ITBxplore

ONBOARDING GUIDE
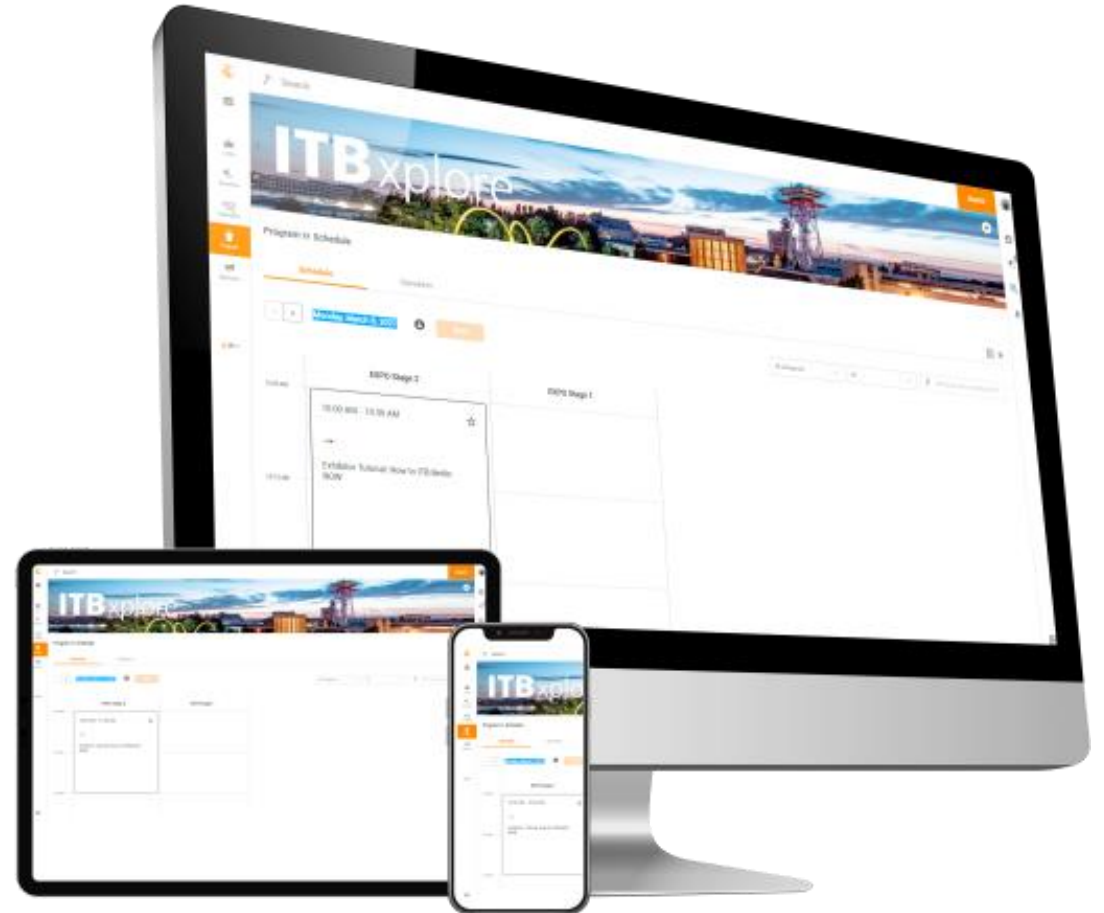
One Profile – Many ways to be seen
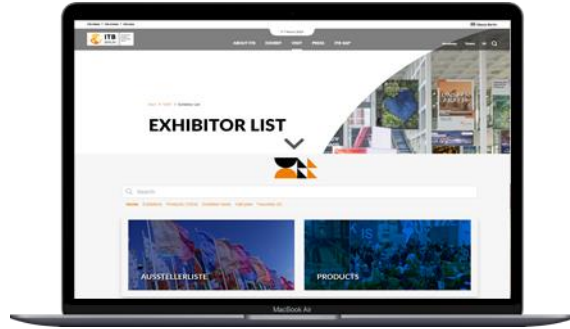
ITB.com Online Directory

ITBxplore

ITB app

- ✓ 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

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

- ✓ Networking & matchmaking

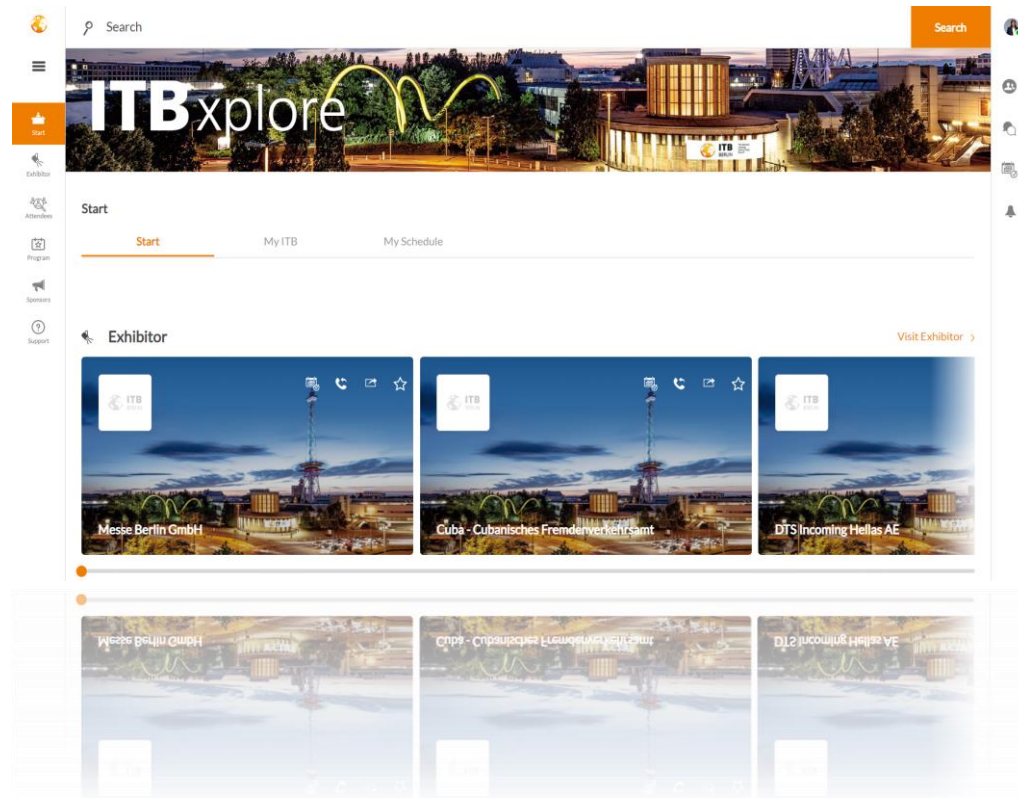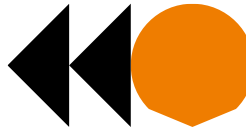- ✓ A back office to manage team members, contact persons and control visibility

- ✓ Favorites and network contacts synchronized from the ITBxplore platform

- ✓ Stay connected and up to date on the go

- ✓ Available for iOS and Android

Online Directory

ITBxplore

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.

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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.

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Discard Changes   **Publish**

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.

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)

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.

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 ITBxploren. 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.

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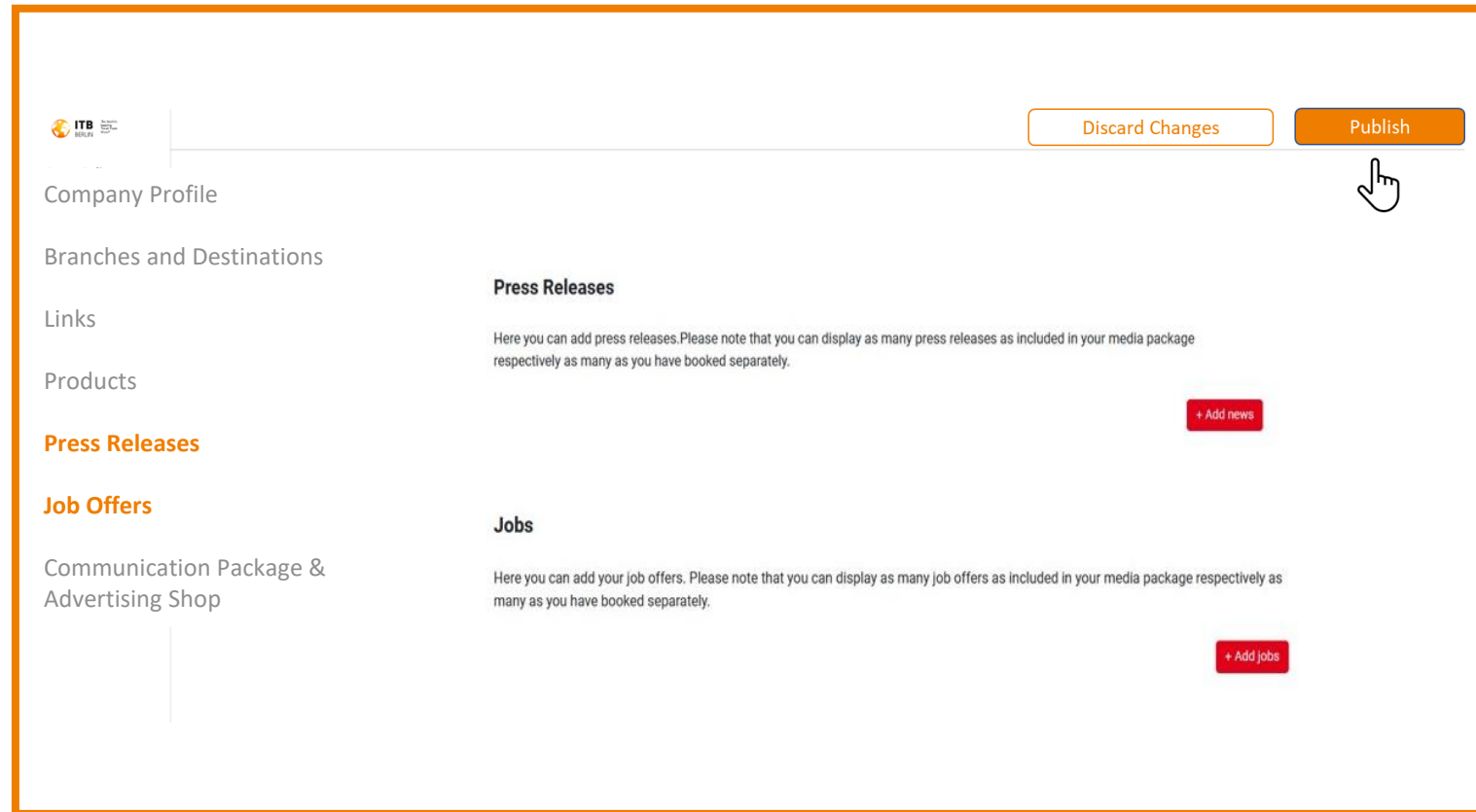
Editing data in the Content Manager – Additional services: Press releases & Job offers

➢ If you would also like to reach journalists and young professionals via ITBxplore'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

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

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.

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

Visit Advertising Shop

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