ONBOARDING GUIDE
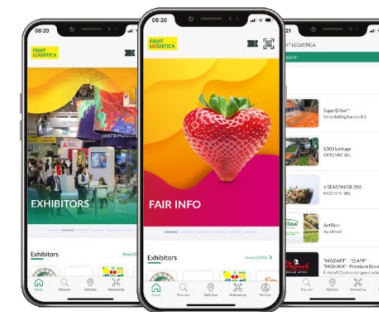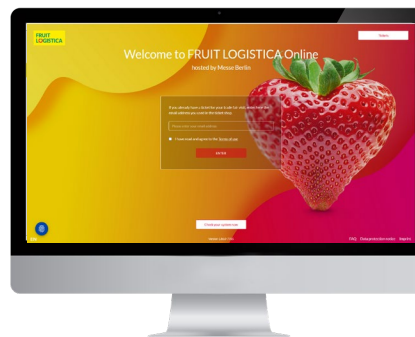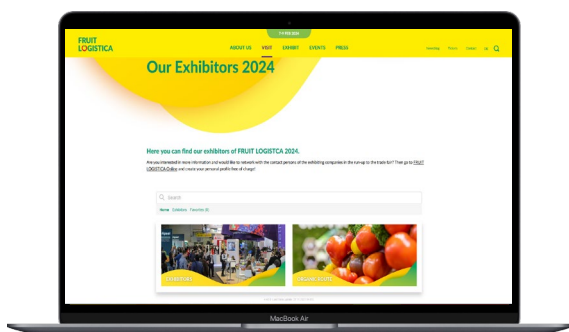
FRUIT LOGISTICA
Online

One Profile – Many ways to be seen

+

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FRUIT LOGISTICA Exhibitor List

- ✓ Your company profile in a compact version available before, during and after the show

- ✓ Plan and organize your attendance

FRUIT LOGISTICA Online

- ✓ A full version of your company profile including detailed information and different contact options

- ✓ Networking & Matchmaking

FRUIT LOGISTICA App

- ✓ The smart companion for the trade show

- ✓ Favorites and network contacts synchronized from the FRUIT LOGISTICA Online

- ✓ Available for iOS and Android

Exhibitor List

FRUIT LOGISTICA Online Platform

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Your Media Package
The following services are included in your stand registration

Primary Exhibitor Media Package

FRUIT LOGISTICA Online & App
- ✓ Basic company entry (company name, postal address, hall and stand number, telephone, email, branch codes, entry in the product key numbers)
- ✓ Contact persons with email and telephone
- ✓ Company profile (max. 4,000 characters)
- ✓ Company logo
- ✓ Link to social media profiles (Facebook, Twitter, YouTube etc.)
- ✓ Link to homepage
- ✓ Presentation of up to 10 products with description (max. 4,000 characters per product) and picture
  Please note: Only products and services in accordance with the product group index are admitted.
- ✓ Links to videos, PDFs and pictures to external websites
- ✓ Business matching & calendar

FRUIT LOGISTICA Online
- ✓ 1/4 tile for your company profile under "Exhibitors"
- ✓ Video & audio calls

Co-Exhibitor Media Package

FRUIT LOGISTICA Online & App
- ✓ Basic company entry (company name, postal address, hall and stand number, telephone, email, branch codes, entry in the product key numbers)
- ✓ Contact persons with email and telephone
- ✓ Company profile (max. 4,000 characters)
- ✓ Company logo
- ✓ Link to homepage
- ✓ Presentation of 1 product with description (max. 4,000 characters.) and picture
  Please note: Only products and services in accordance with the product group index are admitted.
- ✓ Business matching & calendar

FRUIT LOGISTICA Online
- ✓ 1/16 tile for your company profile under "Exhibitors"
- ✓ Video & audio calls

Co-exhibitors can book an upgrade to a main exhibitor media package

View in the Advertising Shop

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Access to the Exhibitor Area & the Content Manager

The person named as the main contact during the process of the stand registration in the exhibitor portal is given access to the Content Manager in the exhibitor area of FRUIT LOGISTICA Online.
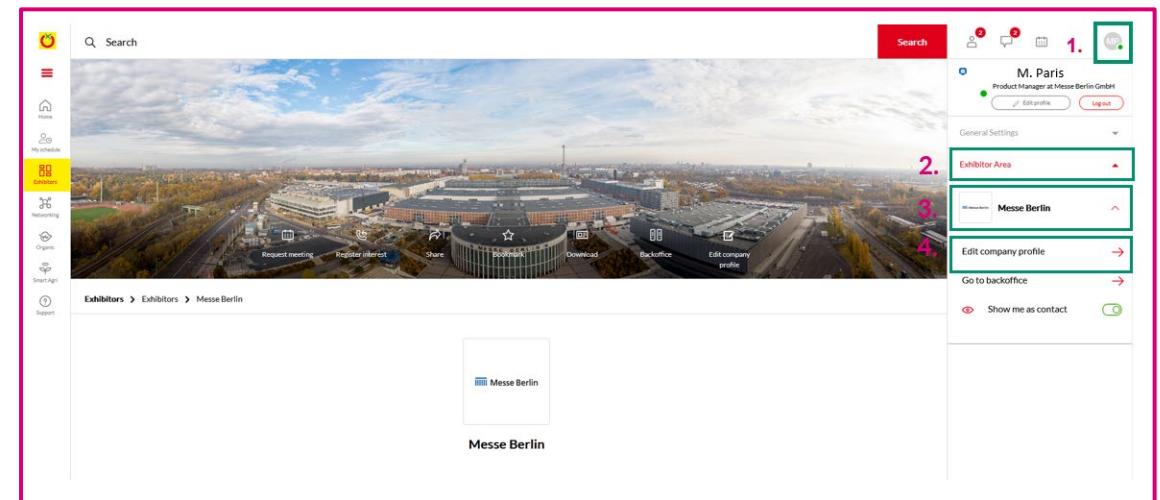
How to access the Content Manager:

➤ First register on the FRUIT LOGISTICA online platform - using the e-mail address you entered under "Main contact" when you registered your stand.k

1. Edit your personal profile and save it. Then click on "Settings" at the top right.
2. Open the tab "Exhibitor area".
3. Click on the company logo if you want to go to your company profile.
4. Click on "Edit company profile" to go to the Content Manager. This opens a new tab in the browser and you are directly in the Content Manager where you can edit your company data.

➤ Once you have entered your data in the Content Manager, you can go back to FRUIT LOGISTICA Online and check the result.

➤ Changes can be made at any time.

Please note: Only the main contact will see the "Edit company profile" button. Other team members will not see this button. If several members are to edit the company profile, the link that opens in the new tab can be shared

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Editing data in the Content Manager

General tips:

➤ The navigation menu on the left will guide you through the various areas that need to be edited to complete your entry. You will also find additional links to further information.

➤ After editing each edit field, click on "Publish" in the top right-hand corner to save the changes.

➤ In each edit field, you can choose between the options "Translation German" or "Translation English" to edit the content in the respective language. We advise you to edit the information in both languages.

Editing data in the Content Manager – Start page

You can customise your main entry on the start page:
1. Logo & background image
2. Basic data & company description
3. Social media accounts

Tips:
➢ The background image must be uploaded in different sizes for the web and app view so that it looks good on all screens.

➢ We generally recommend a wallpaper or ambience image as a background image and advise against using an image with text.

FRUIT LOGISTICA

⫿⫿⫿⫿ Messe Berlin

Editing data in the Content Manager – Product groups

➢ You select the product groups that apply to your company when you register your stand and these are automatically transferred to your company entry in FRUIT LOGISTICA Online.You can change the selected product groups at any time.

➢ To open the selected product groups, please click on the displayed name and not on the adjacent arrow.

➢ You can see the number of product groups already selected and those still available at the top right.

Editing data in the Content Manager – Links

➢ Click on "Add link" to open the editing area where you can enter and name a link.

Editing data in the Content Manager – Products

➤ Click on "Add product" and then on "Product" to open the editing area where you can edit the product information.

➤ At the bottom of the editing area you will find three further tabs: "Links", "Product groups", "Multimedia".

Important: If you already have a completed entry from your participation in FRUIT LOGISTICA 2023, please still check the product groups entered for your existing products and update them if necessary. The product groups contribute significantly to the visibility of your products.

Editing data in the Content Manager – Multimedia

➢ Under "Multimedia" you can upload additional information material about your company such as PDFs, images and videos.

Editing data in the Content Manager – Additional services: Press releases & Job offers

➤ If you would also like to reach journalists and young professionals via FRUIT LOGISTICA's digital channels, you can book additional content such as a press release or a job offer in the Advertising Shop.

➤ Immediately after booking in the Advertising Shop, this content is released for editing in the Content Manager.

➤ You can manage this content in the same way as a product (page 9).

Important: For job vacancies, please also specify a contact person!
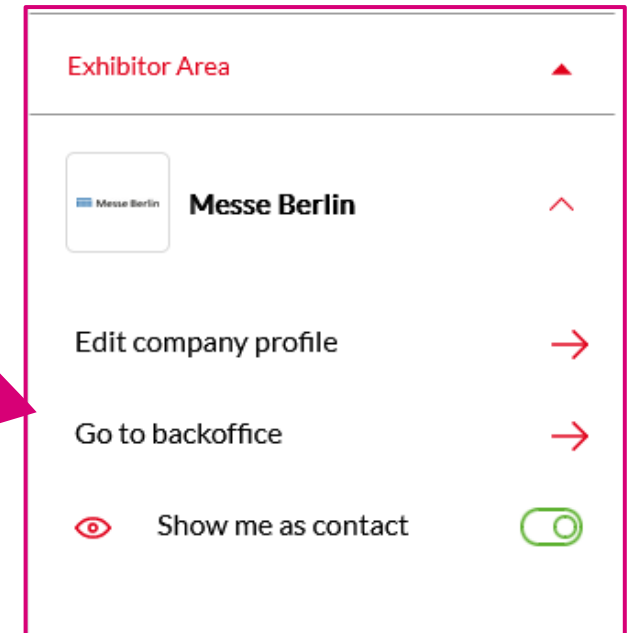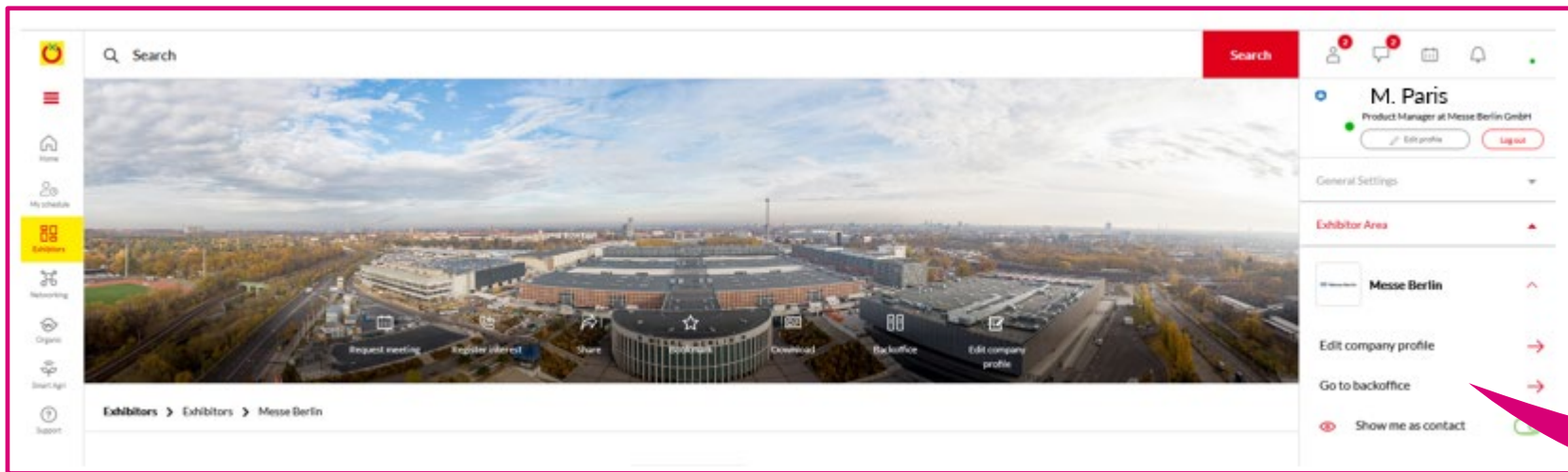
View in the Advertising Shop

3. Backoffice & Contact persons

➤ In addition to access to the Content Manager, in the exhibitor area you will also find access to the "Backoffice" and the option of releasing your personal profile as a contact for your company.

➤ In the backoffice, you have the option of entering additional company employees as contact persons for the company
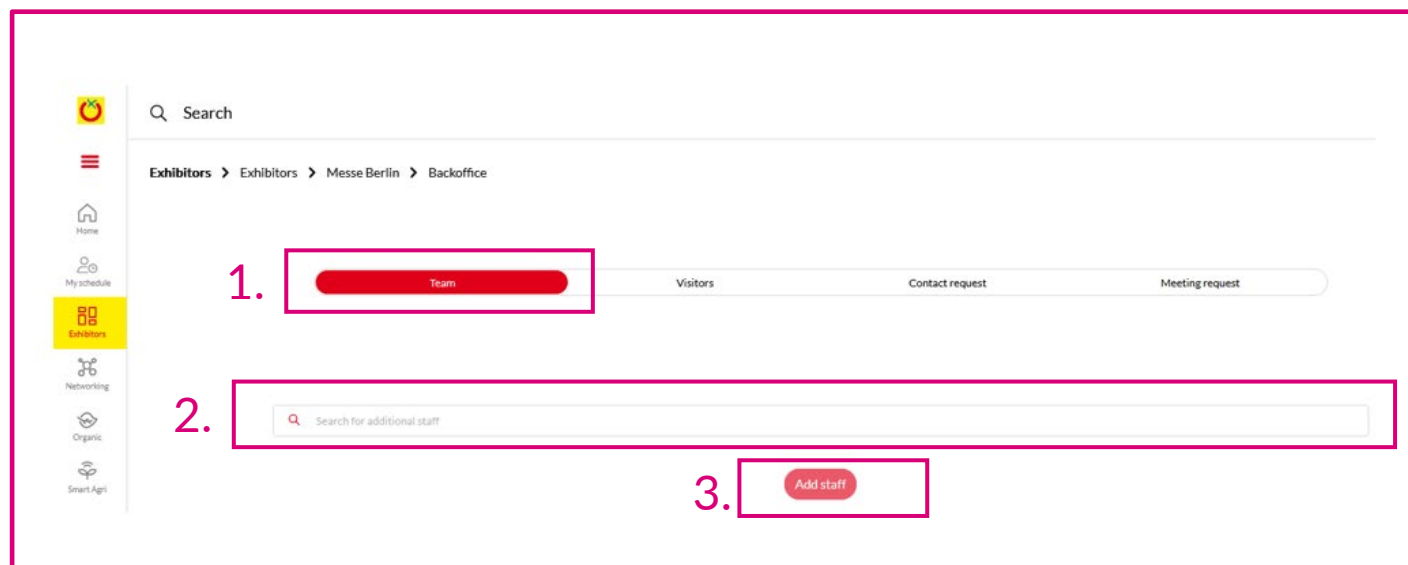
Adding contact persons

➢ First invite your team members to create a networking profile on the platform.

1. Search for the names of your team members under the "Team" tab using the search bar.
2. Select the person and click on "Add staff".
3. The person will then appear in the company profile as a contact person for your company and can get in touch with other participants and arrange appointments for the trade fair.

Further functions:

➢ In the backoffice, you can see who has clicked on your company profile under the "Visitors" tab.

➢ Under the "Contact request" and "Meeting request" tabs, you will receive enquiries from visitors or companies who would like to contact you.

Q Search

Exhibitors > Exhibitors > Messe Berlin > Backoffice

Home

My schedule

Exhibitors

Networking

Organic

Smart Agri

1. | Team | Visitors | Contact request | Meeting request |

2. Q Search for additional staff

3. Add staff

FRUIT LOGISTICA Advertising Shop

More digital presence

➤ Visit our Advertising Shop and be inspired by our highlights to find the right advertising for your company and stand out from the competition.

➤ To create an account in the Advertising Shop, please click here and then enter the e-mail address that you entered under "Main contact" when you registered your stand.

➤ You must also enter your customer number. You will find this next to your company name in our e-mail "FRUIT LOGISTICA Online is waiting for you". If you have not received this e-mail or do not have it to hand, you can ask our support team for your customer number.

Visit Advertising Shop

CONTACT & SUPPORT for questions and advertising:
+49 30 3038 2500
support@messe-berlin.de

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