



# Marketing Checklist

	<b><u>Launch a Product</u></b>
	Review USITT Marketing Kit for Incentives
	<b><u>Invite Your Customers</u></b>
	Request Attendee Mailing List
	Send out Invitations to Customers
	Post booth info on website and Social Media
	Post your Feathr link to social media
	<b><u>Request Press List</u></b>
	<b><u>Sign Up for Product Demos</u></b>
	New Product Showcase
	Innovation Stage
	Costume Stage
	Console Demo Area
	<b><u>Plan to Attend Receptions</u></b>
	Opening Night
	Regional Sections
	Closing Night

	<b><u>Use Digital Marketing to Connect to USITT</u></b>
	Follow USITT's Social Media Channels
	<a href="#">Facebook</a> , <a href="#">Twitter</a> , <a href="#">Instagram</a> , <a href="#">LinkedIn</a>
	<b><u>Upload Press Releases to your Virtual Booth</u></b>
	<b><u>Complete Your Virtual Booth</u></b>
	Print Profile for the Conference Program
	Add New Products to be showcased
	Add Show Specials being offered
	Add your Social Media Links
	Add your Videos
	Embed YouTube Videos
	<b><u>Engagement &amp; Branding Opportunities</u></b>
	<a href="#">Sponsorship Opportunities</a>
	<a href="#">Conference Program Advertising</a>
	<a href="#">Digital Advertising</a>