



Exhibitor Guide

Phase 1 / May 2012, 18 months before the exhibition

- ◆ Define exhibition goals
- ◆ Develop basic concept for exhibition stand size and layout
- ◆ Prepare budget and timetable
- ◆ Send CMS application forms
- ◆ Hotel reservations and travel plans

Phase 2 / October 2012

Early Bird Offer available until October 1, 2012!

- ◆ Plan and prepare products for display and info materials
- ◆ Plan advertising and promotional actions
- ◆ Plan PR and media services
- ◆ Consider CMS Purus Award participation

Phase 3 / From February 2013

RECEIVE: Placement proposal

- ◆ Confirm placement

Phase 4 / From April 2013

RECEIVE: Registration documents, invoice for advance deposit, Exhibitor Service Folder, ID badges

- ◆ Plan stand construction, equipment, services, personnel
- ◆ Plan communications, advertising
- ◆ Prepare CMS Virtual Market Place entry (online or via VMP service hotline)
- ◆ Prepare catalog entry
- ◆ Order exhibition stand construction and technical services
- ◆ Plan action/events at the exhibition stand and register if necessary
- ◆ Order advertising (correspondence stickers, flyers, etc.) and displays
- ◆ Plan freight, appoint freight forwarder if required
- ◆ Secure exhibition stand construction permit
- ◆ Prepare forms for meeting notes
- ◆ Check CMS Virtual Market Place regularly for appointment requests
- ◆ Order additional exhibitor/crew badges if necessary
- ◆ Order ticket vouchers
- ◆ Submit registration for CMS Purus Award

Phase 5 / From July 2013

- ◆ 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 box
- ◆ Book advertising space at the venue, in the catalog and on the CMS Virtual Market Place
- ◆ Organize promotional actions

Phase 6 / Early September 2013

WHAT NEEDS TO GO INTO YOUR BRIEFCASE BEFORE YOU LEAVE FOR 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
- ◆ Brief exhibition stand personnel

Trade fair / During CMS 2013

Access to exhibition grounds with exhibitor badge from 9:00 am, visitors from 10:00 am, CMS closes to the public at 5:00 pm

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

Phase 8 / After CMS 2013

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

Hotel reservations

- ◆ www.hrs.de ◆ www.visitberlin.de