

Checklist for Exhibitors

The following checklist and the explanations on the following pages cover the most important planning steps for exhibiting at an exhibition and will help you to prepare for your exhibition appearance in the best possible way.

PLANNING STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
1. Decision-making aids for exhibition participation		
☐ Checking the exhibition according to defined criteria	Exhibition areas: • Intersolar Europe • ees Europe • Power2Drive Europe • EM-Power Europe	
☐ Exhibition benefit check of AUMA	to the website	
☐ Budget planner	to the budget planner	
2. Participation goals of the exhibitor		
☐ Company goals		
☐ PR goals		
☐ Marketing objectives		
☐ Sales targets		
☐ Lead targets		
3. Application procedure		
☐ Submit application (main exhibitor)	To the online application	
☐ Received confirmation of receipt?	PDF summary of the online application	
☐ Received confirmation of admission?		
☐ Received booth allocation?		
☐ Received invoice?		
☐ Arrange bank transfer	Notice: Registration of exhibitor tickets and set-up on site are only possible after full payment of the booth rental fee.	
☐ Co-exhibitor application	To the online application	
4. Timetable		
☐ Please note 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 design booth)		
☐ Commission booth builder	e.g. MEPLAN GmbH	
☐ Observe booth construction regulations	See page 6	

7. Ordering technical services and additional services

☐	Booth construction subject to approval	Please order the listed services in the Messe München webshop	April 21, 2027
☐	Power supply		
☐	Suspensions/rigging		
☐	Sanitary installations/sprinklers/compressed air		
☐	Telephone connection, internet access		
☐	Cleaning and waste disposal		
☐	Parking permit		
☐	Security/guarding		
☐	Forwarding services		
☐	Room furnishings		
☐	Rental furniture		
☐	Multimedia/video/PC		
☐	Catering/dishes		
☐	Stand party		
☐	Personnel		
☐	Insurance		
☐	Hotel and event service		

8. Exhibitor Cockpit

☐	Edit company name for the printed Event Guide	To the exhibitor cockpit	April 23, 2027
☐	Logo booking for the printed Event Guide		April 23, 2027
☐	Edit company profile for the website		
☐	Register exhibitor tickets (free and additional)		
☐	Order admission vouchers for your customers		
☐	Order digital press kit		
☐	Download individual banners and QR code		
☐	Publish job advertisements		
☐	Book a branding package		

9. Invoices from the organizers and various service providers

☐	Overview	See page 9	
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10. Overview of your accesses

☐	Overview of your access	See page 9	
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11. Conference and exhibitor registration

☐	Book conference tickets	See page 10	
☐	Register booth staff		

12. Scan2Lead			
☐	Order	See page 10	
13. Sponsoring and marketing offers			
☐	Book sponsoring offers	Further information	Available from August 2026
☐	Book marketing offers		
14. The smarter E AWARD - The Industry Prize for Innovations in Energy and Mobility			
☐	Submit innovation	Categories: Outstanding Projects Photovoltaics Energy Storage E-Mobility Smart Integrated Energy	December 1, 2026 – March 12, 2027.
15. Delivery and storage			
☐	Label deliveries correctly	Exhibitor name, hall, booth number The smarter E Europe Exhibition grounds 81823 Munich	
☐	Contact forwarding agent if necessary	Contact details see page 11	
16. Arrival and stay			
☐	Book a hotel	Further information	
☐	Plan your journey		
☐	Forward traffic guide to the people involved		Available from end of April 2027
☐	Truck time slot booking		
☐	Book tickets for public transportation (MVV)	MVV Munich offers for exhibitors at Messe München	
☐	Design evening program (restaurants, sightseeing, events, etc.)	see City Guide of Messe München	
17. Set-up and dismantling			
☐	Note and communicate times	See page 12	
☐	Apply for additional set-up days	Contact Technical Exhibitor Service (TAS2)	
18. Contact person			
☐	Note important contact details	Contact person	
19. Follow-up phase			
☐	Follow-up of customer contacts/orders		
☐	Public relations		
☐	Success control (costs/benefits)		
☐	Review of the next exhibition participation		

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

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

Kind regards

Your [The smarter E Europe Team](#)

Organizer

Solar Promotion GmbH
Kiehnlestraße 16
75172 Pforzheim
Freiburg i. Br. Germany

Phone: +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
New Messplatz 3
79108 Freiburg i. Br.
Freiburg i. Br. Germany

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



Registered at the Freiburg Register Court
under HRA 4323
Management: Jens Mohrmann

Membership



Certification



Detailed information on the checklist

1. Decision-making aids for exhibition participation

Examination of the exhibition under defined criteria

On the websites you will find the most important information about [Intersolar Europe](#), [ees Europe](#), [Power2Drive Europe](#) and [EM-Power Europe](#).

AUMA TradeFairBenefitCheck

[AUMA's Trade Fair Benefit Check](#) supports you in evaluating your exhibition participation as an exhibitor and shows you the cost-benefit comparison. Start at the planning stage and use the TradeFairBenefitCheck when defining your exhibition objectives.

Cost calculator

How do you make the best use of your exhibition budget? In just 5 steps you can identify the potential of your exhibition participation and then determine the necessary costs of your exhibition appearance.

You can find the cost calculator [here](#).

2. Participation goals of the exhibitor

It is essential to have a precise idea of what you want your exhibition participation to achieve in the run-up to the exhibition. Important objectives should therefore be defined in advance and communicated to the people involved.

3. Application procedure

- You can **only** apply via our [online application](#).
Your advantages? Environmentally friendly, convenient, simple and time-saving! Your data will be sent directly to us and you will immediately receive a confirmation of receipt with your application details.
- Shortly after receipt of your application, we will send you the confirmation of admission for participation (this makes the contract legally binding). The confirmation will be sent to the contact person named in the application, along with other relevant information and documents. **Please let us know immediately if there are any changes.**
- You will receive your booth allocation shortly after your admission.
- The invoice for your booth space will be sent to you two weeks after placement.
- Please pay the invoice by the due date, otherwise the booked booth space cannot be guaranteed and important documents such as exhibitor tickets cannot be ordered.

A separate application must be completed for co-exhibitors. The contractual partner here is the main exhibitor. All communication is handled by the main exhibitor's contact person. You can register your **co-exhibitors** via the [online application](#).

4. Timetable

May 2026	Online application available Exhibition cost calculator online Exhibitor checklist online
July 2026	Start of booth allocation
August 2026	Sponsorships and marketing offers available online
October 2026	Exhibitor list 2027 available online
December 2026	Order center online (Exhibitor Cockpit) Start of submission period for the AWARD
January 2027	Advertising spaces available online
February 2027	Exhibitor shop Messe München available online (Start sending login data) Vouchers and Exhibitor Tickets can be ordered via the Exhibitor Cockpit
March 2027	March 12, 2027: End of submission period for the AWARD
April 2027	April 9, 2027: Deadline pre-sale price conference tickets April 21, 2027: Submission deadline for booth construction April 21, 2027: Order deadline for technical services April 23, 2027: Deadline for logo booking in the Event Guide Traffic guide available (From end of April)
June 2027	Early set-up (chargeable) June 2, 2027: Start of set-up June 4, 2027: Start of set-up hall B0 June 8-10, 2027: The smarter E Europe June 8, 2027: Start dismantling (from 5pm) June 11, 2027: End of dismantling hall B0 June 13, 2027: End of regular dismantling

5. Membership Program - the bonus program for exhibitors

The Membership Program rewards your company with loyalty points for participating in our exhibitions and conferences (Intersolar, ees, Power2Drive, EM-Power). There are three status levels that come with increasing benefits – Member, Preferred Member, and Global Member – and you will be awarded points that count towards your membership status relative to the extent of your participation.

Depending on your membership status, you will receive

- Up to 25% discount on your booth space rental fee
- Preferred booth placement
- Free and discounted tickets for the conferences
- Up to 1,000 free tickets for The smarter E Europe exhibitions
- Up to 50% additional VIP customer nominations
- Increased visibility of the company

You can find detailed information [here](#). Become a member and register free of charge via the [online application](#) or the [Exhibitor Cockpit](#).

6. Plan booth construction

Determine booth size and type

You can choose between a row booth (open on 1 side), corner booth (open on 2 sides), head booth (open on 3 sides) or island booth (completely open). We will endeavor to take your wishes into account with regard to booth type and size, but cannot guarantee this. There is no entitlement to a specific booth type and a specific booth location.

The booking of the booth size is binding for the exhibitor; the cancellation conditions apply to subsequent reductions in size. Please note that only whole meters can be booked. The minimum booth size is 9 sqm. Furthermore, booth construction is not included in the stand rental.

Planning booth construction (system or design stand)

There are many options for designing an exhibition booth. Depending on your budget, the choice ranges from simple system booths to specially adapted design booths. **Please wait until you have received the booth allocation with the final dimensions and booth type from us before planning the booth construction. Please note that booth construction is not included in the booth rental fee.**

Hire a booth builder

Based on many years of experience, we recommend our partner [MEPLAN GmbH](#), which has its headquarters at the Munich Exhibition Center. Meplan has a [booth construction configurator](#) which you can use to determine the exact cost of your booth. Of course, any other booth construction company can also be commissioned.

Observe booth construction regulations

The most important regulations in brief:

- Booth partition walls to neighbors are mandatory and must be commissioned by you.
- Booths must be clearly demarcated from aisle areas.
- Booth structures over 3 m require special approval from Messe München's Technical Exhibition Services.
- A construction height of 6 m may not be exceeded at the booth boundary to the neighboring booth. After a distance of 2 m from the neighboring booth, structures may be built up to a height of 7.50 m. The construction height of 7.50 m is not possible at all locations. A maximum construction height of 3.50 m applies in Hall B0.
- At least 30% of the front must be open on one side of the aisle, and after a maximum of 6 m there must be a passageway at least 2 m wide or a transparent front. For walls wider than 6 m, the written consent of the neighboring booth must be obtained.
- All rear walls over 2.50 m must be kept clean and neutral towards the neighbor. Buildings or equipment must be positioned within the booth boundaries in such a way that neighboring exhibitors are not impaired.
- Two-story booths require the prior approval of FWTM and, if applicable, the approval of the competent authorities. **Important Note:** The two-story stand construction must be finalized by Sunday, June 6, 2027, due to technical inspection by a structural engineer.

The submission deadline for booth construction approval is April 21, 2027, at the latest. Please contact the Technical Exhibitor Service (TAS2) of Messe München (+49 89 94922068, tas2@messe-muenchen.de) for this purpose.

7. Ordering technical services and additional services

Orders can be placed from February 2027 via the [Messe München Exhibitor Shop](#). The access data will be sent automatically by e-mail to the contact person named in the application.

The services are provided by Messe München's service providers and are handled directly between you and Messe München or its contractual partners. Cancellation of individual services will also be handled by Messe München or its contractual partners.

Queries can be sent in writing to shop-gv@messe-muenchen.de, stating the company and booth number.

You can order the following services, among others, via Messe München's Exhibitor Shop:

- Booth constructions and additional equipment
- Suspensions/rigging
- Electrical installations
- Cleaning and waste disposal
- Parking permits
- Security/guarding
- Forwarding services
- Catering
- and much more.

The deadline for accepting orders is no later than 6 weeks before the official start of set-up. If you have any queries, you will find the contact details of the service providers on the respective order form.

Media partners / Countertrade: Please note that we will order the booth construction for you, including power connection, if a standard prefabricated booth has been agreed in your countertrade agreement. You do not have to order this yourself. After the event, the services actually provided will be invoiced and offset against the advance payment. If you have not placed an order with Messe München GmbH, you will receive a credit note for the full amount of the advance payment.

8. Exhibitor Cockpit

The [Exhibitor Cockpit](#) is a password-protected online platform that helps you to organize your participation. Here you can apply for one of our exhibitions, manage your ticketing, adjust your entry in the list of exhibitors and discover various marketing options.

The following processing and booking options are available to you:

- Register exhibitor tickets (important: the registration of your booth staff by name is required). The number of free exhibitor tickets depends on the size of your booth. As soon as payment for the booth space has been received, access to the registration portal will be granted.
- Order voucher codes for your customers
- Edit your company profile for the exhibitor directories (Event Guide, website).
- Book job advertisements
- Book extended company profile
- Download individual banners and QR code
- Enhance your exhibition presence with the branding package (branding in the ticket shop, on 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 meeting and conference rooms on the exhibition grounds
- Register for the Membership Program and access numerous discounted / free services
- and much more.

Please note that your co-exhibitors do not automatically have their own access to the Exhibitor Cockpit. As the main exhibitor, you are responsible for maintaining the co-exhibitor's data, but you have the option of giving your co-exhibitors their own login within the Exhibitor Cockpit.

The deadline for the company entry in the printed Event Guide is **April 23, 2027**.

9. Invoices

Here you will find an overview of the companies from which you can receive invoices as an exhibitor.

Invoice is issued by	Subject of invoice	Invoicing period and term of payment
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Booth space rental fee	2 weeks after booth allocation, payment due 9 days (national exhibitors) / 14 days (international exhibitors) after receipt of invoice
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Additional set-up days, container spaces, evening events / party at the booth space	After ordering, payment required before start of set-up
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Additional costs (room rental, exhibitor tickets, services from Cockpit orders such as logo imprint and publication, etc.)	Approx. 4 weeks after the exhibition
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Sponsoring	After order, payment required before start of set-up
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG	Early set-up, Evening events at your booth space, rental spaces in loading yard	After order, payment required before start of set-up
Messe München GmbH	Technical and various services such as electrical and water installations, stand security, booth cleaning, telecommunication services, suspensions, parking tickets, waste disposal with deduction of advance payment	Up to 4 weeks after the exhibition
Messe München GmbH	Advertising on the Munich exhibition grounds	After booking, payment due 21 days after receipt of invoice, in any case before the start of the event
MEPLAN GmbH	Booth construction, equipment, etc.	After order, payment required before start of booth construction
Service providers from the service booklet	Catering, flower arrangements, accommodation, etc.	According to the terms of payment of the respective service provider

10. Overview of your accesses

Portal	Purpose	Contact us
Exhibitor Cockpit	Management of the digital company presence (exhibitor directory), overview of your membership benefits, registration of exhibitor tickets, ordering and retrieval of admission vouchers, sponsoring offers, and much more. (see also point 8, page 8)	TheSmarterE@fwtm.de +49 761 3881-3700
Messe München Webshop	Order technical and other services related to exhibition participation (cleaning, security, catering, booth party registration, information sheets, electricity orders, etc.)	shop-gv@messe-muenchen.de +49 89 94911338
Login area website	Exclusive services and functions to make your online and offline experience of The smarter E and the associated exhibitions and conferences even better.	login@TheSmarterE.com

The smarter E Digital	Recordings of international exhibitions, conferences & webinars, current studies and exciting interviews with leading experts.	helpme@TheSmarterE.com
Ticket store	Buy tickets, redeem vouchers, press accreditation	Registration@fwtm.de +49 761 38813733

11. Exhibitor and conference registration

Conference and exhibitor registration is expected to be available online from February 2027.

Exhibitors

You can register your exhibitor tickets in the [Exhibitor Cockpit](#). Please note that an order is only possible after the booth space rental invoice has been settled.

From the first day of the exhibition or your first admission to the exhibition, you will receive your badge by scanning the QR code on your Print@Home ticket.

Conference participants

If you would like to participate in the conferences as an exhibitor and are already registered for the Membership Program, you can order free and discounted tickets for the conferences via the Exhibitor Cockpit (depending on your status level). If you are not yet registered for the Membership Program, you will be able to purchase tickets via the ticket shop from February 2027.

12. Scan2Lead

New contacts, new customers and efficient documentation of your conversations at the booth:
With Scan2Lead, you scan the barcode on the exhibition ticket and have the address data provided by the visitor during registration available within seconds and can add information that is important to you (specific areas of interest in your products, planned order volume, voice memos or similar) and process it further.

The Scan2Lead portal provides you with a comprehensive overview of all visitor information that you have scanned at your stand. Data can be conveniently managed, evaluated and exported to an Excel file at the touch of a button. The time-consuming and error-prone recording of handwritten lead sheets is no longer necessary.

You can find a detailed product description on the provider's website: www.scan2lead.com

Book Scan2Lead via the exhibitor cockpit.

13. Sponsoring and marketing offers

At The smarter E Europe 2027, we offer you numerous opportunities to make promising contacts before, during and after the exhibition. Take the opportunity to present yourself as a reliable partner to the international industry - get your brand noticed with the wide range of sponsorship and marketing offers:

The offers of Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe will be [available online](#) from August 2027.

14. The smarter E AWARD – the industry award for energy and mobility innovations

The AWARD is an excellent opportunity to raise your company's profile, highlight its innovative products and projects and gain international recognition. Being nominated as a finalist and winner brings numerous advantages. Put your own innovative strength in the spotlight and benefit from services such as a comprehensive marketing package. The high-profile AWARD ceremony on the eve of The smarter E Europe, Europe's largest exhibition alliance for the energy industry, will be attended by exhibitors, representatives and decision-makers from the international electromobility and energy industry as well as representatives of the domestic and foreign trade press.

Applications for all categories are welcome from exhibitors of all worldwide Intersolar, ees, Power2Drive and EM-Power exhibitions. Detailed participation information can be found [here](#).

15. Delivery and storage

All deliveries (pallets, individual packages) for exhibitors to the exhibition booth must be labeled as follows:

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

In general, any forwarding agent may drive onto the exhibition grounds. The unloading and storage of deliveries that cannot be accepted by you personally will be carried out by the following forwarding companies for a fee:

DSV Fairs & Events GmbH
Exhibition grounds, Gate 21
81829 Munich
Phone +49 89 949 243 00
Fax +49 89 949 243 39
www.dsv.com
fairs.muenchen@dsv.com

Kühne-Nagel (AG Co.KG)
Exhibition grounds, Gate 21
81829 Munich
Phone +49 40 30333 2800
Fax +49 89 949 244 09
www.kuehne-nagel.com
customer.event@kuehne-nagel.com

16. Arrival and stay

Messe München is easy to reach, whether by plane, train, car or public transport.

You can find information on how to [get here](#) by car or [public transport](#) and on [accommodation options](#) on our website.

Address of the exhibition grounds:

Munich Exhibition Center
Exhibition grounds
81823 Munich

Charging facilities for electric vehicles:

For visitors and exhibitors of The smarter E Europe arriving with electric vehicles, Messe München charging stations are available in the Parkhaus West (UG, Sector B), at the Messehaus and at the ICM - Internationales Congress Center München. A chip/transponder card is required to activate the charging stations. Every owner of an electric vehicle has a chip/transponder card. Messe München does not provide these. Charging is free of charge, only the regular parking fee must be paid. You can find more information about the charging points on the Messe München exhibition grounds [here](#).

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

Address Riem Arcaden:

Willy-Brandt-Platz 5
81829 Munich

Address parking garage West:

Paul-Henri-Spaak-Str. 6
81829 Munich

For better orientation on the exhibition grounds, a **traffic guide** will be available for download from May 2026. This will provide information on access regulations, parking spaces and service facilities.

Truck time slot booking: For vehicles with a total length of more than 8 meters, time slots for the set-up and dismantling of The smarter E Europe can be booked via FairLog. The user manual will help you to use the logistics system. The booking is expected to be available on our website end of April 2027.

As an interesting evening program, the Bavarian capital offers you numerous cultural offerings from art and music to design and architecture. As far as restaurants are concerned, you have an extensive choice ranging from exclusive star menus to rustic snacks. All offers can be found in the [Hotel and City Guide](#) of Messe München.

17. Set-up and dismantling

Set-up

Start of set-up: Wednesday, June 2, 2027, 7 a.m.

End of set-up: Monday, June 7, 2027, 6 p.m.

(The two-storey booth construction must be finalized by Sunday, June 6, 2027, due to technical inspection by a structural engineer)

Different set-up times for Hall B0 - special features for parts of ees Europe

Start of set-up: Friday, June 4, 2027, 7 a.m.

End of set-up: Monday, June 7, 2027, 6 p.m.

On the last set-up day, decoration work may be carried out within the booth area until 8 p.m. at the latest. The exhibition halls are open from 7 a.m. to 10 p.m. during the set-up period, except on the last set-up day. Booths whose construction has not begun by 3 p.m. on Monday, June 7, 2027, will be set up and decorated at the exhibitor's expense, unless otherwise agreed.

Additional set-up days

Additional set-up days are not possible in all halls and are always subject to a charge.

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

Technical Exhibitor Service TAS 2 of Messe München

Phone: +49 89 949-22068

tas2@messe-muenchen.de

Dismantling

Start of dismantling: Thursday, June 10, 2027, 6 p.m.

End of dismantling: Sunday, June 13, 2027, 6 p.m.

Different dismantling times for Hall B0 - Special features for parts of ees Europe:

Start of dismantling: Thursday, June 10, 2027, 5 p.m.

End of dismantling: Friday, June 11, 2027, 6 p.m.

Dismantling is possible from 7 a.m. to 10 p.m. Booths and areas must be returned in proper condition. The exhibitor is liable for any damage to the booth equipment, walls, flooring and grounds.

18. Contact persons

If you have any questions during set-up and dismantling and during the exhibition, you will find us on site in the Exhibitor Office in front of Halls B2 and B5.

Exhibitor office opening hours on site:

Saturday	3 p.m. – 5 p.m.
Sunday	10 a.m. – 5 p.m.
Monday	8 a.m. – 8 p.m.
Tuesday	7 a.m. – 6 p.m.
Wednesday	7 a.m. – 6 p.m.
Thursday	8 a.m. – 6 p.m.

Exhibitor registration:

Solar Promotion GmbH
Phone: +49 7231 58598-0
E-mail: info@TheSmarterE.de

Exhibitor Service:

FWTM GmbH & Co. KG
Phone: +49 761 3881-3700
E-Mail: TheSmarterE@fwtm.de

Sponsoring and Marketing

Solar Promotion GmbH
Phone: +49 7231 58598-299
E-Mail: merz@solarpromotion.com

Technical services

TAS 2 of Messe München
Phone: +49 89 94922068
E-Mail: tas2@messe-muenchen.de

19. Follow-up phase

A detailed follow-up phase determines the sustainable and long-term success of your exhibition presence. Check whether you have achieved your pre-defined goals. Inform and maintain your potential customers, regular customers and those who were not on site. Report on your participation on your website, social networks, etc. Evaluate the overall success of your exhibition participation and then decide whether you will take part in the next exhibition.

Don't forget to send a letter of thanks to your customers and all colleagues involved!

As of August 2026