



Guide and checklist for trade visitors at CMS

Before the fair (information and planning)

The latest information on CMS Berlin, tips and how best to prepare for your visit to CMS are available at www.cms-berlin.de

- Make hotel and travel arrangements (www.cms-berlin.com>Virtual Market Place)
- Obtain map of the exhibition grounds and directions on how to get there (www.cms-berlin.com>Travel Info>How to get there)
- Purchase admission ticket / unlimited entry ticket (simply print your online ticket (www.cms-berlin.com>Visitor Centre>Tickets>Online Tickets). You can also purchase tickets at the ticket offices.
- Find interesting exhibitors in the Virtual Market Place (www.cms-berlin.com>Virtual Market Place)
- Make contact with exhibitors in the Virtual Market Place®.
- Organise your tour of the fair (www.cms-berlin.com>Virtual Market Place)
- Organise your visit to supporting events and special shows (www.cms-berlin.com>Visitor Centre)
- Make sure you have sufficient calling cards
- Find out what's on in Berlin when you visit the fair (www.cms-berlin.com>Kongresse/Events)

During the fair

- Organise your appointments using the Virtual Market Place®
- Visit the stands of existing/potential business partners
- Maintain existing business contacts and establish new ones
- Visit selected events from the supporting programme
- Visit the special shows for cleaning facades and aerial work platforms
- Find out innovations and trends
- Observe the market and competitors
- Obtain a free trade fair catalogue

After the fair

- Evaluate your business contacts and meetings
- Distribute/order your brochures and information material
- Make new appointments, mail offers and follow-up correspondence
- Prepare visit to next CMS Berlin 2011 and note dates in calendar