

# Checklist for the perfect planning of MWC

**Make sure you have everything you need to participate in the MWC. Contemporanea Eventi will help you plan every step so that from the very first minute, your attendance to what is considered the largest congress in the world goes smoothly.**



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1

CHECK	Pre-attendance information	DEADLINE	NOTES
	Benchmarking; keep in mind the event dates (February 27th - March 2nd, 2023).		
	Request information from the MWC organization ( <a href="#">MWC information</a> )		
	Request information and material for exhibitors ( <a href="#">information on exhibition stand design and construction</a> )		
	Coordinate the exhibition with all company departments involved.		
	Calculate and design the budget for the fair. Include expenses for facilities, travel and accommodation, personnel costs, insurance, promotion and the design, construction, and assembly of your corporate stand.		
	<a href="#">Contact a company specialized in stand design and assembly</a>		
	Define stand size, shape, and location according to corporate needs and trade fair requirements.		
	<a href="#">Apply for participation in the fair</a> and pay the registration fee		
	Close the budget and the deadlines with the exhibition stand design and assembly company.		

2

CHECK	Event preparation	DEADLINE	NOTES
	<p><b>Define objectives for the participation in the event:</b></p> <ul style="list-style-type: none"> <li>- Make new contacts</li> <li>- Maintain existing business relationships</li> <li>- Strengthen brand image</li> <li>- Market evaluation</li> <li>- Look for target audience</li> <li>- Introduce new products and/or services</li> <li>- Increase sales</li> </ul>		
	<p><b>Align and receive advise on the exhibition stand according to the proposed objectives:</b></p> <ul style="list-style-type: none"> <li>• Focused on product and/or service demonstrations, new launches, and innovations.</li> <li>• Focused on creating a relaxed atmosphere conducive to conversation, as well as to new business.</li> <li>• Focused on an attractive, appealing design with maximum visibility and in contrast to the competition.</li> </ul>		

3

CHECK	Attendance preparation	DEADLINE	NOTES
	Exhibits inventory		
	Transportation, packing, insurance, and maintenance		
	Tools for installation and disassembly		
	Request the necessary supplies from the organizers (water, electricity, power outlets, etc.)		
	Consumables (anchors, fuses, etc.)		
	Cleaning service		
	Compliance with safety guidelines and event requirements		

4

CHECK	Exhibition stand personnel	DEADLINE	NOTES
	Appoint someone to be in charge of the project		
	Appoint personnel present and in charge of the fair		
	Arrangement of accommodation, flights, insurance, etc.		
	Hiring of outside personnel (hostesses/stewards, translators, etc.)		
	Business cards or contact material		

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CHECK	Exhibition stand equipment	DEADLINE	NOTES
	Advertising material: banners, flyers, brochures, dossiers, digital presentations, etc.		
	Catering and equipment, kitchen and cleaning utensils.		
	Audiovisual material to be exhibited at the stand (screen presentations, laptops, video works, etc.)		

6

CHECK	Exhibition stand building	DEADLINE	NOTES
	Establish direct contact in our language with the company in charge at all times.		
	Request previous designs in order to verify compliance with trade fair regulations and requirements for objectives as well as corporate identity.		
	Have your project validated by the stand design and construction company.		
	Request the necessary supplies from the organizers (water, electricity, power outlets, etc.)		
	Fill out and submit all necessary order forms by the given deadline: Electricity, water, waste treatment, etc.		

7

CHECK	Event promotion and development	DEADLINE	NOTES
	<p><b>Announce participation in the trade fair through internal means:</b> Own website, RRSS, newsletters, blog, etc.</p>		
	<p><b>Rely on a marketing campaign:</b> Publications in relevant professional spaces, internet search engine ads, press releases, invitations, etc.</p>		
	<p><b>Deploy measures to calculate and control objectives during the fair:</b> Artificial intelligence methodologies for attendee counting and control, visitor registration, etc.</p>		

8

CHECK	ROI evaluation and calculation	DEADLINE	NOTES
	<p><b>Collect and organize data according to proposed objectives:</b> Number of visits, visitor profiles, quantity of promotional material handed out, number of new contacts, media visibility, attendees and organizers perception, etc.</p>		
	<p><b>Process contacts and commercial data in order to help them in time and according to their individual needs.</b></p>		
	<p><b>Calculate the ROI and the participation real impact, deciding accordingly whether to continue with the implemented strategy, increase the budget, the presence in trade fairs, etc.</b></p>		
	<p><b>Given the results, prepare the next trade fair participation, acting ahead and drawing on the experience.</b></p>		



**Are you not familiar with the requirements your exhibition stand must have in order to be able to exhibit at the MWC? Do you want to take your mind off all the points concerning the design, building and assembly of your exhibition stand at the Mobile World Congress 2024?**

**Simplify this complete checklist to the maximum with the experience and the help of Contemporanea Eventi!**

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