



Schedule & Checklist for your Trade Show

Timeframe 2019	To Do's	Completed	Questions
 30 Apr 2019	Application deadline for main exhibitors www.ifat.de/application	<input type="checkbox"/>	✉ exhibiting@ifat.de
Autumn 2019	Sending of stand space proposals by IFAT		✉ application@ifat.de
	Confirm stand space proposal (within one week of receiving the stand space proposal)	<input type="checkbox"/>	✉ application@ifat.de
	Stand planning (system stand, individual stand)	<input type="checkbox"/>	
	Selection of stand building company / briefing	<input type="checkbox"/>	
	Order your promotional gifts	<input type="checkbox"/>	
	Sending access links for the Exhibitor Shop by IFAT www.ifat.de/shop/en		✉ exhibiting@ifat.de
	Order marketing services (advertising space, sponsoring, advertising materials, etc.) www.ifat.de/shop/en	<input type="checkbox"/>	✉ werbemittel@messe-muenchen.de
	Sending the starter packages for online vouchers (500 vouchers) for a five-day ticket for inviting your costumers by IFAT		
	More vouchers can be ordered from the Exhibitor Shop www.ifat.de/shop/en	<input type="checkbox"/>	✉ werbemittel@messe-muenchen.de
	After receiving the starter package: invitations / mailings to your costumers	<input type="checkbox"/>	
	Sending admission invoices by IFAT		✉ application@ifat.de
Personalization and ordering of your free exhibitor badges via the Exhibitor Shop Prerequisite: You have confirmed the stand space proposal! Important: You must pay the admission invoice to receive your ordered exhibitor badges! www.ifat.de/shop/en	<input type="checkbox"/>	✉ exhibiting@ifat.de	
Autumn / Winter 2019	Booking of media services via NEUREUTER FAIR MEDIA's online ordering system (catalog entry, online database, visit planner) www.ifat.de/shop/en	<input type="checkbox"/>	✉ ifat@nereuter.de
	Book your PR services and bring your news to the attention of IFAT 2020 attendees www.ifat.de/shop/en	<input type="checkbox"/>	✉ press@ifat.de
	Order technical services www.ifat.de/shop/en	<input type="checkbox"/>	✉ tas1@messe-muenchen.de
	Reserve meeting and conference rooms above the exhibition halls www.ifat.de/shop/en	<input type="checkbox"/>	✉ crs@messe-muenchen.de
	Lead Tracking: Please remember to reserve this service if required and order additional devices for lead tracking if necessary www.ifat.de/shop/en	<input type="checkbox"/>	
	Order your own catalogs / brochures	<input type="checkbox"/>	
	Plan stand occupancy	<input type="checkbox"/>	
Organization of transport and storage possibilities	<input type="checkbox"/>		
 15 Dec 2019	Application deadline for co-exhibitors	<input type="checkbox"/>	✉ application@ifat.de

Timeframe 2020	To Do's	Completed	Questions
⚠️ 31 Jan 2020	Editorial deadline for catalog and visit planner	<input type="checkbox"/>	✉️ ifat@neureuter.de
⚠️ 31 Jan 2020	Payment deadline of the admission invoices	<input type="checkbox"/>	✉️ application@ifat.de
⚠️ 06 Mar 2020	Deadline for exhibition stand building order for a MEPLAN system stand 🔗 www.ifat.de/shop/en	<input type="checkbox"/>	✉️ info@meplan.de
⚠️ 23 Mar 2020	Deadline for technical services orders 🔗 www.ifat.de/shop/en	<input type="checkbox"/>	✉️ tas1@messe-muenchen.de
April 2020	Schedule costumer meetings, personal invitations and appointments	<input type="checkbox"/>	
	Creation of duty schedule and attendance plan	<input type="checkbox"/>	
	Prepare visitor survey	<input type="checkbox"/>	
	Create press kit	<input type="checkbox"/>	
	Order / download / print exhibitor passes 🔗 www.ifat.de/shop/en	<input type="checkbox"/>	✉️ exhibiting@ifat.de
	Final coordination details with stand construction company	<input type="checkbox"/>	
	Prepare name badges	<input type="checkbox"/>	
	Briefing of staff and hostesses	<input type="checkbox"/>	
	Define dresscode	<input type="checkbox"/>	
	Sending of latest trade fair information by email (Information A-Z) by IFAT		✉️ application@ifat.de
27 Apr– 03 May 2020	IFAT setup 08:00–18:00	<input type="checkbox"/>	✉️ tas1@messe-muenchen.de
04–08 May 2020	Welcome to IFAT 2020!		
Start of Trade Fair	Pickup of lead management scanners: West Entrance	<input type="checkbox"/>	
	Display and delivery of press kits in the Press Center East	<input type="checkbox"/>	
	Stand acceptance (inspection of equipment, design, lettering and signs)	<input type="checkbox"/>	
	Tour with stand staff	<input type="checkbox"/>	
	Pick up additional exhibitor passes on site: Counter in West / East Entrance	<input type="checkbox"/>	
End of Trade Fair	Return of lead management scanners: West Entrance	<input type="checkbox"/>	
	Orderly dismantling and return transport	<input type="checkbox"/>	
12 May 2020 18:00	Dismantling IFAT	<input type="checkbox"/>	✉️ tas1@messe-muenchen.de
	Retracking data received?	<input type="checkbox"/>	
	Download the list of redeemed vouchers in the Exhibitor Shop 🔗 www.ifat.de/shop/en	<input type="checkbox"/>	✉️ exhibiting@ifat.de
6 weeks after end of Trade Fair	Sending final invoices by IFAT		✉️ application@ifat.de
	Pay final invoice	<input type="checkbox"/>	
	Follow-up / analysis of trade fair participation	<input type="checkbox"/>	
	Follow-up (thank you emails, telephone contact, draft quotations)	<input type="checkbox"/>	
	Return on investment achieved?	<input type="checkbox"/>	