



Reverse Vendor Trade Show Timeline

4-6 Months Before

- Send out "Save the Date" to suppliers
- Send out "Save the Date" to Membership
- Develop Budget based on prior year's numbers
- Set-up conference call with Chapter Enhancement Committee
- Set-up confere call with Marketing Committee to develop marketing plan

3 Months Before

- Work with venue on set-up, food, etc. using prior year's numbers
- Update "Agency Invitation" document with new location, hours, number of booths, etc.
- Update "Vendor Invitation and Information" document with new location, hours, deadlines, pricing, etc.
- Vendor and Agency Registration Module live
- Send out "Agency Invitation" document and "Registration Open" email
- Send out "Vendor Invitation and Information" document and "Registration Open" email
- Send out "Vendor Inviatation and Information" document to membership for assistance in distributing to suppliers

2 Months Before

- Send "Register Now" email notice to agencies and suppliers
- Work with advertising vendors to publicize RVTS
- Post event on Denver Post's Calendar of Events

1 Month Before

- Send "Time is Running Out" email notice to suppliers
- Send "Last Chance" email notice to agencies
- Start working with printing vendor on graphics for attendee directory, sponsorship signage and agency signs
 - Artwork file must be an EPS (vector) file (which is best) or a high resolution (at least 300 dpi) JPG, TIF or PDF

2 Weeks Before

- Notify Sponsors who have not sent artwork – artwork is needed ASAP for inclusion in collateral material as noted in "Vendor Inviatation and Information" document
- Send Sponsor artwork for creation of sponsorship signage and inclusion in attendee directory
- Send agency attendee list to printer
- Confirm agency numbers with venue or the latest date we can do this

- Send “Last Chance” email notice to suppliers
- Check to see if any new agencies signed up for which we do not have signs for – order signs if needed

1 Week Before

- Send “Outstanding Balance” email notice to suppliers paying by check onsite
- Send “Logistics” email notice to agencies (i.e., set-up time, start time, location, etc.)
- Send “Logistics” email notice to suppliers (i.e., start time, location, etc.)
- Send supplier attendee list to printer
- Notify person storing agency signs with list of participating agencies
- Request from Treasurer list of “pending” registrations which have been paid

Day Before

- Setup Onsite Registration site for walkup registrations
- Find out from Treasurer if any other “pending” registrations have been paid
- Print current vendor registration list and note which “pending” registrations have been paid

Ongoing

- Check Registration site
- Analyze budget
- Respond to vendor inquiries
- Pay invoices as needed by completing “Payment Request” form and submitting to Treasurer

Printed Materials

- Agency signs: 16 x 60, white copy on black sentra
- Attendee Booklet: 8.5 x 11
 - Guts: black text, 60# white text, offset
 - Cover: 4 color over 1 color, 80# gloss cover
- Sponsorship signs: full color one side, 18 x 24 mounted on foam core
- Vendor artwork files must be an EPS (vector) file (which is best) or a high resolution (at least 300 dpi) JPG, TIF or PDF