



Timeline 2010 / 2011

	September	October	November	December	January	February	March	April	Set-up	WBI	Dismantling
TASK	8	7	6	5	4	3	2	1	0		1
Define aims and objectives	█										
Draft basic plan for exhibition, including desired stand size and shape	█										
Prepare budget and workflow plan	█										
Submit stand application by 15 October 2010	█										
Plan and produce exhibits and information material	█										
Register co-exhibitors											
Plan stand staffing*											
Receive stand allocation proposal & Confirmation											
Receive official confirmation, down payment invoice, passes and Exhibitor-Manual-Service											
Payment of down payment invoice											
Update Virtual Market Place® (VMP) Entry											
Update catalogue entry (contact separately from the catalogue firm)											
Plan and register events on your stand with Messe Berlin*											
Plan stand design and equipment*											
Produce information materials, exhibits, business cards											
Order stand construction (if no complete stand ordered), order technical services for stand as necessary*											
Order promotional material (correspondence stickers, flyer, brochures)*											
Plan transportation and handling, order logistic services*											
Obtain approvals (stand construction)*											
Make appointments with customers, business associates and press											
Respond to Virtual Market Place®											
Order additional exhibitor and construction passes*											
Send invitation with ticket vouchers											
Rent advertising space on fairground*											
Order press box in press centre*											
Order press box in press centre*											
Decide on participation in the Exhibitor Forum											
Apply for visa if necessary											
Travel:											
construction/dismantling passes, exhibitor passes											
travel and accomodation documents											
free vouchers for clients, business cards, visa/passport											
Delivery of stand equipment, exhibits, Information- and press materials											
Stand manager on-site to coordinate construction and stand personal											
Finalize press information											
Handover of stand and technical equipment to stand manager											
Approval of stand/technical equipment by Messe Berlin											
Stand personnel briefing											
Access for exhibitors with passes 8 a.m., visitors 9 a.m.											
Dismantle stand											
Follow-up tasks: send information, offers and proposals, press release											
Schedule follow-up appointments											
Reviews aims and objectives											
Account settlement, budget audit											
Update database											
Payment of final invoice											
TASK	8	7	6	5	4	3	2	1	0		1

*For forms and information see the Exhibitor-Manual- Service which it sent with your final confirmation, or go to Exhibitor Service at www.wasser-berlin.com.

All data are approximate values.