

What to do	When												Who Informs you	Tool	
	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY						
Exhibitors at FITUR 2008 wishing to renew spaces or to request for changes should send in the Space application form + reservation quota														The FITUR Exhibition Management	
Now is the moment to begin planning the objectives you would like to achieve: Exploiting trade contacts (loyalty campaigns, capturing or recovering customers, new deals...). Brand positioning. Promoting the current portfolio, or presenting new features. Developing new distribution channels and expanding the market. Media coverage. Attending conferences and days. Bench-marketing.															
New applicants may send in their Exhibiting Space Application Form . The Exhibition Management will deal with the applications in order of arrival, once the former exhibitors' applications have been met.														The FITUR Exhibition Management	
Deadline for completing the payment of 50% of the space allocated (for former exhibitors and new applicants who have booked space).														Servifema Dept.	Account Statement available at the Exhibitors Area accessible at www.fituronline.com
Deadline for introducing or confirming your trade details for the Preliminary Exhibitors List published in the FITUR 2009 Visitors Guide which is sent to the entire FITUR 2008 Trade Visitors database and to the exhibitors at FITUR 2009.														The Company in charge of the FITUR 2009 official catalogue and the FITUR Exhibition Management	Following the allocation of your space, with your exhibitor password, you will be able to enter FITUR@T , the online tool which will help you manage the catalogue details on your company and your co-exhibitors and to request badges and invitations
Begin to prepare your calendar of promotional activities related to your presence as exhibitor: events for the industry or the media, advertising... FITUR offers manifold possibilities of promotion: advertising in the catalogue and the visitor's guide, banners, outdoor advertising at the venue during the exhibition...														The FITUR Exhibition Management IFEMA's Outdoor Advertising Dept.	
Share your news with the media , other exhibitors and the trade visitors publishing them free of charge at www.fituronline.com and the bulletin FITURNEWS.														Press Dept.	Virtual Press Room FITURNEWS
Prepare the design of your stand bearing in mind the objectives you have set yourself, including materials and brochures to be exhibited, necessary staff, services , catering, decor, SERVIFEMA will send you a Service Orders Dossier (also available at www.fituronline.com)														Servifema Dept.	Budgets and service orders through the Exhibitors Area or by sending the forms included in the service orders dossier
If any of your staff or your co-exhibiting companies' staff requires a visa to attend you should start with the procedures. You may ask the FITUR Exhibition Management for a letter confirming your participation.														The FITUR Exhibition Management	FITURC@T
Deadline to request Exhibitor Badges to be delivered by FITUR, both personalized and in the company's name (See Point 2 of this Exhibitor's Guide).														The Company in charge of the FITUR 2009 official catalogue and the FITUR Exhibition Management	FITURC@T
Deadline for introducing or confirming in the catalogue application your trade details and those of your co-exhibiting companies, for the official Catalogue . The Company in charge of the Catalogue will get in touch with you following the allocation of your space, to inform you on the procedures.														The Company in charge of the FITUR 2009 official catalogue and the FITUR Exhibition Management	FITURC@T
Use the Trade Meeting Point application (www.fituronline.com) in order to send information regarding your products/services to all the trade visitors that have signed up in the same. You may request passwords for your co-exhibitors at the Exhibitors Area.														Linea IFEMA (IFEMA call centre)	Trade Meeting Point accessible at the Exhibitors Area
Make the most of the Meetings Manager to arrange appointments with other exhibitors or with visitors who have registered at the Trade Meeting Point.														Linea IFEMA	Meeting Services available at the Exhibitors Area
If you wish to prepare a day, press conference , product presentation, ...throughout the course of FITUR and you require the use of a room at the venue, you will need to make your reservation in advance.														Ask for a free estimate through the Conventions Centre .	
Complete payment of 100% of the space you have booked. Deadline 1st December														Servifema Dept.	Account Statement available at the Exhibitors Area accessible at www.fituronline.com
Deadline for returning custom-designed stand projects to the Exhibition Services Department 21st December														Technical Secretariat (Exhibition Services Dept.)	
You will receive a box containing all the badges requested before 10th November (please see section 2 of this guide). Please do not hesitate to contact the Exhibition Management if you detect any error.														The FITUR Exhibition Management	
Tell your current and potential customers where your stand is at the trade fair and what will be on show there: Advertising campaign, banners, mailing campaign, mailing of invitations...															
If you need to order any additional services (hostesses, furniture, decoration), please do so as soon as possible. Orders placed 15 days before the exhibition assembly starts will suffer a 25% surcharge.														Servifema Dept.	Budgets and service orders through the Exhibitors Area or by sending the forms included in the service orders dossier
Beginning of stand assembly on 21st January at 3.00 p.m., featuring an uninterrupted timetable up until midnight on 27th. Hand-over of modular stands contracted from Ifema 26th January at 8.30 a.m. Entry of merchandise and decoration material 26th January between 8.30 a.m. and midnight															
Exhibitor and co-exhibitor badges will be handed over or can be requested at the Exhibition Secretariat located on the Central Avenue between Halls 6 and 8.															
FITUR 2009. Fair Schedule: Trade Visitors only: 10 a.m. to 7 p.m. Trade Visitors and General Public (10 a.m. to 8 p.m.)															
Withdrawal of merchandise and decoration material 1st February between 8.30 p.m. and midnight.															
Stand Dismantling 2nd to 4th February from 8.30 a.m. to 9.30 p.m.															

20th June
Deadline to send the
Space Application form

1st September
Payment 50% space

30th September
Catalogue details
for the Visitors
Guide

10th November
Badge request

30th November
Catalogue entry

1st December
Payment 50% space

21st December
Stand projects

Badge delivery

21st to 27th January
Stand assembly

26th January. Entry of merchandise
and hand-over of modular stands

26th to 30th January
Badges available.
Exhibition Secretariat

28th to 30th January
FITUR Trade Visitors
31st January & 1st February
FITUR General Public

1st February
Withdrawal of merchandise

2nd, 3rd & 4th February
Stand Dismantling