

expoSE & expoDirekt 2025 – Checklist for exhibitors

Deadline	to do	Contact person
April, 30th	Deadline early bird discount	Andreas Lenhardt
From mid-May	Obtaining the OSC data Ordering the Services	Aylin Schmidt, Messe Karlsruhe
From mid-July	Info on press and marketing activities	Isabelle Bohnert, VSSE
July, 31st	Recommended registration deadline	Andreas Lenhardt
From August	Placement start	Andreas Lenhardt
From August	Exhibitor list online; Correction of the entry by October 15th	Simon Schumacher, VSSE
From middle/end August	Receipt of the stand confirmation and invoice	Andreas Lenhardt
From September, 1st	Ordering guest codes in the OSC	Visitor Service Messe Karlsruhe
By September, 15th	Submission of press releases for the preliminary report	Isabelle Bohnert, VSSE
By September, 24th	Ordering suspensions	Aylin Schmidt, Messe Karlsruhe
By September, 30th	Submission deadline for the Innovation Award	Isabelle Bohnert, VSSE
By September, 30th	Closing date for catalogue	Isabelle Bohnert, VSSE
By October, 1st	Submission of the stand construction permit	Aylin Schmidt,, Messe Karlsruhe
By October, 15th	Submission of the stand sketch including the position of ordered technical connections (electricity, water, internet connection)	Aylin Schmidt,, Messe Karlsruhe
By October, 15th	Upload the logo print files for the stand lettering	Aylin Schmidt,, Messe Karlsruhe
By Oktober, 31st	Registration deadline video	Isabelle Bohnert, VSSE
By October, 31st	Order parking permits (limited availability)	Parken Messe Karlsruhe
Beginning of November	Send digital catalogue	Isabelle Bohnert, VSSE
From November, 5th	Express service surcharge (25% on all services)	Messe Karlsruhe
By November, 18th	Registration of the exhibitor passes via the OSC (Please note: absolutely necessary; guest tickets are not an alternative -> only access to the trade fair from 9 a.m.)	Messe Karlsruhe
November, 18th 8 a.m. – midnight	Construction	Aylin Schmidt,, Messe Karlsruhe
November, 20th 9 a.m. – 6 p.m.	1st day of the trade fair duo	
November, 19th from 9 o'clock	Awarding of the innovation prizes	Simon Schumacher, Isabelle Bohnert; VSSE
November, 20th 9 a.m. – 5 p.m.	2nd day of the trade fair duo	
November, 20th 5-10 p. m. (Entrance to the fairground only from 6 p.m.)	Dismanteling	Aylin Schmidt,, Messe Karlsruhe
November, 21st 8 a.m. – 12 p.m.	Dismanteling	Aylin Schmidt,, Messe Karlsruhe
from mid-December	Invoicing of services	Aylin Schmidt, Messe Karlsruhe