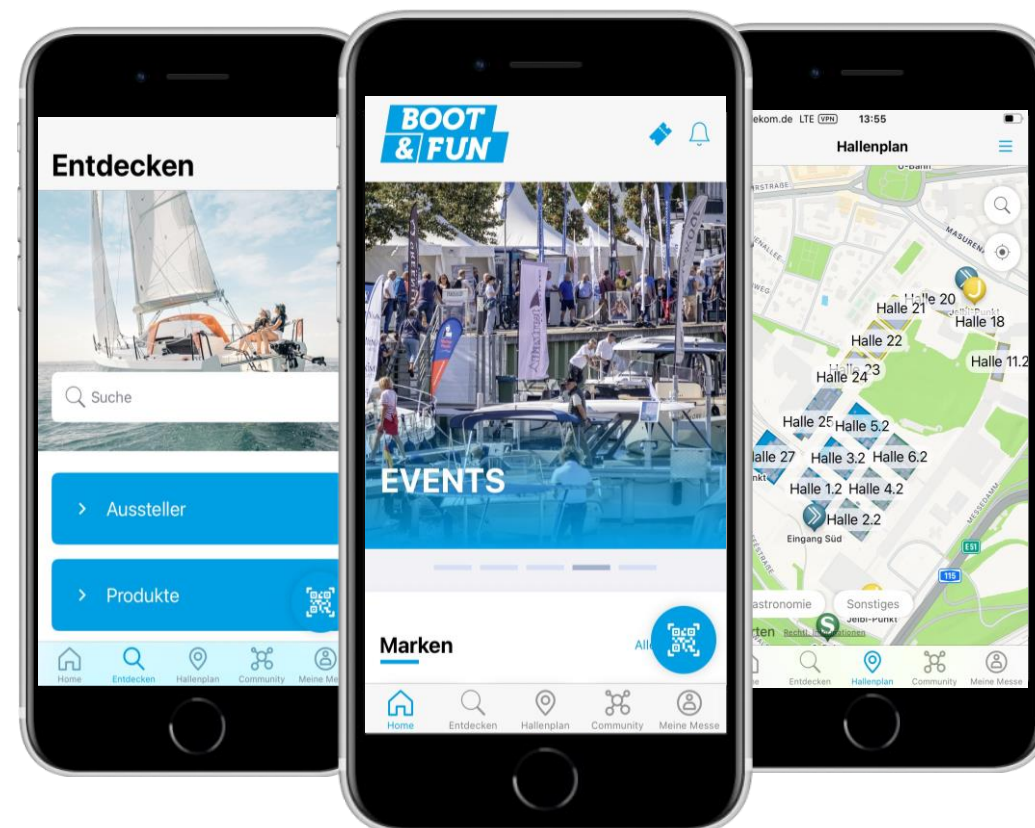


ONBOARDING GUIDE

Media Package For Exhibitors



Online Presence – Your Exhibitor Profile

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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

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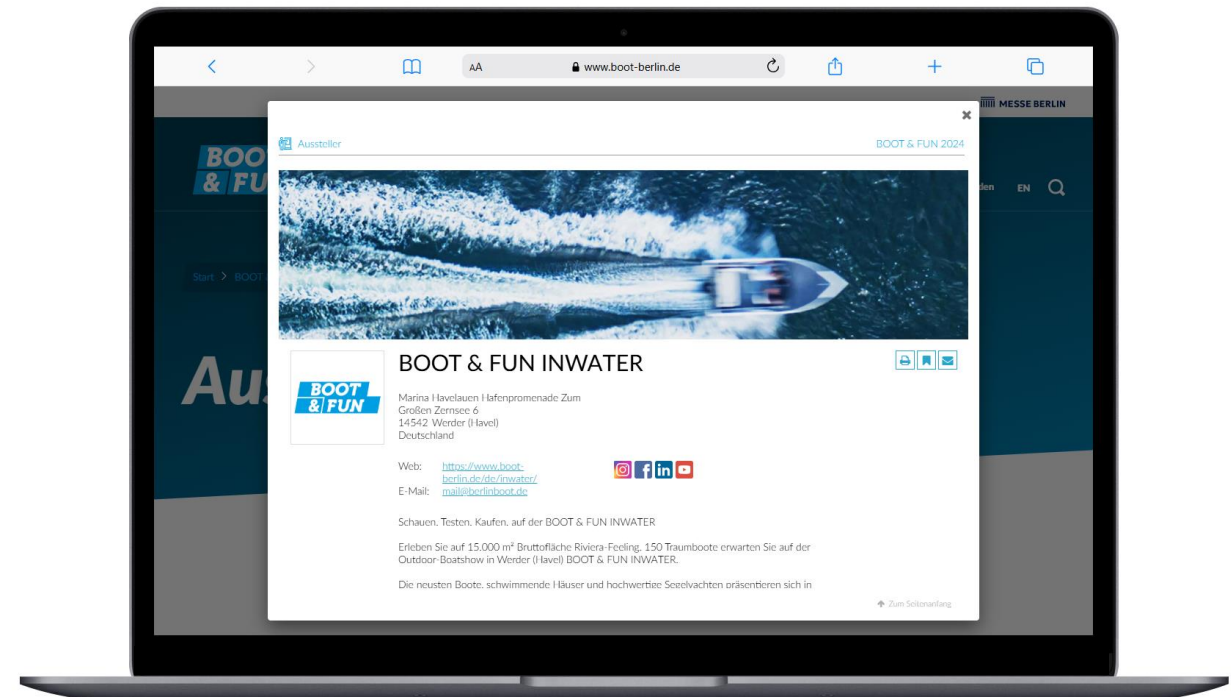
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Update your Exhibitor Profile

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.

The screenshot displays the 'BOOT & FUN INWATER' Content Manager interface. On the left is a navigation sidebar with the 'BOOT & FUN BERLIN' logo at the top. The sidebar menu includes 'Unternehmensprofil' (highlighted in blue), 'Produktgruppen', 'Produkte', 'Marken', 'Ansprechpartner', 'Multimedia', and 'Stories'. Below the menu are two buttons: 'Advertising-Shop' and 'Ausstellerverzeichnis'. The main content area is titled 'BOOT & FUN INWATER' and contains a descriptive paragraph. Below the text is a section titled 'Logo und Hintergrundbild' with two columns: 'Unternehmenslogo' and 'Hintergrundbild'. The 'Unternehmenslogo' column shows the 'BOOT & FUN' logo and has buttons for 'Dateien durchsuchen' and 'Aktuelles Bild löschen'. The 'Hintergrundbild' column shows a boat on water and has buttons for 'Dateien durchsuchen' and 'Aktuelles Bild löschen'. At the bottom right of the main area are two buttons: 'Änderungen verwerfen' and 'Veröffentlichen'.

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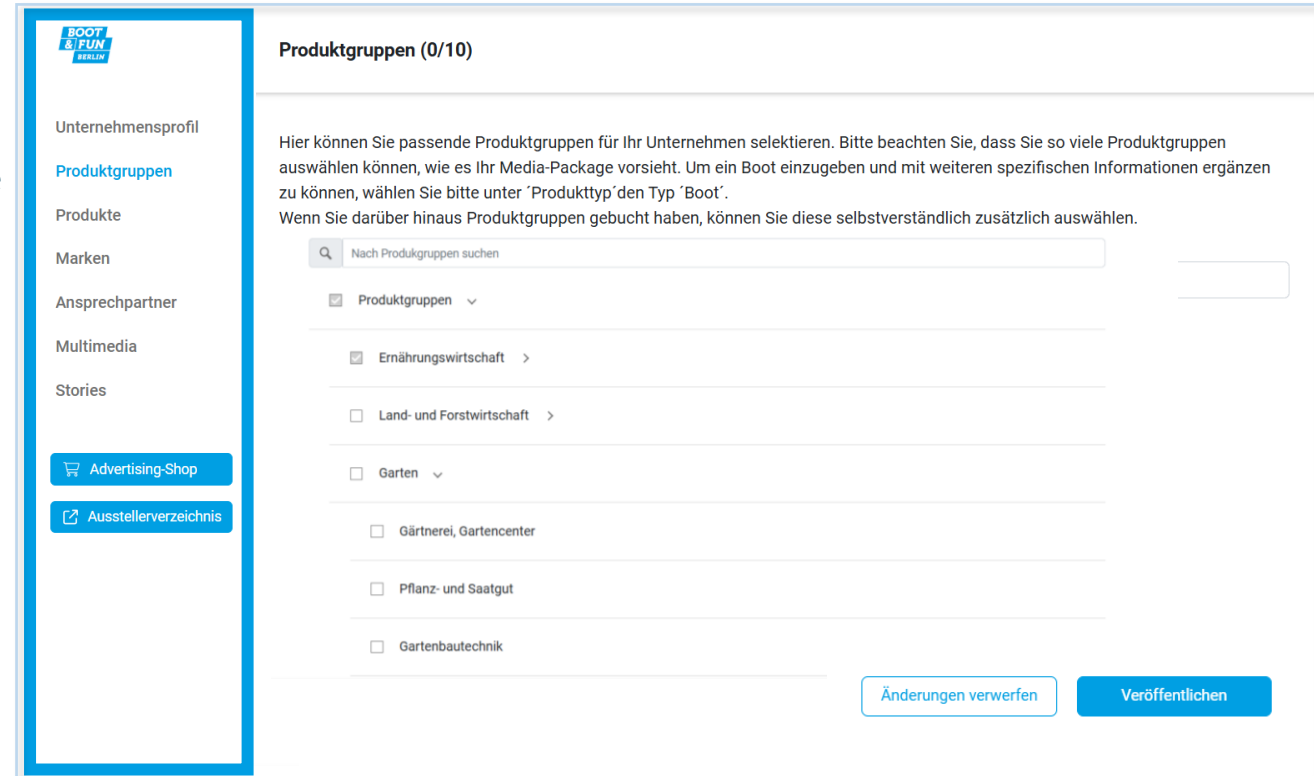
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Edit Data in the Content Manager

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.



Produktgruppen (0/10)

Hier können Sie passende Produktgruppen für Ihr Unternehmen selektieren. Bitte beachten Sie, dass Sie so viele Produktgruppen auswählen können, wie es Ihr Media-Package vorsieht. Um ein Boot einzugeben und mit weiteren spezifischen Informationen ergänzen zu können, wählen Sie bitte unter 'Produkttyp' den Typ 'Boot'.

Wenn Sie darüber hinaus Produktgruppen gebucht haben, können Sie diese selbstverständlich zusätzlich auswählen.

☒ Produktgruppen ▾

☒ Ernährungswirtschaft >

☐ Land- und Forstwirtschaft >

☐ Garten ▾

☐ Gärtnerei, Gartencenter

☐ Pflanz- und Saatgut

☐ Gartenbautechnik

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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.

The screenshot displays the 'BOOT & FUN BERLIN' Content Manager interface. On the left is a sidebar with navigation links: Unternehmensprofil, Produktgruppen, **Produkte** (highlighted), Marken, Ansprechpartner, Multimedia, and Stories. Below these are two buttons: 'Advertising-Shop' and 'Ausstellerverzeichnis'. The main content area is titled 'Produkte (1/10)' and includes a tip: 'Tipp: Um ein Boot einzugeben und mit weiteren spezifischen Informationen ergänzen zu können, wählen Sie bitte unter 'Produkttyp' den Typ 'Boot' aus.' Below the tip, there's a section for 'Motorboat at Kankaria Lake' with a trash icon. It features a 'Produktbild' (Product Image) section with a photo of a motorboat and buttons for 'Dateien durchsuchen' and 'Aktuelles Bild löschen'. To the right of the image are language selection options: 'Englisch (Standard)' (selected) and 'Deutsch (Übersetzung)'. Below this is the 'Produktname*' field containing 'Motorboat at Kankaria Lake'. Further down are 'Veröffentlichung ab' (18.07.2025) and 'Veröffentlichung bis' (Geben Sie das Enddatum der Veröffent) fields. A 'Produktbeschreibung' section has a text area with the placeholder 'Geben Sie hier Ihre Produktbeschreibung mit max. 4000 Zeichen ein.' and a character count '(0/4000)'. At the bottom right are two buttons: 'Änderungen verwerfen' and 'Veröffentlichen'.

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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.

BOOT & FUN BERLIN

Unternehmensprofil
Produktgruppen
Produkte
Marken
Ansprechpartner
Multimedia
Stories

Advertising-Shop
Ausstellerverzeichnis

Multimedia (4/10)

Hier können Sie weitere Dateien hinterlegen, die in Ihrem Unternehmensprofil angezeigt werden. Es können PDFs, Bilder oder auch kurze Videos (empfohlenes Videoformat: MP4) hinterlegt werden.

☐ Englisch (Standard) ☒ Deutsch (Übersetzung)

Ziehen Sie Ihre Medien hierher oder klicken Sie hier (6 Uploads verfügbar)

Dateiformat: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximale Dateigröße: 50 MB

Position	Vorschau	Datei
1		<p>Bild-5.jpg</p> <p>www.gebrauchtbootmarkt-berlin.de</p> <p>#bootliste</p>

Änderungen verwerfen Veröffentlichen



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 €

Advertising & Sponsoring

Online Team

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+49 30 30 38 2500

► [Send us your Request](#)

Advertising Shop:

[BOOT & FUN Online](#)