

Onboarding Guide

For Exhibitors

SCCON ONLINE PLATFORM



Ein Unternehmensprofil – Sichtbar auf diversen Kanälen!

SCCON Website



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

[Exhibitor list](#)

SCCON Online Platform



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

[SCCON Online Platform](#)

SCCON App



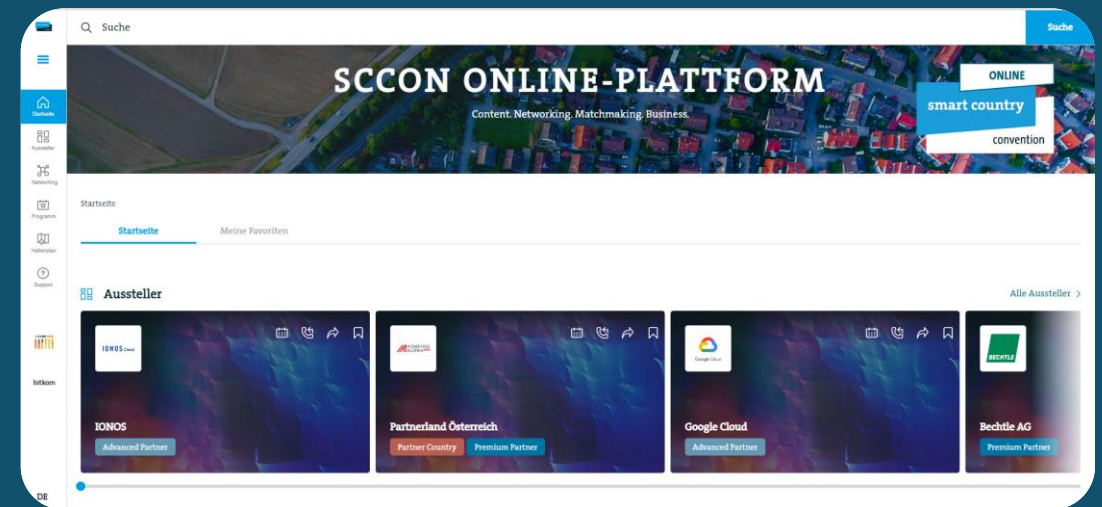
- ✓ The smart companion for the trade show
- ✓ Favorites and network contacts synchronized from the SCCON Online Platform
- ✓ Available for iOS and Android

Ihr Media-Package

Folgende Leistungen sind bereits in Ihrer Standanmeldung enthalten:

SCCON Online-Plattform

- Bildkachel
- Firmengrundeintrag
- Telefon, Fax, E-Mail und Internetadresse
- Ansprechpartner
- Firmenporträt
- Firmenlogo
- 15 Produkteinträge
- 8 Segmente
- 4 Handelsmarken
- 10 Aussteller-News
- 10 Multimedia Uploads
- 10 Links
- Unternehmensvideo im Header
- Veröffentlichung von Stellenangeboten





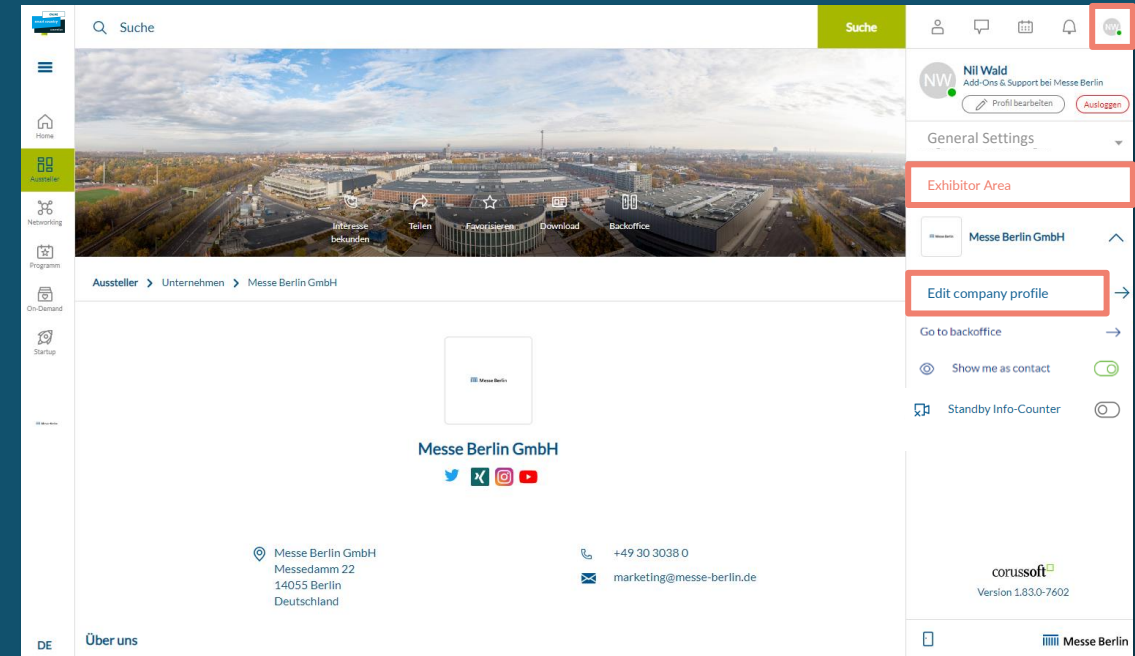
ACCESS TO THE EXHIBITOR AREA & CONTENT MANAGER

The person entered as the main contact during stand registration in the exhibitor portal receives access to the Content Manager in the exhibitor area of the SCCON Online Platform.

How to access the Content Manager:

First register on the SCCON Online Platform - using the e-mail address e-mail address that 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 "Exhibitor area" tab.
 3. Click on the company logo to go to your company profile.
 4. Click on "Edit company profile" to access 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 SCCON 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 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.



EDIT DATA IN CONTENT MANAGER

General tips:

- The navigation menu on the left will guide 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.
- Click on "Publish" in the top right-hand corner after each edit to save the changes.
- In each editing 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.

ONLINE
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convention

Discard changes Publish

Company Profile
Categories
Links
Products
Trademarks
Multimedia
Exhibitor News
Job Offers
Advertising Shop

Description

English (Default) German (Translation)

Company portrait*

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. It designs, markets and organizes hundreds of live events every year. Its broad portfolio includes the global brands and leading trade fairs 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. (1037/4000)

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)



EDIT DATA IN CONTENT MANAGER - HOME PAGE

You can create 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.
- Als Hintergrundbild empfehlen wir grundsätzlich ein Wallpaper oder ein Stimmungsbild und raten davon ab, ein Bild mit Text zu verwenden.

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Discard changes Publish

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.

Logo and Background Image

Company Logo	Background Image for your Company Profile
Drag your image here. Image size: 500 x 500 px, formats: jpeg, png, file size: max. 5 MB	Drag your image here Size: 2560 x 640 px, format: jpeg, png, maximum size: 5MB
Browse files Delete current image	Browse files Delete current image



EDIT DATA IN CONTENT MANAGER - CATEGORIES

- When registering in the exhibitor portal, you enter the product groups that apply to your company and these are automatically adopted for your company entry in the SCCON 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 in the top right-hand corner.

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Änderungen verwerfen Veröffentlichen

Added (1) of 8

Company Profile

- Categories**
- Links
- Products
- Trademarks
- Multimedia
- Exhibitor News
- Job Offers
- Advertising Shop

Categories

You can choose appropriate segments for your company here. Please note that you can select as many segments as included in your media package. If you have booked additional segments, you can add them anytime.

Search for segments



EDIT DATA IN CONTENT MANAGER - LINKS

- Click on "Add link" to open the editing area where you can enter and name a link

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Company Profile
Categories
Links
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Links
You can add links to your websites and determine adequate displayed titles for them.
 English (Default) German (Translation)

Links
You can add links to your websites and determine adequate displayed titles for them.
 English (Default) German (Translation)

+ Add link

+ Add link

Link

URL*
Please enter your url

Displayed title*
Please enter your link name

+ Add link

1

2

3

4

5

EDIT DATA IN CONTENT MANAGER - PRODUCTS

- Click on "Add product" and then on "Product" to open the editing area where you can edit the product information.
- In the lower part 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 in SCCON 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.

The screenshot displays the 'smart country convention' online content manager interface. On the left, a sidebar contains navigation options: Company Profile, Categories, Links, **Products**, Trademarks, Multimedia, Exhibitor News, Job Offers, and Advertising Shop. The main content area is titled 'Products' and includes instructions: '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 visible in the top right. Below the instructions, a 'Product' entry is shown with a hand cursor pointing to it. To the right, a detailed product editing form is open, featuring fields for 'Product image' and 'Product Background', a 'Product name' field with a red error message, 'Publication starting' and 'Publication ending' date pickers, a 'Product description' text area, and a 'Short teaser text' text area. At the bottom of the form, three tabs are visible: 'Links', 'Segments', and 'Multimedia', with 'Links' being the active tab.



EDIT DATA IN 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

Categories

Links

Products

Trademarks

Multimedia

Exhibitor News

Job Offers

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).

English (Default) German (Translation)

Drag your file here.
maximum size: 50MB

Position	Preview	File
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EDIT DATA IN CONTENT MANAGER – ADDITIONAL SERVICE: EXHIBITOR NEWS & JOB OFFERS

- If you would also like to reach journalists via the digital channels of the SCCON Online Platform, you can book additional content such as exhibitor news and job offers in the Advertising Shop.
- Immediately after booking in the Advertising Shop, this tab is activated for editing in the Content Manager.
- You can maintain this content like a product (page 9)

[Advertising Shop](#)

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Discard changes Publish

Company Profile
Categories
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Multimedia
Exhibitor News
Job Offers
Advertising Shop

Press Releases

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.

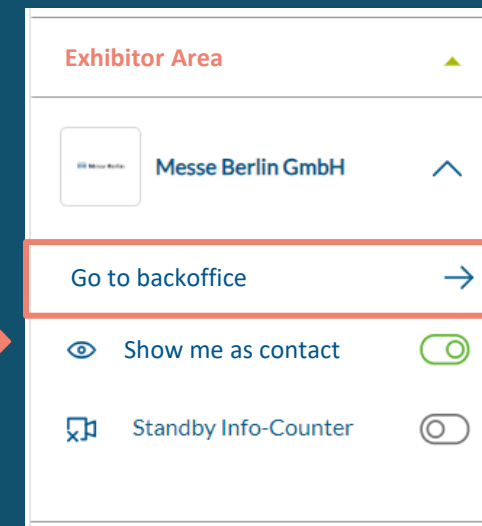
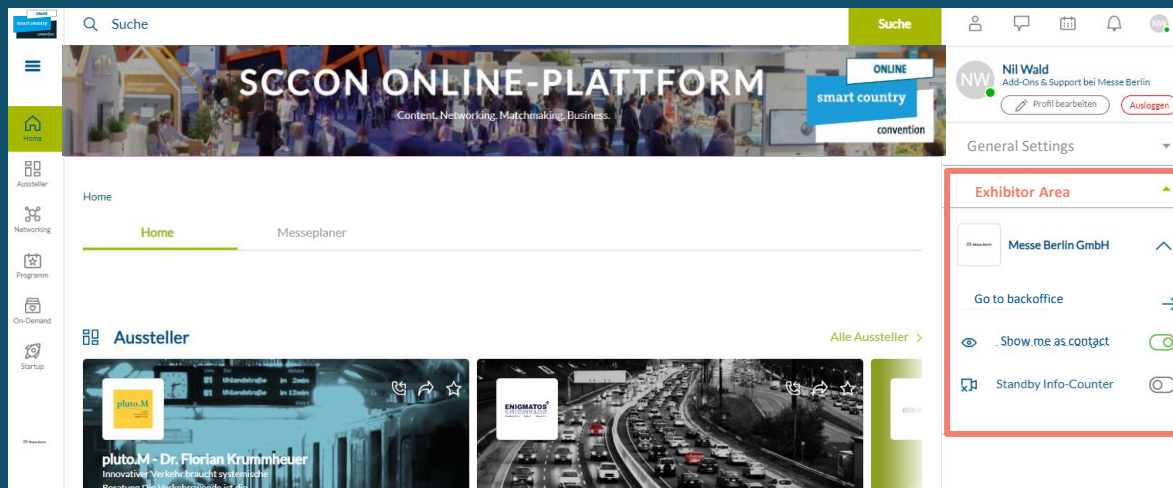
+ Add news



BACKOFFICE & CONTACT PERSON

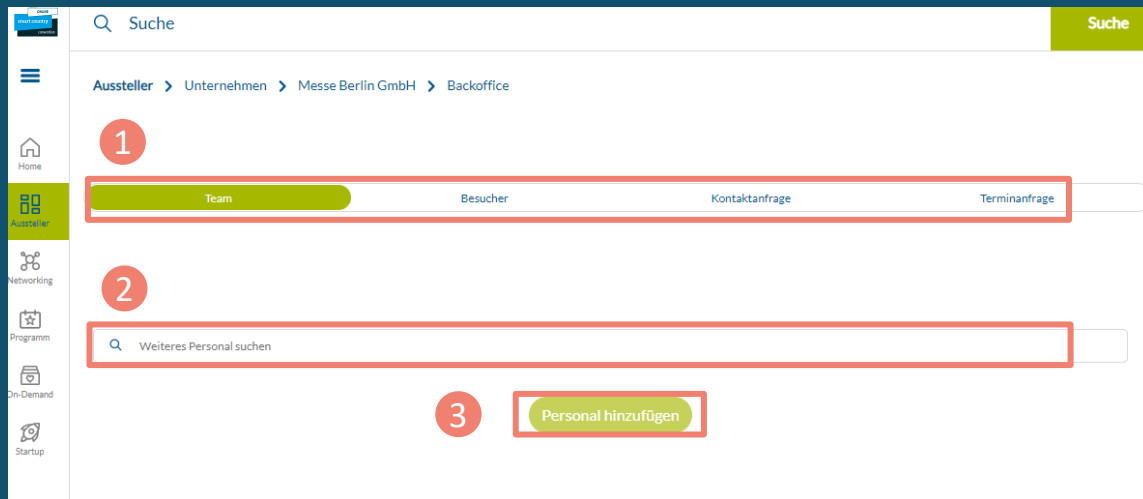
Exhibitor area, back office and visibility

- In addition to access to the Content Manager, you will also find access "To back office" and the option to release your personal profile as a contact for your company in the exhibitor area.
- In the back office, you have the option of entering additional company staff as contact persons for the company.





ADD STAFF MEMBER



Add staff member via the back office

Start by inviting your staff 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 then appears in the company profile as a contact person for your company and can get in touch with other participants and make appointments for the trade fair.

Other functions:

- In the back office, you can see who has clicked on your company profile under the "Visitors" tab.
- Under the tab "Contact request" and " Meeting request" you will receive your requests from visitors or companies who would like to get in touch with you.

1

2

3

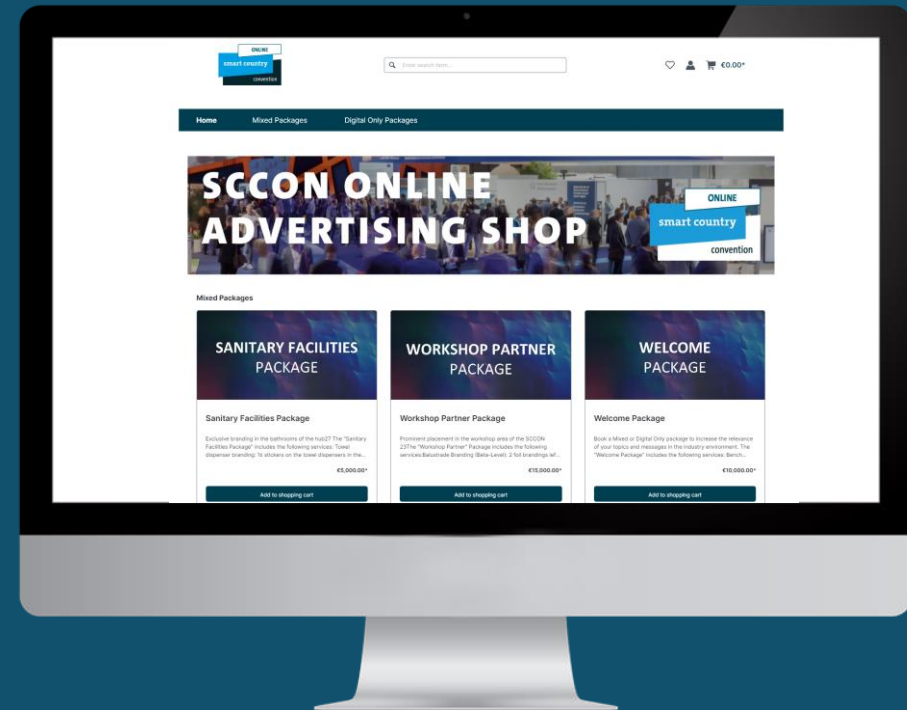
4

5

SCCON ADVERTISING SHOP

More 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 the company name in our e-mail "**Complete your online entry on the SCCON Online Platform!**". If you have not yet received this e-mail or do not have it to hand, you can ask our support team for your customer number.





CONTACT & SUPPORT

Your contact for advertising opportunities:

MB Capital Services GmbH
Thüringer Alle 12 A
14052 Berlin

E advertising@messe-berlin.de
T 49 30 3038 2525

To the Advertising Shop: [Here](#)

Your contact for questions regarding the platform:
E support@messe-berlin.de
T +49 30 3838 2500

