

## CHECKLIST

In order to make the process of preparing for Live as straightforward as possible, the following items need to be completed. We would be grateful if you would complete these by deadlines set, as late submission can incur additional charges. Orders may incur additional charges after deadline dates.

Order Forms and other information can be found on the Manchester Live [exhibitor links page](#).

**Please copy Thelma into any communications.**

Due Date	Task	Notes
Ongoing	Promotion	All marketing collateral can be found on the <a href="#">Exhibitor Links Page</a>
5 <sup>th</sup> February 30 <sup>th</sup> April	Speaker Information (if applicable)	Speaker name, headshot, topic title and key takeaways will need to be confirmed with Natasha by 5 <sup>th</sup> February. PowerPoint slides are to be sent by 30 <sup>th</sup> April.
5 <sup>th</sup> March	Branding	Required for event site; .AI or .EPS logo, company bio (dependent on partnership level), twitter handle & website landing page. Partner = 25 words   Silver = 50 words Gold = 75 words   Platinum = 100 words
15 <sup>th</sup> April	Nameboard Form	Enter the name for your shell scheme EXACTLY as you would like it by using the Nameboard Form found on the Exhibitor Link. Should you not use the form, your name may be incorrect and neither the organisers nor Index Group can be held responsible.
15 <sup>th</sup> April	Order Forms: AV, Furniture, Electrical, Catering, Internet	All order forms can be found on the Exhibitor Links Page. NB these are not compulsory, but you may not be able to book these post 15 <sup>th</sup> April
15 <sup>th</sup> April	Health & Safety Documents	Risk Assessment needed for ALL stands (templates found on the Exhibitor Links Page) Method Statement needed for space only stands For any external stand build, all the necessary CAD plans, PL insurance and risk/method assessments are required
15 <sup>th</sup> April	Stand Activations	You will gain, on average, 33% more visitors if you run a stand activation. Please send information over to Thelma, and feel free to get in touch if you need any ideas.
30 <sup>th</sup> April	Virtual Event Booth	Your virtual event booth for the event app can be completed via your custom link. Please be sure to upload your logo, website URL, contact details and any resource links you would like to include. Thelma will send instructions on how to do this via email.
30 <sup>th</sup> April	Exhibitor Tickets	Thelma will send instructions via email on how to register your Event Partner and Speaker passes