

Exhibitor Checklist for Mobile World Congress 2018

There are four systems that every Exhibitor needs to be familiar with:

Exhibitor Service System	Purpose
Online Event Manual	<ul style="list-style-type: none"> • All logistical details • Forms and deadlines for your stand • Venue information
ServiFira eCommerce	<ul style="list-style-type: none"> • Fira product and services ordering
Exhibitor & Partner Invitation System	<ul style="list-style-type: none"> • Registration portal to invite your staff and guests to attend the event
Networking (App and Desktop)	<ul style="list-style-type: none"> • Your personal organising schedule • Book meetings with potential clients

Please see below for the checklist table you need to follow leading up to the event. Make note of the deadline month shown to fully focus on the most pressing actions.

If you have any questions about Mobile World Congress, please don't hesitate to contact us using the below key contacts.

- For registration and general information about the event contact: registration@mobileworldcongress.com
- For event logistics, rules & regulations, forms, and partner/supplier information, contact GSMA Customer Care: customercare@mobileworldcongress.com
- For venue services contact ServiFira: mwc@firabarcelona.com
- For sales enquiries (additional space, meeting rooms, sponsorship) please contact your Account Manager.

Checklist

Timeline	Action	Further Information
Immediate	Book your Accommodation	Click Here
	Log into the Online Event Manual	Click Here
	Check what is included within your Stand Package	Click Here
	Check your stand by looking at the floorplans	Click Here
	Submit all your Mandatory Forms	Click Here
	Submit your 100 Word Profile	Click Here
September	Travel and Accommodation must be booked	Click Here
October	Submit your Mandatory and Optional Forms within the Online Event Manual	Click Here
	Log into your ServiFira Ecommerce Account to order products and services for your stand	Click here
November	Submit your Mandatory Forms within the Online Event Manual . Deadline for your Stand Plan Submission is 17 November	Click Here
December	Login into your Exhibitor & Partner Invitation System account	Click Here
	Download the training videos and user guides for the E&P Invitation system, then login to invite your staff and guests. When issuing invitations, ensure that the passes with early access are allocated to your stand staff, not your guests.	
	Tourism Information, Tour Options and Sightseeing is available through Barcelona Turisme	Click Here
January	Finalise all ServiFira eCommerce orders <i>Deadline 12 January.</i>	Click Here
	Submit your 100 Word Profile <i>Deadline is 2 February</i>	Click Here
	Submit your Build Up and Dismantling Pass <i>Deadline is 8 February</i>	Click Here

	Consider upgrading your presence and exhibitor listing to include your logo, product information, downloads, etc.	Click here
	Advertise your presence at the show. Use the MWC logo (here) in all your promotional pieces, promote #MWC18 in your social presences, etc.	Click Here
	Begin to fill your diary for event week. Browse the attendee list using the Event App, GSMA Social Channels and through your existing networks	Click Here
	Increase your on-site exposure. Advertise within the venue, in official publications, or on Mobile World Live TV. Contact our sales team for more information	Click Here
	LEAD Retrieval – order now!!! Order lead retrieval units to capture, qualify and import face to face leads into your CRM and marketing automation systems. Several suppliers are recommended in the OEM.	Click Here
February	<p>Read the Exhibitor Welcome pack giving you all the logistical aspects of the event.</p> <p>Onsite information, including <i>opening & access times</i>, build-up & dismantling access, vehicles access, etc.</p> <ul style="list-style-type: none"> ➤ Exhibitor Service Desk and Supplier Office Locations ➤ Catering Outlet Information ➤ Transportation Information ➤ Safety & Security, and more <p>Prepare your staff to work your stand:</p> <ul style="list-style-type: none"> ➤ Direct them to download the event app, ➤ Hold a staff training meeting ➤ Advise staff of any uniform requirements or stand etiquette. 	Click Here