Best Practices Checklist

If you need assistance or guidance on any of the best practices or setting up your Virtual Booth, please contact your Category Manager at 800-935-CDMA.

> **Who are our members?** CDMA's members comprise of independent drug stores, regional chains and regional wholesalers.

- ❑ **JOIN THE ASSOCIATION – CLICK HERE FOR MEMBERSHIP BENEFITS**
  By joining the association you can take advantage of our marketing programs, including show discounts and membership directory.

- ❑ **SHOW SPECIALS**
  The Virtual Trade Show is a buying show. Our buyers are always on the prowl for deals and know a good value when they see it. Providing a great deal is often the key to a successful show.

- ❑ **SHIP MINIMUMS**
  Can CDMA retail and wholesale members meet your ship minimums? Review your ship minimums, while keeping in mind the size of our retail members.

- ❑ **EXTENDED PAYMENT TERMS**
  Can you offer extended payment terms on items purchased during the Virtual Trade Show? Typical payment terms for the show are 2% 60 NET 61.

- ❑ **PREPAID SHIPPING**
  This is a great way to stimulate sales by offering **FREE** shipping on all buys at the VTS.

- ❑ **PRE-SHOW MAILING**
  The preshow mailing is a great way to get your product in front of the buyers prior to showtime. The mailing helps bring "LIFE" to the show!

- ❑ **ADVERTISING/PROMOTIONAL ACTIVITIES**
  You can attach up to three files (Word, Excel, PDF, Power Point, etc) in your Virtual Booth. Have one of the files include your marketing plans for your products. This will let the buyer know that not only do you have a great deal on your products, but you have marketing in place that will promote the product.

- ❑ **NEW PRODUCT SHOW CASE**
  The new product show case is an opportunity to introduce & promote your new products. The new product showcase will be heavily promoted. Your new product will link back to your booth.

- ❑ **SPONSORSHIP**
  Become a sponsor and increase the exposure of your company in the Virtual Trade Show! A banner with your company logo will be displayed on a high traffic page, such as the booth index or new product showcase.

- ❑ **COMPANY LOGOS/PRODUCT IMAGES**
  When loading company logos and product images into your virtual booth, it is important to remember that how you see images is how the buyer will see the images. If the image appears unclear or too small to you, then it will be unclear or too small to the buyer.

- ❑ **MANAGEABLE CASE PACKS**
  Are your case packs too large for our retail members? Again, keep in mind the size of many of our retailers and, if necessary, adjust the case packs so all of our retail members can purchase your products.