



INTERNAL LAUNCH TRAINING: MARKETING TIMELINE

30 Days Pre-Launch

- Co-branded logo developed
- Sales Video developed
- Marketing elements timeline
- Splash page launches
- Consumer marketing campaign finalized
- B2B campaign finalized
- Ad Sizes & deadlines finalized
- Editorial/Advertorial launch story planned

Launch Week

- B2B creative reviewed
- B2B campaign planned & booked
- Editorial/Advertorial launch story runs

30 Days Post-Launch

- B2B campaign launches
- Advertiser E-blast is sent
- Process for securing logos for ads and digital components

60 Days Post-Launch

- Consumer campaign planned & booked
- Advertiser E-blast is sent
- Nonprofit initiative planned

Six Months Pre-Event

- Website launches
- Advertiser E-blast is sent
- Non-profit breakfast
- Community outreach effort planned
- Staff shirts planned
- Event bags planned
- Premium items for giveaways planned

Five Months Pre-Event

- Editorial/Advertorial launch story runs

16 Weeks Pre-Event

- Consumer campaign creative review
- Community outreach E-Blast 1
- Staff shirts ordered
- Bags ordered
- Premium items ordered

12 Weeks Pre-Event

- Print & digital consumer ads creative
- Radio creative
- Cable creative
- Booth prospect E-Blast sent
- Community outreach-E-Blast 2
- Editorial/Advertorial launch story runs

8 Weeks Pre-Event

- Consumer campaign launches
- Layout for Tab/Event Program
- Spadea creative concept
- Press release 1 is sent to local TV & Radio
- Branding signage ideas reviewed

4 Weeks Pre-Event

- Review layout/materials for Tab/Event Program
- Advertorial due for Tab/Event Program
- Spadeas begin running-next four weeks
- Press release 2 is sent to local TV & Radio
- SAE Newsletter E-Blast sent sponsors & exhibitors
- Community outreach-E-Blast 3
- Editorial/Advertorial launch story runs

3 Weeks Pre-Event

- Ads due for Tab/Event Program
- All materials due for Tab/Event Program (including programming schedules, floorplan, etc.)
- Radio campaign begins
- Cable campaign begins

2 Weeks Pre-Event

- Press Release 3 is sent to local TV & Radio
- Social campaign begins
- Community outreach-E-Blast 4

Event Week

- Advertorial/Editorial runs
- Press alert is sent to local TV & Radio
- Tab/Event program is inserted in full run of paper
- SAE Newsletter E-Blast-(Tips and FAQs) sent sponsors & exhibitors
- Social campaign continues