

ProMatDX Sponsor To Do List



February 17

Final ProMatDX Sponsor Showcase Deadline

Sponsors can access the portal at exhibit.mhi.org - Click on Sponsor Showcase. It will take you to the Freeman Lennd portal – Enter your email and create an account to get started. If you are not the designated show contact, you can request for your email to be added to the Lennd portal for access. Contact [Donna Streicher](#) or [Morgan Pettrone](#) for additional team member access. February 17 is also the deadline for several advertising and sponsorship materials - contact [Alex Batty](#) or [Morgan Pettrone](#) for more information.

Final Deadline for ProMatDX Product Demo Form(s)

This deadline is not for the actual video but for information such as title, description, product category, etc. for each of your product demos that will be used for scheduling – promatshow.com/productdemoform. All ProMatDX Product Demo scheduled days/times will be assigned in late February once all product demo forms are collected and scheduled.

Access ShowProDX Content

Visit promatshow.com/showpro for archived ShowProDX webinars ProMatDX resources.

March 15

Final deadline for ProMatDX Product Demo and Seminar Video MP4 Files

MHI will be sending you a link to upload these at the end of February. Product demo and seminar videos must be 10 minutes or less for demos and 25 minutes or less for seminars, be an MP4 file, max of 2GB, preferably in 1080p. Visit exhibit.mhi.org and click on How To's to view information on resources on how to film your sessions. If you need assistance producing your demo or seminar videos, you have the option to work with Workerbee at an additional cost (\$2,500 per video). Contact A.J. Meyers at aj.meyers@workerbee.tv for more information

Register your ProMatDX Sponsor Representatives

MHI will open up registration in late February and you will be able to register the number of sponsor reps included in your package.

Set up Grip Profiles and Train Your Team How to Engage with Grip

The full ProMatDX site including Grip networking will launch March 12 and your sponsor reps will then be able to go in and update your Grip profiles to prepare for the attendee "Sneak Peak Week" which will be the week of April 5-9. This is the week when we will encourage attendees to go in and make their schedules and set meetings for the week of ProMatDX. Visit exhibit.mhi.org and click on How To's to view information on resources on how to engage with Grip.

April 12-16-Manage Sponsor Staff/Coverage for the Week of ProMatDX

Showcase Page Chat

Plan the times each day that you will manage your Showcase Chat. Dedicated Sponsor Showcase hours are 12:00-1:00 PM and 3:00-4:00 PM CT each day (you can list your active hours when you update your Sponsor Showcase – it defaults to the show hours 9:00 AM-5:00 PM CT)

Moderate Seminar and Product Demo Q&A

Moderate the Q&A during your Seminars and Product Demos. The Q&A will be managed through Slido so it does not have to be one of your Grip sponsor reps managing Q&A.

Set Grip Meetings with Attendees

Utilize Grip to find and engage attendees whose needs match your solution offering and conduct video meetings with specific attendees. Grip meetings can only take place April 12-18, but you can hold meetings 24/7 to accommodate international attendees. Visit exhibit.mhi.org and click on How To's to view information on resources on how to engage with Grip.