

#B2BMX EAST SPONSOR CHECKLIST

We're so excited to welcome you as a sponsor for the upcoming **B2B Marketing Exchange East** (#B2BMX East)! Below is a checklist outlining your deliverables and deadlines. For any inquiries, feel free to reach out to us at dgrprograms@demandgenreport.com.

AS SOON AS POSSIBLE

- **Reserve Your Hotel Room**
- **Logo(s) Due**

WEDNESDAY, JULY 31:

Your Target ABM List is Due

- *Please note: Submit using your Cvent Sponsor Portal**

Your Speaker Profile form is due*

Your Session Title and Abstract are due*

- Please email to klaudia@gthreecom.com

**Please note: Speaker Profile and Session Title & Abstract are required for Title, Platinum, Gold and Industry Insider Sponsors only*

TUESDAY, AUGUST 13:

Deadline to Submit Booth Backdrop Artwork

- **Guidelines can be found here**

THURSDAY, AUGUST 22:

Deadline to Submit Your Certification Course Description

- *Please note: This is optional for Title and Platinum Sponsors only*
- **Guidelines can be found here**

THURSDAY, AUGUST 28:

Deadline to Submit Your After Hours Sponsored Event

- *Please note: This is optional for All Sponsors*

Submit Your Complimentary Pass List

FRIDAY, AUGUST 30:

Last day to submit a COI *(if you're using an EAC, please have them submit as well)*

- *Please note: This must be submit using your Cvent Sponsor Portal*
- **Guideline can be found here**

FRIDAY, AUGUST 30:

Advanced Freight Receiving Begins*: 7:30 AM

MONDAY, SEPTEMBER 2:

Warehouse will be CLOSED in observance of Labor Day

WEDNESDAY, SEPTEMBER 4:

Deadline to Submit your In-Event Rotating Banner Ad Artwork

- *Please note: This is optional for Title Sponsors only*
- **Guidelines can be found here**

MONDAY, SEPTEMBER 9:

**Discount Deadline Date for Orders Received with Payment
Deadline to Order Booth Electrical and Internet**

THURSDAY, SEPTEMBER 12:

Build Your Virtual Booth in Swapcard

WEDNESDAY, SEPTEMBER 18:

Register Your Team

Discounted Sponsor Pass Rates are as Follows:

- \$1,121.25 if registered by 8/23
- \$1,196.26 if registered after

FRIDAY, SEPTEMBER 20:

Submit Your Optional Lead Retrieval Form

WEDNESDAY, SEPTEMBER 25:

Advanced Freight Receiving Deadline*: 4:00 PM