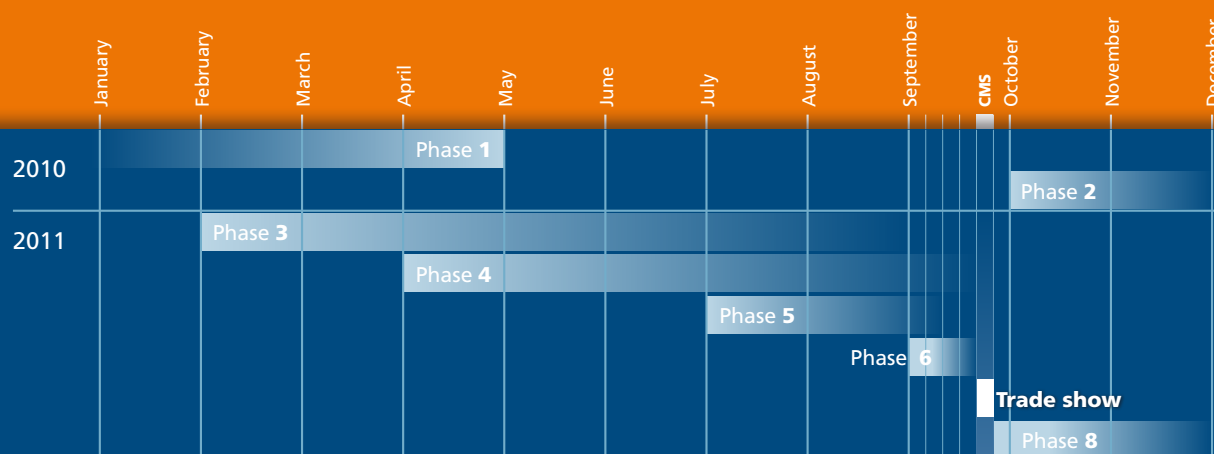


Exhibitor Guide



CMS Berlin 2011

Cleaning. Management. Services.
20–23 September



Phase 1 Prior to May 2010, eighteen months before opening of event

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

Phase 2 October 2010

Please note! Early-bird registration until 30 September 2010!

- Plan and prepare information materials and products for display
- Plan advertising and promotional activities
- Plan PR and media services
- Assess CMS Purus Award participation

Phase 3 From February 2011

RECEIVE: Exhibit space location proposal

- Confirm space location

Phase 4 From April 2011

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
- Check Virtual Market Place® regularly for appointment requests
- Order additional exhibitor/construction crew badges if necessary
- Order ticket vouchers
- Submit registration for CMS Purus Award

Phase 5 From July 2011

- 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
- Book advertising space at the venue, in the catalog and on the Virtual Market Place®
- Organize promotional activities

Phase 6 Early September 2011

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

Trade show During CMS 2011

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

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

Phase 8 After CMS 2011

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

Hotel reservations

- www.smartfairs.de ■ www.hrs.de ■ www.visitberlin.de