


Your timetable for OutDoor by ISPO 2019

April 2019	<ul style="list-style-type: none"> Receipt of media services documents via e-mail (catalog, visit planner, etc.) 	@
	<ul style="list-style-type: none"> Receipt of starter package with online vouchers for a four-day ticket. You will receive according to your booked square meters the same amount of online vouchers to personally invite your customers to the fair. Additional vouchers may be ordered. 	@
May 2019	<ul style="list-style-type: none"> Receipt of admission invoice 	 @
	<ul style="list-style-type: none"> Order and personalize your exhibitor passes. Prerequisite: We have received confirmation of your stand proposal. 	!
	<ul style="list-style-type: none"> Please note: to get your exhibitor passes (by download) the admission invoice have to be payed. 	!
	<ul style="list-style-type: none"> Reserve advertising space at the exhibition center until May 10, 2019 with Media Sales in the Exhibitor Shop in the chapter "Advertising and sponsoring at the fair" 	@
	<ul style="list-style-type: none"> Deadline for technical services via the Exhibitor Shop: May 15, 2019 	!
	<ul style="list-style-type: none"> Deadline for print materials for advertising spaces at exhibition center: May 16, 2019 	!
	<ul style="list-style-type: none"> Please book your media entries for OutDoor by ISPO 2019. Deadline: May 17, 2019. Please note! Catalog entry is not made automatically. 	!
	<ul style="list-style-type: none"> Deadline for media services, official catalog and visit planner: May 17, 2019 	!
	<ul style="list-style-type: none"> Apply new products 	!
	<ul style="list-style-type: none"> Book your PR Services and draw attention to your new products at OutDoor by ISPO 2019 	@
<ul style="list-style-type: none"> Book your job advertisement for the OutDoor by ISPO Job Wall and the OutDoor by ISPO Job Market Online-Platform 	!	
Early June 2019	<ul style="list-style-type: none"> Receipt of last trade information 	!
June 30–July 3, 2019	Welcome to OutDoor by ISPO 2019! Your OutDoor by ISPO team	OutDoor by ISPO

Checklist for your trade fair presence

Time span may vary depending on the size of your presence at the fair.	To do	Done	Notes
End of March	<ul style="list-style-type: none"> <input type="checkbox"/> Individual brand identity, networking and events during OutDoor by ISPO 2019 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> To get information about different sponsoring opportunities contact: Christian Herrmann (christian.herrmann@messe-muenchen.de) Nicole Dubois (nicole.dubois@messe-muenchen.de) 	<input type="checkbox"/>	
April	<ul style="list-style-type: none"> <input type="checkbox"/> Confirm booth location 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Booth planning (pre-fab booth, individual booth) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Selection of booth construction company/briefing/order 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Order your promotional gifts 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Order marketing services (advertising space, sponsoring, seal, etc.) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Receive starter package Send customer mailings/invitations 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Book OutDoor by ISPO Media Services (app, Internet, ad in visit planner, catalog) Deadline: May 17, 2019 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Order technical services (electricity, water, insurance, security, etc.) Deadline: May 15, 2019 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Submit your booth plan for approval 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Plan your set-up window 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Additional promotion activities, Deadline: May 10, 2019 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Presentation by booth construction company (design concept) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Hire external staff, hostesses 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Reserve meeting and conference rooms (located above the halls) (crs@messe-muenchen.de) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Individual brand identity, networking and events during OutDoor by ISPO 2019 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Lead scanner/Lead tracking Please keep in mind that if you plan on using this service, you must make a reservation and order any additional scanners you may need (iukberatung@messe-muenchen.de) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Place order for own catalogs/brochures 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Set up booth staffing schedule 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Organize transport and storage options 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Pay admission invoice 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Personalize and order exhibitor passes online 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Actively use the seal (adverts, customer mailings, e-mail signature, etc.) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Apply new products 	<input type="checkbox"/>	

Checklist for your trade fair presence

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May	<input type="checkbox"/> Check whether all services have been ordered (media/marketing services)	<input type="checkbox"/>	
	<input type="checkbox"/> Upload print materials for advertising spaces at http://media.messe-muenchen.de/mediasales Deadline: May 16, 2019	<input type="checkbox"/>	
	<input type="checkbox"/> Set up client meetings; have sales force extend personal invitations and organize meetings	<input type="checkbox"/>	
	<input type="checkbox"/> Confirm personnel and booth staff duty schedule	<input type="checkbox"/>	
	<input type="checkbox"/> Order PR services in the Exhibitor Shop (e.g. press conferences, trade media directory (press guide), radio and TV service)	<input type="checkbox"/>	
	<input type="checkbox"/> Select products to be exhibited	<input type="checkbox"/>	
	<input type="checkbox"/> Prepare visitor poll	<input type="checkbox"/>	
1 week prior to the show	<input type="checkbox"/> Personalize and order your exhibitor passes	<input type="checkbox"/>	
	<input type="checkbox"/> Collate press kits	<input type="checkbox"/>	
	<input type="checkbox"/> Final booth adjustment with booth construction company	<input type="checkbox"/>	
	<input type="checkbox"/> Print name tags	<input type="checkbox"/>	
	<input type="checkbox"/> Personnel and hostess briefing	<input type="checkbox"/>	
	<input type="checkbox"/> Decide on dress code	<input type="checkbox"/>	
At the start of the show	<input type="checkbox"/> Pick up lead-management scanner	<input type="checkbox"/>	
	<input type="checkbox"/> Drop off press kits at the Press Center East for display	<input type="checkbox"/>	
	<input type="checkbox"/> Booth acceptance (inspect fittings, configuration, lettering/artwork)	<input type="checkbox"/>	
	<input type="checkbox"/> Tour with booth personnel	<input type="checkbox"/>	
	<input type="checkbox"/> Customer meetings (meeting notes) You can also use our free license for visitor scanner/Lead tracking	<input type="checkbox"/>	
	<input type="checkbox"/> Visitor poll	<input type="checkbox"/>	
	<input type="checkbox"/> Observe co-exhibitors	<input type="checkbox"/>	
	<input type="checkbox"/> Pick up additional exhibitor passes on site	<input type="checkbox"/>	
	<input type="checkbox"/> Reserve accommodations for next year	<input type="checkbox"/>	
End of show until end of August	<input type="checkbox"/> Drop off lead-management scanner	<input type="checkbox"/>	
	<input type="checkbox"/> Organized break-down and return transport	<input type="checkbox"/>	
	<input type="checkbox"/> Has re-tracking data been received?	<input type="checkbox"/>	
	<input type="checkbox"/> Pay final invoice	<input type="checkbox"/>	
	<input type="checkbox"/> Analyze trade show participation	<input type="checkbox"/>	
	<input type="checkbox"/> Customer contact (thank-you mailing, telephone calls, special offers)	<input type="checkbox"/>	
	<input type="checkbox"/> Satisfied expectations? Trade fair follow up	<input type="checkbox"/>	
Until end of September	<input type="checkbox"/> Cost analysis	<input type="checkbox"/>	
	<input type="checkbox"/> Consequences for the future	<input type="checkbox"/>	
	<input type="checkbox"/> Calculate return on investment	<input type="checkbox"/>	
Until end of October	<input type="checkbox"/> Decisions for next trade show, booth size	<input type="checkbox"/>	
	<input type="checkbox"/> Final report/documentation	<input type="checkbox"/>	
	<input type="checkbox"/> Apply for OutDoor by ISPO 2020	<input type="checkbox"/>	