

Checklist for exhibitors

The following checklist covers the most important planning steps of a participation and helps you to optimally prepare for your exhibition appearance.

STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
1. Decision-making aids for participation in the exhibition		
<input type="checkbox"/> Testing of the exhibition under defined criteria	Exhibitor Brochures: <ul style="list-style-type: none"> • Intersolar Europe • ees Europe • Power2Drive Europe • EM-Power Europe 	
<input type="checkbox"/> AUMA Trade Fair Benefit Check	Website	
<input type="checkbox"/> Exhibition cost calculator	cost calculator	
2. Participation objectives		
<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 (main exhibitor)	Online registration	
<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 location		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 be able to order exhibitor badges and may not set up on site.	
<input type="checkbox"/> Co-exhibitors registration	Online registration	
4. Schedule		
<input type="checkbox"/> Observe important deadlines	See page 6	
5. Membership Program – the bonus program for exhibitors		
<input type="checkbox"/> Register free of charge and collect points	Further information	
6. Plan booth construction		
<input type="checkbox"/> Determine booth size and type		
<input type="checkbox"/> Plan booth construction (system or custom)	Booth construction configurator	
<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 will be available in January 2022.	until April 25, 2022 (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"/>	Edit your company profile for the Event Guide	The Exhibitor Cockpit will be available in December 2021.	until March, 30, 2022
<input type="checkbox"/>	Edit your company profile for the website		
<input type="checkbox"/>	Order exhibitor tickets (free and additional)		
<input type="checkbox"/>	Press kit space rental		until April 26, 2022
<input type="checkbox"/>	Publish job offers		
<input type="checkbox"/>	Book a branding package		
<input type="checkbox"/>	Download individual banners and QR code		
<input type="checkbox"/>	Book the distribution of a press release		
9. Invoices of the organizers and different service providers			
<input type="checkbox"/>	Overview of invoicing companies	See page 9	
10. Conference and exhibitor registration			
<input type="checkbox"/>	Book conference tickets	See page 9-10	From February 2022
<input type="checkbox"/>	Register employees and booth staff		
11. Scan2Lead			
<input type="checkbox"/>	Order	See page 10	
12. Sponsorships and marketing offers			
<input type="checkbox"/>	Book sponsorships	Further information	

<input type="checkbox"/>	Book marketing offers		
13. The smarter E AWARD, Intersolar AWARD and ees AWARD – the awards for your innovations			
<input type="checkbox"/>	Submit innovation	The smarter E AWARD, Intersolar AWARD and ees AWARD	January - May 2022
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	from March 2022
<input type="checkbox"/>	Plan your trip		
<input type="checkbox"/>	Forward traffic guide to everyone involved		
<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](#)

Organizers

Solar Promotion GmbH
Kiehnlestraße 16
75172 Pforzheim
Germany

Tel.: +49 7231 58598-0
info@TheSmarterE.de



Registered at the Local Court of Mannheim
under HRB 50 5055
Management: Markus Elsässer and
Dr. Florian Wessendorf

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

Tel.: +49 761 3881-3700
TheSmarterE@fwtm.de



Registered at the Registration Court of Freiburg
under HRA 4323
Management: Hanna Böhme and Daniel Strowitzki

Membership



Certification



Detailed checklist information

1. Decision-making aids for participation in the exhibition

Consider the exhibition in terms of precise criteria

Detailed information can be found in the exhibitor brochure of [Intersolar Europe](#), [ees Europe](#), [Power2Drive Europe](#) and [EM-Power Europe](#).

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 available [here](#).

2. Participation objectives

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

- Registration is only possible via our [online registration](#).
Your advantages? Eco-friendly, comfortable, simple and time-saving! Your data will be transmitted directly to us and you will shortly get a confirmation of receipt with your application data.
- Once your registration is received, an acknowledgement of receipt will be sent to the email address of the contact that you have specified. Please note that we will send all relevant documents and information to this email address. Therefore, please inform us promptly about changes.
- 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.

Please make sure to submit a separate application for your co-exhibitors. The main exhibitor is the contracting party. All communications will be directed to the contact specified by the main exhibitor. The online registration for **co-exhibitors** is available in our Exhibitor Cockpit.

You will find the [exhibition site plan](#) of The smarter E Europe 2022 on the website.

4. Schedule

November 2021	Application form available Online application available Start booth allocation Exhibitor Checklist online Exhibition cost-calculator online
December 2021	Exhibitor Cockpit available online
January 2022	Exhibitor Service Manual available online Exhibitor list 2022 available online Floor plans available online Sponsorships & Marketing offers available online
February 2022	Exhibitor registration starts Registration for conference starts Visitor registration for exhibition starts Application deadline for Exhibition Forums
March 2022	Deadline for logo booking in the Event Guide Order deadline for technical services Submission deadline for booth construction Traffic guide online
April 2022	Order deadline for press kit space rental
May 2022	The smarter E Europe 2022, May 11 - 13, Messe München, Germany

5. Membership Program – the bonus program for exhibitors

The Global Membership Program is the free loyalty program of the innovation platform The smarter E, rewarding your company with loyalty points for being part of Intersolar, ees, Power2Drive and EM-Power exhibitions, conferences and summits worldwide. Sponsorship programs offer an additional way for your company to collect valuable membership points.

Your longstanding commitment and partnership is rewarded with:

- Discount on booth rental
- Preferential booth placement
- Free and reduced-price conference tickets
- And much more

Become a [Member](#) and register free of charge via the online application or the Exhibitor Cockpit.

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. Meplan has a [booth construction configurator](#), which you can use to determine the exact costs of your exhibition booth. This configurator will be available soon. 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 or a transparently designed front 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 25, 2022. 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. These services are provided by contractual partners of Messe München and are arranged directly between you and Messe München or their service providers. **The service manual will be available in January 2022.** Cancellation of individual services will also be processed by Messe München or their contractual partners.

The following services can be booked:

- 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 25, 2022). If you have any questions, please contact the service provider (contact details 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 from February 2022. 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 area, that allows you to order various services and to edit your entry in the exhibitor list. Get an overview of the Exhibitor Cockpit with our [explanation video](#). Within the Exhibitor Cockpit you can watch further explanation videos about different order processes and services.

Please inform us promptly about any contact changes that we can send you new access data for the Exhibitor Cockpit.

The Exhibitor Cockpit gives you the option to order or edit the following:

- Exhibitor Tickets (Please note: you will have to register your team members for their Exhibitor Tickets). The number of free Exhibitor Tickets 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.
- Edit your company profile for the printed Event Guide, Website
- Publish product presentations and job offers
- Download individual banners and QR code
- Create your own company landingpage and integrate it into your communication
- Enhancement of the exhibition appearance through the Branding Package (branding in the ticket shop, on the tickets and on site at the entrance)
- Book lead tracking products, TV services and press kit spaces
- Apply for a presentation in one of our exhibition forums
- Request conference and meeting rooms
- Register for the Membership Program and receive many free or discounted services
- Book the distribution of a press release within Germany free of charge
- And much more!

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 the entry in the printed Event Guide ends on **March 30, 2022**.

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, exhibitor tickets, 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 February 2022, 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	After ordering the advertisement, term of payment 14 days after invoicing

10. Exhibitor and conference registration

The exhibitor and conference registration will be available online from February 2022.

Exhibitors

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

Please note that there will be no delivery of exhibitor tickets anymore. The tickets will be personalized online and picked up on site. Due to the protection and hygiene concept, this year you will need tickets for the period of set-up and dismantling. Please keep this into account early in your personnel planning.

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 or reduced. You can order the tickets via the Exhibitor Cockpit.

11. Scan2Lead

Scan2Lead gives you, 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 via the Exhibitor Cockpit.

12. Sponsorships and marketing offers

The smarter E Europe 2022 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:

- 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 Europe** are [online available](#).

13. The smarter E AWARD, Intersolar AWARD and ees AWARD – the awards for your innovations

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.

Press activities and all events surrounding the AWARD presentations help ensure that companies 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 your booth 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, Germany
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, Germany
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
Germany

Electric vehicle charging stations:

For visitors and exhibitors of The smarter E Europe 2022, 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 available online from March 2022. 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 2022 can be booked via FairLog. The User Manual helps you in using the logistic system. The booking will be probably possible from March 2022.

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

Due to the protection and hygiene concept, this year you will need tickets for the period of set-up and dismantling.

Set-up

Begin: Friday, May 6, 2022, 7:00 am

End: Tuesday, May 5, 2022, 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 set-up day, the exhibition halls are open from 7:00am–10:00pm during the set-up time. Booths which have not begun to be set up by 3:00pm on May 10, 2022 shall be set-up and decorated at the exhibitor's expense, provided they are not used for other purposes.

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 89 949 - 21135

tas2@messe-muenchen.de

Dismantling

Begin: Friday, May 13, 2022, 6:00 pm

End: Monday, May 16, 2022, 6:00 pm

Dismantling is possible from 7:00am to 10:00pm. Booths and booth space must be returned in an orderly condition. The exhibitor shall be liable for any damage to booth equipment, the walls, floors and grounds.

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!

Status November 2022