

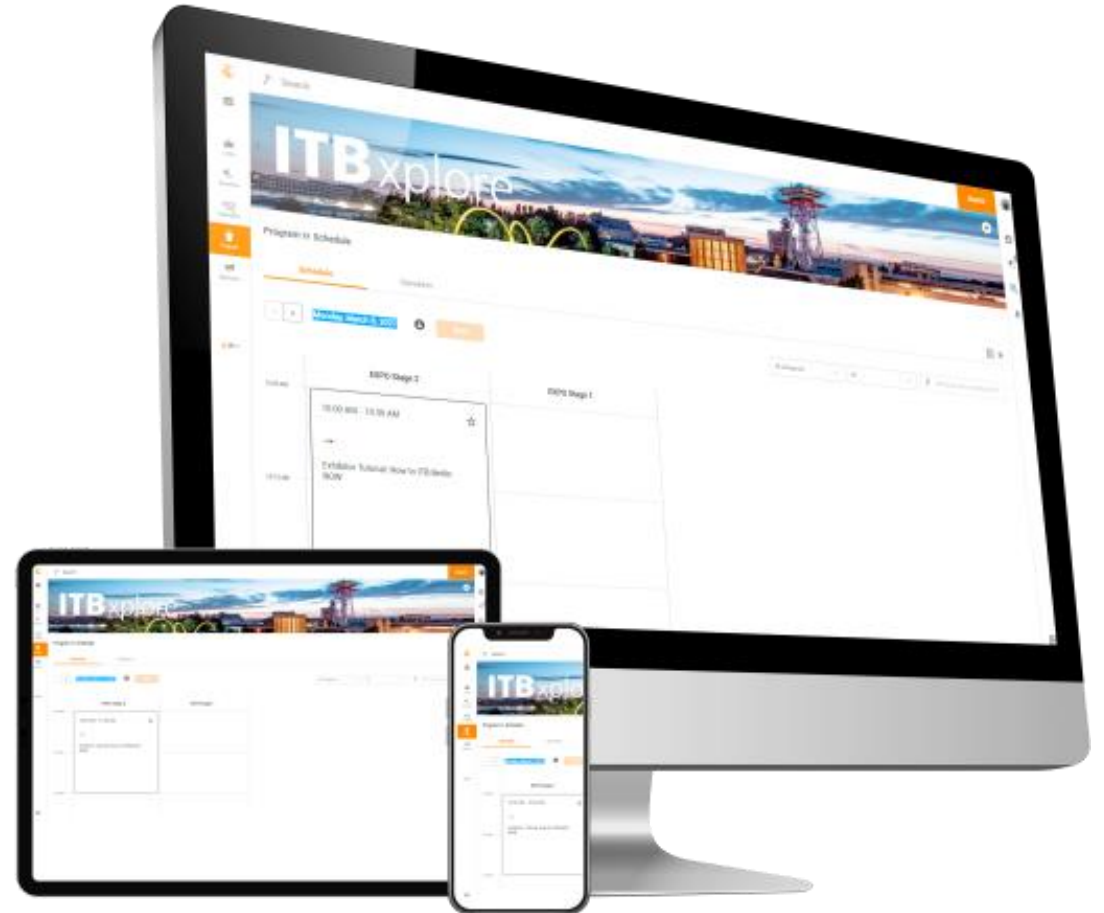


**ITB**  
BERLIN

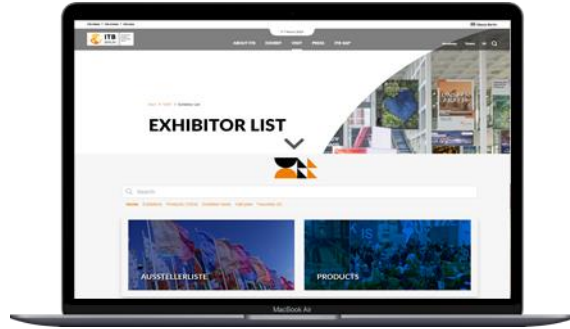
The World's  
Leading  
Travel Trade  
Show®

# ITBxplore

# ONBOARDING GUIDE



# One Profile – Many ways to be seen



ITB.com Online Directory

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

 **Online Directory**



ITBxplore

- ✓ A full version of your company profile including detailed information and different contact options
- ✓ Networking & matchmaking
- ✓ A back office to manage team members, contact persons and control visibility

 **ITBxplore**

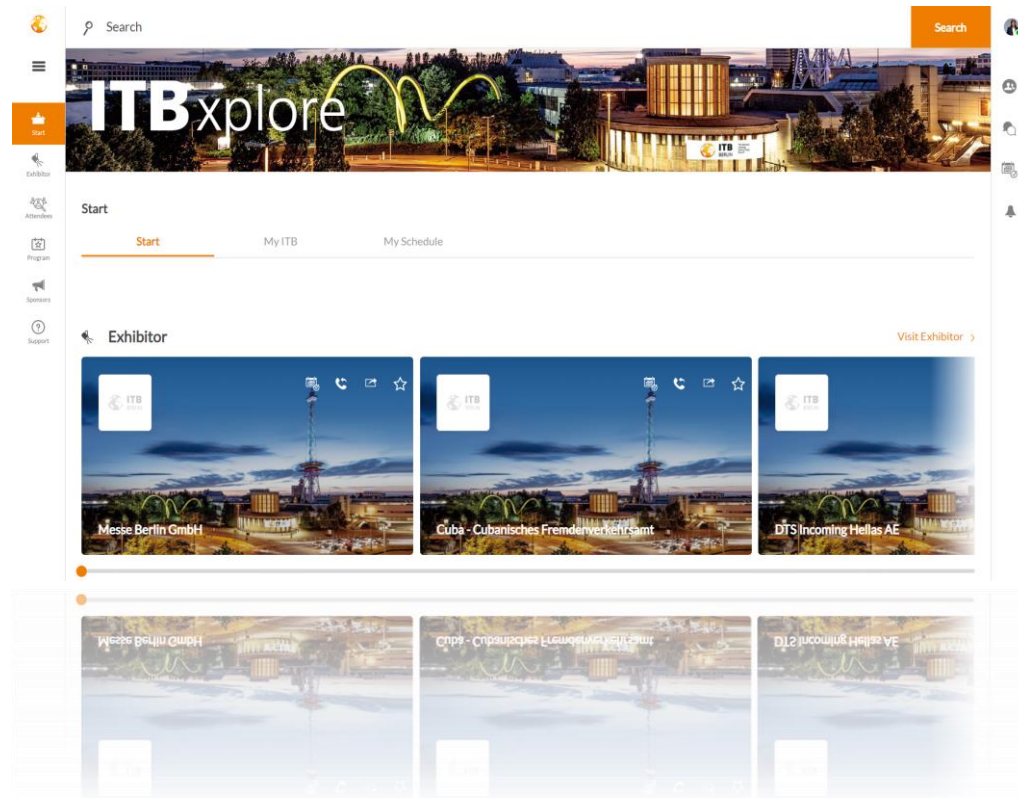
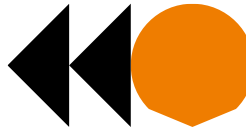


ITB app

- ✓ Favorites and network contacts synchronized from the ITBxplore platform
- ✓ Stay connected and up to date on the go
- ✓ Available for iOS and Android

# Your Communication Package

The following services are included in your stand registration



## ITBxplore

- ✓ 1/16 tile view
- ✓ Company profile name, address, hall & stand number)
- ✓ Company description (max. 4000 characters)
- ✓ Company logo
- ✓ Header image
- ✓ Contact person
- ✓ Link to website
- ✓ Social Media links
- ✓ Products (max. 4 with text and image)
- ✓ Branches (Keywords, max. 2)
- ✓ Related companies



## 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 ITBxplore.

### How to access the Content Manager:

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

**ITB BERLIN** The World's Leading Travel Trade Show®

**Company Profile**

- Branches and Destinations
- Links
- Products
- Multimedia
- Press Releases
- Job Offers
- Communication Package & Advertising Shop

**Sort Name**

Your company will be listed under the initial letter of the sort name. Change requests at [support@messe-berlin.de](mailto:support@messe-berlin.de).

Messe Berlin

**Description**

German translation  English translation

**Company portrait**

It designs, markets and organizes hundreds of live events every year. Its broad portfolio includes the global brands and leading trade fairs IFA, InnoTrans, ITB, FRUIT LOGISTICA and the International Green Week, as well as major conferences and outstanding events, such as the Fan Mile at the Brandenburg Gate. With around 90 offices abroad, Messe Berlin markets its events in over 170 countries. Every year around 25,000 media representatives from all over the world are accredited to the events at the company's headquarters under the Radio Tower in Berlin alone. Messe Berlin strives to be an outstanding host to visitors at all of its events, to provide the best possible business impetus and to ensure fair conditions for everyone. This self-image is reflected in the company motto: Messe Berlin - Hosting the World. (821/4000)

**Short teaser text**

Berlin has been a trade fair location for 200 years, and one of the most important in the world for many decades. As the state-owned trade fair company, Messe Berlin makes a major contribution to the city's position. (216/300)

Discard Changes Publish



## 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.

**ITB BERLIN** The World's Leading Travel Trade Show®

**Company Profile**

- Branches and Destinations
- Links
- Products
- Multimedia
- Press Releases
- Job Offers
- Communication Package & Advertising Shop

**Logo and Background Image**

**Company Logo**

Drag your image here.

Image size: 500 x 500 px, formats: jpeg, png, file size: max. 5 MB

Browse files

Delete current image

**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

(216/300)

1

2

3

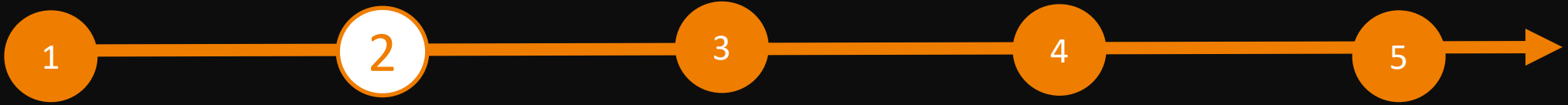
4

5

## Editing data in the Content Manager – Branches

- You select the branches that apply to your company when you register your stand and these are automatically transferred to your company entry on ITBxplore. You can change the selected branches at any time.
- To open the selected branches, please click on the displayed name and not on the adjacent arrow.
- You can see the number of branches already selected and those still available at the top right.

The screenshot displays the ITB BERLIN Content Manager interface. On the left is a navigation menu with options: Company Profile, Branches and Destinations (highlighted), Links, Products, Related Companies, Multimedia, and Advertising Shop. The main content area is titled 'Branches and Destinations' and shows 'Added (0) of 2'. Below the title is a search bar and a list of destination categories, each with a checkbox and a right-pointing arrow: Destinations, Africa, Antarctica, Asia, Europe, North America, Oceania, and South America. A mouse cursor is hovering over the 'Destinations' checkbox. At the top right of the main area are two buttons: 'Discard Changes' and 'Publish'.



## 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 ITB Berlin Content Manager interface. On the left is a sidebar with navigation options: Company Profile, Branches, Links (highlighted), Products, Press Releases, Job Offers, and Communication Package & 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 '+ Add link' button is located on the right side of the main content area. A callout box, indicated by an orange arrow, shows a detailed view of the link entry form. This form includes a title 'Mediterranean Combo website' with a trash icon, and two input fields: 'URL\*' containing 'http://www.mediterraneancombo.eu/' and 'Displayed title\*' containing 'Mediterranean Combo website'.



1

2

3

4

5

## Editing data in the Content Manager – Products

- Click on "Add product" and next 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 on ITBxplorer, 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 ITB Berlin Content Manager interface. On the left, a sidebar lists navigation options: Company Profile, Branches and Destinations, Links, Products (highlighted), Related Companies, Multimedia, and Advertising Shop. The main content area is titled 'Products' and includes a 'Discard Changes' button and a 'Publish' button. Below the title, there is a brief instruction: '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.' A '+ Add product' button is located in the top right of this section, with a hand cursor pointing to it and a red arrow indicating the next step. The main editing area is a 'Product' form with tabs for 'German translation' and 'English translation' (selected). The form contains:
 

- Product image:** A drag-and-drop area with instructions: 'Drag your image here. Image size: 500 x 500 px, formats: jpeg, png, file size: max. 20 MB'. It includes 'Browse files' and 'Delete current image' buttons.
- Product name:** A text input field with the placeholder 'Enter product name (English)'.
- Publication starting:** A date input field with '11.12.2023' entered.
- Publication ending:** A date input field with the placeholder 'Enter publication end date (English)'.
- Product description:** A text area with a character limit of 4000.
- Short teaser text:** A text area with a character limit of 200.
- Multimedia:** A section for attaching files, with instructions: 'Here you can attach further files to your product. You can add PDFs, images or short videos (recommended video format: MP4)'. It includes a drag-and-drop area with a 50MB limit and a table with columns for 'Position', 'Preview', and 'File'.



# Editing data in the Content Manager – Multimedia

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

**ITB BERLIN**

Company Profile  
Branches and Destinations  
Links  
Products  
Related Companies  
**Multimedia**  
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		1 warm_winter_60sec_-_english.mp4 Warm Winter Warm Winter	
2		Sunny Summer _-_english.mp4 Sunny Summer Sunny Summer	

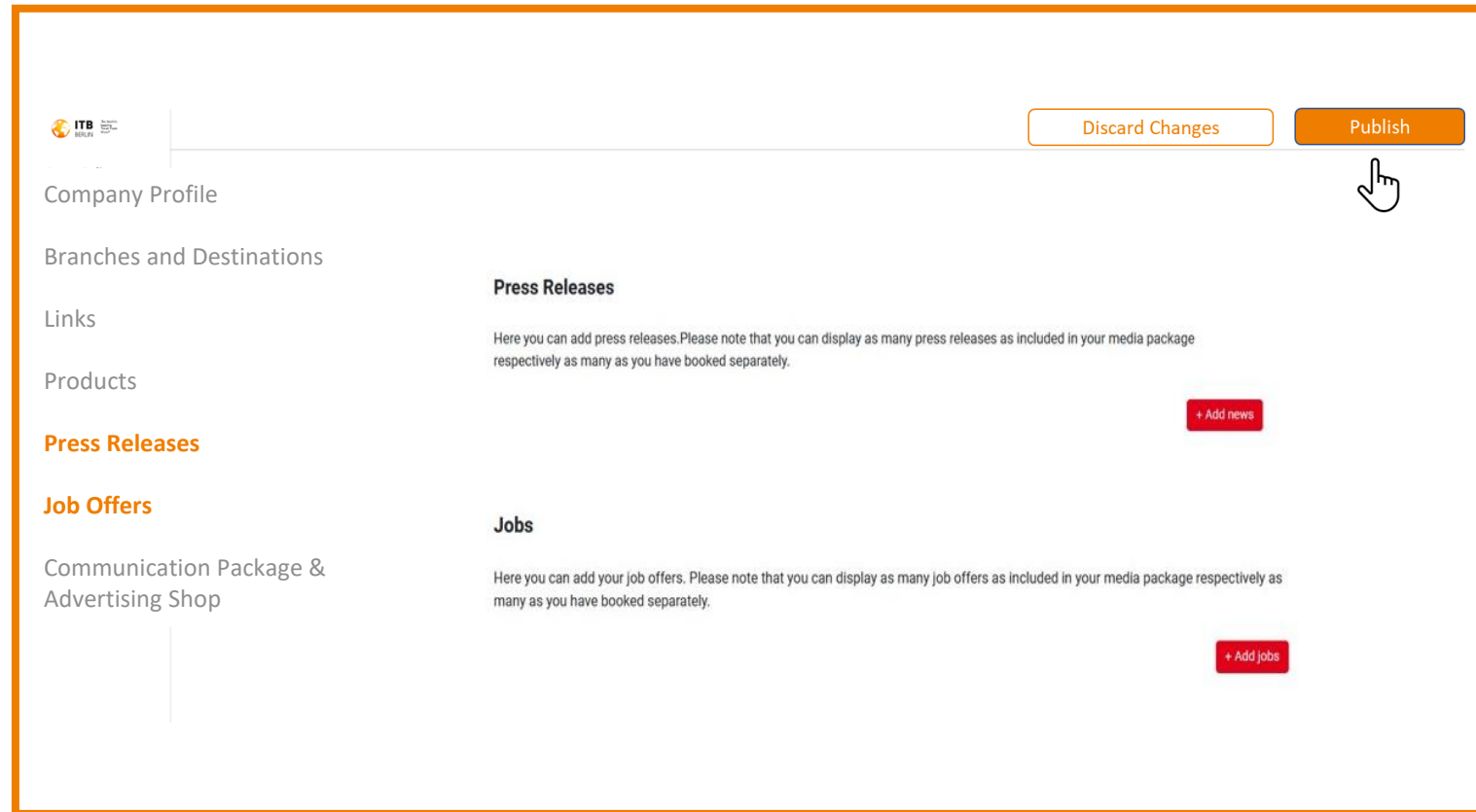


## Editing data in the Content Manager – Additional services: Press releases & Job offers

- If you would also like to reach journalists and young professionals via ITBxplorer'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 offers, please also specify a contact person!

 [View Advertising Shop](#)



The screenshot shows the ITB Content Manager interface. At the top right, there are two buttons: "Discard Changes" and "Publish". A hand cursor icon is pointing at the "Publish" button. The main content area is divided into two columns. The left column contains a sidebar with the following items: "Company Profile", "Branches and Destinations", "Links", "Products", "Press Releases", "Job Offers", and "Communication Package & Advertising Shop". The right column contains two sections: "Press Releases" and "Jobs". The "Press Releases" section has a sub-header "Press Releases" and a paragraph: "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 paragraph is a red button labeled "+ Add news". The "Jobs" section has a sub-header "Jobs" and a paragraph: "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." Below this paragraph is a red button labeled "+ Add jobs".



## Backoffice & Contact Person Management

- In addition 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 a contact person for the company

The screenshot displays a user interface for 'Messe Berlin GmbH'. The top navigation bar includes a search bar, a notification bell with a '5' badge, and a user profile icon. The user profile section shows 'John Doe' with the role 'Support & Add-On at Messe Berlin' and buttons for 'Edit profile' and 'Log out'. Below this is the 'General Settings' section, which is highlighted with an orange border. It contains the following options:

- Exhibitor Area** (with an expand/collapse arrow)
- Messe Berlin GmbH** (with a company logo and an expand/collapse arrow)
- Edit company profile** (with a right-pointing arrow)
- Go to backoffice** (with a right-pointing arrow)
- Show me as contact** (with a toggle switch)
- Standby Info counter** (with a toggle switch)



## Adding additional Contact Person

➤ 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.

The screenshot shows the ITB Berlin Backoffice interface. At the top, there is a search bar with a magnifying glass icon and the text "Search". Below the search bar is a breadcrumb trail: "Exhibitors > Companies > Messe Berlin GmbH > Backoffice". On the left side, there is a navigation menu with icons for "Start", "My schedule", "Exhibitors" (highlighted in orange), "Hallplan", "Attendees", and "Support". The main content area shows three tabs: "Team", "Contact request", and "Meeting request". The "Team" tab is highlighted with an orange box and the number "1". Below the tabs is a search bar with the text "Search for additional staff" and a magnifying glass icon. This search bar is highlighted with an orange box and the number "2". Below the search bar is an "Add staff" button, which is highlighted with an orange box and the number "3".



## ITBxplore 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 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 "ITBxplore 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)

