



You need **SEVEN WEEKS** of runway to prepare for a **SUCCESSFUL** event or show.

1 week out • all systems go /final check

2 weeks out • event checklist and dry runs

3 weeks out • master schedule distribution

4 weeks out • partner program set

5 weeks out • email drip campaign begins

6 weeks out • advanced shipping of event materials/partner programs

7 weeks out • event resource allocation, precon meeting, and marketing asset preparation