

# DEADLINES AT A GLANCE



## Important application and order deadlines for LASER World of PHOTONICS, sorted by category

|   |  |  |
|---|--|--|
| <b>Co-exhibitors</b>  |  |  |
| ■ Application for co-exhibitors   |  | 20 Feb 2009  |
| <b>Passes</b>   |  |  |
| ■ Exhibitor passes  | Online orders only. Online vouchers for exhibitors' passes are available until June, 18. |  |
| ■ Parking passes  |  | 26 May 2009  |
| <b>1. Marketing packages</b>  |  | <b>30 Apr 2009</b>                                   |
| <b>2. Invitations and contact management</b>  |  |  |
| ■ Guest tickets (Germany/ International)  |  | 01 June 2009/ 26 May 2009                            |
| ■ eGuest tickets (Germany/ International)   |  | 05 June 2009   |
| ■ Guest ticket banner   |  | No order deadline                                    |
| ■ Invitation calendar   |  | No order deadline                                    |
| <b>Lead retrieval</b>   |  |  |
| ■ Mobile lead retrieval   |  | 29 May 2009  |
| ■ Contact management  |  | 05 June 2009   |
| <b>3. Company entry in LASER World of PHOTONICS information media</b>   |  |  |
| ■ Main catalog  |  | 30 Apr 2009  |
| ■ Supplement  |  | 28 May 2009  |
| <b>4. Advertising</b>   |  |  |
| ■ Exhibition logo for use in ads  |  | No order deadline                                    |
| ■ Bookmark, ad in exhibition catalog and ad in visitor guide  |  | Main catalog: 24 Apr 2009<br>Supplement: 28 May 2009 |
| ■ Advertising space   |  | 15 May 2009  |
| ■ Hotel guide, city map w/restaurant guide, mini travel guide   |  | 26 May 2009  |
| ■ Exhibition poster   |  | 26 May 2009  |
| ■ Hall diagram/fairgrounds map  |  | 26 May 2009  |
| ■ Visitor flyer   |  | 26 May 2009  |
| ■ Stickers w/o imprint  |  | 01 June 2009   |
| ■ Stickers with imprint   |  | 18 May 2009  |
| <b>5. Online</b>  |  |  |
| <b>Online advertising for LASER World of PHOTONICS</b>  |  |  |
| ■ Banner at world-of-photonics.net  |  | No order deadline<br>(Possible all year)             |
| ■ Ad in World of Photonics newsletter   |  | No order deadline<br>(Possible all year)             |
| <b>Online advertising for your homepage</b>   |  |  |
| ■ Customized banner   |  | No order deadline<br>(Download at EC)                |
| ■ Customized guest-ticket banner  |  | No order deadline<br>(Download at EC)                |
| ■ Banner in Visitor Information System  |  | 01 June 2009   |
| <b>6. Fair-related sponsoring</b>   |  |  |
| ■ Badge-holders   |  | 27 Mar 2009  |
| ■ Tote bags   |  | 27 Mar 2009  |
| ■ Shuttle bus   |  | Upon request   |
| ■ Water dispenser   |  | Upon request   |
| ■ Cube chairs   |  | Upon request   |
| <b>Congress sponsoring</b>  |  |  |
| ■ Coffee break  |  | 20 Apr 2009  |
| ■ Happy hour  |  | 20 Apr 2009  |
| ■ Connect Package   |  | 20 Apr 2009  |
| ■ Lecture Package   |  | 20 Apr 2009  |
| <b>7. Press</b>   |  |  |
| ■ Press report distribution   |  | 01 June 2009   |
| ■ Press-event calendar  |  | No order deadline                                    |
| ■ Press guide   |  | 11 May 2009  |
| ■ Press release package   |  | 08 June 2009   |
| ■ Press conference room   |  | While available                                      |
| ■ Link to footage material  |  | All year   |
| ■ Link to exhibitor videos  |  | All year   |
| ■ Podcasts for visitors and on website  |  | All year   |
| ■ Innovation guide  |  | 17 Apr 2009  |
| <b>8. Other</b>   |  |  |
| ■ Technical services (e.g. suspended equipment/riggings, electricity, water and sanitary installations, lighting and trusses, etc.) |  | 02 May 2009  |
| ■ Telecommunications (telephone, fax, Internet)   |  | 29 May 2009  |
| <b>Other services</b>   |  |  |
| ■ Hotel and travel offers   |  | Be sure to reserve early!                            |
| ■ Conference and meeting rooms  |  | Upon request   |
| ■ Shipping service/courier service  |  | No deadline  |