ONBOARDING GUIDE

Media Package

For Exhibitors

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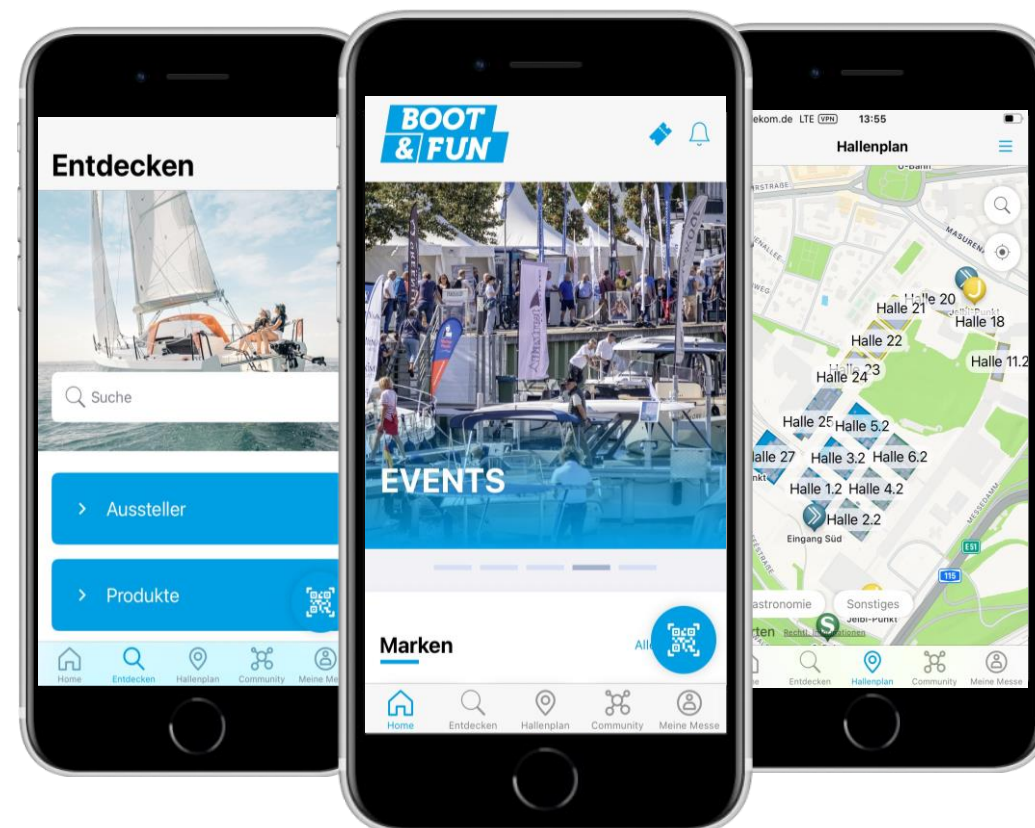
Online Presence – Your Exhibitor Profile

Media Packages

Your Marketing Tools – Basic Company Entry (Company Name, Hall /Booth)

Starter Package – Price 99 €

Main exhibitor with a booth size of up to 24 m²

Classic Package – Price 260 €

Main exhibitor with a booth size of min. 25 m²

Co-exhibitor Package – incl.

Easy Upgrade: when upgrading to a greater Media Package, the package already included with your stand registration will automatically be credited – you only pay the difference!

| Features	Co-exhibitor	Starter Package	Classic Package
Company Logo	❌	✅	✅
Background Image	❌	✅	✅
Social Media Accounts	❌	✅	✅
Links	❌	❌	✅
Multimedia Uploads	❌	❌	✅
Products	❌	✅	✅
Contacts	❌	✅	✅
Brands	❌	✅	✅
Product Groups	**1**	10	20

Update your Exhibitor Profile

How to access the Content Manager:

1. Log in to the Advertising Shop to find the link to the **Content Manager** at the top right, just below the header. There, you can update your company details and exhibitor profile.

2. Click on Content Manager to open it in a new tab. Once you've entered your information, you can return to the **Exhibitor Directory** to review your updates.

3. Changes can be made at any time.
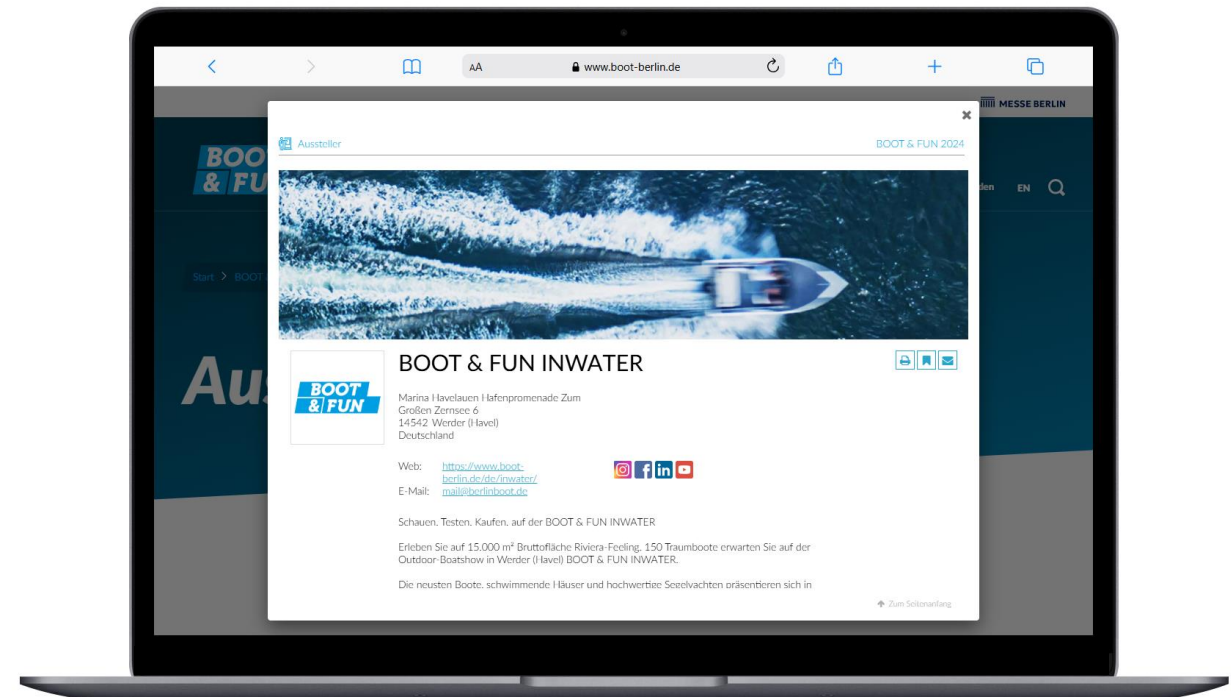
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Edit data in the Content Manager

Startpage:

You can customize your main entry on the homepage:

1. Logo & Background Image
2. Basic Company Data & Description
3. Social Media Accounts

Tips:

• To guarantee optimal display across all devices, the background image should be uploaded in separate sizes for web and app versions.

• We generally recommend using a wallpaper or mood image as your background and advise against using images that contain text.

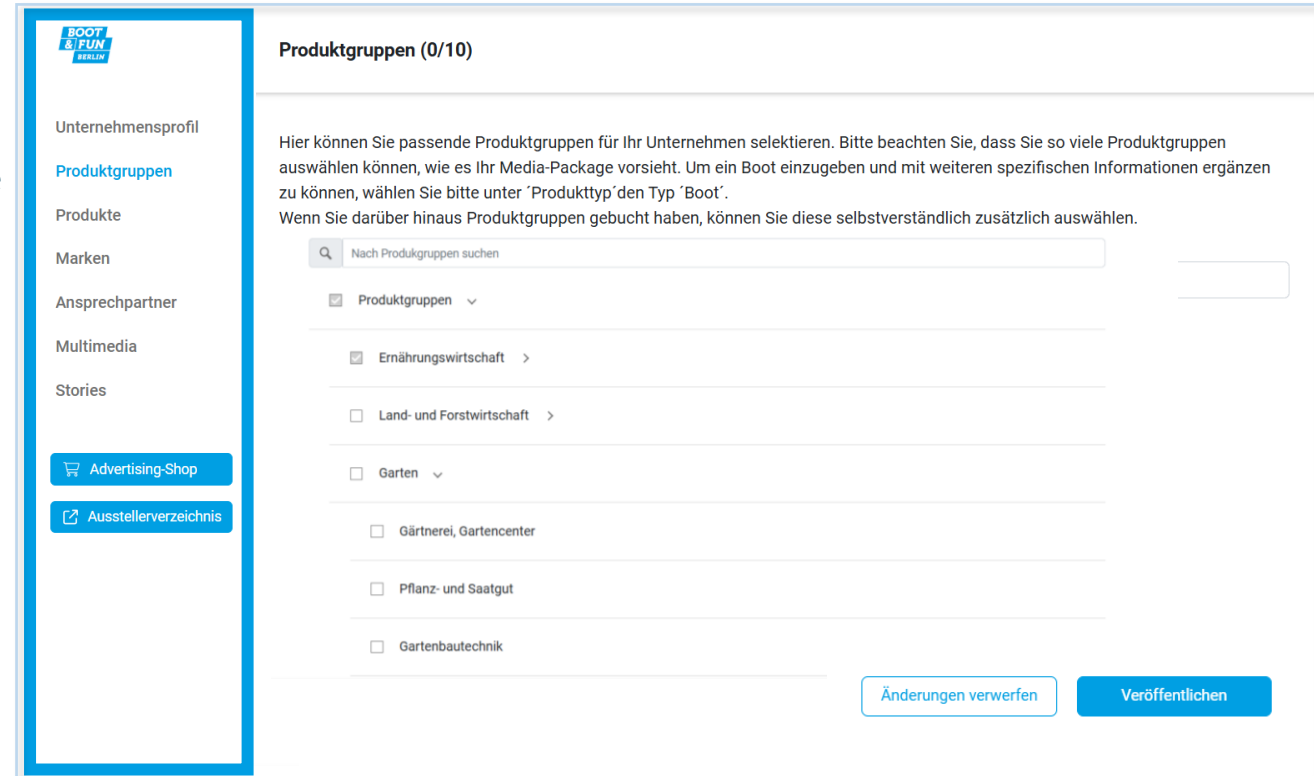1 —— 2 —————— 3 —————— 4 ——→

Edit Data in the Content Manager

Product Groups:

- During stand registration in the Exhibitor Portal, you can choose the product groups that best represent your company. These will be automatically reflected in your online profile – and you can update them anytime.

- To open the selected categories, please click directly on the category name – not on the arrow next to it.

- The number of product groups already selected and still available is shown in the top right corner.

Edit data in the Content Manager

Products:

- Click on 'Add Product', then select 'Product' to open the editing area where you can enter or modify the product information.

- At the bottom of the editing area, you'll find three more tabs: 'Links', 'Product Groups', and 'Multimedia'.

Please note:

If you already have a completed entry from your participation in last year's event, please review the product groups you previously selected and update them if necessary. Product groups play an important role in increasing the visibility of your products.

Edit data in the Content Manager

Contact Person:

- In the Content Manager, you have the option to add additional company representatives as contact persons and assign them a role for the event. They will then appear directly on your company profile.

- Please note that the main contact person is imported and cannot be edited. This person does not appear in the public profile but is visible in the Content Manager.

Daten im Content Manager bearbeiten

Multimedia:

- Under 'Multimedia', you can upload additional informational materials about your company, such as PDFs, images, and videos.

- Please note that content is maintained in both English and German.

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Digital Add-ons/ Web & App

Media Package – Your Digital Presence

When you register your stand, you automatically receive the essential Media Package – a carefully optimized set of marketing tools designed to maximize your trade fair impact and market visibility. This package includes your company's presentation on both the website and the app.

Upgrade your Media Package or enhance your exhibitor profile with digital add-ons for even greater visibility!

All your online options are directly linked to your profile page, enabling potential customers to learn more about your company with just one click.

Discover our advertising shop now!

Add-ons	Price excl. VAT.
Brands (1x)	50 €
Press Releases (3x)	90 €
Media Package Upgrade	**Price excl. VAT.**
Starter > Classic	161 €
Upgrade for Co-exhibitors	**Price excl. VAT.**
Upgrade > Starter	99 €
Upgrade > Classic	260 €

CONTACT & SUPPORT

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