

Checklist for Your Trade Show Participation

General Information

Our responsibility in sustainability

In the planning and implementation of OutDoor by ISPO, 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.

Location

MOC – Event Center Messe München
Lilienthalallee 40, 80939 München

Setup

June 1–3, 2023

Dismantling

June 6, 2023 after closing time through June 7, 2023 (in the evening)

For setup and dismantling, please follow the traffic guide:

ispo.com/en/outdoor/exhibitors/exhibitor-services

Inquiries: moc.orders@messe-muenchen.de

Timeframe may vary depending on the size of your stand.	To do	Done	Own notes
From the beginning 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: outdoor@messe-muenchen.de	<input type="checkbox"/>	
	<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/outdoor/exhibitors/application	<input type="checkbox"/>	
	<input type="checkbox"/> Plan your booth with consideration of the important information: ispo.com/en/outdoor/exhibitors/checklist-timetable 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 partners: ws2.nmm.de/index.php/outdoorbyispo_b2b_en/catalog/category/view/id/1209	<input type="checkbox"/>	
	<input type="checkbox"/> Personnel planning / create duty schedule / book external staff or hostesses (if required): ispo.com/en/outdoor/exhibitors/exhibitor-services	<input type="checkbox"/>	
	<input type="checkbox"/> Book on the MOC area in the Exhibitor Shop under menu item "Advertising and sponsoring at the fair": ispo.com/en/outdoor/exhibitors/exhibitor-services Deadline: March 27, 2023 Inquiries: moc@rudolf-lang.de	<input type="checkbox"/>	
	<input type="checkbox"/> ISPO Collaborators' Club: Benefit from the expertise of independent consumer experts via our Community Activation Platform ispo.com/en/collaborators-club/b2b Contact: christina.rabl@messe-muenchen.de	<input type="checkbox"/>	

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April	<ul style="list-style-type: none"> Upload print files for advertising and sponsoring at the MOC area: Sending print data to: moc@rudolf-lang.de Deadline: April 17, 2023 Inquiries: moc@rudolf-lang.de, Ms. Katja Zellner, +49 89 74 15 10-25 	<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. Maximum height is 4 m). To be submitted to: moc.orders@messe-muenchen.de 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Invitation Management Tool ispo.com/en/connect Invite your customers 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Book OutDoor by ISPO media entries Deadline: April 21, 2023 Inquiries: info@outdoor-mediaservices.de 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Order Scan2Lead scanners in the Exhibitor Shop for recording visitor data: ispo.com/en/outdoor/exhibitors/exhibitor-services Inquiries: contact@scan2lead.com or +49 89 444433111 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Organize transportation and storage options in the Exhibitor Shop: ispo.com/en/outdoor/exhibitors/exhibitor-services Contact: Schenker Deutschland AG (+49 89 949-24300) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Plan your logistics using the traffic guide (deposit, open gates, parking spaces available, etc.): ispo.com/en/outdoor/exhibitors/exhibitor-services Inquiries: slt.lt@messe-muenchen.de 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Order parking permits in the Exhibitor Shop (also possible on site): ispo.com/en/outdoor/exhibitors/exhibitor-services 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Organize catering for stand staff and customers You are welcome to contact our catering service partners: ispo.com/en/outdoor/exhibitors/exhibitor-services 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Payment of admission invoice (due upon receipt) 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> 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 89 949-11558 	<input type="checkbox"/>	
	<ul style="list-style-type: none"> Order technical services in the Exhibitor Shop: ispo.com/en/outdoor/exhibitors/exhibitor-services Deadline: May 22, 2023 Technical queries: moc.orders@messe-muenchen.de If you have problems accessing the shop: exhibitorshop@messe-muenchen.de or call +49 89 949-11558 Among other things, the following technical services can be ordered in the Exhibitor Shop: <ul style="list-style-type: none"> – Electrical installations – Water / sanitary installations – Suspensions / trussels / lighting – Telecommunications / WiFi – Compressed air – Stand security service (highly recommended!) – Stand cleaning – Insurance – Working platforms – Cranes / lifting equipment – Storage of goods / empties 	<input type="checkbox"/>	

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Mid / End of May	<input type="checkbox"/> Create press kits / catalogs / brochures	<input type="checkbox"/>	
	<input type="checkbox"/> Prepare visitor survey	<input type="checkbox"/>	
1 week before the show	<input type="checkbox"/> Create name badges for stand staff	<input type="checkbox"/>	
	<input type="checkbox"/> Briefing of stand staff	<input type="checkbox"/>	
	<input type="checkbox"/> Define dress code	<input type="checkbox"/>	
	<input type="checkbox"/> Setting up the exhibition stand (please follow the traffic guide): ispo.com/en/outdoor/exhibitors/exhibitor-services Inquiries: moc.orders@messe-muenchen.de	<input type="checkbox"/>	
On site / Start of trade show	<input type="checkbox"/> Stand acceptance (inspection of stand structures, graphic arts, equipment, exhibits, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Kick-off meeting / show and explain the booth to your staff	<input type="checkbox"/>	
	<input type="checkbox"/> Pick up of Scan2Lead scanner (at the Scan2Lead Counter in the MOC Entrance)	<input type="checkbox"/>	
	<input type="checkbox"/> Customer meetings	<input type="checkbox"/>	
	<input type="checkbox"/> Visitor survey	<input type="checkbox"/>	
	<input type="checkbox"/> Recording of visitor data with Scan2Lead scanners	<input type="checkbox"/>	
	<input type="checkbox"/> Documentation of areas with potential for improvement / need for action for the next show	<input type="checkbox"/>	
End of trade show through end of June	<input type="checkbox"/> Return Scan2Lead scanners (at the Scan2Lead Counter in the MOC Entrance)	<input type="checkbox"/>	
	<input type="checkbox"/> Orderly dismantling and return transport (please follow the traffic guide): ispo.com/en/outdoor/exhibitors/exhibitor-services	<input type="checkbox"/>	
	<input type="checkbox"/> Download and evaluation of visitor details via the Scan2Lead Portal (You will receive a registration link)	<input type="checkbox"/>	
	<input type="checkbox"/> Hotel reservation for next year: ispo.com/en/outdoor/travel/hotel	<input type="checkbox"/>	
	<input type="checkbox"/> Follow-up on business contacts (thank-you mailing, telephone follow-up, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Payment of final invoice (due upon receipt)	<input type="checkbox"/>	
By end of July	<input type="checkbox"/> Cost accounting and reconciliation with budget figures	<input type="checkbox"/>	
	<input type="checkbox"/> Analysis of return on investment	<input type="checkbox"/>	
	<input type="checkbox"/> Analysis of trade show presentation / goal achievement / improvements for the future	<input type="checkbox"/>	
By end of August	<input type="checkbox"/> Determine stand size for the next OutDoor by ISPO	<input type="checkbox"/>	
	<input type="checkbox"/> Complete online registration for OutDoor by ISPO 2024	<input type="checkbox"/>	
	<input type="checkbox"/> Registration of co-exhibitors (if applicable)	<input type="checkbox"/>	