

Product Launch Control Sheet

SHOW
KBIS 2027

WHEN
Feb 2-4, 2027

WHERE
Las Vegas Convention Center

HOURS
9 a.m.-5 p.m.

THE PURPLE LAUNCH FRAMEWORK - COMPLETE EVERY YELLOW FIELD

L

Lead with one outcome

What customer change matters most?

A

Assign the priority audience

Who must understand it first?

U

Use proof visitors can experience

What can a visitor see, touch or compare?

N

Name one next step

What useful action should the right visitor take?

C

Capture context

What need, role, timing and decision context must travel with the lead?

H

Hand off every promise

Who owns the next action, by what date, with what acceptance evidence?

ONE-SENTENCE LAUNCH DEFINITION

For [priority audience], this launch creates [customer outcome]. We prove it through [experience proof] and invite the right visitor to [one next step].

HARD GATES - DO NOT SCALE PRODUCTION UNTIL THESE PASS

☐ Every public claim has matching proof, limitations and approval.

☐ The live demo is timed, repeatable and has a fallback.

☐ Lead routes, owner roles, SLA and acceptance evidence are ready.

☐ Current official dates, portal details and service providers are rechecked.

CAPACITY ASSUMPTIONS

Staff

Productive %

Conv. / hr

Qualified %

Next-step %

Budget \$

Proof, Floor Flow + Follow-Through

CLAIM-TO-PROOF REGISTER - SPECIFIC CLAIM, MATCHING EVIDENCE, VISIBLE LIMITS

ID	Claim / outcome	Proof visitors can experience	Conditions / caveat	Evidence owner	Approval
1					
2					
3					

SHOW-FLOOR PROOF ROUTE

☐ Hook

☐ Invite

☐ Compare

☐ Next step

TIMED CYCLE (SEC)

☐ Qualify

☐ Experience

☐ Caveat

☐ Reset

RESET (SEC)

LEAD CONTEXT + PROMISE ROUTING

☐ Need

☐ Timing

☐ Next step

PROMISE / NEXT ACTION

☐ Role

☐ Decision path

☐ Consent

OWNER + SLA + ACCEPTANCE

PURPLE PLANNING MILESTONES - CALCULATED FROM SHOW OPEN; RECHECK OFFICIAL DEADLINES

T-120 2026-10-05 ☐ Complete	T-105 2026-10-20 ☐ Complete	T-90 2026-11-04 ☐ Complete	T-60 2026-12-04 ☐ Complete	T-45 2026-12-19 ☐ Complete	T-30 2027-01-03 ☐ Complete
T-14 2027-01-19 ☐ Complete	T-7 2027-01-26 ☐ Complete	SHOW 2027-02-02 ☐ Complete	+3 2027-02-05 ☐ Complete	+30 2027-03-04 ☐ Complete	+90 2027-05-03 ☐ Complete

30-90 DAY OUTCOMES - ENTER ACTUALS, NOT ASPIRATIONS

Meaningful conv.	Qualified conv.	Owned next steps	SLA complete %	Meetings / opps.	Pipeline / revenue