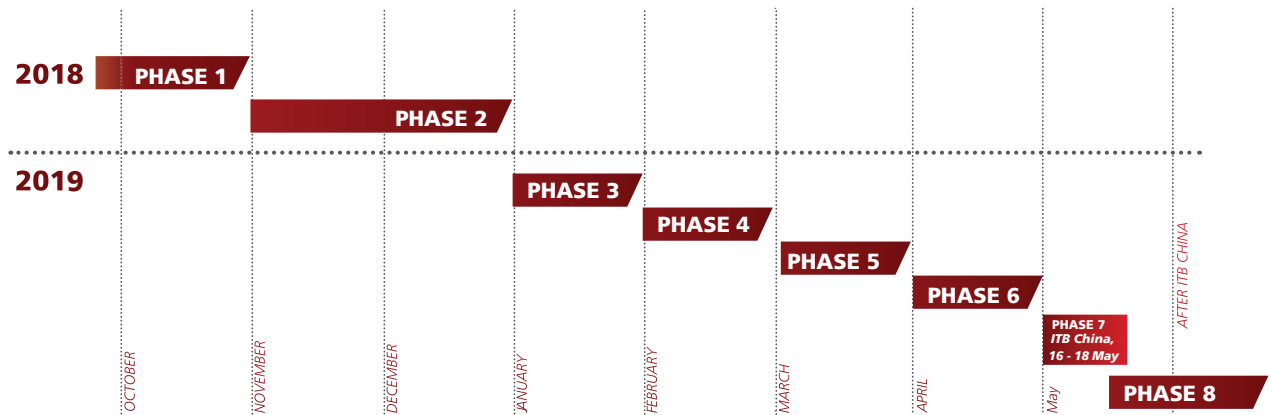


15 - 17 May 2019

Shanghai World Expo Exhibition & Convention Center

www.itb-china.com

ITB CHINA MILESTONES



PHASE 1

FROM OCTOBER 2018

- Define exhibition goals
- Develop basic concept for exhibition stand size and layout
- Prepare timeline and budget (consider costs during the event such as additional badges and additional listings)

PHASE 2

FROM NOVEMBER 2018

- 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 2019

- RECEIVE: Exhibition space stand proposal, stand confirmation and invoice
- Confirm space location
 - Book advertising space in the ITB China Catalogue, Show Daily and App
 - Pay invoice: **Deadline: 21.1.**

PHASE 4

FROM FEBRUARY 2019

- RECEIVE: Exhibitor guide
- 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 2019

- 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
- Request Visa invitation letter from ITB China
- Request Chinese Visa from Chinese authorities

PHASE 6

FROM APRIL 2019

- Business matching open: select your criteria from April
- Individualize your appointment schedule
- Order additional stand furniture and electrical installations: **Deadline: 9.4.**

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: 9.4.**
- 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

- RECEIVE: After-show report
- 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

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