

## Book your stand

After having decided to attend a trade fair you should not hesitate with your stand booking. By booking early you benefit the most. Many trade fair organizers offer discount off the stand price (early bird) when booking well enough in advance. The earlier you book the better is also your chance of getting perfect location and having advantage over your competitors.

The easiest way to book your stand is to complete the online stand booking form if available. You can also print the registration form from the trade fair website and send your completed stand registration to us or directly to the trade fair organizer by mail or fax.

Stand registration forms vary from one trade fair to another and have to be considered individually. As a rule, in the registration form you are asked to fill your company and contact details, information about your products or services as well as a desired stand size and type. Please notice that only the display area rental is included and the stand construction has to be booked or provided separately. Trade fairs offer complete stand packages which you can sometimes book already at the time of registration. Should there be any co-exhibitors on your stand please register them as well.

When booking a stand exhibitors and co-exhibitors are required to book a promotion package (a set of marketing tools) which they can use to optimize their trade fair participation. This service normally includes at least printed catalogues as well as online directories and search tools. Please check the options and prices on the internet or application form. Also the AUMA (The Association of the German Trade Fair Industry) fee of EUR 0.60 per sqm will be charged from every exhibitor.

The trade fair organizers will contact you to propose or confirm your stand allocation either once they have received your booking form or after the final closing date for registrations (depending on the trade fair). After received your confirmation, the trade fair organizer will proceed with the payment order and provide you with further information regarding your participation. As the trade fair organizers are not always able to fully meet your wishes in terms of area and stand dimensions, it is important that you do not finalize the details of your stand design and construction until your stand allocation has been confirmed.

We kindly recommend that you book your stand in good time before the event. In this way you can be sure that you have enough time to prepare yourself for the trade fair, including stand construction, visa application etc. By booking at the last minute you not just lose financial benefits but also a possibility to get a good stand location and your records in the trade fair catalogue. Early commitment will ensure that your company has the best possible basis for a great success at the trade fair.