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**		
☐	Testing of the exhibition under defined criteria	Exhibitor Brochures: • Intersolar Europe • ees Europe • Power2Drive Europe • EM-Power Europe	
☐	AUMA Trade Fair Benefit Check	Website	
☐	Exhibition cost calculator	cost calculator	
2.	**Participation objectives**		
☐	Corporate goals		
☐	PR goals		
☐	Marketing goals		
☐	Sales goals		
☐	Lead goals		
3.	**Registration process**		
☐	Submit registration (main exhibitor)	Online registration	
☐	Confirmation of receipt		1 – 2 days after registration
☐	Approval of participation		5 – 8 days after registration
☐	Booth location		2 – 6 weeks after approval
☐	Invoice		2 weeks after booth placement
☐	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.	
☐	Co-exhibitors registration	Online registration	
4.	**Schedule**		
☐	Observe important deadlines	See page 6	
5.	**Membership Program – the bonus program for exhibitors**		
☐	Register free of charge and collect points	Further information	
6.	**Plan booth construction**		
☐	Determine booth size and type		
☐	Plan booth construction (system or custom) with Meplan		Until May 3, 2024
☐	Commission booth builder	e.g. MEPLAN GmbH	

☐	Observe regulations for booth construction	See page 6	
7. Exhibitor Shop – Ordering technical and various services			
☐	Booth construction requiring approval	Exhibitor Shop of the Messe München	Until May 3, 2024
☐	Power supply		
☐	Suspension/rigging		
☐	Sanitary installations/sprinklers/compressed air		
☐	Telephone connection, internet access		
☐	Cleaning and disposal		
☐	Parking permit and MVV tickets		
☐	Security/surveillance		
☐	Transport services		
☐	Room equipment		
☐	Furniture rental		
☐	Multimedia/video/PC		
☐	Catering/dishes		
☐	Booth party		
☐	Staff		
☐	Insurance		
☐	Hotel and event service		
8. Exhibitor Cockpit			
☐	Edit your company name for the Event Guide	To the Order Center	until May 03, 2024
☐	Edit your company profile for the website		
☐	Order exhibitor tickets (free and additional)		
☐	Press kit space rental		until May 31, 2024
☐	Publish job offers		
☐	Book a branding package		
☐	Download individual banners and QR code		
☐	Book the distribution of a press release		
9. Invoices of the organizers and different service providers			
☐	Overview of invoicing companies	See page 9	
10. Conference and exhibitor registration			
☐	Book conference tickets	See page 9-10	From March 2024
☐	Register employees and booth staff		
11. Scan2Lead			
☐	Order	See page 10	
12. Sponsorships and marketing offers			
☐	Book sponsorships	Further information	

☐	Book marketing offers		
13. The smarter E AWARD for your innovations			
☐	Submit innovation	Categories: Outstanding Projects Photovoltaics Energy Storage E-Mobility Smart Integrated Energy	Until March 15, 2024
14. Delivery and storage			
☐	Correctly address deliveries	Exhibitor name, hall, booth number The smarter E Europe Messegelände 81823 Munich	
☐	Contact shipping company if necessary	Contact data, on page 11	
15. Travel and accommodation			
☐	Book hotel	Further information	**Caution!!! UEFA Euro 2024!!!**
☐	Plan your trip		
☐	Forward traffic guide to everyone involved		from May 2024
☐	Register for the truck time slot		
☐	Book tickets for public transport (MVV)	MVV Munich offers for exhibitors at the Messe München	
☐	Plan evening program (restaurants, sightseeing tours, events, etc.)	Please check the City Guide of Messe München	
16. Set-up and dismantling			
☐	Note times and communicate them to the parties involved	See page 12	
☐	Request additional set-up days	Contact Technical Exhibition Services (TAS2)	
17. Contacts			
☐	Note important contact details	Contacts	
18. Follow-up phase			
☐	Follow up on customer contacts/orders		
☐	Public relations activities		
☐	Evaluate success (cost/benefit)		
☐	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,
Bernd Porzelius 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

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 on the website.

4. Schedule

June 2023	Application form available Online application available Exhibition cost-calculator online Exhibitor Checklist online
August 2023	Start booth allocation
September 2023	Sponsorships & Marketing offers available online
October 2023	Exhibitor list 2024 available online
December 2023	Start acceptance for AWARD-Applications
February 2024	Order Center available online (within the Exhibitor Cockpit) Exhibitor Service Manual available online Start invoicing prepayment for technical orders by Messe Munich Floor plans available online
March 2024	Exhibitor registration starts Registration for conference starts Visitor registration for exhibition starts End of submission period for the AWARD
May 2024	Deadline for logo booking in the Event Guide Submission deadline for booth construction Traffic guide online Order deadline for press kit space rental Order deadline for technical services
June 2024	The smarter E Europe 2024, June 19 - 21, 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 May 3, 2024. 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 Shop – Ordering technical and various services

This year, Messe München is offering an Exhibitor Shop for the first time, which you can use to place orders for technical services and services related to your exhibition presence from the end of February 2024.
The credentials will be sent automatically by e-mail to the main contact persons of the exhibiting companies.

Any queries in this regard can be made writing to shop-gv@messe-muenchen.de, stating the company and booth number.

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 is available online. 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. 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 30.00 (excl. VAT) per square meter from February 2024. 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.
- Order entry vouchers for your customers
- Edit your company profile for the printed Event Guide and Website. Only the exhibitor name as well as the booth number will be printed in our Event Guide.
- Publish product presentations and job offers
- Download individual banners and QR code
- 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 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 automatically have his or her own access to the Exhibitor Cockpit. As the main exhibitor, you are responsible for maintaining your co-exhibitor's data, but you do have the option of creating an own login for your co-exhibitor within the Exhibitor-Cockpit.

The deadline for the entry in the printed Event Guide ends on **May 8, 2024.**

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) € 30 (plus turnover tax) per square meter. No payment - no electricity / service.	From February 2024, payment before the set-up begins
Messe München GmbH	Invoicing of services as water, electrical and telecommunication connections, suspending items, booth cleaning, security, 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 exhibition
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

10. Exhibitor and conference registration

The exhibitor and conference registration will be available online from March 2024.

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. 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 2024 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 AWARDS for your innovations

A great marketing tool for the winners and an indicator for the industry as a whole. The winners 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 smarter E AWARD in the categories Outstanding Projects, Photovoltaics, Energy Storage, E-Mobility as well as Smart Integrated Energy** 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 2024, 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 May 2024. 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 2024 can be booked via FairLog. The User Manual helps you in using the logistic system. The booking will be probably possible from May 2024.

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

Set-up

Begin: Thursday June 13, 2024, 7:00 am
End: Tuesday, June 18, 2024, 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 June 18, 2024 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, June 21, 2024, 6:00 pm
End: Monday, June 24, 2024, 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
Email: info@TheSmarterE.de

Exhibitor service:

FWTM GmbH & Co. KG
Tel.: +49 761 3881-3700
Email: TheSmarterE@fwtm.de

Sponsorships and marketing
Solar Promotion GmbH
Tel.: +49 7231 58598-212
Email: merz@solarpromotion.com

Technical services
TAS 2 at Messe München
Tel.: +49 89 949211-35
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!

As of February, 2024