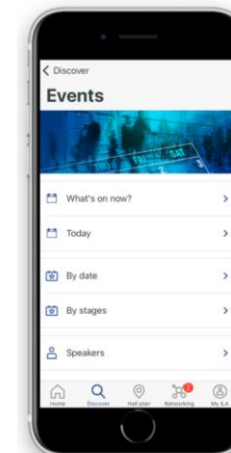
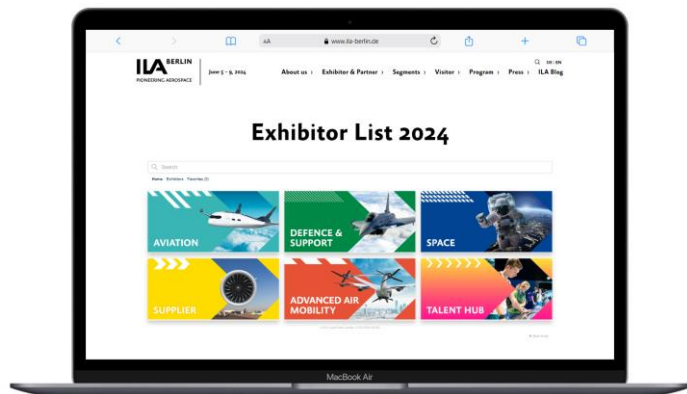




ILA Digital Onboarding Guide

June 5 – 9, 2024





ILA Berlin Exhibitor List

- ✓ Your company profile online in a compact version available before, during and after the show
- ✓ Plan and organize your attendance

Exhibitor Search

ILA Online Platform

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

ILA Digital

ILA App

- ✓ The smart companion for the trade show
- ✓ Favorites and contacts synchronized with ILA Digital and export function
- ✓ Available for iOS und Android

Your Media Package

The following services are included in the stand registration

Economy Class 790, - Euro plus VAT	Business Class 1.150, - Euro plus VAT	First Class 1.500, - Euro plus VAT
<p>ILA Digital</p> <ul style="list-style-type: none"> ✓ Basic company entry ✓ ¼ Image tile ✓ Company profile ✓ Background image ✓ Logo ✓ Contact person ✓ 5 entries in the product group categories 	<p>ILA Digital</p> <ul style="list-style-type: none"> ✓ Basic company entry ✓ ½ Image tile ✓ Company profile ✓ Background image ✓ Logo ✓ Contact person ✓ 10 entries in the product group categories ✓ Presentation of 10 products ✓ 10 Multimedia files ✓ Lead Reporting 	<p>ILA Digital</p> <ul style="list-style-type: none"> ✓ Basic company entry ✓ ¾ Image tile ✓ Company profile ✓ Background image ✓ Logo ✓ Contact person ✓ 20 entries in the product group categories ✓ Presentation of 15 products ✓ 15 Multimedia files ✓ Lead Reporting with Data export

Upgrades and advertising services can be booked.

View in the Advertising Shop

Service period: Beginning with the publication and maximum until the import of the data for the following ILA Berlin.



Access the Content Manager

The person named as main contact for the stand registration in the exhibitor portal has access to the content manager on ILA Digital.

How to access the Content Manager:

› First register on [ILA Digital](#). Please enter the same E-Mail address under main contact as for the stand registration.

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 where you can edit your company data.

Please note: Only the main contact can find "Edit company profile" in the exhibitor area. If other members want to edit the company profile, the link that opens in the new tab can be forwarded.

› Changes can be made at any time.



Editing Data in the Content Manager

General tips:

- › The navigation menu on the left will guide you through the different areas that should be edited in order to complete your online entry.
- › 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.

ILA BERLIN
PIONEERING AEROSPACE

Discard changes Publish

Description

English (Default) German (Translation)

Company portrait*

We design and create innovative and competitive launch systems, offering civil and military space solutions for our institutional, commercial and industrial customers. We are expert in the most cutting-edge technologies, from all aspects of complete propulsion systems right down to the items of equipment and materials. We leverage all of this expertise, the unique knowledge of our teams, into benefiting the space, defense, energy, and other industrial sectors, with high value-added products, equipment and services. (520/400)

Short teaser text*

A world leader in access to space, working for its institutional and commercial customers and Europe's strategic independence. (126/30)



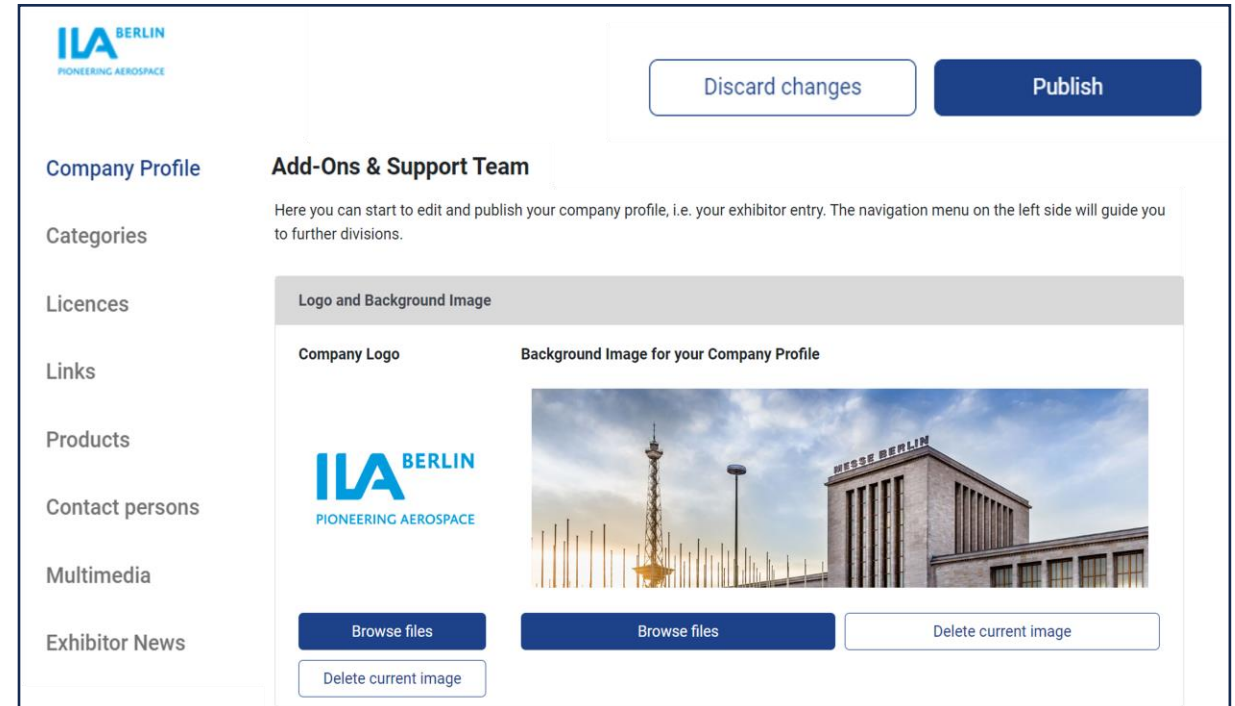
Content Manager

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 generally recommend a wallpaper or ambiance image as a background and without any text.





Content Manager – Product groups

- › You can select the product groups that apply to your company. You can change the selected product groups at any time.
- › To open the selected product groups, please click on the displayed name.
- › You can see the number of product groups already selected and those still available at the top right.
- › When entering product groups, those will be added to your company profile and under product groups on [ILA Digital \(ila-berlin.de\)](https://ila-berlin.de).

ILA BERLIN PIONEERING AEROSPACE

Discard changes Publish

Company Profile

Categories

Licences

Links

Products

Contact persons

Multimedia

Exhibitor News

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

Branchen

Advanced Air Mobility

Aviation

Defence & Support

Space

Supplier



Content Manager - Links

› Click on Add Link to open the editing area where you can enter and name a link.



Content Manager - Products

- › Click on Add Product and then 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 other tabs: Links, Product groups and Multimedia.

Important: If you already have completed entry from your participation in ILA Berlin 2022, 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.



Content Manager - Multimedia

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

Multimedia

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 file here.
maximum size: 50MB

Position	Preview	File
1		ILA Berlin.png ILA Start Subtitle
2		Test.mp4 Quick Start Subtitle



Content Manager – Additional services: Press releases & Job offers

- › If you would also like to reach journalists and young professionals via ILA Berlin’s digital channels, you can book additional content such as a press release or a job offer in the Advertising Shop.
- › Immediately after booking, this content is released in the content manager.
- › You can manage this content in the same way as product.

Important: for job offers, please also specify a contact person.

View in the Advertising Shop

The screenshot shows the 'Press Releases' section of the ILA Berlin Content Manager. On the left is a sidebar menu with options: Company Profile, Categories, Licences, Links, Products, Contact persons, Multimedia, and Exhibitor News. The main area contains a 'News' form with the following fields:

- Language:** Radio buttons for English (Default) and German (Translation).
- News image:** A placeholder image of a Mars rover with a 'Browse files' button and a 'Delete current image' button.
- Title:**:** Text input field containing 'News'.
- Date*:** Text input field containing '14.03.2024'.
- News text:** A large text area with a character count '(0/4000)' and a red exclamation mark icon.
- Subtitle:** A text input field with a character count '(0/300)' and a red exclamation mark icon.

At the top right of the main area are two buttons: 'Discard changes' and 'Publish'.



Access the Backoffice

- › Under Exhibitor area you have access to the Backoffice.
- › In the Backoffice, you can add contacts to your company profile.

The screenshot shows the ILA Berlin Exhibitor Area interface. On the left, there's a navigation menu with options like 'Exhibitors', 'Products', and 'Product Groups'. The main content area displays a grid of exhibitor cards, including 'AIRBUS SAS' and 'FCAS'. On the right, a user profile for 'Aurélie Merlot' is visible, with options to 'Edit profile', 'General Settings', and 'Exhibitor Area'. A blue arrow points from the 'Exhibitor Area' dropdown menu to a detailed view of the 'Exhibitor Area' settings. This view includes the ILA Berlin logo, the user's name 'Aurélie Merlot', and the role 'Add-Ons & Support at MB Capital Services'. Below this, there are options to 'Go to backoffice', 'Show me as contact' (with a toggle switch), and 'Standby Info counter' (with a toggle switch). A 'Log out' button and 'Delete user account' link are also present.



Contact persons & Lead reports

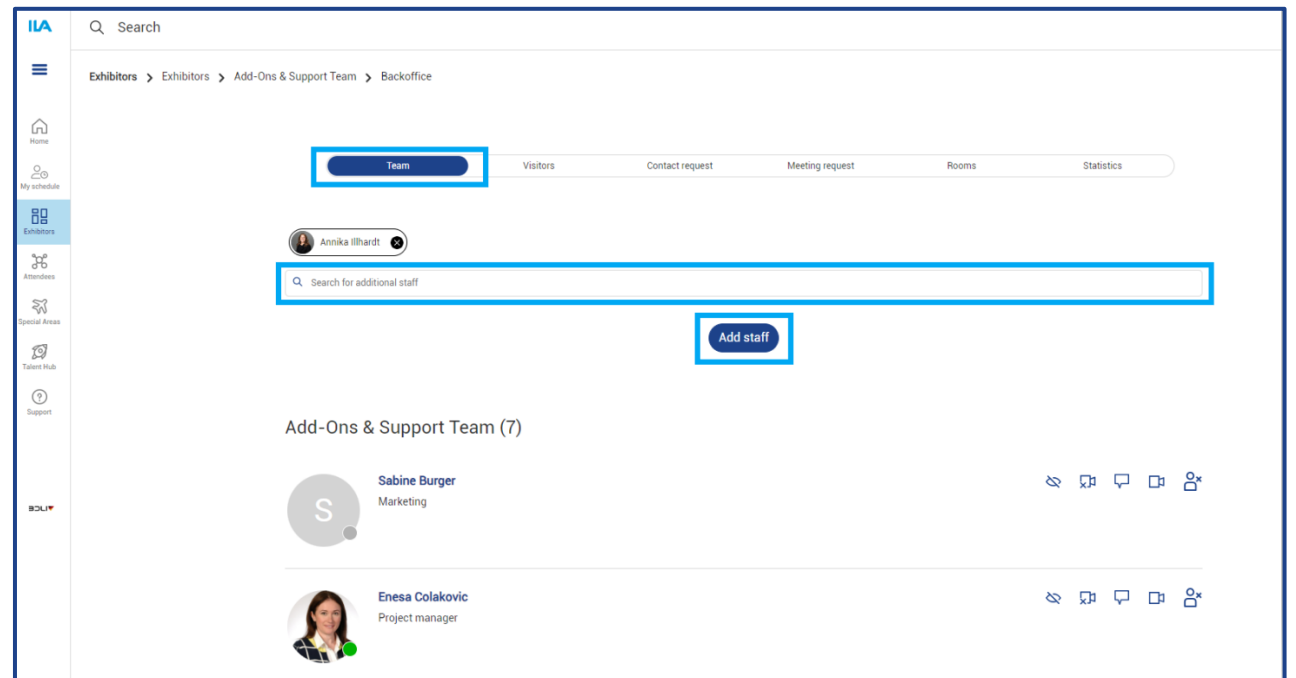
Search for the names of your colleagues under the Team tab using the search bar:

1. Search for the names of your team members.
2. Once the person was selected, click on Add Staff.
3. The contact person is now shown on the company profile.

Further functions:

In the Backoffice, you can see who clicked on your company profile. Lead tracking reports can be found in the visitors tab of the Backoffice.

Under the contact request and meeting request tabs, you can find the requests sent to your company.

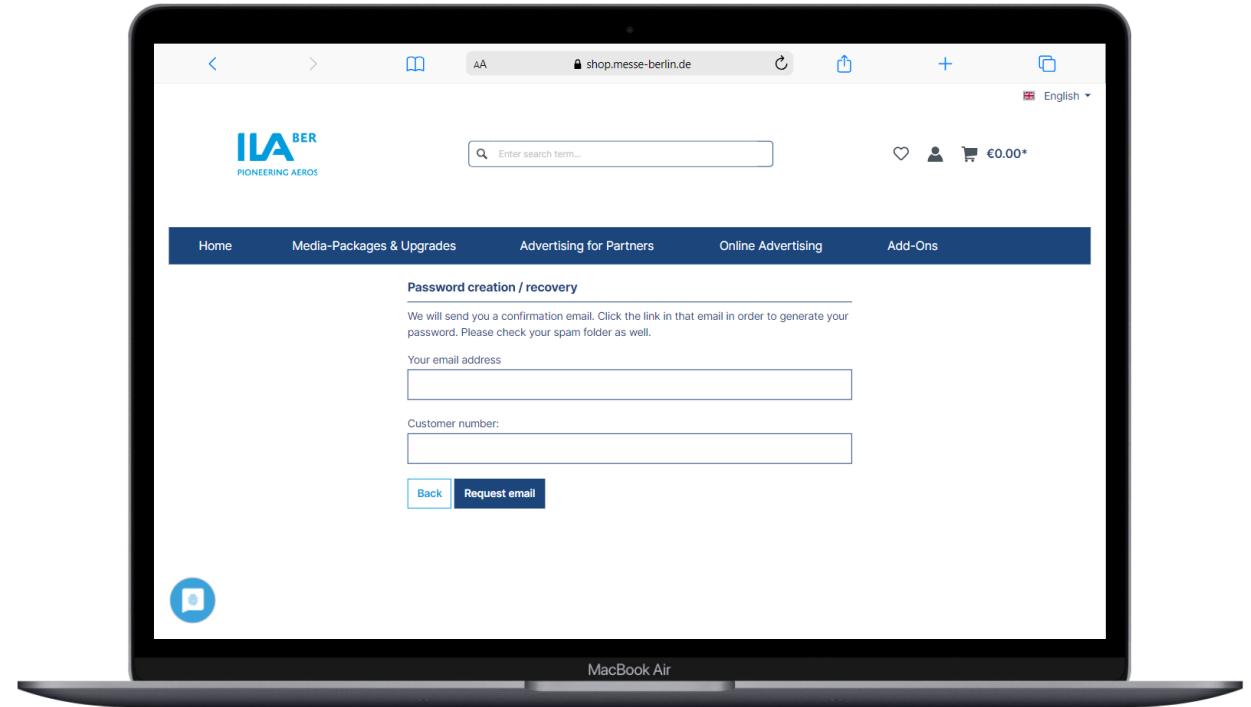




Advertising Shop

Increase your digital presence

- › Visit our advertising shop, and get inspired by our highlights with all advertising options. To register please enter your e-mail and customer number.
- › Your login details are sent with the Mailing **Complete your online entry**. Your support team would be happy to answer any further questions.



ADVERTISING & SPONSORING

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support@messe-berlin.de