

# ITB BERLIN 2025

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ONBOARDING GUIDE

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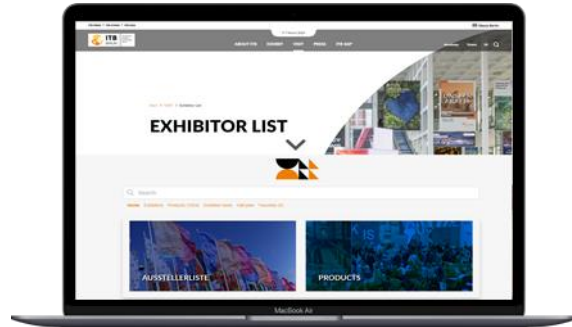
OUTSTANDING EXPOSURE  
LIVES HERE.



**ALBANIA**  
ALL SENSES

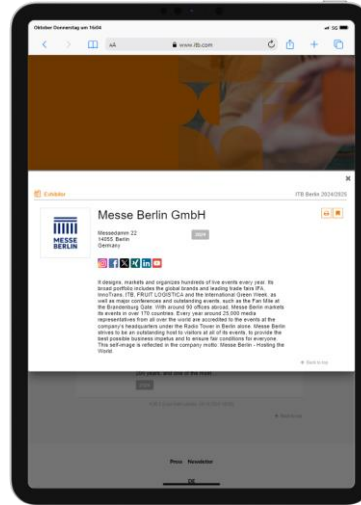
Official Host Country ITB Berlin 2025

# ONE COMPANY PROFILE – MANY WAYS TO BE



ITB.com

- ✓ Your company profile in a compact version available before, during and after the show
- ✓ Global reach and open for everyone 24/7



ITB Navigator

- ✓ A full version of your company profile including detailed information
- ✓ Extensive search functions for refined results



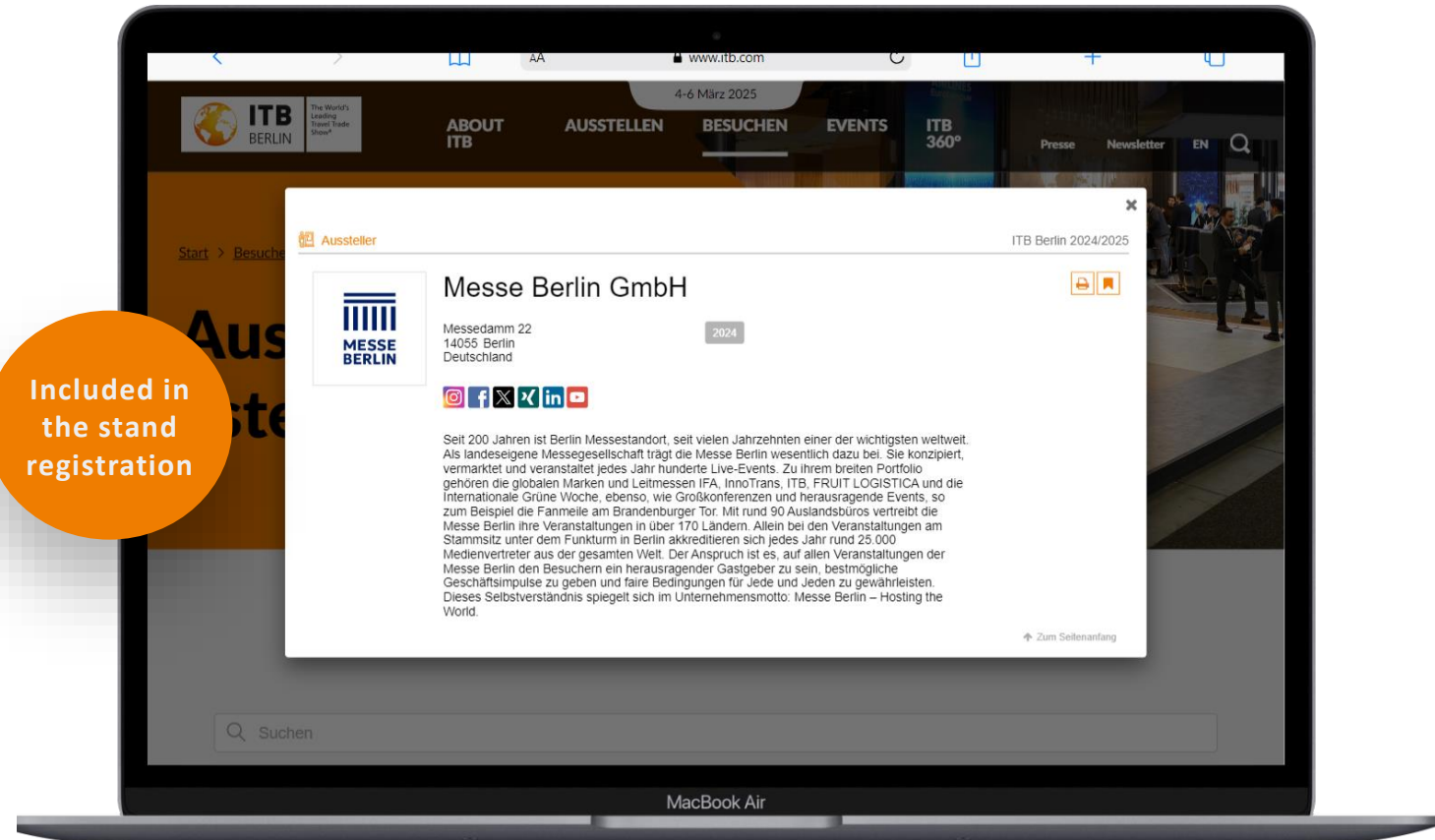
ITB App

- ✓ Stay connected and up to date on the go before, during and after the show
- ✓ Available for iOS and Android

# COMMUNICATION PACKAGE

- ✓ Company Profile (name, address, hall & stand number)
- ✓ Company Description (max. 4,000 characters)
- ✓ Company Logo
- ✓ 1 Multimedia Upload
- ✓ 1 Link to Website
- ✓ Social Media Links
- ✓ 4 Products (including text and image)
- ✓ 2 Branches (keywords)

Included in  
the stand  
registration



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## 1 Access the Content Manager

During your stand registration process in the exhibitor portal, you have been asked for a main contact person including an email address. This person is going to receive the initial email containing the content manager link to edit and update your company profile.

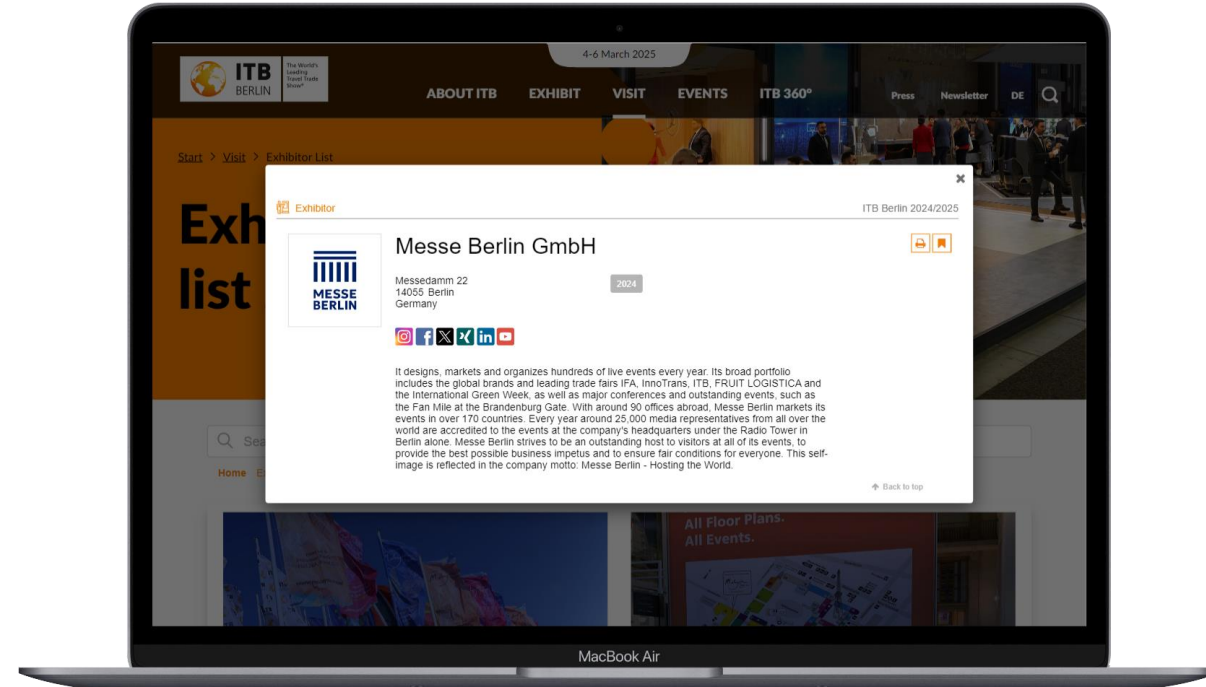
### Important:

Main exhibitors and co-exhibitors will each receive a separate email with their own content manager link.

### How to access the Content Manager and publish your profile.

Click the content manager link sent to your main contact person. This will open a new browser window, taking you directly to the Content Manager, where you can edit your company information

- After entering your data in the Content Manager, you can return to the ITB Navigator to review the results.
- Changes can be made at any time.



**Please note:** The main contact provided during registration will also receive the link via email. If multiple members need to edit the company profile, the link that opens in the new tab can be copied and shared.

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## 2 Editing Company Profile in the Content Manager – General Tips

- The left side menu guides you through the different options available to create your company profile. You will also find additional links for further information.
- After editing field, click on "Publish" in the top right-hand corner to save the changes.
- In each 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 ITB BERLIN Content Manager interface for editing a company profile. The left sidebar contains the following navigation options: **Company Profile**, Branches and Destinations, Links, Products, Additionally represented companies, Multimedia, and Exhibitor News. The main content area is titled 'Description' and features a language selection dropdown menu with 'English (Default)' selected and 'German (Translation)' as an option. Below this, there are two text input fields: 'Company portrait\*' and 'Short teaser text\*'. The 'Company portrait\*' field contains a detailed paragraph about ITB BERLIN's events and services, with a character count of (821/4000). The 'Short teaser text\*' field contains a shorter paragraph about ITB BERLIN's history, with a character count of (216/300). At the bottom of the interface, there is an 'Advertising Shop' button with a shopping cart icon, and two buttons: 'Discard changes' and 'Publish'.

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## 2 Editing Company Profile in the Content Manager – Start page

You can customize your company profile from the start page by updating the following:

- Logo & background image
- Basic data & company description
- Social media accounts

### Tips:

The background image should be uploaded in different sizes for both web and app views to ensure it displays well on all screen sizes.

We recommend using a wallpaper or neutral image as the background image and avoiding text or symbols that could be cut off.

The screenshot shows the ITB BERLIN Content Manager interface for editing the company profile of Messe Berlin GmbH. The interface is divided into a left sidebar and a main content area.

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**Messe Berlin GmbH**

Here you can start to 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**

- Branches and Destinations
- Links
- Products
- Additionally represented companies
- Multimedia
- Exhibitor News

**Logo and Background Image**

**Company Logo**

**Key visual**

**MESE BERLIN**

**MESE BERLIN**

**Browse files** **Browse files** **Delete current image**

**Delete current image**

**Advertising Shop**

**Discard changes** **Publish**

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### 3 Editing Company Profile in the Content Manager – Branches and Destinations

The branches you selected during the stand registration are automatically transferred to your company profile on **ITB Navigator** and can be changed at any time.

To view the selected branches, please click on the branch name rather than on the arrow next to it.

#### Tips:

You can check the number of selected branches and how many are still available at the top right of the screen.

The screenshot displays the 'Branches and Destinations' section of the ITB BERLIN Content Manager. The interface includes a search bar for branches and destinations, and two expandable sections: 'Branches' and 'Destinations'. The 'Branches' section is currently expanded, showing a list of selected branches. The 'Destinations' section is also expanded, showing a list of selected destinations. The interface also features a 'Discard changes' button and a 'Publish' button at the bottom right. The ITB BERLIN logo and tagline 'The World's Leading Travel Trade Show' are visible in the top left corner.

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#### Branches and Destinations (0/2)

Here you can select the appropriate branches for your company and the destinations where you operate. Please note that you can add as many branches as included in your media package. If you have booked additional ones, you can add them anytime.

Search for branches and destinations

Branches >

Destinations >

Advertising Shop

Discard changes Publish

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## 4 Editing Company Profile 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 ITB BERLIN Content Manager interface. The top left features the ITB BERLIN logo and the tagline "The World's Leading Travel Trade Show". The main content area is titled "Links" and includes a description: "You can add links to your websites and determine adequate displayed titles for them." Below this, there are radio buttons for "German translation" and "English translation", with "English translation" selected. A red box highlights the "+ Add link" button and the link entry form. The form contains a table with one row: "Mediterranean Combo website". The table has two columns: "URL\*" and "Displayed title\*". The URL is "http://www.mediterraneancombo.eu/" and the displayed title is "Mediterranean Combo website". At the bottom of the interface, there is an "Advertising Shop" button, a "Discard changes" button, and a "Publish" button.



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## 5 Editing Company Profile in the Content Manager – Products

Click on 'Add Product' and next on 'Product' to start editing the product information.

At the bottom of the editing area you can see three more tabs: "Links", "Product Groups", "Multimedia".

### Important:

If you have already completed your company profile on ITB Navigator, please review the product groups for your existing products and update them if needed. The product groups are essential for increasing the visibility of your products.

**Products (0/4)**

Here, you can showcase and describe your company's products. You may add as many products as your media package allows. If you've booked additional product presentations, you can include those as well.

If you already have an entry from last year's Fruit Logistica, please review and update the product categories for your existing products. These categories are crucial for visibility.

Added 0 of 4 [+ Add product](#)

**Product**

Product image  German translation  English translation

Drag your image here.  
Image size: 500 x 500 px, formats: .jpg, .png, file size: max. 20 MB

[Browse files](#) [Delete current image](#)

Product name\*  
Enter product name (English)

Publication starting  
11.12.2023

Publication ending  
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)

Multimedia

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

German translation  English translation

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



## 6 Editing Company Profile in the Content Manager – Additionally represented companies

Please enter the additional companies that are not personally represented at the trade show.

Additional companies at a trade show refer to those that are not listed as co-exhibitors and are not physically present at the event.

The screenshot shows the ITB BERLIN Content Manager interface. On the left is a navigation menu with the following items: Company Profile, Branches and Destinations, Links, Products, **Additionally represented companies**, Multimedia, and Exhibitor News. The main content area is titled "Additionally represented companies (0/100)". It contains the text: "Enter here the additionally represented companies\* that are not personally represented at the trade show." and "Additionally represented companies at a trade show are companies that are not listed as co-exhibitors and are not physically present at the trade show." Below this text, it says "Added 0 of 100" and there is a button "+ Add additionally represented company". At the bottom of the main area, there are two buttons: "Discard changes" and "Publish". At the bottom left of the interface, there is a button with a shopping cart icon and the text "Advertising Shop".

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## 7 Editing Company Profile in the Content Manager – Multimedia

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



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Company Profile

Branches and Destinations

Links

Products

Additionally represented companies

**Multimedia**

Exhibitor News

### Multimedia (0/1)


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

English (Default)  German (Translation)

Drag your media here or click here (1 uploads available)

Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB

Position	Preview	File
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 Advertising Shop

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

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## 8 Editing Company Profile in the Content Manager – Additional service: Exhibitor News

To reach journalists and the media you can book Exhibitor News to share news about your company.

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 (see page 9).

➔ View Advertising Shop

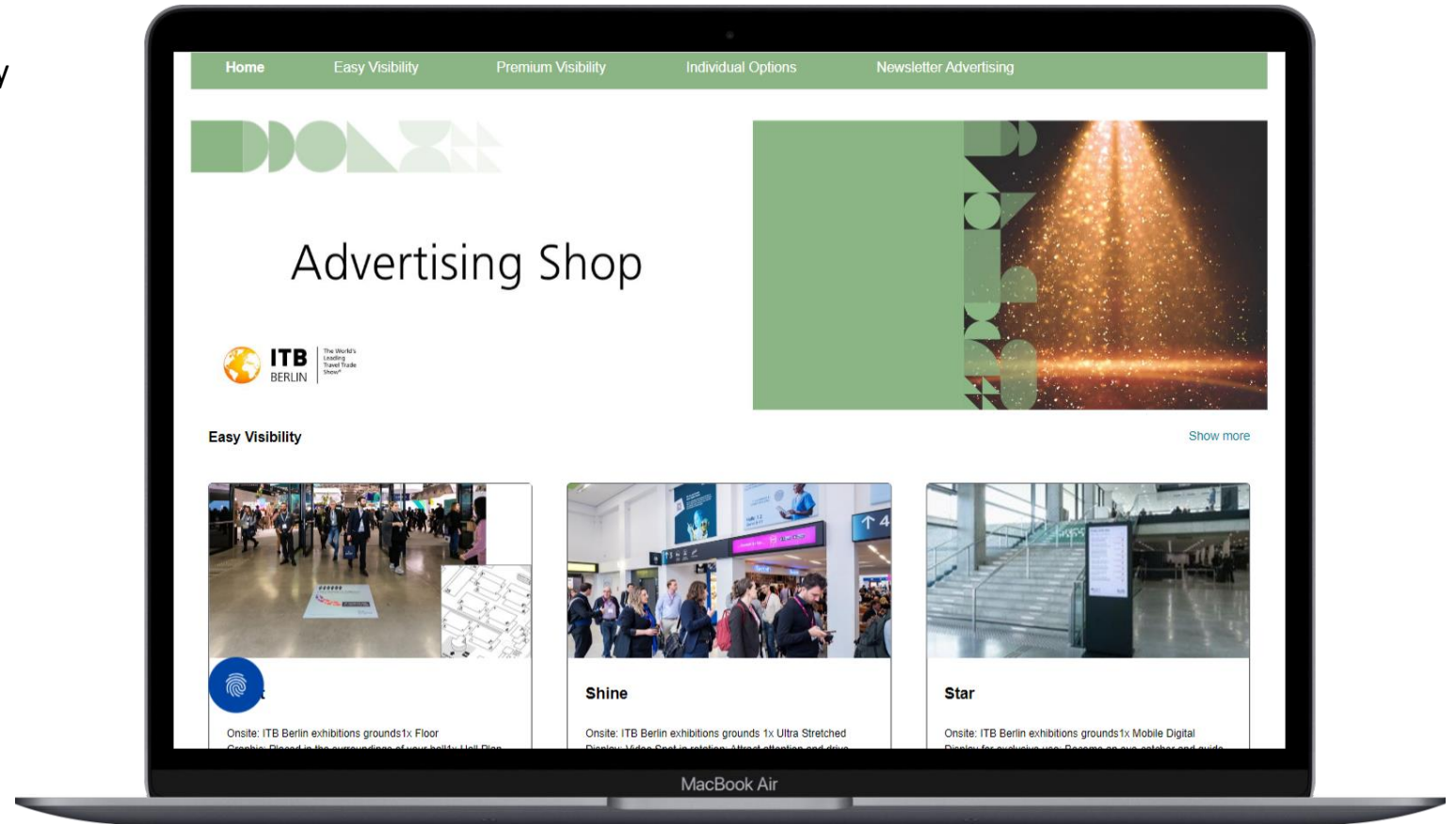
The screenshot shows the ITB BERLIN Content Manager interface. On the left is a navigation menu with the following items: Company Profile, Branches and Destinations, Links, Products, Additionally represented companies, Multimedia, and Exhibitor News (highlighted in orange). The main content area is titled 'Exhibitor News (0/2)' and contains the text: '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.' Below this text is a counter 'Added 0 of 2' and a '+ Add news' button. At the bottom of the main area are 'Discard changes' and 'Publish' buttons. In the bottom left corner of the interface is an 'Advertising Shop' button with a shopping cart icon.

# ADVERTISING SHOP – GREATER 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 email 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 email "**Edit now your online entry on ITB Navigator**". 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:

[Send request](#)