

Booth Messaging Template

Complete this table with as much detail as possible and return to PMK	
Event	
Date(s) x	
Location	
Event Theme x	
Industry Focus	
Audience (Primary Persona)	
Audience (Secondary Persona)	
Progress Product 1 x	
Progress Product 2 x	
Progress Product 3 x	
Campaign theme(s) x	
Booth layout (include screenshot and number of panels)	
Character count	
Additional Notes	