



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](#).

Book your [hotel](#).

Book your airfare.

Submit requests for [FAM](#) Trips when available

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 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.

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.