

NAPE EXPO 2026 | Project Plan & Checklist

Task	Deadline
Long Lead Times / Strategic (4 – 9+ months out)	
<input type="checkbox"/> Sign event space contract Lock in prime real estate early - better location, better price.	ASAP
<input type="checkbox"/> Make hotel reservations Book your room at the conference hotel early to stay close to the action and the networking.	ASAP
<input type="checkbox"/> Submit abstract for technical program inclusion A speaking slot boosts your credibility and visibility at no cost. Review program themes, tailor your abstract, and submit your proposal early. <i>Submit speaker proposal here: https://napeexpo.com/contact/speaker-proposal</i>	ASAP
<input type="checkbox"/> Develop key booth messaging Identify who's coming—your target personas, their roles, and what they care about. Then craft booth graphics and headlines that communicate your unique value in under two seconds. Ask yourself: Can a prospect instantly understand what we do, who we serve, and why it matters—without reading a paragraph? Does our message highlight what only we can claim, not what every competitor says?	15 Oct 2025
<input type="checkbox"/> Design booth layout & select booth hardware Plan for size, budget, demos, and smooth traffic flow to keep visitors engaged.	15 Oct 2025
<input type="checkbox"/> Set show goals & KPIs Define what success looks like, target number of leads, meetings, demos, and pipeline value, so you can measure ROI after the show.	15 Oct 2025

Task	Deadline
<input type="checkbox"/> Develop required asset list Audit what you already have and identify what needs to be created or printed—slide decks, case studies, brochures, demos, and any materials essential for your booth presence.	15 Oct 2025
<input type="checkbox"/> Secure necessary staff, speakers and topics Confirm who's working the booth, who's speaking, and what they'll cover. Lock in staffing roles and presentation topics early to avoid last-minute scrambles.	15 Oct 2025
<input type="checkbox"/> Create promotional plan Map out your promotional strategy, secure placements, and design the assets needed to support your campaigns.	15 Oct 2025
<input type="checkbox"/> Develop follow-up plan Decide how you'll capture leads, who will follow up, and what messages they'll receive. Outline timing, segmentation, and content so post-show outreach is fast, consistent, and effective.	15 Oct 2025
Production & Logistics (2 – 4 months out)	
<input type="checkbox"/> Order booth structure, hardware, and graphics Place orders at least three months out to avoid rush fees and delays. If you can, do a full test setup beforehand to confirm everything fits, functions, and arrives as expected	18 Nov 2025
<input type="checkbox"/> Develop required assets (videos, collateral, staff shirts) Produce the materials that bring your booth to life—videos, brochures, flyers, business cards—and order staff shirts to keep your team cohesive and on-brand.	18 Nov 2025
<input type="checkbox"/> Order branded giveaway items Build in time for proofs and revisions. Ordering early reduces the risk of errors, shortages, or last-minute delays.	7 Dec 2026
<input type="checkbox"/> Plan social event If hosting an event, lock in your venue at least three months ahead. Send invitations one month out and again two weeks before, and finalize catering the week of the event.	11 Dec 2026
<input type="checkbox"/> Order show services Reserve essentials—electricity, internet, cleaning, catering, lead retrieval—before early bird pricing ends (01/31/26). Buying on-site will cost you more, so plan ahead.	11 Dec 2026
<input type="checkbox"/> Develop booth traffic strategy: staffing, content, giveaways Plan your people and your pull. Confirm whether you need extra staff to work the booth and engage visitors, and choose giveaways that attract the right attention.	18 Dec 2026



Task	Deadline
Demand Gen & Awareness (4 – 8 weeks out)	
<input type="checkbox"/> Develop and schedule social posts Create graphics and content tailored to your audience, use relevant hashtags to boost reach, and schedule posts—at least two before the show, daily during NAPE, and two after—to keep momentum strong.	18 Jan 2026
<input type="checkbox"/> Develop and send email campaign Clean and prep your database, then craft emails that target the right prospects with clear, compelling messaging that draws them to your booth.	18 Jan 2026
<input type="checkbox"/> Content make-ready Identify what content needs updating or creating for the show. Refresh case studies, decks, and handouts to match the event theme, and produce any required assets—like looping video reels or unified PowerPoint templates for booth presentations.	18 Jan 2026
Final Prep (1 – 2 weeks out)	
<input type="checkbox"/> Register staff for event List everyone attending and their required registration types, submit through the exhibitor portal, and confirm each team member receives their registration email.	11 Feb 2026
<input type="checkbox"/> Internal staff training session Align your team before the show: clarify goals, roles, and booth expectations. Assign at least one dedicated salesperson or networker so someone is always engaging visitors and capturing quality leads.	11 Feb 2026
At-Show	
<input type="checkbox"/> Create packing list Build your packing list ahead of time to avoid last-minute misses. Include essentials like chargers, tools, remotes, hardware, and plenty of business cards.	16 Feb 2026
<input type="checkbox"/> Booth setup Arrive early and make best use of the setup window to assemble your booth, test all equipment, and handle any surprises before doors open. Setup hours: Monday, Feb. 16, 2026: 8 a.m.–5 p.m. Tuesday, Feb. 17, 2026: 8 a.m.–5 p.m. Wednesday, Feb. 18, 2026: 7 a.m.–7 p.m.	16 Feb 2026



Task	Deadline
<input type="checkbox"/> NAPE Showtime. All hands on deck—engage visitors, capture leads, and make every interaction count. Exhibit hall hours: Thursday, Feb. 19, 2026: 9:00a.m.-5:00p.m. Friday, Feb. 20, 2026: 9:00a.m.-1:00p.m.	18 Feb – 20 Feb 2026
Post-Show	
<input type="checkbox"/> Post-show internal debrief Hold a quick recap with your team to capture what worked, what didn't, and ideas to improve your next NAPE.	25 Feb 2026
<input type="checkbox"/> Follow-up with leads & connections Move fast while the show is fresh. Connect on LinkedIn and send emails within a week, document key meetings with clear next steps, and send a thank-you email to everyone who shared their contact info to keep the conversation going.	25 Feb 2026
<input type="checkbox"/> By-the-Numbers report Within a week, compile a BTN report to measure show impact. Capture metrics like booth traffic, meetings, and giveaway usage to guide decisions for future events.	4 March 2026