

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_2025

Setup

November 27 to 28, 2025, 07:00 to 23:00

November 29, 2025, 07:00 to 18:00

Dismantling

December 2, 2025, after closing time through 24:00

December 3, 2025, 00:00 to 23:00

December 4, 2025, 07:00 to 18:00

For setup and dismantling, please follow the traffic guide:

ispo.com/munich/trafficguide

Inquiries: tas2@ispo.com

Timeframe may vary depending on the size of your stand.	To do	Done	Own notes
As of March	<input type="checkbox"/> Get information and advice about the various Sponsorship and other Participation opportunities (e.g. also year-round) or make specific inquiries Contact: info@ispo.com	<input type="checkbox"/>	
As of July	<input type="checkbox"/> Confirm your placement offer	<input type="checkbox"/>	
	<input type="checkbox"/> If you have a different billing address, let us know right away! (once the admission invoices have been sent, we charge EUR 50 for changes to the billing address)	<input type="checkbox"/>	
	<input type="checkbox"/> Registration of co-exhibitors (if applicable): ispo.com/en/munich/exhibitors/application	<input type="checkbox"/>	
	<input type="checkbox"/> Plan your booth with consideration of the important information: ispo.com/en/munich/exhibitors/checklist-info Consultation with stand neighbors regarding height of stand and back walls	<input type="checkbox"/>	
	<input type="checkbox"/> Selection of stand-building company / briefing / place order You are welcome to contact our stand-building service partner Meplan: meplan.com	<input type="checkbox"/>	
	<input type="checkbox"/> Selection of exhibits	<input type="checkbox"/>	
	<input type="checkbox"/> Order your give aways (taking our sustainability guidelines into account)	<input type="checkbox"/>	
	<input type="checkbox"/> ISPO Collaborators' Club: Benefit from the expertise of independent consumer experts via our Community Activation Platform: ispo.com/collaborators-club/b2b Contact: christina.rabl@messe-muenchen.de	<input type="checkbox"/>	

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	<div><div></div> Invitation Management Tool ispo.com/en/connect Invite your customers</div>	<div><div></div></div>	
	<div><div></div> Book ISPO Munich media entries (app, online catalog, official planner): ispo-media.com Deadline: September 22, 2025 Inquiries: info@ispo-mediaservices.com</div>	<div><div></div></div>	
	<div><div></div> Order Scan2Lead scanners in the Exhibitor Shop for recording visitor data: ispo.com/en/munich/exhibitors/exhibitor-services Inquiries: contact@scan2lead.com or +49 89 444433111</div>	<div><div></div></div>	
	<div><div></div> Organize transportation and storage options in the Exhibitor Shop: ispo.com/en/munich/exhibitors/exhibitor-services Contact: Schenker Deutschland AG (+49 89 949-24300) or Kühne + Nagel (+49 89 949-24400)</div>	<div><div></div></div>	
	<div><div></div> Plan your logistics using the traffic guide (deposit, open gates, parking spaces available, etc.): ispo.com/munich/trafficguide Inquiries: slt.lt@messe-muenchen.de</div>	<div><div></div></div>	
	<div><div></div> Order parking permits in the Exhibitor Shop (also possible on site): ispo.com/en/munich/exhibitors/exhibitor-services</div>	<div><div></div></div>	
	<div><div></div> Actively use the free ISPO Munich 2025 seal (in mailings, e-mail boilerplate, advertisements): ispo.com/munich/seal</div>	<div><div></div></div>	
	<div><div></div> Organize catering for stand staff and customers You are welcome to contact our catering service partners: ispo.com/en/munich/exhibitors/exhibitor-services</div>	<div><div></div></div>	
	<div><div></div> Payment of admission invoice (due upon receipt)</div>	<div><div></div></div>	
	<div><div></div> Personnel planning / create duty schedule / book external staff or hostesses (if required): ispo.com/en/munich/exhibitors/exhibitor-services</div>	<div><div></div></div>	
	<div><div></div> Reserve meeting and conference rooms in the Exhibitor Shop: ispo.com/en/munich/exhibitors/exhibitor-services Inquiries: tas2@messe-muenchen.de</div>	<div><div></div></div>	
	<div><div></div> Personalize and, if required, order additional exhibitor passes in the ticket shop (note: these will be activated only after payment of admission invoice) Inquiries: registration@messe-muenchen.de or call +49 89 949-11388</div>	<div><div></div></div>	
August/ September	<div><div></div> Book on site advertising space in the Exhibitor Shop under menu item "Advertising and sponsoring at the fair": ispo.com/en/munich/exhibitors/exhibitor-services Deadline: October 20, 2025 Inquiries: mediasales.ispo@messe-muenchen.de</div>	<div><div></div></div>	
	<div><div></div> Order technical services in the Exhibitor Shop: ispo.com/en/munich/exhibitorshop/technical-services Deadline: October 28, 2025 Technical queries: tas2@ispo.com If you have problems accessing the shop: exhibitorshop@messe-muenchen.de or call +49 89 949-11388 Among other things, the following technical services can be ordered in the Exhibitor Shop:<div><div><div>– Electrical installations</div><div>– Stand security service (highly recommended!)</div></div><div><div>– Water / sanitary installations</div><div>– Stand cleaning</div></div><div><div>– Suspensions / trussels / lighting</div><div>– Insurance</div></div><div><div>– Telecommunications / WiFi</div><div>– Working platforms</div></div><div><div>– Compressed air</div><div>– Cranes / lifting equipment</div></div><div><div></div><div>– Storage of goods / empties</div></div></div></div>	<div><div></div></div>	

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October	<ul style="list-style-type: none"> Upload print files for advertising and sponsoring at the fair: mm-mediasales.messe-muenchen.de/MesseMuenchenUpload/index_e.jsp Deadline: November 3, 2025 Inquiries: mediasales.ispo@messe-muenchen.de 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> 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 m² or stand structures exceeding 3 m in height) To be submitted to: tas2@ispo.com Deadline: October 28, 2025 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Book time slots for truck deliveries during setup of ISPO Munich 2025 via FairLog (for vehicles over 8 m in length): ispo.com/munich/trafficguide Inquiries: Logistics & Traffic Department (+49 89 949-21208) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Create press kits / catalogs / brochures 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Prepare visitor survey 	<input type="checkbox"/>	
1 week before the show	<ul style="list-style-type: none"> Create name badges for stand staff 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Briefing of stand staff 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Define dress code 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Setting up the exhibition stand (please follow the traffic guide): ispo.com/munich/trafficguide Inquiries: tas2@ispo.com 	<input type="checkbox"/>	
On site / Start of trade show	<ul style="list-style-type: none"> Stand acceptance (inspection of stand structures, graphic arts, equipment, exhibits, etc.) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Kick-off meeting / show and explain the booth to your staff 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Pick up of Scan2Lead scanner (at the Scan2Lead Counter in the West Entrance) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Customer meetings 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Visitor survey 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Recording of visitor data with Scan2Lead scanners 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Documentation of areas with potential for improvement / need for action for the next show 	<input type="checkbox"/>	
End of trade show through end of December	<ul style="list-style-type: none"> Return Scan2Lead scanners (at the Scan2Lead Counter in the West Entrance) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Orderly dismantling and return transport (please follow the traffic guide): ispo.com/munich/trafficguide 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Download and evaluation of visitor details via the Scan2Lead Portal (You will receive a registration link) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Hotel reservation for next year: ispo.com/en/munich/travel/hotels 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Follow-up on business contacts (thank-you mailing, telephone follow-up, quotations, etc.) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Payment of final invoice (due upon receipt) 	<input type="checkbox"/>	
By end of January	<ul style="list-style-type: none"> Cost accounting and reconciliation with budget figures 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Analysis of return on investment 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Analysis of trade show presentation / goal achievement / improvements for the future 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Determine stand size for the next ISPO Munich 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Complete online registration for ISPO Munich 2026 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Registration of co-exhibitors (if applicable) 	<input type="checkbox"/>	