

Checklist for Your Trade Show Participation

Calculation of trade show cost

How much is a stand at **LASER World of PHOTONICS 2023** and **World of QUANTUM**, including all additional costs (electrical and water connections, stand security, etc.)? Find out now with our online budget planner:

<https://www.messebudgetplaner.de/de/laser-world-of-photonics-2023/>

Setup times for LASER World of PHOTONICS & World of QUANTUM 2023

June 24 and 25, 2023, each 07:00 – 23:00

June 26, 2023, 07:00 – 18:00

Dismantling times for LASER World of PHOTONICS & World of QUANTUM 2023

June 30, 2023, 16:00 – 24:00

July 1, 2023, 07:00 – 23:00

July 2, 2023, 07:00 – 18:00

For setup and dismantling, please follow the traffic guide

(This will be available from the beginning of May 2023):

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

Proposed Time Frame	To Do	Done
As of the end of April 2022	<p>Book your stand</p> <p>Simply use the online exhibitor application on the LASER World of PHOTONICS website (stand space only without carpet, walls, booth construction etc.). https://world-of-photonics.com/en/exhibitors/book-your-space/application/ Contact: projektteam@world-of-photonics.com</p>	
	<p>Combination packages</p> <p>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</p>	
As of August 1, 2022	Start of space allocation	
As of Autumn 2022	Confirm your placement offer	
	<p>If you have a different billing address, please let us know right away!</p> <p>(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</p>	

Proposed Time Frame	To Do	Done
	<p>Registration of co-exhibitors: Make sure to register any co-exhibitors. https://world-of-photonics.com/en/exhibitors/book-your-space/application/ Deadline: March 31, 2023 Contact: projektteam@world-of-photonics.com</p>	
<p>As of Autumn 2022</p>	<p>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</p>	
	<p>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/</p>	
<p>As of January 2023</p>	<p>Distribution of admission invoice</p>	
	<p>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 17, 2023 Technical queries: tas2@messe-muenchen.de If you have problems accessing the shop: exhibitor@world-of-photonics.com or call +49 89 949-11518 Among other things, the following technical services can be ordered in the Exhibitor Shop:</p> <ul style="list-style-type: none"> – Electrical installations – Water/sanitary installations – Suspensions/trussels /lighting – Telecommunications/WiFi – Stand security service (highly recommended!) – Cranes/lifting equipment – Storage of goods – Stand cleaning – Insurance – Working platforms – Compressed air 	
	<p>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/</p>	

Proposed Time Frame	To Do	Done
As of January 2023	<p>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</p>	
	<p>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: media.sales@messe-muenchen.de</p>	
	<p>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: press.shows@messe-muenchen.de</p>	
	<p>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/</p>	
	<p>Registration of Exhibitor Passes Personalize and, if required, order additional Exhibitor Passes in the Ticket Shop world-of-photonics.com/exhibitorshop</p>	
	<p>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/</p>	
	<p>Use our free services For example:</p> <ul style="list-style-type: none"> - Voucher banner - Personalized banners - Trade fair logo as advertisement inset - Entry in the press event calendar - Site plan/Visitor flyer <p>https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/</p>	

Proposed Time Frame	To Do	Done
As of February 2023	<p>Submission of new products for the Innovation Award https://exhibitorshop.messe-muenchen.de/index.php/laser_b2b_en/marketing-pr-services/forums-award.html</p> <p>Contact: projektteam@world-of-photonics.com</p>	
As of February 2023	<p>Recording of visitor data (Scan2Lead) Use scanners for visitor tracking to easily record your visitor data - order directly in our Exhibitor Shop! https://world-of-photonics.com/en/exhibitors/plan-your-stand/exhibitor-shop/</p>	
As of April 2023	<p>Logistics planning Plan the set-up and dismantling with the help of the traffic guide. (Deposit rules, open gates, available parking spaces, etc.) https://world-of-photonics.com/en/exhibitors/plan-yourstand/dates-logistics/ Contact: lt@messe-muenchen.de</p>	
	<p>Job adverts Are you looking for qualified specialists and employees? Our job market can help. More information: https://world-of-photonics.com/en/exhibitors/stand-marketing/marketing-services/</p>	
	<p>Exhibitor evening Make your time at the fair even more valuable and register for the Exhibitor Evening. Contact: projektteam@world-of-photonics.com</p>	
	<p>GEMA notification 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. www.gema.de Contact: kontakt@gema.de</p>	
1 week before the trade show	<p>Setting up the exhibition stand Please follow the traffic guide: https://world-of-photonics.com/en/exhibitors/plan-your-stand/dates-logistics/ Please follow the health and safety measures: https://messe-muenchen.de/en/company/responsibilities-csr/health-and-safety-concept/</p>	
	<p>Briefing of stand staff</p>	
On site/Start of trade show	<p>Stand acceptance (Inspection of stand structures, graphic arts, equipment, exhibits, etc.)</p>	
	<p>Pick up of scanner for visitor tracking</p>	

	(at the relevant counter in Entrance West)	
Proposed Time Frame	To Do	Done
	Drop off your press kits in the Press Centers West	
During the trade show	Customer meetings	
	Visitor survey	
During the trade show	Recording of visitor data (Scan2Lead) 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 (Scan2Lead) (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 July 2023	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 August 2023	Cost accounting and reconciliation with budget figures	
	Analysis of return on investment	
	Analysis of trade show presentation/goal achievement/improvements for the future	

Important contacts at a glance

Exhibition Management

Messe München GmbH
LASER World of PHOTONICS
Projektleitung
projektteam@world-of-photonics.com

Technical Services & Logistics

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

Security, Logistics and Traffic

Messe München GmbH
Security
security@messe-muenchen.de
Logistics and Traffic
lt@messe-muenchen.de

Advertising spaces

Messe München GmbH
Customer Success
 Phone +49 89 949-20594
media.sales@messe-muenchen.de

Press conference rooms

Messe München GmbH
press.shows@messe-muenchen.de

Media Services

jl.medien GmbH
LASER World of PHOTONICS
Media Services
 Inselkammerstr. 11
 82008 Unterhaching
 Phone +49 89 666166-24
 Fax +49 89 666166-96
info@world-of-photonics-media.com
www.world-of-photonics-media.com

Press compartments

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 Inselkammerstr. 11
 82008 Unterhaching
 Phone +49 89 666166-24
 Fax +49 89 666166-96
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www.world-of-photonics-media.com

**Combination Packages /
Exhibition Stand Planning**

Meplan GmbH
 Phone +49 89 540-267158
info@meplan.de
www.meplan.de

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

Tradefairs.com

Phone +49 69 9588-3616
 Fax +49 69 9588-1913
messe-muenchen@tradefairs.com