

## Checklist for exhibitors

The following checklist covers the most important steps in planning for your participation in the exhibition and will help you to optimally prepare.

STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
<b>1. Deciding to participate in the exhibition</b>		
<input type="checkbox"/> Consider the exhibition in terms of precise criteria	Exhibitor Brochures: <ul style="list-style-type: none"> <li><a href="#">The smarter E South America</a></li> <li><a href="#">Intersolar South America</a></li> <li><a href="#">ees South America</a></li> <li><a href="#">Eletrotec + EM-Power South America</a></li> </ul>	
<input type="checkbox"/> Exhibition cost calculator	<a href="#">Cost calculator</a>	
<b>2. Exhibitor goals for participation</b>		
<input type="checkbox"/> Corporate goals		
<input type="checkbox"/> PR goals		
<input type="checkbox"/> Marketing goals		
<input type="checkbox"/> Sales goals		
<input type="checkbox"/> Lead goals		
<b>3. Registration process</b>		
<input type="checkbox"/> Submit registration	<a href="#">Application form for main exhibitors</a>	
<input type="checkbox"/> Confirmation of receipt		1 – 2 days after registration
<input type="checkbox"/> Approval of participation		5 – 8 days after registration
<input type="checkbox"/> Booth placement		2 – 6 weeks after approval
<input type="checkbox"/> Invoice		2 weeks after booth placement
<input type="checkbox"/> Payment via bank transfer	Until the payment has been settled, the exhibitor will not receive exhibitor badges and may not set up on site.	
<input type="checkbox"/> Register co-exhibitors	<a href="#">Application form for co-exhibitors</a>	
<b>4. Schedule</b>		
<input type="checkbox"/> Observe important deadlines	<a href="#">Schedule</a>	
<b>5. Membership Program – the bonus program for exhibitors</b>		
<input type="checkbox"/> Register free of charge and start collecting points	<a href="#">Further information</a>	

6. Plan booth construction			
<input type="checkbox"/>	Determine size and type of booth		
<input type="checkbox"/>	Plan booth construction (system or custom)		
<input type="checkbox"/>	Commission booth builder	e.g. Atto Stands ( <a href="#">Service Manual</a> )	
<input type="checkbox"/>	Observe regulations for booth construction	<a href="#">Further information</a>	
7. Exhibitor service manual (includes order forms for various services)			
<input type="checkbox"/>	Booth construction	<a href="#">Service Manual</a>	until September 30, 2021 (After this deadline orders of all services are still possible, though a surcharge will be raised for some of them)
<input type="checkbox"/>	Power supply		
<input type="checkbox"/>	Compressed air		
<input type="checkbox"/>	Telephone connection, internet access		
<input type="checkbox"/>	Cleaning and disposal		
<input type="checkbox"/>	Security/surveillance		
<input type="checkbox"/>	Transport services		
<input type="checkbox"/>	Furniture rental		
<input type="checkbox"/>	Multimedia/video/PC		
<input type="checkbox"/>	Catering/dishes		
<input type="checkbox"/>	Staff		
<input type="checkbox"/>	Insurance		
8. Exhibitor Cockpit			
<input type="checkbox"/>	Edit your company profile for the Event Guide	<a href="#">Exhibitor Cockpit</a>	until September 15, 2021
<input type="checkbox"/>	Edit your company profile for the website		
<input type="checkbox"/>	Press kit space rental		until October 15, 2021
<input type="checkbox"/>	Create your own company Landing Page		
<input type="checkbox"/>	Create custom advertising banner		
<input type="checkbox"/>	Send press releases		
9. Conference, visitor and exhibitor registration			
<input type="checkbox"/>	Book conference tickets	Ticket shop will be available in August 2021	
<input type="checkbox"/>	Send vouchers to customers		
<input type="checkbox"/>	Register employees and booth staff		
10. Sponsorship and marketing services			
<input type="checkbox"/>	Book sponsorship packages	Offers: <a href="#">Intersolar South America</a> <a href="#">ees South America</a> <a href="#">Eletrotec + EM-Power</a>	
<input type="checkbox"/>	Book marketing packages		

11. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry’s most important innovation prize			
<input type="checkbox"/>	Presentation slot	Are you a finalist or winner of the award? Make sure to display it at your booth and apply for a presentation slot at the Innovation & Application stage.	Deadline for submission of a presentation: September 24, 2021
12. Delivery and storage			
<input type="checkbox"/>	Correctly address deliveries	<a href="#">Further information</a>	
<input type="checkbox"/>	Correctly address deliveries (Shipping Expo Center Norte)	The smarter E South America Company Name, Booth # ExpoCenter Norte/White Pavilion José Bernardo Pinto St, 333 VI Guilherme; 02055-000 São Paulo, SP/Brazil	
<input type="checkbox"/>	Contact shipping company if necessary	Contact data, on page 8	
13. Travel and accommodation			
<input type="checkbox"/>	Book hotel	<a href="#">Further information</a>	
14. Set-up and dismantling			
<input type="checkbox"/>	Note times and communicate them to the parties involved	<a href="#">Further information</a>	
15. Contacts			
<input type="checkbox"/>	Note important contact details	<a href="#">Contacts</a>	
16. Follow-up phase			
<input type="checkbox"/>	Follow up on customer contacts/orders		
<input type="checkbox"/>	Public relations activities		
<input type="checkbox"/>	Evaluate success (cost/benefit)		
<input type="checkbox"/>	Consider participation in the next exhibition		

We wish you every success in planning and organizing your participation in the exhibition!

If you have any questions, please do not hesitate to contact us.

Best wishes,

[The smarter E South America Team](#)

Solar Promotion GmbH

Kiehnlestraße 16  
75172 Pforzheim  
Germany

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Neuer Messplatz 3  
79108 Freiburg i. Br.  
Germany

## Detailed checklist information

### 1. Deciding to participate in the exhibition

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#### Consider the exhibition in terms of precise criteria

We provide you with important reasons to participate in The smarter E South America. Detailed information can be found in the exhibitor brochure of [The smarter E South America: Intersolar South America, ees South America, Eletrotec + EM-Power](#). The Post Show Report of [The smarter E South America 2019](#) is online available, too.

#### Exhibition cost calculator

Calculate the most important space-related costs of participating in Intersolar South America. We have summarized the main costs for you [here](#).

### 2. Exhibitor goals for participation

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It is crucial to have a precise idea of what you hope to achieve with your participation ahead of the exhibition. Important goals should be defined in advance and communicated to the people involved.

### 3. Registration process

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- **Now** you can also register via our [online registration](#).  
Your advantages? Eco-friendly, comfortable, simple and time-saving! Your data will be transmitted directly to us and you will shortly get a confirmation of receipt with your application data.
- As an alternative, the application form is [here](#) available for download.  
In order to participate in The smarter E South America, you need to sign and complete the registration form in full. It is necessary, that you choose the exhibition on page 1. Based on the information you provide we decide whether it is possible to admit your company as an exhibitor.
- Once your registration is received, an acknowledgement of receipt will be sent to the email address of the contact that you specify. Please note that we will send all relevant documents and information to this email address. Therefore, please notify us promptly of any changes to this email address.
- Several days after your registration has been submitted, we will send you confirmation that your participation has been approved (at which point the contract is valid and legally binding).
- You will receive notification of your booth placement 2–6 weeks after your registration is approved.
- The invoice for your booth space will be sent two weeks after placement allocation.
- Please pay the invoice by the due date, otherwise the booth space you have booked cannot be guaranteed and important documents such as exhibitor badges will not be distributed.

There is a separate registration form for co-exhibitors. The main exhibitor is the contracting party. All communications will be directed to the contact specified by the main exhibitor. The online registration for **co-exhibitors** is available in our Exhibitor Cockpit.

You will find the [exhibition site plan](#) of The smarter E South America on the website.

#### 4. Schedule

<b>April 2021</b>	Post Show Report 2019 available online Start booth allocation
<b>May 2021</b>	Booth assignments begin Sponsorships & Marketing offers available online
<b>June 2021</b>	Booth space invoice Distribution
<b>July 2021</b>	Exhibitor list 2020 available online
<b>August 2021</b>	Exhibitor Cockpit available online Exhibitor Service Manual available online Conference registration starts Visitor registration for exhibition starts Exhibitor registration starts Exhibition cost-calculator online
<b>September 2021</b>	Deadline for Event Directory entry Promotion Material & Exhibitor Pass Deadline Submission of Booth Construction Deadline Technical Service Deadline Order deadline for press kit space
<b>October 2021</b>	The smarter E South America, October 18 – 20, 2021, Expo Center Norte

#### 5. Membership Program – the bonus program for exhibitors

You can collect loyalty points for your company by participating in The smarter E events and buying sponsorship offers. You are even rewarded points based on your booth size.

Members of the Membership Program enjoy the following advantages:

- Discount on lease price of booth space
- Preferential booth placement
- Conference tickets, free of cost and discounted
- Additional VIP tickets

Become a [Member!](#)

#### 6. Plan booth construction

##### Determine size and type of booth

The minimum size for exhibitor booths is 9 sqm. You may select between a row booth (one side open), a corner booth (two sides open), a peninsula booth (three sides open) or an island booth (four sides open).

##### Plan booth construction (system or custom)

There are many design possibilities for exhibition booths. Depending on your budget, the selection ranges from simple booth systems to custom booths designed to meet your specific needs. Please do not start planning your booth until you have received your booth allocation with final dimensions and the type of booth. Please note, that the booth construction is not included in the booth space.

### Commission booth builder

Due to their many years of experience, we recommend our partner ATTO Stands, which is headquartered at Expo Center Norte. Of course, you may also commission any other booth-building company.

### Observe regulations for booth construction

The most important regulations at a glance:

- **Maximum Booth Height and Minimum Clearance**  
The maximum booth height is 6m from the pavilion floor. The Exhibitor's products must not exceed that height. Booths under the mezzanine must not exceed 3.5m from the pavilion floor. The Exhibitor's products must not exceed that height. Booths that reach above 3.5m above the pavilion floor must have a clearance to neighbouring booths according to the diagram shown on the left. Walls that exceed 2.2m facing a neighbouring booth must be finished with a material compatible with the rest of the booth, and with no advertising.
- **Floors and walls**  
**Carpets:** They must be fixed directly onto the pavilion floor with double-sided tape (3M ref.4880), and must be removed at the end of the event. Glue is not allowed in this case, and failure to comply will be fined €13.00/m<sup>2</sup>. **Islands, island edges or Corners**  
Under no circumstances should an island booth be completely walled to the facing lanes. At most 30% of linear length should be walled on each side of the booth with 6m maximum height.
- **Air conditioning:** AIR CONDITIONERS ARE PROHIBITED IN THE BOOTHS. All pavilions of Expo Center Norte have air conditioning and its performance would be heavily compromised by hot air coming out of individual air conditioners. Your booth must be constructed without a ceiling in order to benefit from the pavilion's system.
- **Two-story booths**  
Two-story booths or mezzanines are not allowed.

The submission deadline for booth constructions requiring approval is in **August 21, 2019**. Please [projetos@twol.com.br](mailto:projetos@twol.com.br) with any questions in this regard.

## 7. Exhibitor service manual (includes order forms for various services)

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The [service manual](#) which will be available on the Exhibitor Cockpit starting at the beginning of June 2021, can be used to book technical services. These services are provided by contractual partners of ARANDA, and are arranged directly between you and Aranda or their service providers. Cancellation of individual services will also be processed by Aranda or their contractual partners

### Services that can be ordered by the service manual include:

- Booth constructions and additional equipment
- Electrical installations
- Cleaning and disposal
- Security/surveillance
- Transport services
- And much more!

Orders are generally accepted until two weeks before set-up officially begins (September 30, 2021). If you have any questions, contact details for the service provider are available on the corresponding order form.

## 8. Exhibitor Cockpit

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The [Exhibitor Cockpit](#) is a password-protected booking platform that allows you to order various services and to edit your Event Directory Entry.

Access data will be sent to your contact by email starting at June 2021. Please promptly inform us of any changes to the contact so that we can send you new access data for the Exhibitor Cockpit.

The most important functions of the Exhibitor Cockpit are:

Fast and easy online booking of...

- press kit space rental (for documents English and Portuguese)
- personalized advertising banners featuring your company name and booth number as well as a QR code generator
- services included in the Membership Program
- Meeting rooms at the exhibition grounds
- and much more!

Easily edit...

- your entry in the online exhibitor list and in the Event Guide
- the data included in the exhibitor list (populated with data from your registration form)

Easily enter...

- your free company profile
- company logos (subject to a charge)
- additional product information for your company

Please note that your co-exhibitor does not have his or her own access to the Exhibitor Cockpit. As the main exhibitor, you are responsible for maintaining your co-exhibitor's data.

The deadline for entries in the Event Guide ends on **September 15, 2021**.

## 9. Visitor and Conference Registration

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The visitor and conference registration is available soon.

## 10. Sponsorships and marketing services

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The smarter E South America offers you numerous opportunities to make promising contacts before, during and after the exhibition. Seize the chance to present yourself as a reliable partner to the solar industry – give your brand exposure with one of many sponsorship and marketing offers:

- Logo and banner in the App
- exhibition and conference lanyards
- company logo included in floor plan
- banner included on the website and in the newsletter
- and much more!

The offers of [Intersolar South America](#), [ees South America](#) and [Eletrotec + EM-Power South America](#) are available online.

## 11. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry's most important innovation prizes

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Are you a finalist or winner of the award 2021? Make sure to display it at your booth and apply for a presentation slot at the Innovation & Application stage. Deadline for submission of a presentation: September 24, 2021. Further information available online within the [Exhibitor Cockpit](#).

More details on the [The smarter E AWARD, Intersolar AWARD, ees AWARD](#) and the advantages of participating are available online.

Please note: The submission period for the [AWARD 2021](#) has ended. Registration for the [AWARD 2022](#) is possible during the whole year.

A great marketing tool for the winners and an indicator for the industry as a whole. The winners of The smarter E AWARD, the Intersolar AWARD as well as the ees AWARD will be announced at an official ceremony at The smarter E Europe.

Press activities and all events surrounding the AWARD presentations help ensure that companies in the solar and energy storage industries receive the international recognition they deserve for their outstanding efforts in developing first-class products and services.

## 12. Delivery and storage

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All deliveries (pallets, individual packages) to exhibitor's booths must be addressed as follows:

### SHOWSITE

Hold For: The smarter E South America  
Exhibiting Company Name and Booth No. \_\_\_\_\_  
Expo Center Norte / White Pavilion  
Rua José Bernardo Pinto, 333 - Vila Guilherme  
São Paulo - SP, 02055-000, Brasil

### National Freight Forwarder

Brazilian Exhibitors are requested to consult the following forwarder and all deliveries (pallets, individual packages) to exhibitor's booths must be addressed as follows:

Trans Expo Transportes Ltda.  
Lift Run Transportes e Remoções  
Técnicas Ltda.  
R. Gabriel de Souza, 2.013  
09812-210 – S. Bernardo do Campo, SP

Contact Details:  
Nagel Rui Pereira  
Phone: +55 11 4109-9011 / 4109-6674  
Fax: +55 11 4109-0423  
[nagel.rui@trans-expo.com.br](mailto:nagel.rui@trans-expo.com.br)  
[www.trans-expo.com.br](http://www.trans-expo.com.br)

### Official International Freight Forwarder

Schenker Deutschland AG  
Fairs & Exhibitions  
Paul-Henri-Spaak-Str. 8  
81829 Munich  
Germany

Contact Details:  
Jordi Llinas  
Tel.: +49 89 949 24-304  
Fax: +49 89 949 24-339  
Email: [Jordi.Llinas@dbschenker.com](mailto:Jordi.Llinas@dbschenker.com)

Further Information at our [website](#).

## 13. Travel and accommodation

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Expo Center Norte is easily reachable by air, car or public transport. Information on **arriving** by car or with **public transport** as well as **hotel accommodations** are available on our [website](#).

Address Exhibition Centre:

Expo Center Norte, White Pavilion  
Rua José Bernardo Pinto, 333 - Vila Guilherme  
ZIP: 02055-000 - São Paulo / SP.  
[www.expoцентernorte.com.br](http://www.expoцентernorte.com.br)

## 14. Set-up and dismantling

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Exhibitor badges are required for set-up and dismantling.

### Set-up

Begin: Thursday, October 14, 2021, 8:00 am  
End: Sunday, October 17, 2021, 10:00 pm  
A detailed time schedule is available at our website.

### Additional set-up days

Additional set-up days are not available for all halls.

### Dismantling

Begin: Wednesday, October 20, 2021, 08:00 pm  
End: Thursday, October 21, 2021 10:00 am  
A detailed time schedule is available at our website.

## 15. Contacts

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For questions during set-up and dismantling as well as throughout the entire event, you will find us in the exhibitor office on-site.

### Exhibitor office hours on site:

Saturday: 8:00am – 5:00pm  
Sunday: 8:00am – 5:00pm  
Monday: 8:00am – 7:00pm  
Tuesday: 8:00am – 8:00pm  
Wednesday: 8:00am – 8:00pm  
Thursday: 8:00am – 8:00pm

### Exhibitor registration/booth sales:

Solar Promotion International GmbH  
Tel.: +49 7231 58598-0  
Fax: +49 7231 58598-28  
Email: [ExhibitorService@TheSmarterE.com.br](mailto:ExhibitorService@TheSmarterE.com.br)

### Exhibitor service:

FMMI GmbH  
Tel.: +49 761 3881-3900  
Fax: +49 761 3881-3006  
Email: [TheSmarterE\\_sa@fwtm.de](mailto:TheSmarterE_sa@fwtm.de)

### Sponsorship and marketing

Solar Promotion International GmbH  
Tel.: +49 7231 58598-16  
Fax: +49 7231 58598-28  
Email: [ljitkep@solarpromotion.com](mailto:ljitkep@solarpromotion.com)

## 16. Follow-up phase

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Detailed follow-up is necessary for the sustainable and long-term success of your presence at the exhibition. Check to see if you met the goals you set in advance. Send updates and cultivate your relationships with

potential customers and regular customers, even those who weren't at the exhibition. Report your participation on your website, social networks, etc. Evaluate the overall success of your participation and make a decision about whether or not you will participate in the next exhibition.

Don't forget: Send thank-you notes to your customers and to all employees involved!

As of August 2021