

Your schedule for INHORGENTA MUNICH 2020

February 14–17, 2020
Messe München

INHORGENTA
MUNICH

47th International trade show for jewelry, watches, design, gemstones and technology

Tel. +49 89 949-20181, info@inhorgenta.de, inhorgenta.com

September until November 2019	Receipt of stand proposal with hall plan	@
	Receiving an e-mail with a link to the Exhibitor Shop, once you are confirmed as an exhibitor (Order possibilities for stand construction & technical installations, stand equipment & stand services, marketing & PR-Services, media services, passes & tickets, catering, logistics, etc.)	@
	Important: Remember to order electrical connection, partition walls, water, etc. and to submit your stand plans. Submission deadline: December 6, 2019	!
	Register for "Trade Fair Success Initiative" webinars (November 2019 or January 2020, depending on webinar module)	!
	Receipt of media services documents (show guide, online-catalog, app, etc.)	@
November until December 2019	Receipt of starter sets for vouchers for a one-day ticket. You will receive 30 online vouchers to personally invite your customers to the fair. Additional vouchers (online or printed) may also be ordered. Deadline for order of printed vouchers for a one-day ticket: Overseas incl. Italy: January 7, 2020 Europe excl. Italy: January 14, 2020 Germany: January 27, 2020	✉
	Your admission invoice is sent out upon receipt of your confirmed stand proposal by Messe München. Term of payment: Immediately	✉ @
	Ordering and personalizing exhibitor passes (provided you have sent us confirmation of your stand proposal)	!
	Important: To receive (download) your exhibitor passes, your admission invoice must be paid.	!
	Reserve advertising space at the exhibition center with Media Sales in the Exhibitor Shop in the chapter "Advertising and sponsoring at the fair."	!
Late November 2019	The copy deadline for media services, Show Guide is November 29, 2019	!
	You may book your media entries for INHORGENTA MUNICH 2020 online at www.inhorgenta-media.com or in the Exhibitor Shop under "Media Services" Deadline: November 29, 2019 Please note: Show Guide entries are not made automatically.	!
December 2019	Deadline for technical services via the Exhibitor Shop, INHORGENTA MUNICH stand packages and stand plans: December 6, 2019	!
January 2020	New: Setup and dismantling passes will not be sent automatically based on your stand size. Please note that all setup and dismantling passes are to be ordered via the Exhibitor Shop and you'll receive them as direct Print@home-Ticket.	!
	"Show Guide" printed	!
	Receipt of last trade information (Traffic Guide, etc.)	!
February 10 to 13, 2020	Setup times: Monday, February 10, 2020, 07:00 to Wednesday, February 12, 2020, 24:00 Thursday, February 13, 2020, 07:00 to 19:00 Only decoration work can be carried out on the stand after 19:00. However a fee-based night work permit is required.	!
February 14 to 17, 2020	Welcome to INHORGENTA MUNICH 2020! Your INHORGENTA MUNICH Team	INHORGENTA MUNICH
February 17 to 20, 2020	Dismantling times: Monday, February 17, 2020, 17:00 to Thursday, February 20, 2020, 18:00	
Mid-March 2020	Receipt of final invoice for additional orders, stand construction, etc.	✉



Will be sent to you by mail



You will receive an e-mail



Please note

Checklist

for INHORGENTA MUNICH 2020

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Timeframe may vary, depending on size of stand.	To do	Done	Comments
September until November	<input type="checkbox"/> Confirm stand proposal	<input type="checkbox"/>	
	<input type="checkbox"/> Stand planning (turnkey stand, customized stand)	<input type="checkbox"/>	
	<input type="checkbox"/> Select stand-building company/conduct briefing/place job order	<input type="checkbox"/>	
	<input type="checkbox"/> Order promotional gifts	<input type="checkbox"/>	
	<input type="checkbox"/> Order marketing services (advertising space, sponsoring, signet, vouchers for a one-day ticket, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Order INHORGENTA MUNICH media services (show guide, online-catalog, app, internet)	<input type="checkbox"/>	
	<input type="checkbox"/> Once you receive your online-starter set, send mailings/invitations to customers	<input type="checkbox"/>	
	<input type="checkbox"/> Order technical services (electricity, water, insurance, security, etc. Deadline: December 6, 2019)	<input type="checkbox"/>	
	<input type="checkbox"/> Register for "Trade Fair Success Initiative" webinars	<input type="checkbox"/>	
	<input type="checkbox"/> Presentation by stand-building company (stand concept)	<input type="checkbox"/>	
	<input type="checkbox"/> Hire external staff, hostesses	<input type="checkbox"/>	
	<input type="checkbox"/> Order visitor scanner/lead tracking	<input type="checkbox"/>	
	<input type="checkbox"/> Commission your own catalogs/brochures	<input type="checkbox"/>	
	<input type="checkbox"/> Assign stand staff	<input type="checkbox"/>	
	<input type="checkbox"/> Coordinate transportation and storage solutions	<input type="checkbox"/>	
	<input type="checkbox"/> Personalize online exhibitor passes and order additional passes	<input type="checkbox"/>	
	<input type="checkbox"/> Actively use signet (in ads, customer mailings, e-mail signature, etc.)	<input type="checkbox"/>	
December	<input type="checkbox"/> Technical services should be ordered by now	<input type="checkbox"/>	
	<input type="checkbox"/> Presentation of the stand plans according to the special terms of participation B7 (in duplicate) for approval: a) dimensioned booth construction drawings incl. floor plan and elevations on a scale of 1:50 b) meaningful, 3-D color views or meaningful color photographs of the full booth c) a written booth construction description, also specifying materials selected, and d) representations of product displays in the booth	<input type="checkbox"/>	
	<input type="checkbox"/> All other services (media/marketing services) should be ordered by now	<input type="checkbox"/>	
	<input type="checkbox"/> Reserve meeting and conference rooms above the exhibition halls	<input type="checkbox"/>	
January	<input type="checkbox"/> Schedule customer appointments, send personal invitations and have service staff make appointments	<input type="checkbox"/>	
	<input type="checkbox"/> Compile attendance and work schedule	<input type="checkbox"/>	
	<input type="checkbox"/> Order PR-services in the Exhibitor Shop (e.g. press compartments, press conferences, TV and radio service)	<input type="checkbox"/>	
	<input type="checkbox"/> Select exhibits	<input type="checkbox"/>	
	<input type="checkbox"/> Prepare visitor survey	<input type="checkbox"/>	
	<input type="checkbox"/> Pay admission invoice	<input type="checkbox"/>	
	<input type="checkbox"/> Download of personalized exhibitor passes after payment of admission invoice	<input type="checkbox"/>	
	<input type="checkbox"/> Additional setup/dismantling passes should have been ordered	<input type="checkbox"/>	

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1 week before fair	<input type="checkbox"/> Exhibitor passes should be ordered, personalized and printed by now	<input type="checkbox"/>	
	<input type="checkbox"/> Compile press kit	<input type="checkbox"/>	
	<input type="checkbox"/> Final coordination with stand-building company	<input type="checkbox"/>	
	<input type="checkbox"/> Have nametags made	<input type="checkbox"/>	
	<input type="checkbox"/> Briefing for stand staff and hostesses	<input type="checkbox"/>	
	<input type="checkbox"/> Stipulate dress code	<input type="checkbox"/>	
Beginning of fair During fair	<input type="checkbox"/> Pick up lead-management scanners	<input type="checkbox"/>	
	<input type="checkbox"/> Drop off press kits at the Press Center West for display	<input type="checkbox"/>	
	<input type="checkbox"/> Inspect and approve stand (check equipment, design, signs, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Tour fair with stand staff	<input type="checkbox"/>	
	<input type="checkbox"/> Meet with customers (take notes)	<input type="checkbox"/>	
	<input type="checkbox"/> Visitor survey	<input type="checkbox"/>	
	<input type="checkbox"/> Observe other exhibitors	<input type="checkbox"/>	
	<input type="checkbox"/> Pick-up additional exhibitor passes at the fair	<input type="checkbox"/>	
	<input type="checkbox"/> Make hotel reservations for next year	<input type="checkbox"/>	
End of fair until End of March	<input type="checkbox"/> Drop off lead-management scanners	<input type="checkbox"/>	
	<input type="checkbox"/> Orderly dismantling and return transport	<input type="checkbox"/>	
	<input type="checkbox"/> Has tracking data been received?	<input type="checkbox"/>	
	<input type="checkbox"/> Analyze results of exhibit	<input type="checkbox"/>	
	<input type="checkbox"/> Customer contact (thank-you mailing, contact by telephone, offers, etc.)	<input type="checkbox"/>	
	<input type="checkbox"/> Trade-fair objectives reached? Follow-up	<input type="checkbox"/>	
By End of April	<input type="checkbox"/> Complete early booking application form for INHORGENTA MUNICH 2021	<input type="checkbox"/>	
	<input type="checkbox"/> Pay final invoice	<input type="checkbox"/>	
	<input type="checkbox"/> Cost and expense evaluation	<input type="checkbox"/>	
	<input type="checkbox"/> Assess consequences for the future	<input type="checkbox"/>	
	<input type="checkbox"/> Determine return on investment	<input type="checkbox"/>	
By Beginning of July	<input type="checkbox"/> Decision regarding next fair, stand size	<input type="checkbox"/>	
	<input type="checkbox"/> Final report/documentation	<input type="checkbox"/>	
	<input type="checkbox"/> Complete and send application for INHORGENTA MUNICH 2021	<input type="checkbox"/>	