

Your timetable for ispo 2010



Mid-September 2009	• Receipt of stand confirmation, hall layout plan and exhibitor service manual including order forms	@
	• Please note: Do not forget to order electrical connection, partition walls, water supply etc., closing date: 9 December 2009	!
Early October 2009	• Receipt of marketing services (on site advertising, Vouchers for one day tickets, seal for adverts and mailings, complimentary invitation of your top 50 retailers, etc.)	@
	• Receipt of media services documents (catalogue, exhibitor data base, etc.)	✉
	• Please book your entry for ispo 10 via order form or online at: www.ispo-media.com at ispo media services Deadline 01.11. Please note! Catalogue entry is not made automatically	!
Mid-October 2009	• Receipt of documents to order and personalise exhibitor passes	✉
	• Deadline application Webinars „Exhibitor training for a successful trade fair participation“ (closing date depends on the Webinar module)	!
End of October 2009	• Receipt of admission invoice	✉
	• Please note: to get your exhibitor passes (by download) the admission invoice have to be payed	!
	• Receipt of (e-)Vouchers for one day tickets, (invite your customers personally!)	@ + ✉
Mid-November 2009	• Reminder for ordering technical services	@
	• Receipt of ispo award applications (ski, outdoor, board, eco)	@
Early December 2009	• Deadline application forms technical services: 9 December	!
End of December 2009	• “Visitor guide” printed	!
Early January 2010	• Book your PR Services and draw attention to your new products at ispo 10	@
Mid-January 2010	• Receipt of traffic guide	@
	• Deadline ispo award application: outdoor 18.01, ski 19.01, eco 15.01, board 22.01.	!
Early February 2010	• Deadline order and personalize your exhibitor passes online: 3 February, afterwards on site	!
	• “Official catalogue” printed	!
7. – 10.02.2010	• Welcome to ispo 10! Your ispo team	

Checklist for your trade fair presence



Time span may vary depending on the size of your presence at the fair.	To do	Done	Notes
Middle of September	<ul style="list-style-type: none"> • Both planning (pre-fab booth, individual booth) • Selection of booth construction company/briefing/order • Order your promotional gifts 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
October	<ul style="list-style-type: none"> • Confirm booth location • Order marketing services (advertising space, promotional material, fashion show, sponsoring, ispo 10 seal, etc.) • Book ispo media services (e.g. catalogue, internet, Preview advert) • Order technical services (electricity, water, insurance, security, etc.) • Application Webinars “Exhibitor training for a successful trade fair participation” • Additional promotion activities • Presentation by booth construction company (design concept) • Hire external staff, hostesses 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
November	<ul style="list-style-type: none"> • Order Lead Management service (track visitors) • Place order for own catalogues/brochures • Set up booth staffing schedule • Reserve rooms/space (for special company events) • Organize transport and storage options • Pay admission invoice • Personalize and order exhibitor passes online • Receive e-Vouchers for one day tickets start package: Send customer mailings/ invitations • Actively use the seal (adverts, customer mailings, email signature, etc.) • Apply your latest products for the ispo awards (ski, outdoor, board, eco) 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
December	<ul style="list-style-type: none"> • Check whether technical services have been ordered 	<input type="checkbox"/>	<hr/> <hr/>
January	<ul style="list-style-type: none"> • Check whether all services have been ordered (media-/marketing services) • Set up client meetings; have sales force extend personal invitations and organize meetings • Confirm personnel and booth staff duty schedule • Order PR services (press boxes, press conferences, TV and radio service) • Select products to be exhibited • Prepare visitor poll 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Checklist for your trade fair presence



Time span may vary depending on the size of your presence at the fair.	To do	Done	Notes
1 week prior to the show	<ul style="list-style-type: none"> • Exhibitor passes should be ordered and personalized • Collate press kits • Final booth adjustment with booth construction company • Print name tags • Personnel and Hostess briefing • Decide on dress code 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
At the start of the show	<ul style="list-style-type: none"> • Pick up Lead Management scanner(s) • Drop off press kits • Booth acceptance (inspect fittings, configuration, lettering/artwork) • Tour with booth personnel • Customer meetings (meeting notes) • Visitor poll • Observe co-exhibitors • Pick up additional exhibitor passes on site • Reserve accommodations for next year 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
End of show until end of March	<ul style="list-style-type: none"> • Return scanner(s) from Lead Management • Organized break-down and return transport • Received re-tracking data? • Pay final invoice • Analyze trade show participation • Customer contact (thank-you mailing, telephone calls, special offers) • Satisfied expectations? Follow up 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Until end of April 2010	<ul style="list-style-type: none"> • Cost analysis • Consequences for the future • Calculate return on investment 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
Until end of Mai 2010	<ul style="list-style-type: none"> • Decisions for next trade show, booth size • Final report/documentation • Apply for ispo 2011 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>