



1

Register for Go West Summit

- [Register](#) early for the lowest price.
- Create and review your company profile.
- Review [Advertising and Sponsorship](#) opportunities to make a bigger impact.

2

Prepare for Your Trip

- Review the [Event Agenda](#).
- Book your [hotel](#).
- Book your airfare.
- Buyers can submit requests for [FAM Trips](#) when available.
- Check local weather reports closer to the event.

3

Select Your Appointments

- Review the [How To Summit](#) page for help navigating the appointment selection process.
- Set goals and think about your target market.
- Download the Digital Resource Manual and company profiles for easy access during the show. Available once appointment selection opens.
- Set your breaks. We recommend 2-3 each Marketplace to allow you to catch your breath.
- Send appointment requests to companies you wish to meet with during Marketplace.
- Check back regularly to review incoming requests or make changes to your schedule.
- After completing your appointment schedule, contact delegates you didn't receive an appointment with to schedule a meeting at the event.

4

Prepare Marketing Materials

- Create a 1-2 page profile sheet to introduce people to your company. Have it available in digital format for easy sharing and to reduce paper waste.
- Small promotional gifts may be appropriate, but ask if the client would like one before giving someone a gift. Also consider offering charitable donations in lieu of gifts for a more sustainable and green option.
- Be prepared to discuss rates.
- Consider translated materials for appropriate markets.
- Have business cards on hand but also consider digital business cards such as [HiHello](#).