

Checklist for Your Trade Show Participation

Calculation of trade show cost

How much is a stand at LASER World of PHOTONICS 2021, including all additional costs (electrical and water connections, stand security, etc.)? Find out now with our online budget planner:

messebudgetplaner.de/meplan/kalkulation/index.html?locale=en

Setup times for LASER World of PHOTONICS 2021

June 17-20, 2021

Dismantling times for LASER World of PHOTONICS 2021

June 24, 2021, after the end of the trade fair, until June 26, 2021

For setup and dismantling, please follow the traffic guide:

<https://world-of-photonics.com/en/exhibitors/plan-your-stand/dates-logistics/>

Proposed Time Frame	To Do	Done
As of the end of March 2020	Book your stand Simply use the online exhibitor application on the LASER World of PHOTONICS website. https://world-of-photonics.com/en/exhibitors/book-your-space/application/ Contact: projektteam@world-of-photonics.com	
	Combination packages With your application for LASER World of PHOTONICS, you have booked the stand space without booth construction . If you do not have a ready-to-mount booth, we recommend that you book one of our combination packages, which includes all important services. (Details are in the application form – Special Terms of Participation B3.) https://world-of-photonics.com/en/exhibitors/book-your-space/prices-combination-packages/ Contact: info@meplan.de	
	Trusted targeting So that you can reach your LASER World of PHOTONICS target group anytime anywhere online on all major advertising networks. Invite your LASER World of PHOTONICS target group to your booth before the show has even started or outside of trade show time frames to generate high-quality leads and boost your brand awareness. https://world-of-photonics.com/en/exhibitors/stand-marketing/trustedtargeting/ Contact: alexander.will@messe-muenchen.de	

Proposed Time Frame	To Do	Done
As of November 2020	Confirm your placement offer	
	If you have a different billing address, please let us know right away! (After the admission invoices have been sent, there is a charge of EUR 50 for changes to the billing address.) You will receive the relevant form upon request to the following e-mail address: projektteam@world-of-photonics.de	
	Registration of co-exhibitors: Make sure to register any co-exhibitors. https://world-of-photonics.com/en/exhibitors/book-your-space/application/ Contact: projektteam@world-of-photonics.com	
	Stand building With your application for LASER World of PHOTONICS, you have booked the stand space without booth construction . MEPLAN, a subsidiary of Messe München GmbH, is a competent and reliable partner that can support you in all matters related to stand construction for your exhibit. https://world-of-photonics.com/en/exhibitors/plan-your-stand/stand-building/ Contact: info@meplan.de	
	Travel planning Think of making your reservations in time. Accommodation information and useful tips for your stay are available on the LASER World of PHOTONICS homepage. https://world-of-photonics.com/en/about/travel-stay/accommodation/	
As of the beginning of 2021	Order technical services Do you need further services such as parking tickets, stand security or cleaning? Simply book them in the Exhibitor Shop! https://world-of-photonics.com/en/exhibitors/plan-your-stand/exhibitor-shop/ Deadline: May 5, 2021 Technical queries: tas2@ispo.com If you have problems accessing the shop: exhibitorshop@messe-muenchen.de or call +49 89 949-11388 Among other things, the following technical services can be ordered in the Exhibitor Shop: <ul style="list-style-type: none"> – Electrical installations – Water/sanitary installations – Suspensions/trussels /lighting – Telecommunications/WiFi – Compressed air – Stand security service (highly recommended!) – Stand cleaning – Insurance – Working platforms – Cranes/lifting equipment – Storage of goods 	

Proposed Time Frame	To Do	Done
As of the beginning of 2021	Conference rooms Do you need an additional conference or meeting room? Simply reserve it via the Exhibitor Shop! https://world-of-photonics.com/en/exhibitors/plan-your-stand/exhibitor-shop/ Contact: crs@messe-muenchen.de	
	Booking of media services in advance Whether in the online catalogue, via mobile on the app or in the visitor guide - present your company in the official media. https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/ Contact: info@world-of-photonics-media.com	
	Booking of advertising space or sponsoring Attract attention right where the industry meets! Use our diverse range of advertising alternatives indoors, outdoors and in and around the halls. https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/ Contact: mediasales.laser@messe-muenchen.de	
	PR services Media shape opinions. Precisely why you should use our professional PR work and present your company to trade journalists from around the world—before, during and after the fair. We'll take care of everything for you. https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/ Contact: https://world-of-photonics.com/en/newsroom/services/contacts/	
	Career center Address potential applicants for your company the targeted way. Use our job exchange to post your job vacancies before the fair even begins. Simply book your place via the Exhibitor Shop! https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/	
	Registration of Exhibitor Passes Personalize and, if required, order additional Exhibitor Passes in the Ticket Shop world-of-photonics.com/exhibitorshop	
	Inviting customers The best results with little effort: We will support you with your visitor advertising. Inform your customers that you are participating in the fair and invite them to attend personally e.g., with vouchers for one-day tickets. https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/	

Proposed Time Frame	To Do	Done
As of the beginning of 2021	<p>Use our free services</p> <p>For example:</p> <ul style="list-style-type: none"> - Voucher banner - Personalized banners for your homepage - Trade fair logo as advertisement inset - Entry in the press event calendar - Exhibition poster/ Site plan/Visitor flyer <p>https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/</p>	
	<p>Working Hero</p> <p>To stage product innovations in an emotional yet understandable way or to inspire young professionals for a career in your company - The Working Hero format was created exactly for this purpose. Working Hero is "Digital Storytelling as a Service," which tells your story with captivating content and displays it in a data-driven manner to the target group relevant to you.</p> <p>https://www.workinghero.tv/en/</p>	
	<p>Submission of new products for the Innovation Award</p> <p>https://world-of-photonics.com/en/supporting-program/information/awards/</p> <p>Contact: projektteam@world-of-photonics.com</p>	
	<p>Recording of visitor data</p> <p>Use scanners for visitor tracking to easily record your visitor data - order directly in our Exhibitor Shop!</p> <p>https://world-of-photonics.com/en/exhibitors/plan-your-stand/exhibitor-shop/</p>	
	<p>Logistics planning</p> <p>Plan the set-up and dismantling with the help of the traffic guide. (Deposit rules, open gates, available parking spaces, etc.)</p> <p>https://world-of-photonics.com/en/exhibitors/plan-your-stand/dates-logistics/</p> <p>Contact: vs@messe-muenchen.de</p>	
As of May 2021	<p>Payment of admission invoice</p>	
	<p>Exhibitor evening</p> <p>Make your time at the fair even more valuable and register for the Exhibitor Evening.</p> <p>Contact: projektteam@world-of-photonics.com</p>	
	<p>GEMA notification</p> <p>Under the terms of the Copyright Act, the permission of GEMA – Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte (Musical Performance and Mechanical Reproduction Copyright Watchdog) is required for musical renditions of any kind.</p> <p>www.gema.de</p> <p>Contact: kontakt@gema.de</p>	
	<p>Using the LASER World of PHOTONICS "connect" app</p> <p>For appointments, networking, overview of the program, exhibitors and brands:</p> <p>https://world-of-photonics.com/en/visitors/services/app/</p>	

Proposed Time Frame	To Do	Done
1 week before the show	Setting up the exhibition stand Please follow the traffic guide: https://world-of-photonics.com/en/exhibitors/plan-your-stand/dates-logistics/	
	Briefing of stand staff	
On site/Start of trade show	Stand acceptance (Inspection of stand structures, graphic arts, equipment, exhibits, etc.)	
	Pick up of scanner for visitor tracking (at the relevant counter in Entrance West)	
	Drop off your press kits in the Press Centers West	
During the trade show	Customer meetings	
	Visitor survey	
	Recording of visitor data with scanners for visitor tracking	
	Documentation of areas with potential for improvement for the next show	
End of trade Show/Dismantling	Return of scanners for visitor tracking (at the relevant counter in Entrance West)	
	Orderly dismantling and return transport Please follow the traffic guide: https://world-of-photonics.com/en/exhibitors/plan-your-stand/dates-logistics/	
End of trade show through end of August 2021	Download and evaluation of visitor details (You will receive a registration link)	
	Follow-up on business contacts (Thank-you mailing, telephone follow-up, quotations, etc.)	
	Payment of final invoice (due upon receipt)	
By the end of October 2021	Cost accounting and reconciliation with budget figures	
	Analysis of return on investment	
	Analysis of trade show presentation/goal achievement/improvements for the future	

All important contacts at a glance

Exhibition Management

Messe München GmbH
LASER World of PHOTONICS
Projektleitung
Phone +49 89 949-20316/14
projektteam@world-of-photonics.com

Technical Services & Logistics

Messe München GmbH
Exhibitor Technical Services
Phone +49 89 949-21123/21
tas2@messe-muenchen.de

Combination Packages / Exhibition Stand Planning

Meplan GmbH
Phone +49 89 540-267980
info@meplan.de
www.meplan.de

Press compartments

jl.medien e.K.
LASER World of PHOTONICS
Media Services
Inselkammerstr. 5
82008 Unterhaching
Phone +49 89 666166-65
Fax +49 89 666166-96
info@world-of-photonics-media.com
www.world-of-photonics-media.com

Press conference rooms

Messe München GmbH
Bartek Palka
Phone. +49 89 949-20763
laser.press@messe-muenchen.de

Trusted Targeting

Messe München GmbH
Alexander Will
Phone +49 89 949-20913
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Traffic & safety

Messe München GmbH
Traffic & Safety
Phone +49 89 949-21208
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Conference rooms

Messe München GmbH
Conference Room Services
Phone +49 89 949-21231
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Media Services

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Media Services
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Advertising spaces

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Media Sales
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Accommodation & Travel Reservations

world-of-photonics.com/travel

CHECK-IN! Munich room service

Batschkastraße 17
81825 München
Phone +49 89 437397-89
Fax +49 89 437397-88
info@checkin-muenchen.de
www.checkin-muenchen.de

Guest and hotel service

Phone +49 89 233-96555
Fax +49 89 233-30233

Tradefairs.com

Phone +49 69 9588-3616
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messe-muenchen@tradefairs.com