



Thanks for your interest in PACK EXPO Connects. This schedule will help you prepare your **Virtual Showroom** and to **promote your products and live demos**.

Because the event is virtual, we'll be digitally marketing to your customers right up until opening day (and during the event!) To get the most out of your investment and to be part of **print promotion**, here are recommended deadlines:

(*These deadlines apply only for companies advertising in the **boldfaced** products.)

- Sept 15 -
Nov 1 Complete your Virtual Showroom - be 'mostly' ready by 9/15.
- ASAP Live Demos - reserve your time slots and choose your topics. Live demo time slots are being reserved daily!
- Sept 2* [Game Plan](#) and [Live Demo Planner](#) listing materials are due to be included in the printed *Virtual Event Guide*, (polybagged with *Packaging World* October.)
- Sept 4* [PACK EXPO Showcase](#) closes; your Company Profile can promote your Virtual Showroom!
- Sept 15 Attendee registration opens ... your customers' first look at the event site!
- Sept 15* [Exhibitor Preview newsletters](#) will be sent out in the weeks leading up to the show; sign up to have your showroom, products and/or live demos featured.
- Oct 1 Prepare your live demos, including 360 product photography. Practice live-streaming and train a staff member to monitor group chat.
- Nov 1 All showrooms need to be completed
- Nov 2 Preview Week opens - big promotional push to get attendees to add items to their Show Plan
- Nov 9 PACK EXPO Connects opens! Have your staff ready to respond to live chat during Exhibit Hours through Nov. 13.