



# Your timetable for ISPO Munich 2018

Mid-October 2017	<input type="checkbox"/> Receipt of media services documents via e-mail (catalog, visit planner, etc.)	@
	<input type="checkbox"/> 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.	@
November 2017	<input type="checkbox"/> Receipt of admission invoice	
	<input type="checkbox"/> Order and personalize your exhibitor passes. Prerequisite: We have received confirmation of your stand proposal.	!
	<input type="checkbox"/> <b>Please note:</b> to get your exhibitor passes (by download) the admission invoice have to be paid.	!
	<input type="checkbox"/> Reserve advertising space at the exhibition center until December 1, 2017 with Media Sales in the Exhibitor Shop in the chapter "Advertising and sponsoring at the fair"	@
	<input type="checkbox"/> Please book your media entries for ISPO Munich 2018 online at: <a href="http://www.ispo-media.com">www.ispo-media.com</a> at ISPO Munich Media Services Deadline: November 17, 2017 Please note! Catalog entry is not made automatically.	!
	<input type="checkbox"/> Deadline for submitting materials for media services, official catalog and visit planner: November 17, 2017	!
End of November 2017	<input type="checkbox"/> November 22, 2017 Deadline for technical services via the exhibitor shop ( <a href="http://www.munich.ispo.com/exhibitorshop">www.munich.ispo.com/exhibitorshop</a> )	!
	<input type="checkbox"/> ISPO Open Innovation: Product testing of your prototypes with ISPO Community	!
	<input type="checkbox"/> Apply new products for the ISPO Awards	!
Mid-December 2017	<input type="checkbox"/> Book your PR Services and draw attention to your new products at ISPO Munich 2018	@
	<input type="checkbox"/> Deadline for print materials for advertising spaces at exhibition center: December 15, 2017	!
	<input type="checkbox"/> Book your job advertisement for the ISPO Job Wall and the ISPO Job Market Online-Platform	!
Early January 2018	<input type="checkbox"/> Receipt of last trade information	!
January 28–31, 2018	Welcome to ISPO Munich 2018! Your ISPO team	ISPO 



You will receive information by mail



You will receive an e-mail



Mark your calendar

# 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 September	<input type="checkbox"/> Individual brand identity, networking and events during ISPO Munich 2018	<input type="checkbox"/>	
	<input type="checkbox"/> Contact ISPO's Events & Sponsoring department to get information about different opportunities.	<input type="checkbox"/>	
Middle of October	<input type="checkbox"/> Confirm booth location	<input type="checkbox"/>	
	<input type="checkbox"/> Booth planning (pre-fab booth, individual booth)	<input type="checkbox"/>	
	<input type="checkbox"/> Selection of booth construction company/briefing/order	<input type="checkbox"/>	
	<input type="checkbox"/> Order your promotional gifts	<input type="checkbox"/>	
	<input type="checkbox"/> Order marketing services (advertising space, sponsoring, seal, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Receive starter package Send customer mailings/invitations	<input type="checkbox"/>	
	<input type="checkbox"/> <b>Book ISPO Munich Media Services (app, Internet, ad in visit planner, catalog)</b>	<input type="checkbox"/>	
	<input type="checkbox"/> ISPO Open Innovation: Product testing of your prototypes with ISPO Community	<input type="checkbox"/>	
	<input type="checkbox"/> Order technical services (electricity, water, insurance, security, etc.) Deadline: November 22, 2017	<input type="checkbox"/>	
	<input type="checkbox"/> Additional promotion activities, Deadline: December 1, 2017	<input type="checkbox"/>	
	<input type="checkbox"/> Presentation by booth construction company (design concept)	<input type="checkbox"/>	
	<input type="checkbox"/> Hire external staff, hostesses	<input type="checkbox"/>	
	<input type="checkbox"/> Reserve meeting and conference rooms (located above the halls) (crs@messe-muenchen.de)	<input type="checkbox"/>	
	<input type="checkbox"/> Individual brand identity, networking and events during ISPO Munich 2018	<input type="checkbox"/>	
	<input type="checkbox"/> Contact ISPO's Events & Sponsoring department to get information about different opportunities. Contact: events-ispo@messe-muenchen.de Christian Herrmann (christian.herrmann@messe-muenchen.de) Sarah Spiess (sarah.spiess@messe-muenchen.de)	<input type="checkbox"/>	
November	<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"/>	
	<input type="checkbox"/> Place order for own catalogs/brochures	<input type="checkbox"/>	
	<input type="checkbox"/> Set up booth staffing schedule	<input type="checkbox"/>	
	<input type="checkbox"/> Organize transport and storage options	<input type="checkbox"/>	
	<input type="checkbox"/> <b>Pay admission invoice!!!</b>	<input type="checkbox"/>	
	<input type="checkbox"/> <b>Personalize and order exhibitor passes online</b>	<input type="checkbox"/>	
	<input type="checkbox"/> Actively use the seal (adverts, customer mailings, e-mail signature, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Apply new products for the ISPO Awards  <input type="checkbox"/> Order technical services (electricity, water, security, etc.)	<input type="checkbox"/>	

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Time span may vary depending on the size of your presence at the fair.	To do	Done	Notes
<b>December</b>	<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 <a href="http://media.messe-muenchen.de/mediasales">http://media.messe-muenchen.de/mediasales</a> Deadline: December 15, 2017	<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"/>	
<b>1 week prior to the show</b>	<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"/>	
<b>At the start of the show</b>	<input type="checkbox"/> Pick up lead-management scanner	<input type="checkbox"/>	
	<input type="checkbox"/> Drop off press kits at the Press Centers West and/or 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"/>	
<b>End of show until end of March</b>	<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"/>	
<b>Until end of April</b>	<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"/>	
<b>Until end of May</b>	<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 ISPO Munich 2019	<input type="checkbox"/>	