

### Checklist Trade Fairs Advertising and Communication

	Who	Date	Complete
Announcement letter			
Pins			
Outdoor advertising			
Letter sticker			
Invitation cards			
Invitation lists			
Admission ticket vouchers			
Photos			
Guest book			
Information material for visitors			
Information material for interested parties			
Catalogue entry			
Customer invitations			
Posters			
Press releases			
Press conference			
Radio and TV advertising			
Carrier bags			
Business cards			
Advance advertising promotion			

**Source:** AUMA\_Toolbox  
[www.toolbox.auma.de](http://www.toolbox.auma.de)