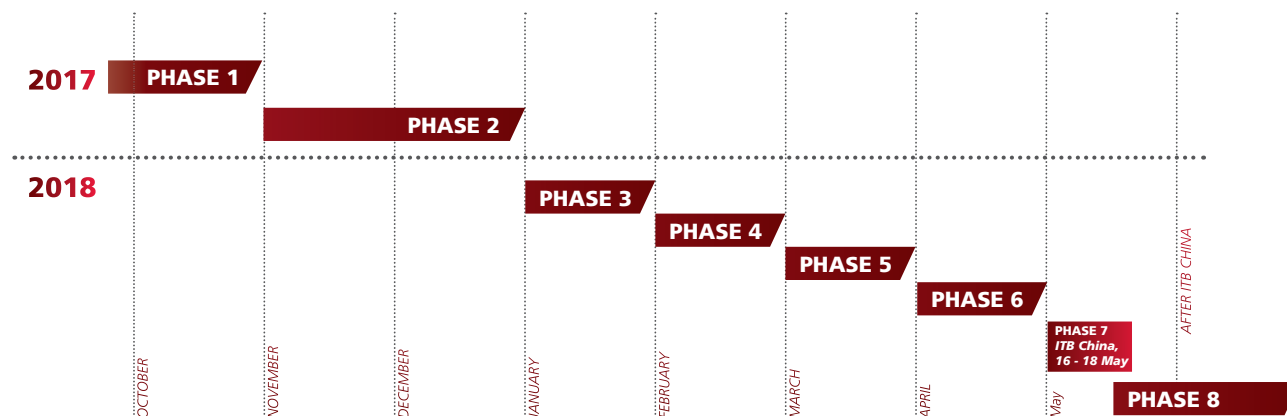


ITB CHINA MILESTONES



- PHASE 1 FROM OCTOBER 2017**
- Define exhibition goals
 - Develop basic concept for exhibition stand size and layout
 - Prepare budget and timeline

- PHASE 2 FROM NOVEMBER 2017**
- Plan and prepare information materials and products to display
 - Plan advertising material and promotional activities
 - Plan PR plan and media services
 - Submit application for ITB China
- Deadline: 31.12.**

- PHASE 3 FROM JANUARY 2018**
- RECEIVE: Exhibition space stand proposal
- Confirm space location
 - Book advertising space in the ITB China Catalogue, Show Daily and App

- PHASE 4 FROM FEBRUARY 2018**
- RECEIVE: Stand confirmation, invoice and exhibitor service manual
- pay invoice
 - Plan and order stand construction, equipment, services, personnel
 - Register Co-Exhibitors, **Deadline: 28.2.**
 - Plan communication and advertising
 - Prepare Catalogue entry
 - Plan activities/events at the stand and register if applicable
 - Plan transport, arrange forwarding services if required
 - Prepare forms for meeting notes
 - Order additional exhibitor badges if necessary

- PHASE 5 FROM MARCH 2018**
- Arrange appointments with customers, business associates and media at the exhibition stand
 - Send out invitations to customer / business associates
 - Order printed material and business cards
 - Reserve a press box
 - Organize promotional activities

- PHASE 6 FROM APRIL 2018**
- Matchmaking open: select your criteria from 1.-18.4.
 - Individualize your appointment schedule from 26.4.-9.5.
 - Order additional stand furniture and electrical installations: **Deadline: 13.4.**
- PLAN YOUR JOURNEY:
- Your luggage needs to contain:
- Exhibitor badges, hotel confirmation, travel, ticket vouchers, business cards, visa, passport
- AT THE STAND:
- Delivery of equipment / information materials
 - Turn in stand construction documents for examination and approval: **Deadline: 13.4.**
 - Briefing of exhibition stand personnel

- PHASE 7 DURING ITB CHINA**
- Access to exhibition grounds with exhibitor badge from 8:30 am, closes at 5:30 pm (visitors from 9:30 am to 5:00 pm)
- Customer meetings, appointments
 - Make trade show visits
 - Participate in conference, workshops and seminars

- PHASE 8 AFTER ITB CHINA**
- Dismantle exhibition stand
 - Evaluate information, offers, press publicity
 - Evaluate trade show objectives
 - Evaluate budget and costs
 - Evaluate visitor contacts
 - Prepare mailings and further steps regarding new business contacts
 - Update database