal](#) to review your information.

Visit the [Success & ROI Center](#). Review resources and sign up for live webinars. Learn the most effective method to exhibit pre-show, onsite and post-show.

Sign up to host a press conference. For more information email: [lisa.liu@informa.com](mailto:lisa.liu@informa.com)

### November

Submit artwork for onsite sponsorships. Deadline: November 16, 2020.

Register your booth staff and purchase free Exhibit-Only entry for your customers during exhibitor registration found in the [Exhibitor Portal](#).

Purchase education courses for booth staff. Email [seminars@worldofconcrete.com](mailto:seminars@worldofconcrete.com) for more information.

Send discounted buyer invitations to customers, prospective customers and key industry professionals. Contact [lisa.liu@informa.com](mailto:lisa.liu@informa.com) for electronic pdf version of buyer invitations

### December

Submit Upgraded Booth Profile (Paid Sponsorship) Items via submission form.\*

Order exhibitor services before discount deadline ends. Deadline: December 23, 2020

Request pre-registered press list to send press releases to industry publications and highlight your product or services you'll have at the show. Email [lisa.liu@informa.com](mailto:lisa.liu@informa.com) for press list.

### January

Incorporate social media into your WOC promotional plan. Use these [tips and sample posts](#) and be sure to tag World of Concrete in your post and use this year's hashtag #WOC2021.

Order lead retrieval unit for capturing your leads onsite. Lead retrieval form can be found in your Exhibitor Service Manual or Registration Portal in the [Exhibitor Portal](#)

### Onsite

Bring Press Kits (approximately 50) to Press Room N250 starting Sunday, January 17, 2021 at 12:00 PM.

Bring WOC 2022 Booth Space Contract to Rebook Office.

Book hotel for WOC 2022 at the Rebook Office.

Share your onsite activities on social media and post on Facebook, LinkedIn, Twitter and Instagram.

Contact Bill Palmer at [bill.palmer@informa.com](mailto:bill.palmer@informa.com) to submit onsite activities, new products, demonstrations, industry news etc., to be featured on the WOC Show Daily e-newsletter.

Review your Freeman Show Services bill address any issues at the service desk before leaving.

### Post-Show

Download new leads from lead retrieval platform and send follow up materials to contacts you met with during the show.

Request post-show media list send product information to editors who attended the show for inclusion in their post-show news articles and summaries. Email [lisa.liu@informa.com](mailto:lisa.liu@informa.com) for press list.

Continue to share your activities on social media and post on Facebook, LinkedIn, Twitter and Instagram.

\*Please contact your Account Executive for New Product Zone or Upgraded Booth Profile Submission Form Link.