# Preparing for Go West Summit

## 1 Register for Go West Summit

Register early for the lowest price.

Create and review your profile.

Review advertising and sponsorship opportunities to make a bigger impact.

## 2 Prepare for Your Trip

Review the Event Agenda.

Register for FAM Trips and Adventure Day.

Book your hotel.

Book your airfare.

Check local weather reports closer to the event.

## 3 Select Your Appointments

Familiarize yourself with industry and event terms.

Set goals and think about your target market.

Research companies by looking at their profiles and the companies' websites.

Select your appointments.

After appointment selection, 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.

Small or promotional gifts may be appropriate for tour operators.

Be prepared to discuss rates.

Consider translated materials for appropriate markets.

Bring 250+ business cards.