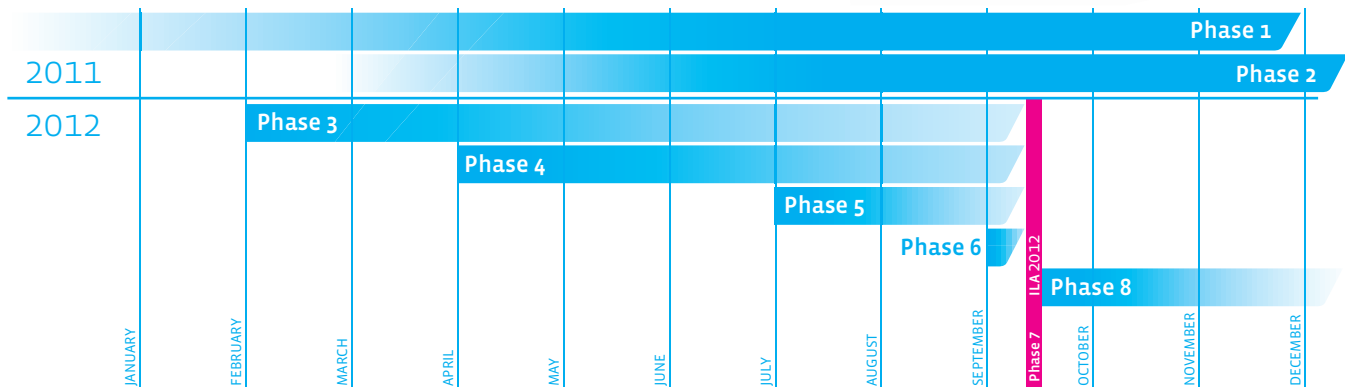




## Exhibitor Guide



### Milestones of ILA

#### Phase 1 About 1 year before ILA until December 2011

- Define exhibition goals
- Develop basic concept for exhibition stand size and layout
- Prepare budget and timetable
- Make hotel reservations and travel plans

Please note!  
 Early-bird registration  
 until 31 January 2012!

#### Phase 2 Until January 2012

- Plan and prepare information materials and products for display
- Plan advertising and promotional activities
- Plan PR and media services
- **Submit application form to ILA**

#### Phase 3 From February 2012

RECEIVE: Exhibit space location proposal

- **Confirm space location**
- Book advertising space at the venue, in the catalog and on the Virtual Market Place®

#### Phase 4 From April 2012

RECEIVE: Registration confirmation, deposit invoice, Exhibitor Service Manual and badges

- Plan stand construction, equipment, services, personnel
- Plan communications, advertising
- Submit Virtual Market Place® entry (online or via VMP service hotline)
- Prepare catalog entry
- Order exhibition stand construction and technical services
- Plan activities/events at the exhibition stand and register if applicable
- Order advertising materials (correspondence stickers, flyers, etc.) and displays
- Plan transport, arrange forwarding if required
- Secure exhibition stand construction permit
- Prepare forms for meeting notes
- Order additional exhibitor/construction crew badges if necessary
- Order ticket vouchers

#### Phase 5 From July 2012

- Arrange appointments with customers, business associates and media at the exhibition stand
- Send out invitations to customers/business associates
- Order printed materials and business cards
- Reserve a press material box
- Organize promotional activities
- Check Virtual Market Place® regularly for appointment requests

#### Phase 6 Early September 2012

WHAT NEEDS TO GO INTO YOUR LUGGAGE FOR YOUR TRIP TO BERLIN:

- Stand construction and dismantling passes, exhibitor badges, documents for hotel/travel, ticket vouchers, business cards, visa/passport
- AT THE STAND:
- Delivery of equipment/information materials
  - Approval of stand construction and technical equipment by exhibitor
  - Stand approval by Messe Berlin inspectors
  - Briefing of exhibit stand personnel

#### Phase 7 During ILA 2012

Access to exhibition grounds with exhibitor badge from 8:00 am, closes at 7:00 pm (visitors 10:00 am – 6:00 pm)

- Customer meetings, appointments
- Make trade show rounds
- Participation in seminars and events

#### Phase 8 After ILA 2012

- Dismantle exhibition stand
- Evaluate information, offers, press publicity
- Evaluate trade show objectives
- Evaluate budget/costs
- Evaluate visitor contacts
- Update database
- Pay final invoice