

# Checklist for Your Trade Show Participation

## General Information

### Our responsibility in sustainability

In the planning and implementation of ISPO Munich, sustainability is given special consideration. Therefore, we would also like to call upon our exhibitors to make their trade fair presentation as climate-neutral, resource-saving and sustainable as possible. We encourage you, for example, to dispense with disposable plastic, to favor local suppliers, to design stands with lower consumption of materials and electricity, to produce only essential or recyclable advertising materials and giveaways, and to travel climate-friendly.

### Calculation of trade-fair cost

How much is a stand at ISPO Munich, including all additional costs (electrical and water connections, stand security, etc.)? Find out now with our online budget planner:

[https://konfigurator.meplan.de/en/event/ISPO\\_MUNICH\\_2024](https://konfigurator.meplan.de/en/event/ISPO_MUNICH_2024)

### Setup

November 30 to December 1, 2024, 07:00 to 23:00

December 2, 2024, 07:00 to 18:00 and 18:00 to 20:00 for decorative works

### Dismantling

December 5, 2024, after closing time through 24:00

December 6, 2024, 00:00 to 23:00

December 7, 2024, 07:00 to 18:00

For setup and dismantling, please follow the traffic guide:

[ispo.com/munich/trafficguide](https://ispo.com/munich/trafficguide)

Inquiries: [tas2@ispo.com](mailto:tas2@ispo.com)

Timeframe may vary depending on the size of your stand.	To do	Done	Own notes
<b>As of March</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Get information and advice about the various Sponsorship and other Participation opportunities (e.g. also year-round) or make specific inquiries <b>Contact:</b> <a href="mailto:info@ispo.com">info@ispo.com</a></li> </ul>	<input type="checkbox"/>	
<b>As of July</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Confirm your placement offer</b></li> <li><input type="checkbox"/> <b>If you have a different billing address, let us know right away!</b> (once the admission invoices have been sent, we charge EUR 50 for changes to the billing address)</li> <li><input type="checkbox"/> Registration of co-exhibitors (if applicable): <a href="https://ispo.com/en/munich/exhibitors/application">ispo.com/en/munich/exhibitors/application</a></li> <li><input type="checkbox"/> Plan your booth with consideration of the important information: <a href="https://ispo.com/en/munich/exhibitors/checklist-info">ispo.com/en/munich/exhibitors/checklist-info</a> Consultation with stand neighbors regarding height of stand and back walls</li> <li><input type="checkbox"/> Selection of stand-building company / briefing / place order You are welcome to contact our stand-building service partner Meplan: <a href="https://meplan.com">meplan.com</a></li> <li><input type="checkbox"/> Selection of exhibits</li> <li><input type="checkbox"/> Order your give aways (taking our sustainability guidelines into account)</li> <li><input type="checkbox"/> ISPO Collaborators' Club: Benefit from the expertise of independent consumer experts via our Community Activation Platform: <a href="https://ispo.com/collaborators-club/b2b">ispo.com/collaborators-club/b2b</a> <b>Contact:</b> <a href="mailto:christina.rabl@messe-muenchen.de">christina.rabl@messe-muenchen.de</a></li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

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Timeframe may vary depending on the size of your stand.	To do	Done	Own notes
	<ul style="list-style-type: none"> <li>● Invitation Management Tool <b>ispo.com/en/connect</b> Invite your customers</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Book ISPO Munich media entries (app, online catalog, official planner): <b>ispo-media.com</b> <b>Deadline:</b> September 26, 2024 <b>Inquiries:</b> info@ispo-mediaservices.com</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Order Scan2Lead scanners in the Exhibitor Shop for recording visitor data: <b>ispo.com/en/munich/exhibitors/exhibitor-services</b> <b>Inquiries:</b> contact@scan2lead.com or +49 89 444433111</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Organize transportation and storage options in the Exhibitor Shop: <b>ispo.com/en/munich/exhibitors/exhibitor-services</b> <b>Contact:</b> Schenker Deutschland AG (+49 89 949-24300) or Kühne + Nagel (+49 89 949-24400)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Plan your logistics using the traffic guide (deposit, open gates, parking spaces available, etc.): <b>ispo.com/munich/trafficguide</b> <b>Inquiries:</b> slt.lt@messe-muenchen.de</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Order parking permits in the Exhibitor Shop (also possible on site): <b>ispo.com/en/munich/exhibitors/exhibitor-services</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Actively use the free ISPO Munich 2024 seal (in mailings, e-mail boilerplate, advertisements): <b>ispo.com/munich/seal</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Organize catering for stand staff and customers You are welcome to contact our catering service partners: <b>ispo.com/en/munich/exhibitors/exhibitor-services</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● <b>Payment of admission invoice (due upon receipt)</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Personnel planning / create duty schedule / book external staff or hostesses (if required): <b>ispo.com/en/munich/exhibitors/exhibitor-services</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Reserve meeting and conference rooms in the Exhibitor Shop: <b>ispo.com/en/munich/exhibitors/exhibitor-services</b> <b>Inquiries:</b> tas2@messe-muenchen.de</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Personalize and, if required, order additional exhibitor passes in the ticket shop (note: these will be activated only after payment of admission invoice) <b>Inquiries:</b> registration@messe-muenchen.de or call +49 89 949-11388</li> </ul>	<input type="checkbox"/>	
<b>August/ September</b>	<ul style="list-style-type: none"> <li>● Book on site advertising space in the Exhibitor Shop under menu item "Advertising and sponsoring at the fair": <b>ispo.com/en/munich/exhibitors/exhibitor-services</b> <b>Deadline:</b> October 21, 2024 <b>Inquiries:</b> mediasales.ispo@messe-muenchen.de</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>● Order technical services in the Exhibitor Shop: <b>ispo.com/en/munich/exhibitorshop/technical-services</b> <b>Deadline:</b> October 29, 2024 <b>Technical queries:</b> tas2@ispo.com <b>If you have problems accessing the shop:</b> exhibitorshop@messe-muenchen.de or call +49 89 949-11388 Among other things, the following technical services can be ordered in the Exhibitor Shop: <ul style="list-style-type: none"> <li>– Electrical installations</li> <li>– Water / sanitary installations</li> <li>– Suspensions / trussels / lighting</li> <li>– Telecommunications / WiFi</li> <li>– Compressed air</li> <li>– Stand security service (highly recommended!)</li> <li>– Stand cleaning</li> <li>– Insurance</li> <li>– Working platforms</li> <li>– Cranes / lifting equipment</li> <li>– Storage of goods / empties</li> </ul> </li> </ul>	<input type="checkbox"/>	

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<b>October</b>	<ul style="list-style-type: none"> <li>Upload print files for advertising and sponsoring at the fair: <a href="http://mm-mediasales.messe-muenchen.de/MesseMuenchenUpload/index_e.jsp">mm-mediasales.messe-muenchen.de/MesseMuenchenUpload/index_e.jsp</a> <b>Deadline:</b> November 4, 2024 <b>Inquiries:</b> mediasales.ispo@messe-muenchen.de</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Submit your stand sketches for approval (dimensioned drawings including floor plans and elevations on a scale of 1:1,000; only required for two-story constructions, for stands larger than 100 m<sup>2</sup> or stand structures exceeding 3 m in height) <b>To be submitted to:</b> tas2@ispo.com <b>Deadline:</b> October 29, 2024</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Book time slots for truck deliveries during setup of ISPO Munich 2024 via FairLog (for vehicles over 8 m in length): <a href="http://ispo.com/munich/trafficguide">ispo.com/munich/trafficguide</a> <b>Inquiries:</b> Logistics &amp; Traffic Department (+49 89 949-21208)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Create press kits / catalogs / brochures</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Prepare visitor survey</li> </ul>	<input type="checkbox"/>	
<b>1 week before the show</b>	<ul style="list-style-type: none"> <li>Create name badges for stand staff</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Briefing of stand staff</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Define dress code</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Setting up the exhibition stand (please follow the traffic guide): <a href="http://ispo.com/munich/trafficguide">ispo.com/munich/trafficguide</a> <b>Inquiries:</b> tas2@ispo.com</li> </ul>	<input type="checkbox"/>	
<b>On site / Start of trade show</b>	<ul style="list-style-type: none"> <li>Stand acceptance (inspection of stand structures, graphic arts, equipment, exhibits, etc.)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Kick-off meeting / show and explain the booth to your staff</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Pick up of Scan2Lead scanner (at the Scan2Lead Counter in the West Entrance)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Customer meetings</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Visitor survey</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Recording of visitor data with Scan2Lead scanners</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Documentation of areas with potential for improvement / need for action for the next show</li> </ul>	<input type="checkbox"/>	
<b>End of trade show through end of December</b>	<ul style="list-style-type: none"> <li>Return Scan2Lead scanners (at the Scan2Lead Counter in the West Entrance)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Orderly dismantling and return transport (please follow the traffic guide): <a href="http://ispo.com/munich/trafficguide">ispo.com/munich/trafficguide</a></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Download and evaluation of visitor details via the Scan2Lead Portal (You will receive a registration link)</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Hotel reservation for next year: <a href="http://ispo.com/en/munich/travel/hotels">ispo.com/en/munich/travel/hotels</a></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Follow-up on business contacts (thank-you mailing, telephone follow-up, quotations, etc.)</li> </ul>	<input type="checkbox"/>	
<b>By end of January</b>	<ul style="list-style-type: none"> <li><b>Payment of final invoice (due upon receipt)</b></li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Cost accounting and reconciliation with budget figures</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Analysis of return on investment</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Analysis of trade show presentation / goal achievement / improvements for the future</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Determine stand size for the next ISPO Munich</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Complete online registration for ISPO Munich 2025</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Registration of co-exhibitors (if applicable)</li> </ul>	<input type="checkbox"/>	