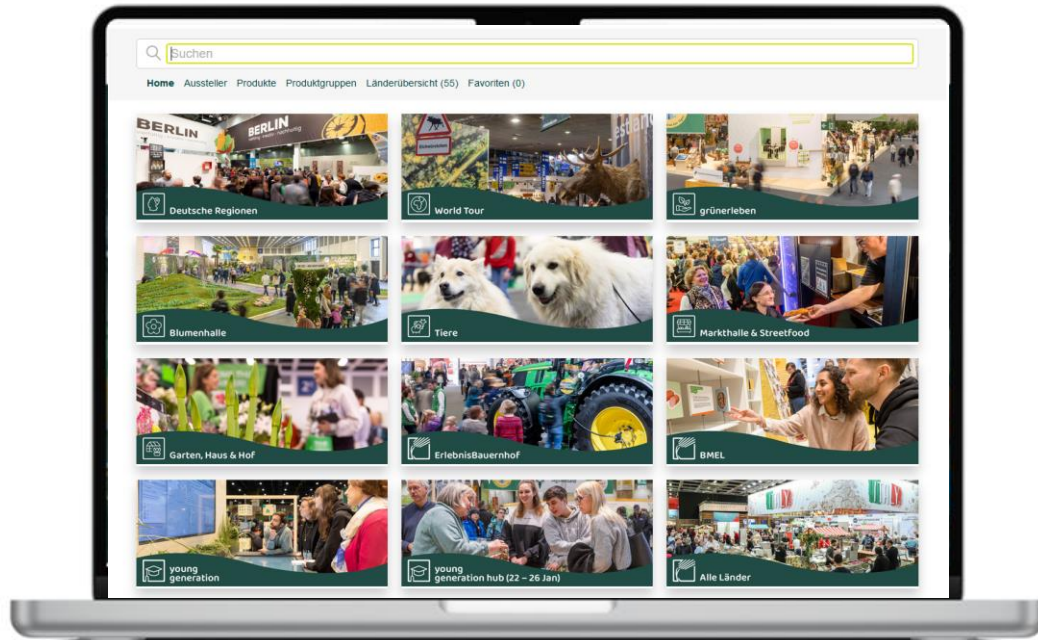




ONBOARDING GUIDE

For exhibitors
19.–28. Januar 2024
www.gruenewoche.de

One Profile – Many ways to be seen



- ✓ A detailed profile that is available before, during and after the event.
- ✓ Global reach and open to all participants 24/7

- ✓ The smart companion for the trade show
- ✓ Available für iOS and Android

Exhibitor list

Your Media Package

The following services are included in your stand registration

Media Package Main exhibitor € 399 plus VAT	Media Package Co-exhibitor € 130 plus VAT
<ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) telephone, email • Web address • Contact person with phone number and email • Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb) • Cover picture for your company profile • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking within the app • Presentation of up to 10 products with product description (max. 4,000 char.), photo & link per product • Entry in the categories of the product group index 	<ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) telephone, email • Web address • Contact person with phone number and email • Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb) • Cover picture for your company profile • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking within the app • Presentation of up to 1 product with product description (max. 4,000 char.), photo & link per product • Entry in the categories of the product group index

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

View in the Advertising Shop

1

2

3

Access to the Content Manager

- The person named as main contact has now received an e-mail with a link to the Content Manager. Clicking on the link redirects you to your **Content Manager**.
- A new page is about to open in which you can enter your company data. Changes can be made at any time. Just click on save data to start publish content for your **company profile**.
- After editing all information you can go to the **exhibitor list** and view your online entry. Changes can be made at any time.

The screenshot shows a web browser window displaying the exhibitor profile for 'Messe Berlin GmbH'. The page is titled 'Aussteller' and includes the following information:

- Messe Berlin GmbH** (Logo and Name)
- Address: Messedamm 22, 14055 Berlin, Deutschland
- Contact: Telefon: +49 30 3038 2500, E-Mail: support@messe-berlin.de
- Social media icons for Instagram, Facebook, X, LinkedIn, and YouTube.
- Text: 'Seit 200 Jahren ist Berlin Messestandort, seit vielen Jahrzehnten einer der wichtigsten weltweit. Als landeseigene Messegesellschaft konzipiert, vermarktet und veranstaltet die Messe Berlin jedes Jahr hunderte Live-Events. Der Anspruch ist es, auf allen Veranstaltungen den Besucherinnen und Besuchern ein herausragender Gastgeber zu sein, bestmögliche Geschäftsimpulse zu geben und faire Bedingungen für Jede und Jeden zu gewährleisten. Dieses Selbstverständnis spiegelt sich im Unternehmensmotto: Messe Berlin – Hosting the World.'
- Text: 'Nachdem Sie Ihre Daten im Content Manager eingetragen haben, können Sie das Ergebnis im Ausstellerverzeichnis der GW überprüfen.'
- Text: 'Kommen Sie also im Januar vorbei und genießen Sie die Grüne Woche mit uns. Wir freuen uns auf Sie!'
- Ansprechpartner*innen** section with a card for 'Online Team' (Add Ons & Support, support@messe-berlin.de).
- Produkte** section with a card for 'Media-Package'.

The background shows a blurred view of the 'Grüne Woche' website with navigation links like 'Tickets', 'Blog', and 'EN'.

Please note: The link is only sent to the main contact. If other members want access in order to edit the company profile, the link to your **content manager** can be forwarded.



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.

Grüne Woche Plus

Discard changes Publish

Company Profile

Product Groups

Availability (only co-exhibitors)

Link to your own online shop

Products

Contact persons

Multimedia

GW Plus - Advertising Shop

Description

German translation English translation

Company portrait

You can enter your company portrait here with max. 4000 characters.

(0/4000)

Short teaser text

You can enter a short teaser text here for search listings with max. 300 characters.

(0/300)



Editing data in the Content Manager – Start page

You can customize 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 do recommend a wallpaper or ambience image as a background image and advise against using an image with text.

Grüne Woche Plus

Messe Berlin GmbH

Here you can present, edit and publish your company profile, i.e. your exhibitor entry. The navigation menu on the left side will guide you to further divisions.

Company Profile

Product Groups

Availability (only co-exhibitors)

Link to your own online shop

Products

Contact persons

Multimedia

GW Plus - Advertising Shop

Logo and Background Image

Company Logo

Background Image for your Company Profile

Drag your image here

Size: 2560 x 640 px, format: jpeg, png, maximum size: 5MB

Browse files

Delete current image

Discard changes

Publish



Editing data in the Content Manager – Product groups

- You select the product groups that apply to your company under product groups.
- 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.

The screenshot shows the 'Grüne Woche Plus' Content Manager interface. At the top left is the logo 'Grüne Woche Plus'. At the top right are two buttons: 'Discard changes' and 'Publish'. The main content area is divided into several sections: 'Company Profile', 'Product Groups', 'Availability (only co-exhibitors)', 'Link to your own online shop', 'Products', 'Contact persons', and 'Multimedia'. The 'Product Groups' section is highlighted with a yellow border. It contains a search bar with the placeholder text 'Search for product groups'. Below the search bar is a list of product groups, each with a checkbox and a name followed by a right-pointing arrow. The first item is 'Product groups' with a dropdown arrow. A yellow hand cursor is pointing at this item. Below it are 'Agriculture/Forestry', 'Garden', and 'House and Yard', each with a right-pointing arrow. At the bottom of the interface is the text 'GW Plus - Advertising Shop'.



Editing data in the Content Manager – Availability (only for co-exhibitors)

- If you are a co-exhibitor and are not on-site on all days of the event, you can enter your attendance days here.

The screenshot shows the 'Grüne Woche Plus' Content Manager interface. At the top left is the logo 'Grüne Woche Plus'. At the top right are two buttons: 'Discard changes' and 'Publish'. The main content area is divided into two columns. The left column contains a list of menu items: 'Company Profile', 'Product Groups', 'Availability (only co-exhibitors)', 'Link to your own online shop', 'Products', 'Contact persons', 'Multimedia', and 'GW Plus - Advertising Shop'. The right column is titled 'Availability' and contains a note: 'Please note: This selection only applies to co-exhibitors. Please select all the days on which you will be exhibiting at the Grüne Woche. Your availability will be shown in your exhibitor entry.' Below the note is a search bar with the placeholder text 'Search for product groups'. Underneath the search bar are three options, each with a checkbox and a label: 'Availability' (with a dropdown arrow), 'Availability on all days', and 'Availability on some days' (with a right-pointing arrow).



Editing data in the Content Manager– Link to your own online shop

- Click on "Add link" to open the editing area where you can enter and name the link to your own online shop.
- If you do not have an online shop, please do not fill in this field.

The screenshot shows the 'Grüne Woche Plus' Content Manager interface. At the top right, there are 'Discard changes' and 'Publish' buttons. The left sidebar contains the following menu items: Company Profile, Product Groups, Availability (only co-exhibitors), Link to your own online shop, Products, Contact persons, Multimedia, and GW Plus - Advertising Shop. The main editing area is titled 'Links' and contains the instruction: 'Enter your online shop link here. If you do not have one, please leave the field empty.' Below this, there are radio buttons for 'German translation' and 'English translation'. A table with one row is visible, with columns for 'URL*' and 'Displayed title*'. The URL field contains 'www.online.shop' and the displayed title field contains 'Visit online shop'. A '+ Add link' button is located at the bottom right of the table, with a hand cursor pointing to it.



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.
- Below you can find three further tabs: "Links", "Product groups", "Multimedia".
- **Important:** If you already have a completed entry from your participation in Grüne Woche 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.

Grüne Woche Plus

Products

You can picture and describe products of your company here. Please note that you can display as many products as included in your media package. If you have booked additional product presentations, you can add them anytime.

[Discard changes](#) [Publish](#)

Product

German translation English translation

Product image

Drag your image here.

Image size: 500 x 500 px, formats: jpeg, png, file size: max. 20 MB

[Browse files](#)

[Delete current image](#)

Product name*

Enter product name (English)

Publication starting **Publication ending**

07.12.2023 Enter publication end date (English)

Product description

You can enter your product description here with max. 4000 characters. (0/4000)

Short teaser text

You can enter a short teaser text here for search listings with max. 200 characters. (0/200)

Company Profile

Product Groups

Availability (only co-exhibitors)

Link to your own online shop

Products

Contact persons

Multimedia

GW Plus - Advertising Shop

Links **Multimedia**



Editing data in the Content Manager – Contact Person

- In the Content Manager, you have the option of entering additional company employees as contact persons for the company. They will then appear directly on the company profile.
- Please note that the main contact person is automatically imported and cannot be edited. This person is not visible in the company profile, but is displayed in the Content Manager.

The screenshot shows the 'Grüne Woche Plus' Content Manager interface. At the top left is the logo 'Grüne Woche Plus'. At the top right are two buttons: 'Discard changes' and 'Publish'. The main content area is divided into several sections: 'Company Profile', 'Product Groups', 'Availability (only co-exhibitors)', 'Link to your own online shop', 'Products', 'Contact persons', 'Multimedia', and 'GW Plus - Advertising Shop'. The 'Contact persons' section is highlighted and contains the text: 'Here you can add more contact persons to your company. Please note that the first and grayed out person is not visible in the company profile. Only self-entered contact persons are visible after publishing the profile.' Below this text is a grayed-out entry 'Online Team' with a trash icon. At the bottom right of the 'Contact persons' section is a '+ Add staff' button.



Editing data in the Content Manager – Multimedia

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

Grüne Woche Plus

Discard changes Publish

Company Profile

Product Groups

Availability (only co-exhibitors)

Link to your own online shop

Products

Contact persons

Multimedia

GW Plus - Advertising Shop

Multimedia

Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4).

German translation English translation

Drag your file here.
maximum size: 50MB

Position	Preview	File
1		Quick Start.mp4 Quick Start Untertitel
2		Advertising Shop.jpg Advertising Shop Untertitel



Editing data in the Content Manager: young generation hub

- If you participate in the **young generation hub** with your training programme, you can also publish training opportunities in your online entry. You can manage these like a product (page 9).

Grüne Woche Plus

Discard changes Publish

Company Profile

Product Groups

Availability (only co-exhibitors)

Contact persons

Multimedia

Apprenticeship

GW Plus - Advertising Shop

Logo German translation English translation

Drag your image here
Size: 500x290 px,
format: jpeg, png,
maximum size: 20B

Browse files
Delete current image

Listing activated

Release date * 07.12.2023 **Expiry date** 07.12.2024 **Updated on** 07.12.2023

Training title*
Training

Date of entry* 07.12.2023 **Location** Enter location **Home office possible?** N/A No Yes

Training period Enter type of employment **Start of training** Enter career level **End of training** -- Please select --

Training description
Enter the training description (0/4000)

Education
Enter the job requirements (0/4000)



Grüne Woche Advertising Shop

- 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 "Die GRÜNE WOCHE is waiting for you!". If you have not yet received this e-mail, you can ask the support team for your customer number.

Contact & support for questions and advertising opportunities:

Telefon: +49 30 3038-2500

E-Mail: support@messe-berlin.de

