Revised 3/5/09

| | **Timetable for Conference Publicity** | |
|---|---|---|
| **Message Content** | **2008 Conference Open Registration 3/31/08 Closed Registration 4/30/08** | **2009 Conference Open Registration 3/02/09 Closed Registration 5/15/09** |
| Coming Soon Message – | 3/17/08 | 2/16/09 |
| Keynote Speaker Announcement | 3/19/08 | 2/18/09 |
| What's New and Back By Popular Demand - Share Fair | 3/24/08 | 2/23/09 |
| Registration Open in 2 Days | 3/26/08 | 2/25/09 |
| Registration Open | | 3/2/09 |
| Registration Halfway Reminder | 4/16/08 | 3/30/09 |
| Hotel Registration Reminder | | To be sent by MCO |
| Early Bird Registration is closing – (reminder of late registration fee | 4/28/06 | 5/8/09 |
| Last Day to Register (Early Bird) | 4/30/08 | 5/15/09 |
| Last Day for Late Registration (reminder of on-site registration fee) | | 5/31/09 |
| Call for Forum Recorders and call for Share Fair | 5/05/08 | 5/04/09 |
| Tips to Presenters | 5/07/08 | 5/06/09 |
| Welcome Letter to Attendees (different from the registration confirmation) | 5/28/08 | 5/27/09 |