

## SPORTS SPECIALISTS' DEALER SHOW

October 12 – 15, 2015

### Exhibitor Action Checklist

For your convenience, we have prepared this checklist to help you make sure all tasks are completed and to help assure that this is a great show experience for you. Please make sure all of the steps listed are completed in a timely manner. This is for your use only – do not return this to us.

- ☐ Download the **Booth Reservation/Exhibitor Agreement Form** and then complete the form and email (or fax) it back to Tom Ducrest.
- ☐ Mail in payment for booth(s) reserved, or make sure credit memos are issued by factories— deadline for all payments is Friday September 4<sup>th</sup> (subsequent payment by check will not qualify for the cash advance payment discount).
- ☐ Make sure you have completed your product/program presentations with Gaston Lopez (buyer) prior to August 14<sup>th</sup> (call now for an appointment if you have not already done so). Our buyers need updated product listings, and prices for the upcoming ice fishing season and 2016 summer season. Do this a.s.a.p., as we have a large number of product suggestions to evaluate.
- ☐ Make sure you have provided our buyers with color images (preferably in .jpg format) of your products (and catalog line art, if available).
- ☐ Complete and submit a **Show Promotions Form** for each factory that will be exhibited in your booth(s). Deadline for **Show Promotions Form** is Friday, August 21, 2015.
- ☐ Download, print, complete and fax in directly to Olympia Resort the **Room Registration Form** if you intend to stay at Olympia during the show.
- ☐ Download, print, complete and fax in directly to Olympia Resort the **Electrical Service Form** if you will need electricity in your booth) – if you wait until within 2 weeks of the start of the show you will pay a 20% surcharge (40% if you wait to within 48 hours of the start of the show).
- ☐ A few weeks before the show Wisconsin Expo will send you an Exhibitor Service Pack. This will give you the opportunity to tailor the equipment needs for your booth (table size, etc.). If you want to make changes, make sure you respond to Wisconsin Expo.

#### ***For event sponsors (meals, refreshments, reception):***

- ☐ E-mail to Tom Ducrest the half-page ad copy for the “no charge” sponsor’s ad that will appear in the Show Specials Booklet.
- ☐ Provide a brand or product banner to Sports Specialists for display in the show foyer (only sponsors can have banners displayed in the foyer).