

Checklist for exhibitors

The following checklist and the explanations on subsequent pages cover the most important steps in the process of planning for the exhibition and help you to optimally prepare for your participation.

STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
1. Deciding to participate in the exhibition		
<input type="checkbox"/> Consider the exhibition in terms of precise criteria	Exhibitor information Post Show Report	
<input type="checkbox"/> AUMA Trade Fair Benefit Check	Website	
<input type="checkbox"/> Exhibition cost calculator	Cost calculator	
2. Exhibitor goals for participation		
<input type="checkbox"/> Corporate goals		
<input type="checkbox"/> PR goals		
<input type="checkbox"/> Marketing goals		
<input type="checkbox"/> Sales goals		
<input type="checkbox"/> Lead goals		
3. Registration process		
<input type="checkbox"/> Submit registration	Registration form for main exhibitors	
<input type="checkbox"/> Confirmation of receipt		1 – 2 days after registration
<input type="checkbox"/> Approval of participation		5 – 8 days after registration
<input type="checkbox"/> Booth placement		2 – 6 weeks after approval
<input type="checkbox"/> Invoice		2 weeks after booth placement
<input type="checkbox"/> Payment via bank transfer	Until payment is received, the exhibitor will not receive exhibitor passes and may not set up on site.	
<input type="checkbox"/> Register co-exhibitors	Registration form for co-exhibitors	
4. Schedule		
<input type="checkbox"/> Note important deadlines	Schedule	
5. Intersolar Membership Program – the bonus program for exhibitors		
<input type="checkbox"/> Register free of charge and start collecting points	Further information	
6. Plan booth construction		
<input type="checkbox"/> Determine size and type of booth		
<input type="checkbox"/> Plan booth construction (system or custom)		
<input type="checkbox"/> Commission booth builder	e.g. Meplan GmbH	
<input type="checkbox"/> Observe regulations for booth construction	Further information	

7. Exhibitor services manual (includes order forms for various services)		
<input type="checkbox"/>	Booth construction	<p>All forms are available online at Service Manual</p> <p>by May 9, 2016</p> <p>(After this deadline orders of all services are still possible, though a surcharge will be raised for some of them)</p>
<input type="checkbox"/>	Power supply	
<input type="checkbox"/>	Suspension/rigging	
<input type="checkbox"/>	Sanitary installations/sprinklers/compressed air	
<input type="checkbox"/>	Telephone connection, internet access	
<input type="checkbox"/>	Cleaning and disposal	
<input type="checkbox"/>	Parking permit and MVV tickets	
<input type="checkbox"/>	Security/surveillance	
<input type="checkbox"/>	Transport services	
<input type="checkbox"/>	Room equipment	
<input type="checkbox"/>	Furniture rental	
<input type="checkbox"/>	Multimedia/video/PC	
<input type="checkbox"/>	Catering/dishes	
<input type="checkbox"/>	Booth party	
<input type="checkbox"/>	Staff	
<input type="checkbox"/>	Insurance	
<input type="checkbox"/>	Hotel and event service	
8. Exhibitor Cockpit (online store + catalog portal for Intersolar Europe)		
<input type="checkbox"/>	Prepare entry for the Event Directory	by end of March 2016
<input type="checkbox"/>	Prepare entry for the online index	
<input type="checkbox"/>	Order exhibitor passes (free and additional)	by end of April 2016
<input type="checkbox"/>	Order printed vouchers for customers (will be mailed from end of April 2016)	can be ordered until June 3rd, 2016 for international deliveries and until June 10, 2016 for German deliveries.
<input type="checkbox"/>	Order electronic vouchers for customers (will be mailed from end of April 2016)	Exhibitor Cockpit
<input type="checkbox"/>	Order advertising materials (e.g. mail stickers, posters, informational postcard for customer mailings)	by June 3, 2016
<input type="checkbox"/>	Press kit space rental	by June 15, 2016
<input type="checkbox"/>	Create custom advertising banner	
<input type="checkbox"/>	Send free press releases	
<input type="checkbox"/>	Put job postings online	by June 24, 2016
9. Conference, visitor and exhibitor registration		
<input type="checkbox"/>	Book conference tickets	from mid-March 2016
<input type="checkbox"/>	Send vouchers to customers	by April 2016
<input type="checkbox"/>	Register employees and booth staff	by end of April 2016

10. Sponsorship and marketing services			
<input type="checkbox"/>	Book sponsorship packages	Sponsorship packages	
<input type="checkbox"/>	Book marketing packages	Marketing packages	
11. Intersolar AWARD – the industry’s most important innovation prize			
<input type="checkbox"/>	Submit innovation	Register now	by March 24, 2016
12. Delivery and storage			
<input type="checkbox"/>	Correctly address deliveries	Exhibitor name, hall, booth number Intersolar Europe Messegelände 81823 Munich	
<input type="checkbox"/>	Contact shipping company if necessary		
13. Travel and accommodation			
<input type="checkbox"/>	Book hotel	Further information	
<input type="checkbox"/>	Plan your trip	Further information	
<input type="checkbox"/>	Forward traffic guide to everyone involved	Download	
<input type="checkbox"/>	Book tickets for public transport (MVV)	MVV Munich offers for exhibitors at the Messe München	
<input type="checkbox"/>	Plan evening program (restaurants, sightseeing tours, events, etc.)	See Messe München’s Welcome Package	
14. Set-up and dismantling			
<input type="checkbox"/>	Note times and communicate them to the parties involved	Further information	
<input type="checkbox"/>	Request additional set-up days	Contact Technical Exhibition Services (TAS)	
15. Contacts			
<input type="checkbox"/>	Note important contact details	Contacts	
16. Follow-up phase			
<input type="checkbox"/>	Follow up on customer contacts/orders		
<input type="checkbox"/>	Public relations activities		
<input type="checkbox"/>	Evaluate success (cost/benefit)		
<input type="checkbox"/>	Consider participation in the next exhibition		

We wish you every success in planning and organizing your participation in the exhibition!

If you have any questions, please do not hesitate to contact us.

Best wishes,

The Intersolar Europe Team

Detailed checklist information

1. Deciding to participate in the exhibition

Consider the exhibition in terms of precise criteria

We provide you with [important reasons to participate](#) in Intersolar Europe. You will also find more details in the exhibitor information and the Post Show Report for the past event. Both documents are available online on our [website](#).

AUMA Trade Fair Benefit Check

The AUMA Trade Fair Benefit Check supports you in evaluating your participation as an exhibitor and shows you a cost-benefit comparison. Get started with planning and use the Trade Fair Benefit Check to help define your goals for the exhibition.

The [Trade Fair Benefit Check](#) is available in both online and offline versions.

Exhibition cost calculator

Calculate the most important space-related costs of participating in Intersolar Europe in just five steps. From booth space prices to additional fees as well as the costs for electricity, water, cleaning services, surveillance and booth construction, you'll receive a non-binding cost overview in just a few seconds.

The [cost calculator](#) is available here.

2. Exhibitor goals for participation

It is crucial to have a precise idea of what you hope to achieve with your participation ahead of the exhibition. Important goals should be defined in advance and communicated to the people involved.

3. Registration process

- The registration form is available for download [here](#).
In order to participate in Intersolar Europe, you need to sign and complete the registration form in full. Based on the information you provide, we decide whether it is possible to admit your company as an exhibitor.
- Once your registration is received, an acknowledgement of receipt will be sent to the email address of the contact that you specify. Please note that we will send all relevant documents and information to this email address. Therefore please notify us promptly of any changes to this email address.
- Several days after your registration has been submitted, we will send you confirmation that your participation has been approved (at which point the contract is valid and legally binding).
- You will receive notification of your booth placement 2–6 weeks after your registration is approved.
- The invoice for your booth space will be sent two weeks after placement allocation.
- The invoice must be paid by the due date, otherwise the booth space you have booked cannot be guaranteed and important documents such as exhibitor passes will not be distributed.

There is a separate registration form for [co-exhibitors](#). The main exhibitor is the contracting party. All communications will be directed to the contact specified by the main exhibitor.

4. Schedule

July 2015	Start date of booth allocation planning
August 2015	Exhibition cost calculator available online
September 2015	Offers for Sponsorships & Marketing available online
January 2016	Exhibitor list 2016 available online
February 2016	Exhibitor Cockpit available online Exhibitor Service Manual available online Deadline for advertising in the Exhibition Magazine
March 2016	Conference registration starts Distribution of ordered advertising materials begins Application deadline for the Intersolar AWARD Deadline for Event Directory entry
April 2016	Visitor registration for exhibition starts Deadline for advertising in the Event Directory Application deadline for the Innovation and Application Forum Intersolar Europe traffic guide online Submission deadline for booth construction Order deadline for technical services
May 2016	Final delivery of ordered advertising materials Final delivery of entry vouchers for visitors
June 2016	Order deadline for press kit space rental Intersolar Europe, June 22–24, 2016, Messe München, Germany

5. Intersolar Membership Program – the bonus program for exhibitors

You can collect loyalty points for your company by participating in Intersolar events and buying sponsorship offers. You are even rewarded points based on your booth size.

Members of the Intersolar Membership Program enjoy the following advantages:

- Discount on lease price of booth space
- Preferential booth placement
- Conference tickets
- Additional VIP tickets

Become an [Intersolar Member!](#)

6. Plan booth construction

Determine size and type of booth

The minimum size for exhibitor booths is 9 sqm. You may select between a row booth (open on one side), a corner booth (open on two sides), a peninsula booth (open on three sides) or an island booth (completely open).

Plan booth construction (system or custom)

There are many design possibilities for exhibition booths. Depending on your budget, the selection ranges from simple booth systems to custom booths designed to meet your specific needs. Please do not start planning your booth until you have received your booth allocation with final dimensions and the type of booth.

Commission booth builder

Due to their many years of experience, we recommend our partner Meplan GmbH, which is headquartered at Messe München. Of course, you may also commission any other booth-building company.

Observe regulations for booth construction

The most important regulations at a glance:

- Booth perimeter walls to neighboring booths and floor coverings are required and you must commission their construction.
- Booth structures exceeding 3 m in height require special approval from TAS.
- On the perimeter to neighboring booth holders, the construction height may not exceed 6 m. With 2 m of space to the neighboring booth holder, a construction height of 7.50 m is allowed. This height is not possible in all locations.
- All rear walls facing neighboring booth holders and exceeding 2.50 m must be kept clean and neutral. Structures and equipment are to be positioned within the stand perimeter such that they do not impinge on neighboring exhibitors.
- Two-story booths always require prior approval from TAS.

The submission deadline for booth constructions requiring approval is in April 2016. Please contact Technical Exhibition Services (TAS) at Messe München (+49 89 949211-35, tas2@exhibition-muenchen.de) with any questions in this regard.

7. Exhibitor services manual (includes order forms for various services)

The [exhibitor services manual](#), which will be available on the Intersolar Europe website starting at the end of January 2016, can be used to book technical services. These services are provided by contractual partners of Messe München, and are arranged directly between you and Messe München or their service providers. Cancellation of individual services will also be processed by Messe München or their contractual partners.

Services that can be ordered via the services manual include:

- Booth constructions and additional equipment
- Suspension/rigging
- Electrical installations
- Cleaning and disposal
- Parking permits and MVV tickets
- Security/surveillance
- Transport services
- Catering
- And much more!

Orders are generally accepted until six weeks before set-up officially begins. If you have any questions, contact details for the service provider are available on the corresponding order form.

8. Exhibitor Cockpit (online store + catalog portal for Intersolar Europe)

The [Exhibitor Cockpit](#) is a password-protected booking platform that allows you to order various services for Intersolar Europe. It gives you direct access to the data stored for your company and co-exhibitors. Access data will be sent to your contact by email starting at the end of January 2016. Please promptly inform us of any changes to the contact so that we can send you new access data for the Exhibitor Cockpit.

The most important functions of the Exhibitor Cockpit are:

Fast and easy online booking of...

- personalized exhibitor passes to be picked up at the exhibition. The number of free exhibitor passes is based on your booth size. Access to the registration portal will be granted as soon as payment for your booth space has been received.

Additional passes cost € 34.45 plus VAT per pass.

- guest vouchers for customers (electronic and printed vouchers). Redeemed vouchers will be charged to you at a cost of € 6.50 each plus VAT.
- free advertising materials for Intersolar Europe (mail stickers, posters, informational postcard for customer mailings)
- press kit space rental (for documents in German and English) available for € 160.00 plus VAT
- personalized Intersolar advertising banners featuring your company name and booth number as well as a QR code generator
- services included in the Intersolar Membership Program, such as discounted conference tickets
- free press releases via the news aktuell - press release service
- job advertisements
- meeting and conference rooms at the exhibition grounds
- and much more!

Easily edit...

- your entry in the online exhibitor list and in the Event Directory
- the data included in the exhibitor list (populated with data from your registration form)

Easily enter...

- your free company profile
- company logos (subject to a charge)
- additional product information for your company

Please note that your co-exhibitor does not have his or her own access to the Exhibitor Cockpit. As the main exhibitor, you are responsible for maintaining your co-exhibitor's data.

The deadline for entries in the Event Directory is by end of March 2016.

9. Exhibitor, visitor and conference registration

Registration opens in mid-March 2016.

Exhibitors

You can log into the registration portal via the Exhibitor Cockpit, provided that the invoice for booth space has been paid.

This year, there will be no delivery of exhibitor passes anymore. The passes will be personalized online and picked up on site. Please keep this in mind in the early stages of personnel planning.

Visitors

You can still order electronic and printed vouchers for your visitors via the Exhibitor Cockpit. Please inform your visitors that it is quicker and easier to register online in advance. For visitors who do not have an entry voucher, it is cheaper to buy the ticket online than at the door. Please note that the ticket is not valid for travel on the Munich public transport network (MVG).

Conference attendees

If you plan to attend the conference as an exhibitor, it is cheaper to register online in advance than at the door. The cheaper price is available until several days before the conference. As an Intersolar Preferred Member or Intersolar Global Member, you will also receive a certain number of conference tickets free of charge. The conference ticket includes entry to all days of the exhibition.

10. Sponsorship and marketing services

Intersolar Europe offers you numerous opportunities to make promising contacts before, during and after the exhibition. Seize the chance to present yourself as a reliable partner to the solar industry – give your brand exposure with one of Intersolar Europe's many [sponsorship and marketing offers](#):

- Intersolar Europe App
- exhibition and conference lanyards
- company logo included in floor plan
- banner included on the website and in the newsletter
- and much more!

11. Intersolar AWARD – the industry's most important innovation prize

A great marketing tool for the winners and an indicator for the industry as a whole. The winners of the ees AWARD as well as the Intersolar AWARD in the categories of Photovoltaics and Solar Projects will be announced at an official ceremony at Intersolar Europe.

Press activities and all events surrounding the AWARD presentations help ensure that companies in the solar and energy storage industries receive the international recognition they deserve for their outstanding efforts in developing first-class products and services.

More details on the AWARD and the advantages of participating are available [here](#)
(Application deadline: March 24, 2016)

12. Delivery and storage

All deliveries (pallets, individual packages) to exhibitors booths must be addressed as follows:

Exhibitor name, hall, booth number
Intersolar Europe
Messegelände
81823 Munich

In general, any shipping company may deliver to the exhibition grounds. If you are not personally available to receive deliveries, they will be unloaded and stored by the following shipping companies subject to charge:

Schenker Deutschland AG

Messegelände, Tor 21

81829 München

Tel. +49 89 949 243 00

Fax +49 89 949 243 39

www.dbschenker.com

fairs.muenchen@dbschenker.com

Kühne-Nagel (AG Co.KG)

Messegelände, Tor 21

81829 München

Tel. +49 89 949 244 00

Fax +49 89 949 244 09

www.kuehne-nagel.com

exposervice.muenchen@kuehne-nagel.com

13. Travel and accommodation

Messe München is easily reachable by air, rail, car or public transport.

Information on [arriving](#) by car or with [public transport](#) as well as [hotel accommodations](#) are available on our website.

Address Exhibition Centre:

Messe München

Messegelände

81823 Munich

To help you navigate the exhibition grounds, a [traffic guide](#) will be available for download from April 2016. The guide will include information on entry regulations, parking, and service facilities.

In the evening, the Bavarian capital boasts many cultural events from art and music to design and architecture. You can also choose from a wide array of restaurants offering everything from rustic snacks to Michelin-starred menus. All offers are listed in Messe München's [Hotel and City Guide](#).

14. Set-up and dismantling

Exhibitor passes are NOT required for set-up and dismantling.

Set-up

Begin: Friday, June 17, 2016, 7:00 am

End: Tuesday 21st June 2016, 6:00 pm

On the final day of set-up decorating of the booth space can continue until no later than 8:00 pm. The halls will close at 8:00 pm.

With the exception of the final day, the halls are open from 7 am – 10 pm during set-up time.

Additional set-up days

Additional set-up days are not available for all halls and are always subject to charge.

If you have questions regarding additional set-up days, please contact:

Technical Exhibition Services, TAS 2 at Messe München

Tel.: +49 (0) 89 949 - 2 11 35

tas2@messe-muenchen.de

Dismantling

Begin: Friday, June 24, 2016, 6:00 pm

End: Monday, June 27, 2016, 6:00 pm

Dismantling is permitted throughout this period.

15. Contacts

For questions during set-up and dismantling as well as throughout the entire event, you will find us in the exhibitor office on-site.

Exhibitor office hours on site:

Saturday: 3:00 pm – 5:00 pm

Sunday: 10:00 am – 5:00 pm

Monday: 8:00 am – 7:00 pm

Tuesday: 8:00 am – 8:00 pm

Wednesday: 7:00 am – 7:00 pm

Thursday: 7:30 am – 6:00 pm

Friday: 8:00 am – 6:00 pm

Exhibitor registration:

Solar Promotion GmbH

Tel.: +49 7231 58598-0

Fax: +49 7231 58598-28

Email: info@intersolar.de

Exhibitor service:

FWTM GmbH & Co. KG

Tel.: +49 761 3881-3700

Fax: +49 761 3881-3770

Email: intersolar@fwtm.de

Sponsorship and marketing

Solar Promotion GmbH

Tel.: +49 7231 58598-16

Fax: +49 7231 58598-28

Email: ljtkep@solarpromotion.com

Technical services

TAS 2 at Messe München

Tel.: +49 89 949211-35

Fax: +49 89 949211-39

Email: tas2@messe-muenchen.de

16. Follow-up phase

Detailed follow-up is necessary for the sustainable and long-term success of your presence at the exhibition. Check to see if you met the goals you set in advance. Send updates and cultivate your relationships with potential customers and regular customers, even those who weren't at the exhibition. Report your participation on your website, social networks, etc. Evaluate the overall success of your participation and make a decision about whether or not you will participate in the next exhibition.

Don't forget: Send thank-you notes to your customers and to all employees involved!