NCECA 2026

Countdown Checklist -- Stull Atlas

Conference: March 25-28, 2026 | Detroit, MI (Huntington Place)
Exhibitor Setup: March 24 (Tuesday) 12:00-6:00 PM
Resource Hall: March 25-27 (Wed-Fri) | Closed Saturday
Today: February 9, 2026 | 44 days out

Booth includes: 3 four-day rep passes, 6' draped table, 2 chairs, wastebasket, ID signage, 8' back drape, 3' side drapes.

Week 1: Feb 9-15 (6.5 weeks out)

Print Orders (long lead time -- do first)

[ ] Business cards -- MOO Super Soft Touch, 18pt, 300 qty (~$115)
- QR code -> stullatlas.app (same on every card)
- Finalize artwork from marketing/print/nceca-card.md

[ ] Retractable banner -- 33"x80", with stand + carry case (~$150-250)
- 150 DPI, PDF/X-1a, screenshot of Explorer page
- Finalize artwork from marketing/print/booth-banner.md

[ ] Journals -- Vistaprint Softy Classic Journal, black, 50 qty (~$130)
- Front imprint: original 1912 Stull chart artwork
- 80 lined pages, A6, elastic closure, no setup fee

[ ] USB drives -- Metal mini style, 25 qty (~$50-75)
- Custom logo imprint: Stull Atlas wordmark + stullatlas.app

[ ] Small fabric bags -- Muslin drawstring pouches 3"x4", 25 qty (~$5-12)
- Each bag gets: 1 USB drive + 1 business card

[ ] Quarter-sheet flyers -- 6"x4" postcards, 600 qty (~$55)
- Front: Logo, tagline, Explorer screenshot, QR code
- Back: Feature bullets, Studio Edition callout, contact info

Software

[ ] Final Tauri build -- npm run tauri:build, verify .exe installs clean
[ ] Test Studio Edition on a fresh Windows machine (VM or second PC)
[ ] Verify offline data loads work (disconnect WiFi after install)

Week 2: Feb 16-22 (5.5 weeks out)

Data & Backend

[x] Free-month flag: verified signups get Pro access Mar 15 - Apr 30
- FREE_UNTIL date check in authStore.ts -- committed 1d4dff5

[ ] Test signup -> email verification -> Pro features unlock flow

[ ] Set up custom SMTP in Supabase (3 emails/hr limit won't work)
- Resend free tier: 100 emails/day, easy setup

[ ] Set up email templates (Welcome, nceca-followup, free-period-ending)

USB

[ ] Flash script dry run: .\scripts\flash-usb.ps1 with 1 test USB
[ ] Verify README.html renders correctly when opened from USB
[ ] Confirm installer runs from USB (some drives are slow -- test)

Week 3: Feb 23 - Mar 1 (4.5 weeks out)

Print Arrives (check tracking)

[ ] Business cards received -- spot check QR code scans
[ ] Quarter-sheet flyers -- check colors, QR, text accuracy
[ ] Banner received -- unroll, check colors and text
[ ] USB drives received -- test imprint quality
[ ] Journals received -- check Stull chart print quality, elastic band
[ ] Fabric bags received -- check size fits USB + card

Flash

[ ] Batch flash all 25 drives: .\scripts\flash-usb.ps1
[ ] Spot check 3 random drives -- insert, run installer, verify app
[ ] Assemble gift bags: 1 USB + 1 business card per fabric pouch

Web

[ ] Final web deploy to stullatlas.app -- .\scripts\deploy.ps1
[ ] Smoke test: sign up -> verify email -> confirm Pro features
[ ] Check Plausible analytics is tracking

Week 4: Mar 2-8 (3.5 weeks out)

Booth Logistics

[ ] Confirm booth assignment / floor plan from NCECA
[ ] Driving from Howell (~60 min) -- leave by 7 AM each day
[ ] Optional: book 1 hotel night near Huntington Place
[ ] Research parking at Huntington Place (prepay if possible)
[ ] Booth furnishing -- table + 2 chairs included; monitor? power strip?
[ ] Laptop for live demo (charged, offline data works, good screen)
[ ] Extension cord + power strip

Demo

[ ] Practice the 5 talking points (marketing/copy/nceca-2026.md)
[ ] Pre-load 3 demo scenarios on laptop:
    1. Explorer with Cone 6 glazes visible
    2. Similarity search: "Leach 4321"
    3. Triaxial blend between two interesting glazes
[ ] Demo laptop has both Web + Studio installed

Week 5: Mar 9-15 (2.5 weeks out)

Dry Run

[ ] Full signup test: new email -> verify -> sign in -> confirm Pro
[ ] Test on phone (mobile Safari / Chrome)
[ ] Verify SMTP delivery speed (should be < 30 sec)
[ ] Deploy final web build to stullatlas.app

Week 6: Mar 16-22 (1 week out)

Pack Checklist

[ ] Retractable banner + stand + carry case
[ ] Business cards (all 300)
[ ] Journals (all 50)
[ ] Quarter-sheet flyers (all 600)
[ ] USB gift bags (all 25)
[ ] Demo laptop + charger
[ ] Extension cord / power strip
[ ] Phone charger
[ ] Tape, zip ties, small toolkit
[ ] Water bottle, snacks
[ ] Test stullatlas.app from phone one more time
[ ] Charge everything

Conference: Mar 24-28

Day 0 -- Setup (Tue Mar 24, 12:00-6:00 PM)

[ ] Exhibitor check-in / badge printing (10 AM-6 PM)
[ ] Set up booth: banner, table, laptop, cards/journals/USBs
[ ] Test WiFi at venue (have offline fallback ready)
[ ] Open Explorer on laptop, Cone 6 view ready

Reso

Hours: Wed & Thu 9 AM - 5 PM, Fri 9 AM - 4:30 PM

[ ] Restock cards, journals, flyers, USB gift bags at booth
[ ] Track handout counts (rough count)
[ ] Note feature requests or common questions
[ ] Post 1 photo/update to social media

Fri M

[ ] Pack everything
[ ] Note remaining card/journal/flyer/USB counts
[ ] Send follow-up email blast within 48 hours

Post-Conference: Mar 30 - Apr 3

[ ] Send NCECA follow-up email to new signups

[ ] Review Plausible analytics -- traffic spike?

[ ] Check Supabase -- how many new verified signups?

[ ] Plan conversion: free period ends Apr 30 -- send pricing email

[ ] Write up lessons learned

Budget Summary

Howell, MI -> Huntington Place, Detroit: ~60 mi / 1 hr each way. Plan to commute daily; hotel optional.

Item	Est. Cost	Vendor / Notes
Booth fee	$1,900	NCECA exhibitor registration
Booth staff (weekend)	$320	
Journals (50, Stull chart)	$130	Vistaprint Softy Classic Journal, black
Business cards (300)	$115	MOO Super 18pt Soft Touch
Retractable banner	$110	Vistaprint Standard vinyl
USB drives (25, metal mini)	$50-75	Custom logo imprint
Fabric pouches (25)	$5-12	Muslin drawstring, Amazon
Quarter-sheet flyers (600)	$55	Vistaprint postcards, 14pt UV gloss
Gas (4 days)	$120	120 mi/day @ $0.25/mi
Parking	$100	Huntington Place, $25/day x 4
Hotel (optional)	$0-200	0-1 nights
Misc	$150	Food, tolls, extras
TOTAL	**~$2,955-3,187**	

Swag Distribution Strategy

Tier 1 -- Everyone who stops by:

Journal (Stull chart cover) + flyer + business card

Tier 2 -- Engaged prospects (educators, studio owners):

Everything above + fabric gift bag with USB drive and business card inside