



SWTEST

PROBE TODAY, FOR TOMORROW

SWTest 2022 Deadlines For Sponsors & Exhibitors

On-Site Checklist

Date	Detail	Applies To	Questions/Submit To
21-Feb-22	Golf Tournament Registrations for Sponsor First Team begins	Sponsors	Tracy Broz tracy@cemamerica.com
18-Mar-22	Golf Tournament Registrations Deadline for First Team, Sponsor can register for second Team on a waitlist	Sponsors	Tracy Broz tracy@cemamerica.com
21-Mar-22	Golf Tournament Registrations for Exhibitor First Team begins	Exhibitors	Tracy Broz tracy@cemamerica.com
01-Apr-22	Notification of interest in participating in the lottery for one of two Presidential Suites	Platinum Sponsors	Maddie Harwood maddie@cemamerica.com
18-Apr-22	Golf Tournament Registrations Deadline for First Team, Exhibitor can register for second Team on a waitlist	Exhibitors	Tracy Broz tracy@cemamerica.com
06-May-22	Mobile App Push Ad – See Push Ad specifications on Sponsorship web page	Platinum Sponsors	Alice Jones alice@cemamerica.com
06-May-22	Booth - advance shipments may begin arriving at warehouse	All	Innovative Expo
13-May-22	Exhibit Booth A/V Order Form & Payment is due – See AV Order Form link on Exhibitor Links web page	All	Tracy Broz tracy@cemamerica.com
13-May-22	Scavenger Hunt Prize notification - provide photo/image and title/description	All	Alice Jones alice@cemamerica.com
13-May-22	All Golf Tournament Registrations and team information completed	All	Tracy Broz tracy@cemamerica.com
19-May-22	Full-Color 1-page Ad for Conference Guide & EXPO Directory – See Directory Ad Specifications on Sponsorship web page	Platinum & Gold Sponsors	Maddie Harwood maddie@cemamerica.com Brittini Favorite brittini.favorite@gmail.com



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<i>On-Site Checklist (continued)</i>			
19-May-22	Full-Color 1/2-page Ad for Conference Guide & EXPO Directory – See Directory Ad Specifications on Sponsorship web page	Silver Sponsors	Maddie Harwood maddie@cemamerica.com Brittini Favorite brittini.favorite@gmail.com
19-May-22	Deadline to submit logo to be included in EXPO Directory	Sponsors	Maddie Harwood maddie@cemamerica.com
23-May-22	Innovative Expo Discount Deadline for Booth Orders - See Exhibitor Kit link on Exhibitor Links web page	All	Innovative Expo
27-May-22	RSVP to Sponsor Reception (Sunday evening) – One representative per Sponsor plus one guest	Sponsors	Maddie Harwood maddie@cemamerica.com
31-May-22	Booth - last day for advance shipments to arrive at warehouse	All	Innovative Expo
05-June-22	Marketing Materials for Sponsor Table – Bring marketing materials to on-site registration desk.	Sponsors	Alice Jones alice@cemamerica.com

Virtual Checklist

Date	Detail		Questions/Submit To
06-May-22	Welcome Description provided (text)	All	Tracy Broz tracy@cemamerica.com
06-May-22	Marketing Materials provided (PDFs or URLs)	All	Tracy Broz tracy@cemamerica.com
13-May-22	Booth graphics for brand customizations (specs to be provided)	All	Tracy Broz tracy@cemamerica.com
13-May-22	Additional booth details needed (graphic links, booth color, menu bar details, Leave A Message email, avatar preference)	All	Tracy Broz tracy@cemamerica.com



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<i>Virtual Checklist (continued)</i>			
13-May-22	Scavenger Hunt Prize notification - provide photo/image and title/description	All	Alice Jones alice@cemamerica.com
13-May-22	Poster Presentation provided (optional - can be video, PDF, PowerPoint, etc)	Platinum Sponsors	Tracy Broz tracy@cemamerica.com
13-May-22	Welcome Video deadline (optional)	All	Tracy Broz tracy@cemamerica.com
13-May-22	Promotional Video deadline (optional - will be displayed in booth and during the Morning Breaks (Monday – Platinum, Tuesday – Gold, Wednesday – Silver) with other Sponsors)	All	Tracy Broz tracy@cemamerica.com
13-May-22	Swag Giveaways (optional) - URL of giveaway items or PDF of physical items to be mailed	All	Tracy Broz tracy@cemamerica.com
20-May-22	Chat Room - email address(es) of person(s) who will be available during the live event to moderate and answer questions (they must be registered for the conference as Expo Only or higher)	All	Tracy Broz tracy@cemamerica.com
20-May-22	Connect with Us (optional) - provide the URL of company video conferencing link (Zoom, WebEx, etc.)	All	Tracy Broz tracy@cemamerica.com