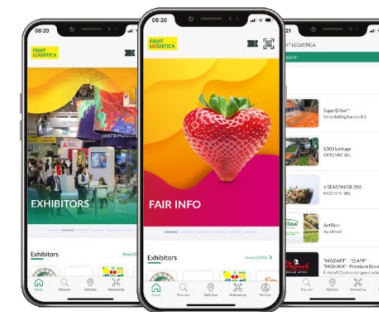
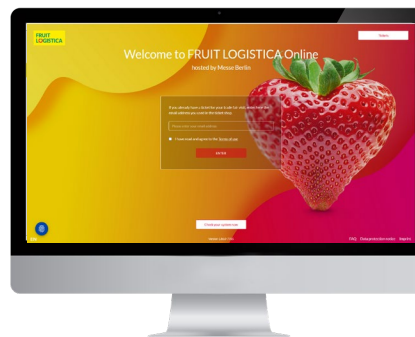
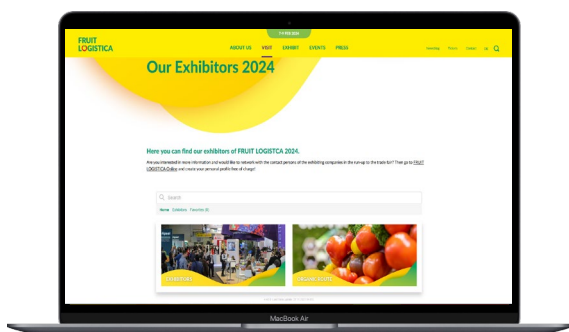


**FRUIT  
LOGISTICA**  
Online



# ONBOARDING GUIDE

# One Profile – Many ways to be seen



## FRUIT LOGISTICA Exhibitor List

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

Exhibitor List

## FRUIT LOGISTICA Online

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

FRUIT LOGISTICA  
Online Platform

## 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

# 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



## 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.

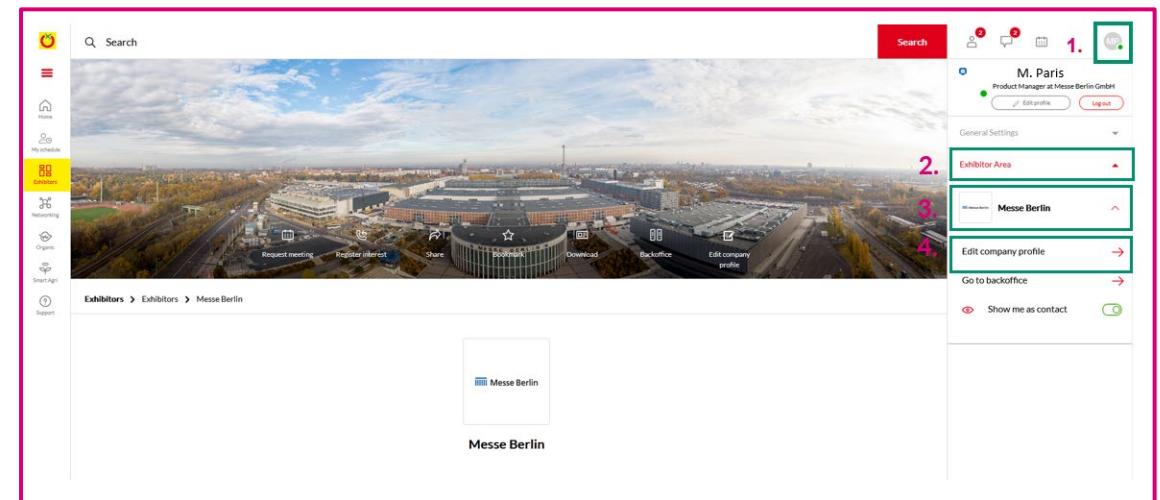
### How to access the Content Manager:

➤ 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



## 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.

The screenshot displays the FRUIT LOGISTICA Content Manager interface. On the left, a navigation menu lists various sections: Company Profile (highlighted), Product Groups, Links, Products, Multimedia, Press Releases, Job Offers, and Advertising Shop. The main content area is titled 'Description' and features a language selection dropdown with 'English translation' selected. Below this, there is a 'Company portrait' text area containing a paragraph about Messe Berlin, and a 'Short teaser text' input field with a character count of 0/300. At the top right of the main area, there are two buttons: 'Discard changes' and 'Publish', with a hand cursor pointing to the 'Publish' button.





## 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.

The screenshot displays the 'FRUIT LOGISTICA' logo in the top left corner. In the top right, there are two buttons: 'Discard changes' and 'Publish'. A left-hand navigation menu lists various sections: 'Company Profile', 'Product Groups', 'Links', 'Products', 'Multimedia', 'Press Releases', 'Job Offers', and 'Advertising Shop'. The main content area is titled 'Logo and Background Image' and is divided into two columns. The left column, 'Company Logo', contains a dashed box with the text 'Drag your image here.' and specifications: 'Image size: 500 x 500 px, formats: jpeg, png, file size: max. 5 MB'. Below this are 'Browse files' and 'Delete current image' buttons. The right column, 'Background Image for your Company Profile', contains a larger dashed box with 'Drag your image here' and specifications: 'Size: 2560 x 640 px, format: jpeg, png, maximum size: 5MB'. Below this are 'Browse files' and 'Delete current image' buttons.



## 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.

**FRUIT LOGISTICA**

Discard changes Publish

Company Profile

**Product Groups** Added (1) of 10

You can choose appropriate product groups for your company here. Please note that you can select as many product groups as included in your media package. If you have booked additional product groups, you can add them anytime.

Search for product groups

Product groups ▾

Technical systems >

Logistics >

Services >



## Editing data in the Content Manager – Links

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

The screenshot shows the Fruit Logistica Content Manager interface. On the left is a sidebar with the Fruit Logistica logo and navigation options: Company Profile, Product Groups, Links (highlighted in red), Products, Multimedia, Press Releases, Job Offers, and Advertising Shop. The main content area is titled 'Links' and contains the text: 'You can add links to your websites and determine adequate displayed titles for them.' Below this text are two radio buttons: 'German translation' (unselected) and 'English translation' (selected). A red '+ Add link' button is located in the top right corner of the main content area, with a red arrow pointing to it. Below the main content area, there is a preview of a link entry with the following fields: 'Visit our website' (with a trash icon), 'URL\*' (containing 'www.messe-berlin.de'), and 'Displayed title\*' (containing 'Visit our website'). A red '+ Add link' button is also present at the bottom right of this preview area.



1

2

3

4

5

## 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.

The screenshot displays the FRUIT LOGISTICA Content Manager interface. On the left, a sidebar contains navigation options: Company Profile, Product Groups, Links, Products, Multimedia, Press Releases, Job Offers, and Advertising Shop. The main content area is titled 'Products' and includes a '+ Add product' button. Below this, a 'Product' entry is shown with a form for editing. The form includes fields for 'Product name', 'Publication starting', 'Publication ending', 'Product description', and 'Short teaser text'. At the bottom of the form, there are tabs for 'Links', 'Product Groups', and 'Multimedia'. A red arrow points to the '+ Add product' button, and another red arrow points to the 'Product' entry.



## Editing data in the Content Manager – Multimedia

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

The screenshot displays the FRUIT LOGISTICA Content Manager interface. On the left is a sidebar menu with options: Company Profile, Product Groups, Links, Products, **Multimedia** (highlighted in red), Press Releases, Job Offers, and Advertising Shop. The main content area is titled "Multimedia" and includes a "Discard changes" button and a "Publish" button. Below the title, there is a note: "Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4)." and radio buttons for "German translation" and "English translation". A dashed box indicates a file upload area with the text "Drag your file here. maximum size: 50MB". Below this is a table of uploaded files:

Position	Preview	File	
1		media-package_de(2).pdf FRUIT LOGISTICA Media Package Subtitle	
2		ft24_app_smartphone_handy_screen_3er_simulation_mdesk.png FRUIT LOGISTICA app Subtitle	



## 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](#)

FRUIT LOGISTICA

Discard changes Publish

Company Profile

Product Groups

Links

Products

Multimedia

**Press Releases**

Here you can add press releases. Please note that you can display as many press releases as included in your media package respectively as many as you have booked separately.

+ Add news

**Jobs**

Here you can add your job offers. Please note that you can display as many job offers as included in your media package respectively as many as you have booked separately.

+ Add jobs

Job Offers

Advertising Shop

1

2

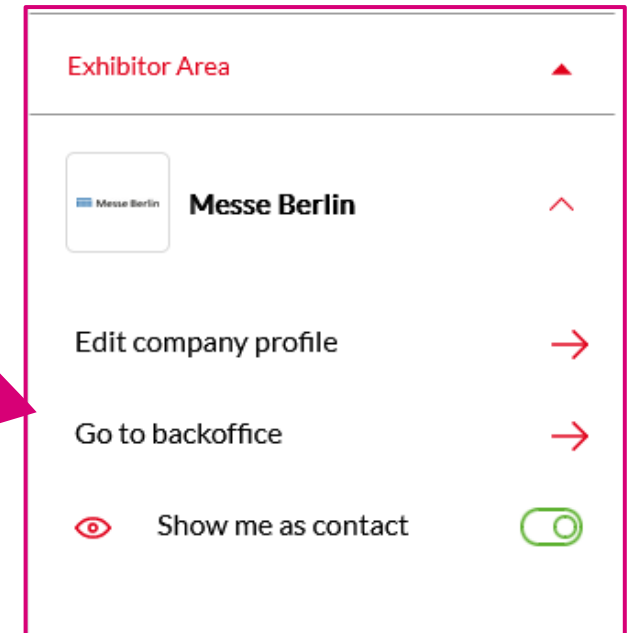
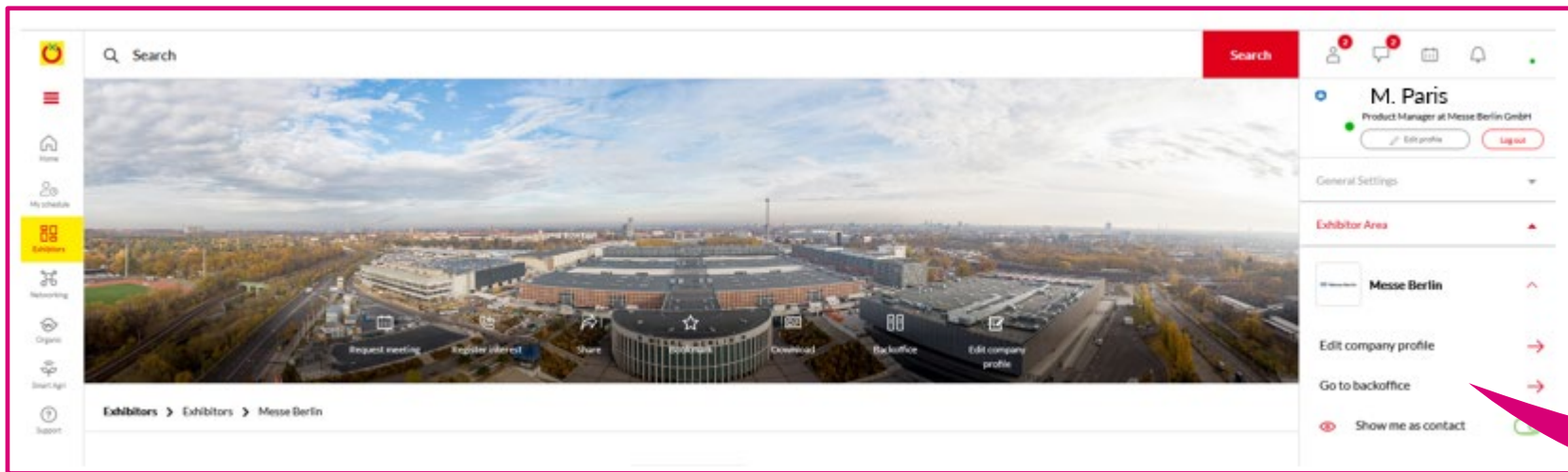
3

4

5

## 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





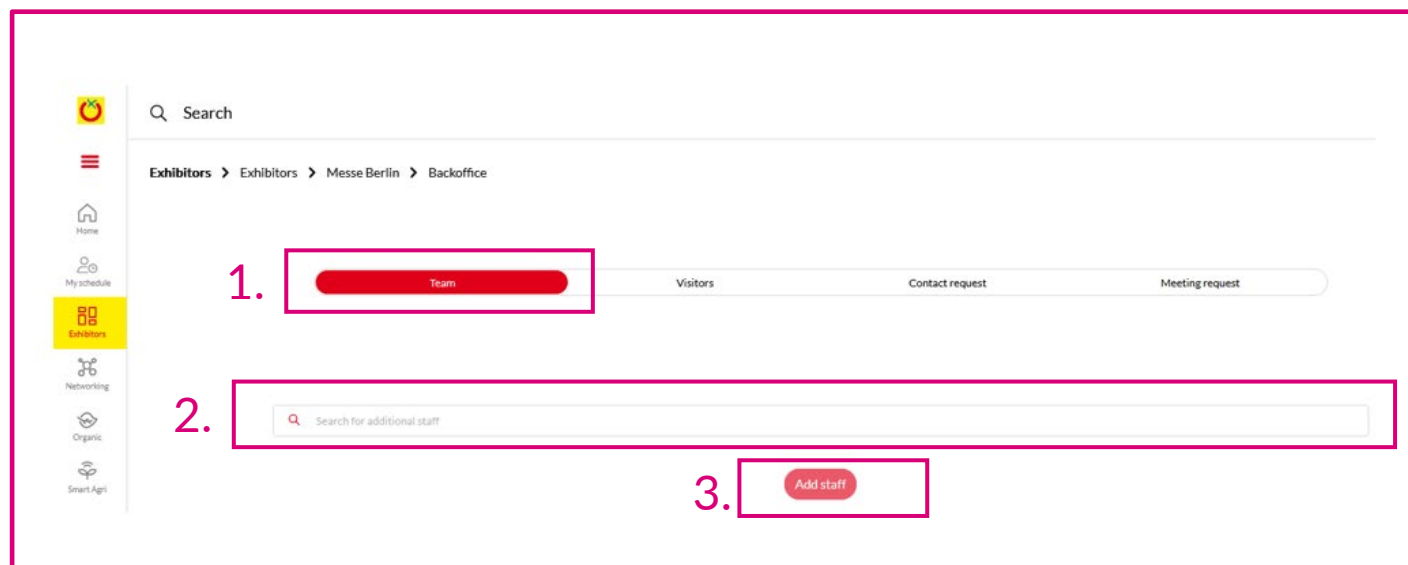
## Adding contact persons

➤ 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.







## 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.



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