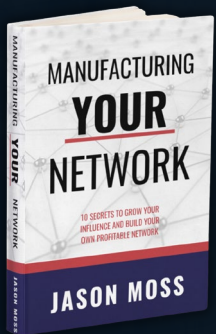


# Plan the Year

A networking-first annual plan for sales professionals

Key points from Manufacturing YOUR Network (Ch. 9–15)

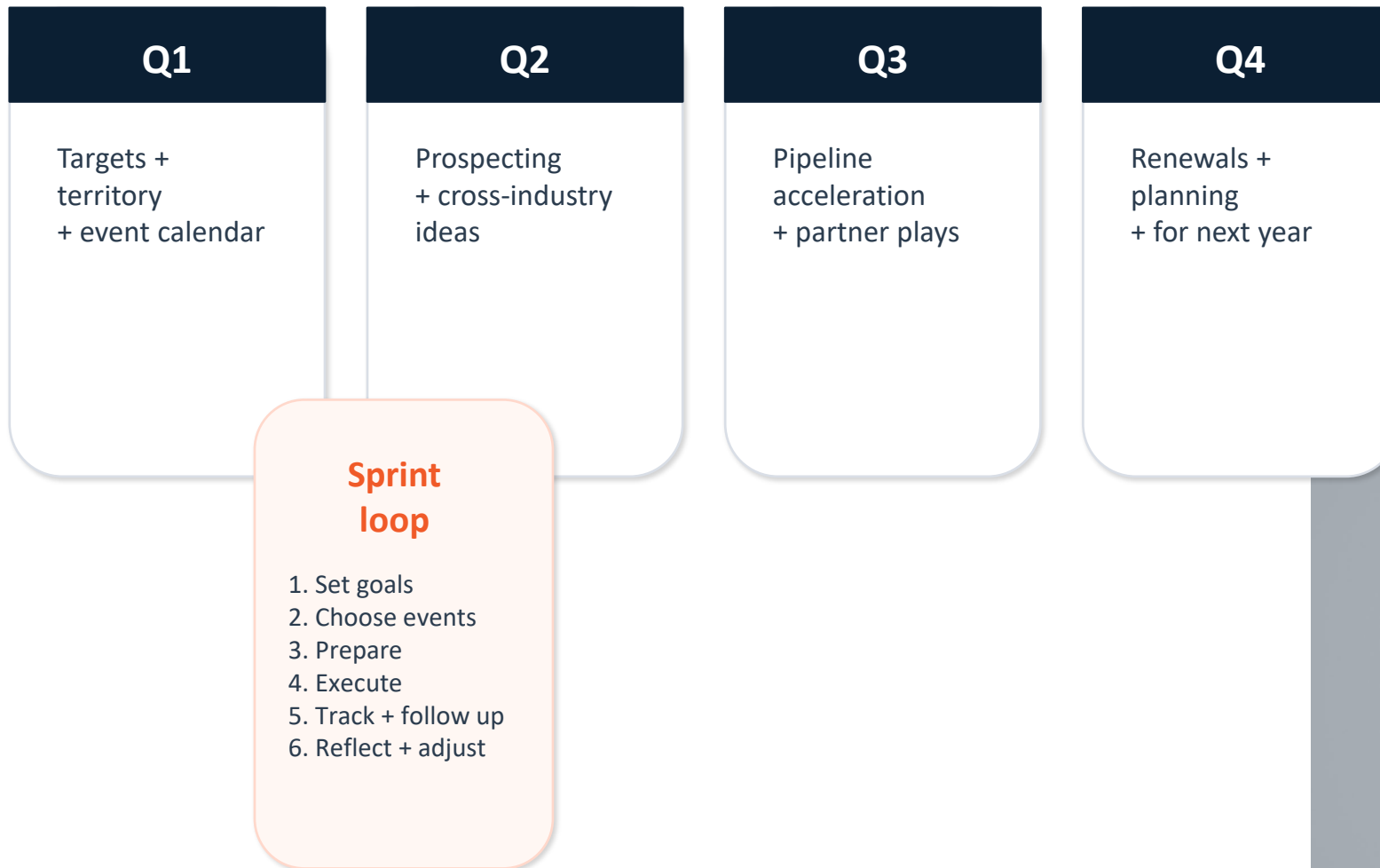


Jason Moss

# 1) Build your annual rhythm (run the year in 90-day sprints)

Ch. 15

Think “quarterly cadence,” not “New Year’s resolution.”



## Rule of thumb

Plan 90 days at a time:

- 3 events
- 15 new conversations
- 5 follow-up meetings



# Visually Plan (even if it is ugly)

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SwiftGlimpse™

2026 YEARLY CALENDAR & PLANNER

SWIFT CALENDARS  
Plan To Be Outstanding

The image displays a 2026 Yearly Calendar & Planner, organized by month from January to December. Each month's calendar is a grid with days of the week (SUNDAY through SATURDAY) and dates. The planner includes various handwritten notes, circled dates, and symbols for planning.

- JANUARY:** Notes include "18PE" (circled), "KING & PRINCE", "CC", "NL", "2 DRUGS", "1", "2 DRUGS", "3".
- FEBRUARY:** Notes include "HLB EDU", "JANUARY 5TH", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- MARCH:** Notes include "2000 EDU", "CAT", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- APRIL:** Notes include "175AV", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30".
- MAY:** Notes include "BURNING EDU", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- JUNE:** Notes include "SOCIAL", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30".
- JULY:** Notes include "INDEPENDENCE DAY", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- AUGUST:** Notes include "LEAFAGE EDU", "AI MST", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- SEPTEMBER:** Notes include "SUMMIT", "SOCIAL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30".
- OCTOBER:** Notes include "GREEN", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".
- NOVEMBER:** Notes include "EDU", "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30".
- DECEMBER:** Notes include "CC", "NL", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".

## 2) Build an event portfolio (inside + outside your industry)

Ch. 9

Innovation shows up when you leave the bubble.

### Anchor events (your industry)

2–3 / year

- Prioritize the shows where your best customers already go
- Treat them as “pipeline milestones” in your calendar
- Return yearly to compound trust and familiarity

### Cross-industry events

1 / quarter

- Borrow ideas from adjacent sectors (process, safety, tech)
- Stand out because you’re not “one of many”
- Find new partners: developers, officials, buyers, integrators

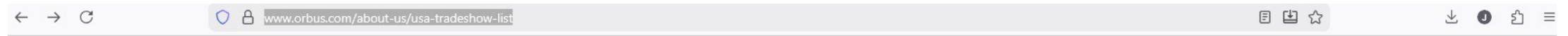
### Local micro-events

monthly

- Smaller rooms → easier conversations
- Great for follow-ups, introductions, and referrals
- Use them to keep your rhythm between big shows

Tip: Track event ROI by conversations → follow-ups → opportunities.

# Tradeshow List - <https://www.orbus.com/about-us/usa-tradeshow-list>

[ABOUT](#)[DISPLAYS  
BY ...](#)[BUNDLE  
& SAVE](#)[PORTABLE](#)[OUTDOOR](#)[FABRIC  
STRUCTURES](#)[LIGHT  
BOXES](#)[MODULAR](#)[RETAIL](#)[RENTAL](#)[CUSTOM  
EXHIBITS](#)[WALL  
SIGNS](#)[CUSTOMIZE](#)[GRAPHICS](#)[RESOURCES](#)

## TRADESHOW LIST

The following trade show directory is offered as a tool for you, our valued Orbus dealer, to use to identify potential trade show exhibitors to prospect for new exhibits and displays. From new graphics, to new display frames to buy or rent, companies contracted to exhibit in these shows may need your help for the latest and best in displays and graphics!

Show Name

City

State

Country


SEARCH

ALL EXHIBITIONS

Industry

Month

>> Search found 44 out of 4,429 total exhibitions.



TRADE SHOW  
CALENDAR

VISUAL COMMUNICATIONS

theTRADESHOW  
CALENDAR.COM

SHOW NAMES	NEXT DATES	LOCATION	COUNTRY	ATTENDEES	EXHIBITORS
<a href="#">Atlanta Boat Show</a>	JAN/08 - JAN/11/2026	Atlanta, GA	United States	24,200	170
<a href="#">Marine Fabricators Conference - ATA - Advanced Textiles Association</a>	JAN/08 - JAN/10/2026	Savannah, GA	United States		30
<a href="#">Southeast Regional Fruit &amp; Vegetable Conference</a>	JAN/08 - JAN/10/2026	Savannah, GA	United States		
<a href="#">The Cobb Show</a>	JAN/11 - JAN/12/2026	Atlanta, GA	United States		
<a href="#">Southeast Flooring Market</a>	JAN/22 - JAN/23/2026	Atlanta, GA	United States	1,000	30
<a href="#">International Production &amp; Processing Expo (IPPE)</a>	JAN/27 - JAN/29/2026	Atlanta, GA	United States	30,502	1,385
<a href="#">DSC Convention &amp; Sporting Expo</a>	FEB/06 - FEB/08/2026	Atlanta, GA	United States	30,882	891
<a href="#">Adhesion Society Annual Meeting</a>	FEB/08 - FEB/11/2026	Savannah, GA	United States		
<a href="#">The Atlanta Shoe Market</a>	FEB/14 - FEB/16/2026	Atlanta, GA	United States		
<a href="#">SECO International - Southern Council of Optometrists</a>	FEB/25 - MAR/01/2026	Atlanta, GA	United States	4,762	255
<a href="#">American Probation &amp; Parole Association - APPA</a>	MAR/01 - MAR/04/2026	Atlanta, GA	United States		
<a href="#">VERTICON</a>	MAR/09 - MAR/12/2026	Atlanta, GA	United States	14,414	686
<a href="#">Design-2-Part Show</a>	MAR/10 - MAR/11/2026	Atlanta, GA	United States	1,173	179
<a href="#">Thomas P. Hinman Dental Meeting</a>	MAR/12 - MAR/14/2026	Atlanta, GA	United States	13,163	307



#### Prep checklist (30 minutes that saves hours later)

##### Targeted planning

- ✓ Define success for this event (e.g., 1 meeting booked)
- ✓ Pick 5–10 target prospects from the attendee/exhibitor list
- ✓ Do light research (LinkedIn + website + one recent update)

##### Conversation readiness

- ✓ Write 2–3 natural openers (“I saw...”, “I’m curious about...”)
- ✓ Bring what makes you “real” (updated cards, samples, proof)
- ✓ Block follow-up time on your calendar for 24–48 hours after

Quick opener that doesn’t feel “salesy”

*“What does a win look like for you this quarter — and what’s getting in the way?”*

Prepare intentionally → execute confidently → follow up fast.



Jan. 27- 29  
Atlanta, GA

☐ Keyword

☐ Exhibitor Name

☐ Category

☐ Booths

☒ States

☐ Countries

Georgia

▼

🔍

Advanced Search

- Exhibitors
- Featured

5
- All Exhibitors

91

[Home](#) » Search Results

# 91 Results for Georgia

📄 Grid

☰ List

FEATURED EXHIBITORS ( 5 )

See Results on Floor Plan



**Cantrell Mechanical Solutions, Inc.**  
C26174

CMS, founded in 2016 and based in Gainesville, Ga., is led by an executive team with over 200 years of experience in the food and further processing industry. Our highly ...



**Fortrex**  
BC38109

Fortrex is the first line of defense in food safety. The company is a leading provider of sanitation solutions in North America, offering tech-forward innovation to dri...

**Simmons Engineering Company**  
C22149

With over 60 years of experience, Simmons Engineering has been an industry leader of poultry processing equipment worldwide. Simmons understand how essential accurate fir...



**WEG**  
B42025



**WTI Inc.**  
C20144

## 4) During the event: listen, learn, and keep it human

Ch. 13 & 14



**People remember  
who made them  
feel heard.**

### Listen more than you speak

- Ask follow-ups that uncover the real need
- Don't interrupt — let the other person expand
- Respond only after you can summarize their challenge

### Create a platform (optional power move)

- Invite prospects to a roundtable, plant tour, or panel
- Invite experts — you earn “peer proximity”
- Listening at scale builds influence without a megaphone

### Have fun (it's a performance advantage)

- Relaxed people connect faster
- Shared stories > perfect pitches
- Small goals: 1 great conversation is a win

Aim for depth: fewer conversations, higher quality, better follow-ups.



## 5) After the event: turn conversations into pipeline

Ch. 11 & 15

### Capture context

Mark cards/notes  
(what + next step)

### 48-hour follow-up

Personal message  
+ one helpful item

### What to measure each sprint

#### Leading indicators (weekly)

- New conversations started
- Follow-ups sent within 48 hours
- Meetings booked

#### Lagging indicators (monthly/quarterly)

- Opportunities created
- Partner referrals
- Revenue influenced

Simple system + fast follow-up = a network that compounds all year.

Follow-up is where  
relationships actually start.

