

Checklist for exhibitors

The following checklist covers the most important steps in planning for your participation in the exhibition and will help you to optimally prepare.

STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
1. Deciding to participate in the exhibition		
<input type="checkbox"/> Consider the exhibition in terms of precise criteria	Exhibitor Brochures: <ul style="list-style-type: none"> The smarter E Europe Preview Exhibitor Brochure: <ul style="list-style-type: none"> Intersolar Europe ees Europe Power2Drive Europe EM-Power Post Show Report 2019	by August 2019
<input type="checkbox"/> AUMA Trade Fair Benefit Check	Website	
<input type="checkbox"/> Exhibition cost calculator	Cost Calculator	
2. Exhibitor goals for participation		
<input type="checkbox"/> Corporate goals		
<input type="checkbox"/> PR goals		
<input type="checkbox"/> Marketing goals		
<input type="checkbox"/> Sales goals		
<input type="checkbox"/> Lead goals		
3. Registration process		
<input type="checkbox"/> Submit registration	Application form for main exhibitors	
<input type="checkbox"/> Confirmation of receipt		1 – 2 days after registration
<input type="checkbox"/> Approval of participation		5 – 8 days after registration
<input type="checkbox"/> Booth placement		2 – 6 weeks after approval
<input type="checkbox"/> Invoice		2 weeks after booth placement
<input type="checkbox"/> Payment by bank transfer	Until the payment has been settled, the exhibitor will not receive exhibitor badges and may not set up on site.	
<input type="checkbox"/> Register co-exhibitors	Application form for co-exhibitors	available soon
4. Schedule		
<input type="checkbox"/> Note important deadlines	See page 6	
5. Membership Program – the bonus program for exhibitors		
<input type="checkbox"/> Register free of charge and start collecting points	Further information	
6. Plan booth construction		
<input type="checkbox"/> Determine size and type of booth		

<input type="checkbox"/>	Plan booth construction (system or custom)		
<input type="checkbox"/>	Commission booth builder	e.g. MEPLAN GmbH	
<input type="checkbox"/>	Observe regulations for booth construction	See page 6	
7. Exhibitor service manual (includes order forms for various services)			
<input type="checkbox"/>	Booth construction	The service manual is online available by January 2020.	until April 30, 2020 (After this deadline orders of all services are still possible, though a surcharge will be raised for some of them)
<input type="checkbox"/>	Power supply		
<input type="checkbox"/>	Suspension/rigging		
<input type="checkbox"/>	Sanitary installations/sprinklers/compressed air		
<input type="checkbox"/>	Telephone connection, internet access		
<input type="checkbox"/>	Cleaning and disposal		
<input type="checkbox"/>	Parking permit and MVV tickets		
<input type="checkbox"/>	Security/surveillance		
<input type="checkbox"/>	Transport services		
<input type="checkbox"/>	Room equipment		
<input type="checkbox"/>	Furniture rental		
<input type="checkbox"/>	Multimedia/video/PC		
<input type="checkbox"/>	Catering/dishes		
<input type="checkbox"/>	Booth party		
<input type="checkbox"/>	Staff		
<input type="checkbox"/>	Insurance		
<input type="checkbox"/>	Hotel and event service		
8. Exhibitor Cockpit			
<input type="checkbox"/>	Prepare entry for the Event Directory	The Exhibitor Cockpit is online available by January 2020.	until April 29, 2020
<input type="checkbox"/>	Prepare entry for the online entry		
<input type="checkbox"/>	Order exhibitor badges (free and additional)		
<input type="checkbox"/>	Order printed or electronic vouchers for customers		can be ordered until May 29, 2020 for international deliveries and until June 5, 2020 for German deliveries
<input type="checkbox"/>	Order electronic vouchers for customers		
<input type="checkbox"/>	Press kit space rental		until June 9, 2020
<input type="checkbox"/>	Create your own company Landing Page		
<input type="checkbox"/>	Create custom advertising banner		
<input type="checkbox"/>	Send free press releases		
9. Invoices of the organizers and different service providers			
<input type="checkbox"/>	Overview of invoicing companies	See page 9	
10. Conference, visitor and exhibitor registration			
<input type="checkbox"/>	Book conference tickets		by February 2020

<input type="checkbox"/>	Send vouchers to customers		by February 2020
<input type="checkbox"/>	Register employees and booth staff		
11. Scan2Lead			
<input type="checkbox"/>	Order	See page 10	
12. Sponsorship and marketing services			
<input type="checkbox"/>	Book sponsorship packages		by September 2019
<input type="checkbox"/>	Book marketing packages		
13. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry’s most important innovation prize			
<input type="checkbox"/>	Submit innovation	The smarter E AWARD, Intersolar AWARD and ees AWARD	by January 2020
14. Delivery and storage			
<input type="checkbox"/>	Correctly address deliveries	Exhibitor name, hall, booth number The smarter E Europe Messegelände 81823 Munich	
<input type="checkbox"/>	Contact shipping company if necessary	Contact data, on page 11	
15. Travel and accommodation			
<input type="checkbox"/>	Book hotel	Further information	
<input type="checkbox"/>	Plan your trip		
<input type="checkbox"/>	Forward traffic guide to everyone involved		by April 2020
<input type="checkbox"/>	Register for the truck time slot		
<input type="checkbox"/>	Book tickets for public transport (MVV)	MVV Munich offers for exhibitors at the Messe München	
<input type="checkbox"/>	Plan evening program (restaurants, sightseeing tours, events, etc.)	Please check the City Guide of Messe München	
16. Set-up and dismantling			
<input type="checkbox"/>	Note times and communicate them to the parties involved	See page 12	
<input type="checkbox"/>	Request additional set-up days	Contact Technical Exhibition Services (TAS2)	
17. Contacts			
<input type="checkbox"/>	Note important contact details	Contacts	
18. Follow-up phase			
<input type="checkbox"/>	Follow up on customer contacts/orders		
<input type="checkbox"/>	Public relations activities		
<input type="checkbox"/>	Evaluate success (cost/benefit)		
<input type="checkbox"/>	Consider participation in the next exhibition		

We wish you every success in planning and organizing your participation in the exhibition!

If you have any questions, please do not hesitate to contact us.

Best wishes,

[The smarter E Europe Team](#)

Solar Promotion GmbH
Kiehnlestraße 16
75172 Pforzheim
Germany

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG
Neuer Messplatz 3
79108 Freiburg i. Br.
Germany

Detailed checklist information

1. Deciding to participate in the exhibition

Consider the exhibition in terms of precise criteria

We provide you with important reasons to participate in The smarter E Europe. Detailed information can be found in the exhibitor brochure of [The smarter E Europe](#). More information can be found in the preview exhibitor brochures of [Intersolar Europe](#), [ees Europe](#), [Power2Drive Europe](#) and [EM-Power](#).

The Post Show Report are online available by August 2019.

AUMA Trade Fair Benefit Check

The AUMA Trade Fair Benefit Check supports you in evaluating your participation as an exhibitor and shows you a cost-benefit comparison. Get started with planning and use the Trade Fair Benefit Check to help define your goals for the exhibition.

The [Trade Fair Benefit Check](#) is available in both online and offline versions.

Exhibition cost calculator

How do you optimally use your exhibition budget? You can identify the potential of your exhibition participation in just 5 steps and then determine the required costs of your exhibition appearance.

The [cost calculator](#) is online available.

2. Exhibitor goals for participation

It is crucial to have a precise idea of what you hope to achieve with your participation ahead of the exhibition. Important goals should be defined in advance and communicated to the people involved.

3. Registration process

- The registration form is available for download [here](#).
In order to participate in The smarter E Europe, you need to sign and complete the registration form in full. It is necessary, that you choose the exhibition on page 1. Based on the information you provide we decide whether it is possible to admit your company as an exhibitor.
- Once your registration is received, an acknowledgement of receipt will be sent to the email address of the contact that you specify. Please note that we will send all relevant documents and information to this email address. Therefore, please notify us promptly of any changes to this email address.
- Several days after your registration has been submitted, we will send you confirmation that your participation has been approved (at which point the contract is valid and legally binding).
- You will receive notification of your booth placement 2–6 weeks after your registration is approved.
- The invoice for your booth space will be sent two weeks after placement allocation.
- Please pay the invoice by the due date, otherwise the booth space you have booked cannot be guaranteed and important documents such as exhibitor badges will not be distributed.

The price calculation for the previous year's exhibitors is contingent on their adherence to the terms of payment. This price shall no longer be valid if a delay in payment arises according to the terms of payment. Once the first warning notice has been issued, the regular stand rental price is to be paid.

There is a separate registration form for co-exhibitors. The main exhibitor is the contracting party. All communications will be directed to the contact specified by the main exhibitor. The registration form for **co-exhibitors** is available for download soon.

4. Schedule

June 2019	Start booth allocation Exhibition cost-calculator online
August 2019	Post Show Report 2019 available online
September 2019	Sponsorships & Marketing offers available online
December 2019	Exhibitor list 2020 available online
January 2020	Exhibitor Cockpit available online Exhibitor Service Manual available online Deadline for booking of advertisements in the Exhibition Magazine Start submission period for the AWARD
February 2020	Conference registration starts Visitor registration for exhibition starts Exhibitor registration starts
March 2020	Application deadline for the AWARD Application deadline for Exhibition Forums
April 2020	Deadline for Event Directory entry Deadline for booking of advertisements in the Event Directory Traffic guide online Submission deadline for booth construction Order deadline for technical services
May 2020	Final delivery of entry vouchers for visitors (international deliveries)
June 2020	Final delivery of entry vouchers for visitors (German deliveries) Order deadline for press kit space rental The smarter E Europe, June 17 – 19, 2020, Messe München, Germany

5. Membership Program – the bonus program for exhibitors

You can collect loyalty points for your company by participating in The smarter E events and buying sponsorship offers. You are even rewarded points based on your booth size.

Members of the Membership Program enjoy the following advantages:

- Discount on lease price of booth space
- Preferential booth placement
- Conference tickets, free of cost and discounted
- Additional VIP tickets

Become a [Member!](#)

6. Plan booth construction

Determine size and type of booth

The minimum size for exhibitor booths is 9 sqm. You may select between a row booth (one side open), a corner booth (two sides open), a peninsula booth (three sides open) or an island booth (four sides open).

Plan booth construction (system or custom)

There are many design possibilities for exhibition booths. Depending on your budget, the selection ranges from simple booth systems to custom booths designed to meet your specific needs. Please do not start planning your booth until you have received your booth allocation with final dimensions and the type of booth. Please note, that the booth construction is not included in the booth space.

Commission booth builder

Due to their many years of experience, we recommend our partner [MEPLAN GmbH](#), which is headquartered at Messe München. Of course, you may also commission any other booth-building company.

Observe regulations for booth construction

The most important regulations at a glance:

- Booth perimeter walls to neighboring booths and floor coverings are required and you must commission their construction.
- Booth structures exceeding 3 m in height require special approval from the Technical Service Team of Messe München.
- On the perimeter to neighboring booth holders, the construction height may not exceed 6 m. With 2 m of space to the neighboring booth holder, a construction height of 7.50 m is allowed. This height is not possible in all locations.
- On sides facing an aisle, at least 30% of the booth front must have an open design, and after a maximum of 6 meters there must be a passage at least 2 meters wide. For walls more than 6 m wide, the written consent of the booth neighbor has to be obtained.
- All rear walls facing neighboring booth holders and exceeding 2.50 m must be kept clean and neutral. Structures and equipment are to be positioned within the stand perimeter such that they do not impinge on neighboring exhibitors.
- Two-story booths always require prior approval from the Technical Service Team of Messe München.

The submission deadline for booth constructions requiring approval is on **April 30, 2020**. Please contact Technical Exhibition Services (TAS2) at Messe München (+49 89 949211-35, tas2@messe-muenchen.de) with any questions in this regard.

7. Exhibitor service manual (includes order forms for various services)

The **service manual** can be used to book technical services. The service manual will be available in January 2020. These services are provided by contractual partners of Messe München and are arranged directly between you and Messe München or their service providers. Cancellation of individual services will also be processed by Messe München or their contractual partners.

Services that can be ordered by the service manual include:

- Booth constructions and additional equipment
- Suspension/rigging
- Electrical installations
- Cleaning and disposal
- Parking permits and MVV tickets
- Security/surveillance
- Transport services
- Catering
- And much more!

Orders are generally accepted until six weeks before set-up officially begins (April 30, 2020). If you have any questions, contact details for the service provider are available on the corresponding order form.

Please note that the Messe München GmbH will invoice you EUR 20.00 (excl. VAT) per square meter in March 2020. This invoice is a fixed prepayment for the services of Messe München GmbH listed in the Exhibitor Service Manual (such as electrical, water, telephone connections, parking permits, suspensions and waste disposal) and will be sent to you regardless of whether an order has been received or the scope of an order.

It is important that you pay this invoice, because otherwise Messe München will not provide you with any services.

Please note that if a turnkey booth solution with power supply is included in your media partnership agreement, we will order this for you. After the event, the effective services will be invoiced and charged against the prepayment. If you haven't ordered any services of Messe München GmbH, you will receive a credit note for the entire prepayment amount.

8. Exhibitor Cockpit

The **Exhibitor Cockpit** is a password-protected booking platform that allows you to order various services and to edit your Event Directory Entry. The Exhibitor Cockpit will be online available in January 2020.

Access data will be sent to your contact by email starting at January 2020. Please promptly inform us of any changes to the contact so that we can send you new access data for the Exhibitor Cockpit.

The most important functions of the Exhibitor Cockpit are:

Fast and easy online booking of...

- personalized exhibitor badges to be picked up at the exhibition. The number of free exhibitor badges is based on your booth size. Access to the registration portal will be granted as soon as payment for your booth space has been received.
- guest vouchers for customers (electronic and printed vouchers)
- Scan2Lead
- Create your own company Landing Page
- press kit space rental (for documents in German and English)
- personalized advertising banners featuring your company name and booth number as well as a QR code generator
- services included in the Membership Program, such as discounted conference tickets
- free press releases via the news aktuell - press release service
- job advertisements
- meeting and conference rooms at the exhibition grounds
- and much more!

Easily edit...

- your entry in the online exhibitor list, in the app and in the Event Directory
- the data included in the exhibitor list (populated with data from your registration form)

Easily enter...

- your free company profile
- company logos (subject to a charge)
- additional product information for your company

Please note that your co-exhibitor does not have his or her own access to the Exhibitor Cockpit. As the main exhibitor, you are responsible for maintaining your co-exhibitor's data.

The deadline for entries in the Event Directory ends on **April 29, 2020**.

9. Invoices

Overview of invoicing companies.

The Invoice is issued by:	Invoice items	Period of invoicing and due date of payment
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Booth rental	2 weeks over to booth allocation; term of payment 9 days (national exhibitors) / 14 days (international exhibitors) on receipt of the invoice
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Additional set-up days, container storing position	After ordering, payment before the set-up begins
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Additional charges (meeting rooms, entry vouchers, exhibitor badges, printed logos and publications, etc.)	Up to 4 weeks after the fair
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Sponsorships	After ordering, payment before the set-up begins
Messe München GmbH	Service prepayment (e.g. electrical and water connection) € 20 (plus turnover tax) per square meter. No payment - no electricity / service.	From March 2020, payment before the set-up begins
Messe München GmbH	Invoicing of services as water, electrical and telecommunication connections, suspending items, parking tickets, disposal etc. After the event, the effectively delivered services will be invoiced and balanced with the prepayment. If you haven't ordered any services, you will receive a credit note for the entire prepayment amount.	Up to 4 weeks after the fair
Messe München GmbH	Advertising in the area of Messe München	After ordering, term of payment 21 days after receipt of invoice; in any case before the event
Meplan GmbH	Booth construction, equipment, etc.	After ordering, payment before the set-up begins
Service provider of the service manual	Catering, floral arrangements, accomodations...	According to the terms of payment of the respective service provider
Solar Promotion GmbH	Advertising in the Exhibition Magazine and Event Directory	After ordering the advertisement, term of payment 14 days after invoicing

10. Exhibitor, visitor and conference registration

The exhibitor, visitor and conference registration will be online available in February 2020.

Exhibitors

You can log into the registration portal via the Exhibitor Cockpit, provided that the invoice for booth space has been paid.

Please note, there will be no delivery of exhibitor badges anymore. The badges will be personalized online and picked up on site. Please keep this in mind in the early stages of personnel planning.

Visitors

You can still order electronic and printed vouchers for your visitors via the Exhibitor Cockpit. Please inform your visitors that it is quicker and easier to register online in advance. For visitors who do not have an entry

voucher, it is cheaper to buy the ticket online than at the door. Please note that the ticket is not valid for travel on the Munich public transport network (MVV).

Conference attendees

If you plan to attend the conference as an exhibitor, it is cheaper to register online in advance than at the door. The cheaper price is available until several days before the conference. As a Preferred Member or Global Member, you will also receive a certain number of conference tickets free of charge. You can order the tickets via the Exhibitor Cockpit.

11. Scan2Lead

Scan2Lead gives you, the exhibitor, a number of proven options for tracking visitors to your stand. At the touch of key, you can thus obtain the information provided by visitors when they register. You have immediate access to the relevant contact data and can store further key lead information on the person concerned.

All visitor-related information that you scan and record at your stand is also immediately available in your clearly organized personal web portal. The information can easily be transferred to your CRM or other marketing systems for subsequent use. It saves the error-prone and time-consuming manual typing-in of handwritten lead forms.

A detailed description you will find at: www.scan2lead.com

You can order Scan2Lead by the Exhibitor Cockpit.

12. Sponsorships and marketing services

The smarter E Europe offers you numerous opportunities to make promising contacts before, during and after the exhibition. Seize the chance to present yourself as a reliable partner to the solar industry – give your brand exposure with one of many sponsorship and marketing offers:

- Logo and banner in the App
- exhibition and conference lanyards
- company logo included in floor plan
- banner included on the website and in the newsletter
- and much more!

The offers of **Intersolar Europe**, **ees Europe**, **Power2Drive Europe** and **EM-Power** are available online in September 2019.

13. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry's most important innovation prizes

A great marketing tool for the winners and an indicator for the industry as a whole. The winners of The smarter E AWARD, the Intersolar AWARD as well as the ees AWARD will be announced at an official ceremony at The smarter E Europe.

Press activities and all events surrounding the AWARD presentations help ensure that companies in the solar and energy storage industries receive the international recognition they deserve for their outstanding efforts in developing first-class products and services.

More details on the [The smarter E AWARD](#), [Intersolar AWARD](#), [ees AWARD](#) and the advantages of participating are available online.

14. Delivery and storage

All deliveries (pallets, individual packages) to exhibitor's booths must be addressed as follows:

Exhibitor name, hall, booth number
 The smarter E Europe
 Messegelände
 81823 Munich

In general, any shipping company may deliver to the exhibition grounds. If you are not personally available to receive deliveries, they will be unloaded and stored by the following shipping companies subject to charge:

Schenker Deutschland AG
 Messegelände, Tor 21
 81829 München
 Tel. +49 89 949 243 00
 Fax +49 89 949 243 39
www.dbschenker.com
fairs.muenchen@dbschenker.com

Kühne-Nagel (AG Co.KG)
 Messegelände, Tor 21
 81829 München
 Tel. +49 89 949 244 00
 Fax +49 89 949 244 09
www.kuehne-nagel.com
exposervice.muenchen@kuehne-nagel.com

15. Travel and accommodation

Messe München is easily reachable by air, rail, car or public transport. Information on [arriving](#) by car or with [public transport](#) as well as hotel accommodations are available on our website.

Address Exhibition Centre:

Messe München
 Messegelände
 81823 Munich

Electric vehicle charging stations:

For visitors and exhibitors of The smarter E Europe, who arrive with electric vehicle, are electric charging stations of Messe München in the Parking Garage West (at the basement, Sektor B), at the Trade Fair Administration Building and at the ICM - International Congress Center Munich available. A chip / transponder card is necessary to unlock the charging stations. Every electric vehicle owner has this card, it won't be provided by Messe München. The use of the electric charging stations is free of charge, only the regular parking fee is payable. For further information about the charging stations at Messe München please click [here](#).

There are also electric charging stations in the nearby parking garage of the shopping center Riem Arcaden.

Address Riem Arcaden:

Willy-Brandt-Platz 5
 81829 Munich

Address Parking Garage West:

Paul-Henri-Spaak-Str. 6
 81829 Munich

To help you navigate the exhibition grounds, a **traffic guide** is online available by April 2020. The guide will include information on entry regulations, parking, and service facilities.

Truck time slot booking: For vehicles with a total length of more than 8 meters, time slots for setting up and taking down stands at The Smarter E Europe can be booked via FairLog. The User Manual helps you in using the logistic system. The booking will be probably possible by May 2020.

In the evening, the Bavarian capital boasts many cultural events from art and music to design and architecture. You can also choose from a wide array of restaurants offering everything from rustic snacks to Michelin-starred menus. All offers are listed in Messe München's [Hotel and City Guide](#).

16. Set-up and dismantling

Exhibitor badges are NOT required for set-up and dismantling.

Set-up

Begin: Friday, June 12, 2020, 7:00 am

End: Tuesday, June 16, 2020, 6:00 pm

On the final day of set-up decorating of the booth space can continue until no later than 8:00 pm. The halls will close at 8:00 pm.

With the exception of the final day, the halls are open from 7:00 am – 10:00 pm during set-up time.

Additional set-up days

Additional set-up days are not available for all halls and are always subject to charge.

If you have questions regarding additional set-up days, please contact:

Technical Exhibition Services, TAS 2 at Messe München

Tel.: +49 (0) 89 949 - 2 11 35

tas2@messe-muenchen.de

Dismantling

Begin: Friday, June 19, 2020, 6:00 pm

End: Monday, June 22, 2020, 6:00 pm

Dismantling is permitted throughout this period.

17. Contacts

For questions during set-up and dismantling as well as throughout the entire event, you will find us in the exhibitor office on-site.

Exhibitor office hours on site:

Saturday: 3:00pm – 5:00pm

Sunday: 10:00am – 5:00pm

Monday: 8:00am – 7:00pm

Tuesday: 8:00am – 8:00pm

Wednesday: 7:00am – 6:00pm

Thursday: 7:30am – 6:00pm

Friday: 8:00am – 6:00pm

Exhibitor registration/booth sales:

Solar Promotion GmbH

Tel.: +49 7231 58598-0

Fax: +49 7231 58598-28

Email: info@TheSmarterE.de

Exhibitor service:

FWTM GmbH & Co. KG

Tel.: +49 761 3881-3700

Fax: +49 761 3881-3770

Email: TheSmarterE@fwtm.de

Sponsorships and marketing

Solar Promotion GmbH

Tel.: +49 7231 58598-16

Fax: +49 7231 58598-28

Email: ljtkep@solarpromotion.com

Technical services

TAS 2 at Messe München

Tel.: +49 89 949211-35

Fax: +49 89 949211-39

Email: tas2@messe-muenchen.de

18. Follow-up phase

Detailed follow-up is necessary for the sustainable and long-term success of your presence at the exhibition. Check to see if you met the goals you set in advance. Send updates and cultivate your relationships with potential customers and regular customers, even those who weren't at the exhibition. Report your participation on your website, social networks, etc. Evaluate the overall success of your participation and make a decision about whether or not you will participate in the next exhibition.

Don't forget: Send thank-you notes to your customers and to all employees involved!