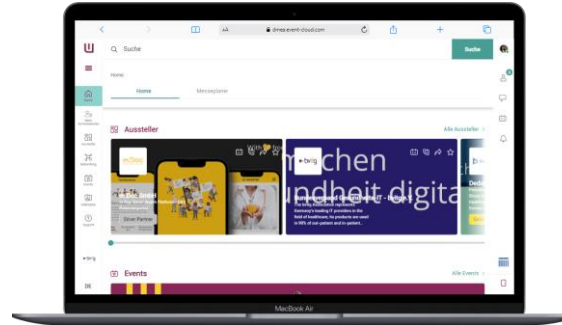
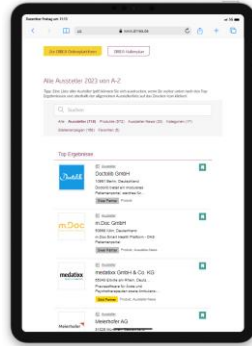


ONBOARDING GUIDE

One profile – Many ways to be seen!



Exhibitor overview

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

Ausstellerliste

DMEA Online

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

**DMEA
Online Plattform**

DMEA App

- ✓ The smart companion for the trade show
- ✓ Synchronization of favorites and networking contacts from the DMEA online platform
- ✓ Available for iOS und Android

Your Media-Package

The following services are included in your stand registration

Starter Package 300,- Euro plus VAT For exhibitors with a stand area of up to 20 m ²	Classic Package 465,- Euro plus VAT For exhibitors with a stand area from 21 till 100m ²	Premium Package 900,- Euro plus VAT For exhibitors with a stand area of up to 101m ²
Basic company entry (company, address, hall stand number)	Basic company entry (company, address, hall stand number)	Basic company entry (company, address, hall stand number)
Entry in the main product categories of the product group directory	Entry in the main product categories of the product group directory	Entry in the main product categories of the product group directory
Phone, fax, E-Mail	Phone, fax, E-Mail	Phone, fax, E-Mail
Company portrait , Logo	Company portrait , Logo	Company portrait, Logo
Contact person with photo and contact details	Contact person with photo and contact details	Contact person with photo and contact details
	Links to social media profile (e.g facebook, twitter, YouTube etc.)	Links to social media profile (e.g facebook, twitter, YouTube etc.)
	Presentation of up to 10 products with product text (max 4,000 characters incl. spaces) and product	Presentation of up to 15 products with product text (max 4.000 characters incl. spaces) and one product image, 1 Link pro product entry
	Entry of up to 10 products groups	Entry in up to 15 products groups

Upgrade Classic

Upgrade Premium

*Upgrade to another Media Package is possible at any time. When booking a higher-value Media Package as an upgrade, you only pay the difference!



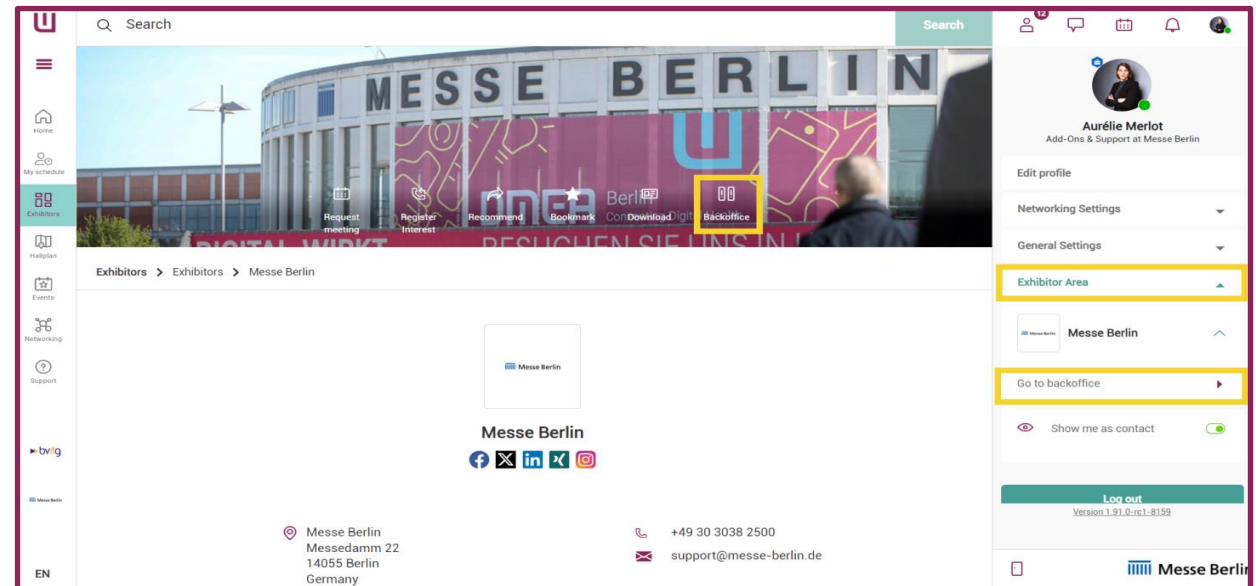
Access to the Exhibitor Area & the Content Manager

The person named as the main contact during stand registration in the exhibitor portal will be given access to the content manager in the exhibitor area of the DMEA online platform.

How to access the Content Manager:

➤ First register on the DMEA 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" in the top right-hand corner.
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 the DMEA online platform and check the result.
- Changes can be made at any time.

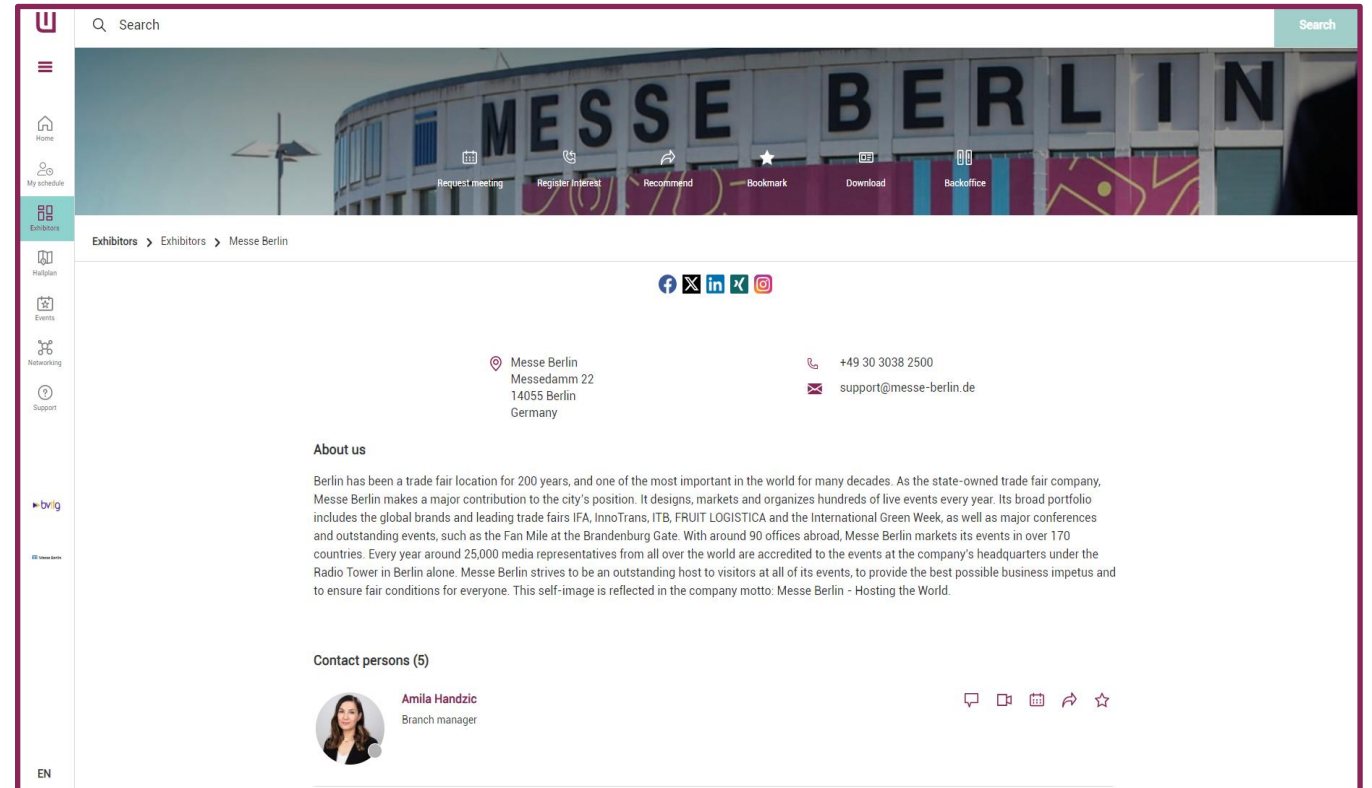
Please note: Only the main contact will see the "Edit company profile" button. Other team members cannot see this button. If other members want to edit the company profile, the link that opens in the new tab can be forwarded.



Editing data in the Content Manager

General tips:

- The navigation menu on the left guides you through the various areas that need to be edited in order 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.





Editing data in the Content Manager – Start page

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

The screenshot shows the DMEA Content Manager interface. On the left is a sidebar menu with the following items: Company Profile (highlighted), Categories, Links, Products, Contact persons, Multimedia, Press releases, Job Offers, and Media package & Advertising shop. The main content area is titled 'Description' and includes a language selection (German translation, English translation selected), a 'Company portrait' section with a text area containing a paragraph about Messe Berlin, and a 'Short teaser text' section with a text area containing 'Messe Berlin - Hosting the World'. At the top right of the main area are 'Discard changes' and 'Publish' buttons. A character count '(32/300)' is visible at the bottom right of the text area.



Editing data in the Content Manager – Product groups

- Enter the product groups that apply to your company when you register your stand in the exhibitor portal and these will be automatically transferred to your company entry on the DMEA online platform. 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.

DMEA

Discard changes Publish

Company Profile

Categories

Links

Products

Contact persons

Multimedia

Press releases

Job Offers

Media package & Advertising shop

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 categories

- Product groups
- Software
- Outsourcing
- Networked buildings systems
- Artificial Intelligence (AI)



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 DMEA Content Manager interface. At the top right, there are buttons for "Discard changes" and "Publish". The main content area is divided into a left sidebar and a main editing area. The sidebar contains menu items: "Company Profile", "Categories", "Links", "Products", "Multimedia", and "Advertising Shop". The main editing area is titled "Links" and contains the following text: "You can add links to your websites and determine adequate displayed titles for them." Below this text are two radio buttons: "German translation" (selected) and "English translation". A table-like structure shows a single link entry with a trash icon on the right. The table has two columns: "URL*" and "Displayed title*". The URL field contains "https://www.dmea.de/de/about/partner/industriepartner/partne" and the displayed title field contains "DMEA Partner Pakete". At the bottom right of the main editing area, there is a "+ Add link" button.



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 the editing area you can find three more tabs: "Links", "Product groups", "Multimedia"

Important: If you already have a completed entry from your participation in DMEA 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.

DMEA

Discard changes Publish

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.

Company Profile

Categories

Links

Products

Multimedia

Advertising Shop

Product 1

Produkt 2

Product image German translation English translation

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**
Product 2

Publication starting: 08.01.2024 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)



Editing data in the content manager – Multimedia

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



Änderungen verwerfen
Veröffentlichen



Multimedia

Hier können Sie weitere Dateien hinterlegen, die in Ihrem Unternehmensprofil angezeigt werden. Es können PDFs, Bilder oder auch kurze Videos (empfohlenes Videoformat: MP4) hinterlegt werden.

Deutsche Übersetzung Englische Übersetzung

Ziehen Sie eine Datei hierher.

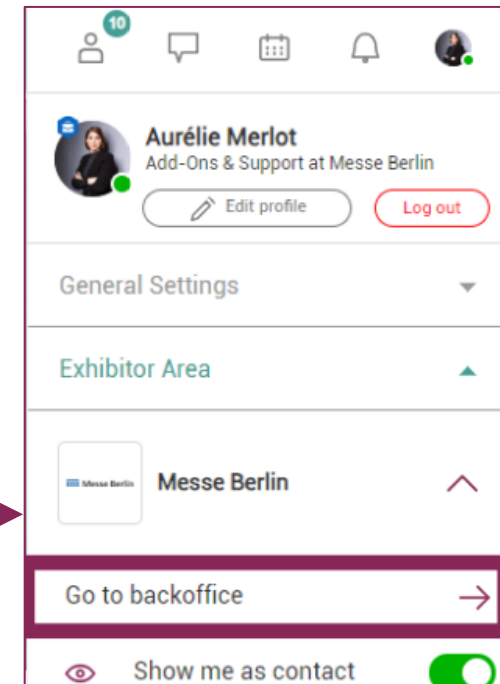
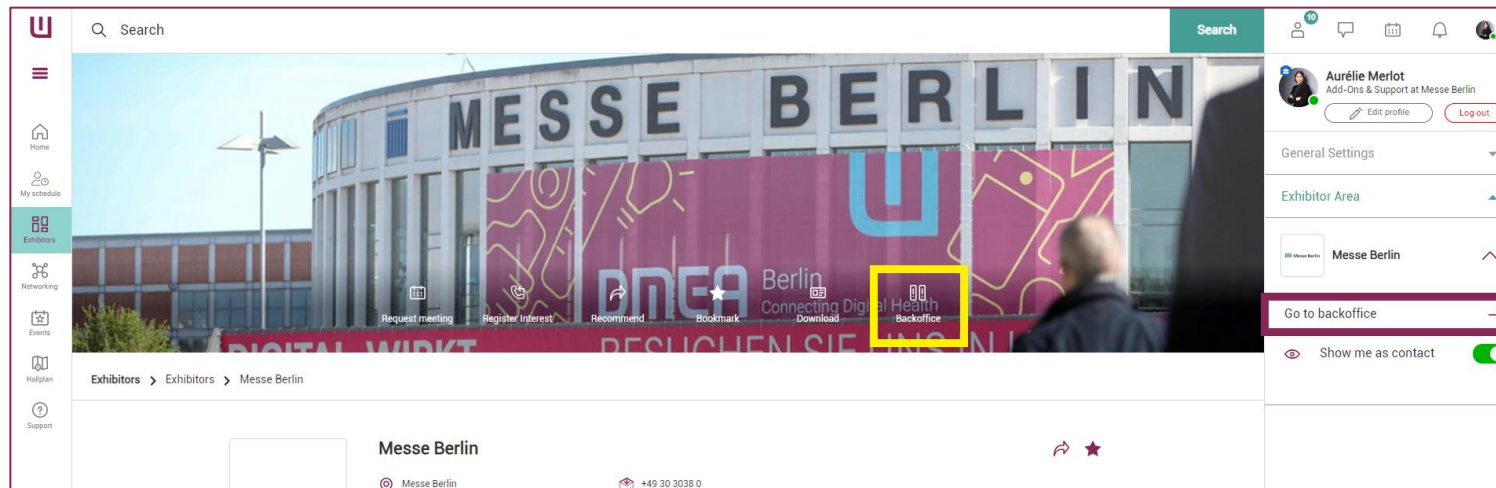
maximale Größe: 50MB

Position	Vorschau	Datei	
1		netwerken_live.jpg <input type="text" value="Network"/> <input type="text" value="Untertitel"/>	<input type="button" value="↓"/> <input type="button" value="🗑️"/>
2		dmea-profil-bearbeiten-de.pdf <input type="text" value="Profil"/> <input type="text" value="Untertitel"/>	<input type="button" value="↓"/> <input type="button" value="🗑️"/>



Backoffice & Contact persons

- In addition to access to the Content Manager, you have access to the "Back Office" in the exhibitor area and the option of releasing your personal profile as a contact for your company.
- In the backoffice, you have the option of entering other team members as contact persons for the company.





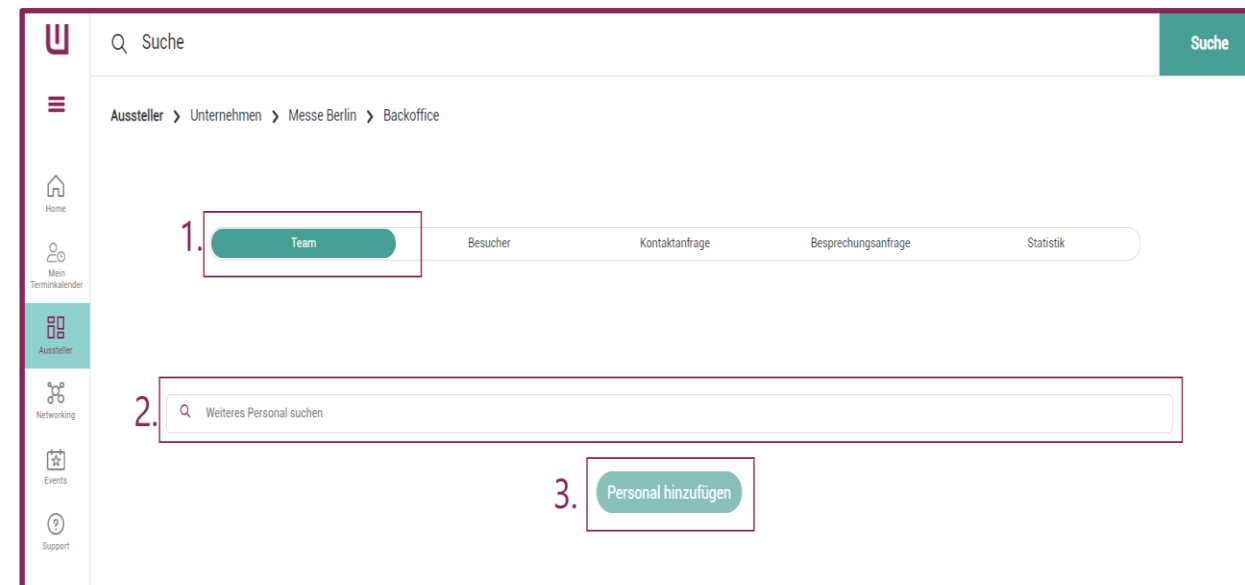
Adding contact persons

➤ 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 appears on the company profile as a contact person for your company and can accept requests from 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 tab **visitors**.
- Under the contact request and Meeting request tabs, you receive enquiries from visitors or companies who would like to contact you.

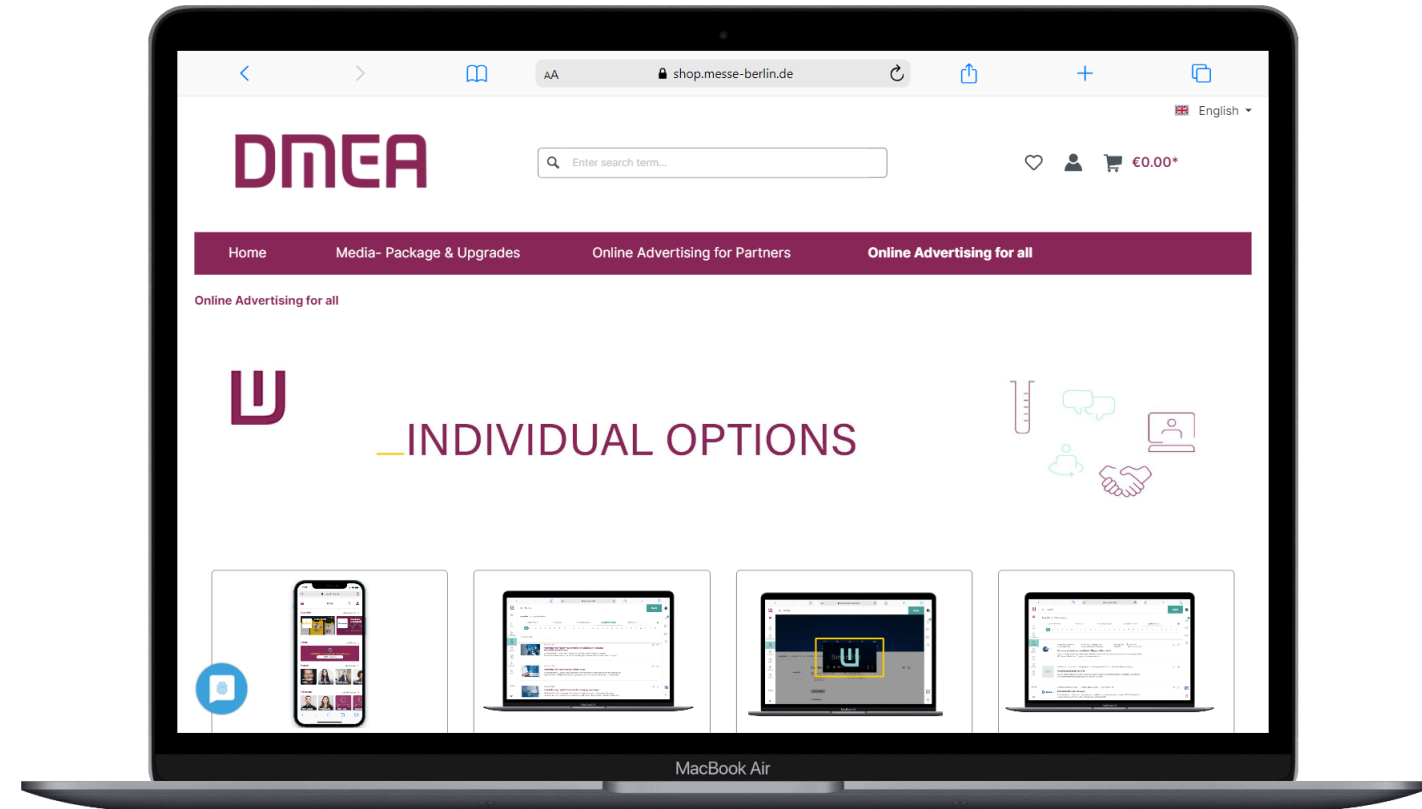




DMEA Advertising Shop

More digital presence

- ✓ Visit our Advertising Shop and be inspired by our highlights and find more sponsoring options that will help you standing out of the crowd.
- ✓ 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 your registered your stand.
- ✓ Just enter your customer number. You can find this next to your company name in our e-mail **Complete your online entry on the DMEA online platform!** 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.



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support@messe-berlin.de