



# ***InnoTrans 2024***

***24 – 27 SEPTEMBER · BERLIN***

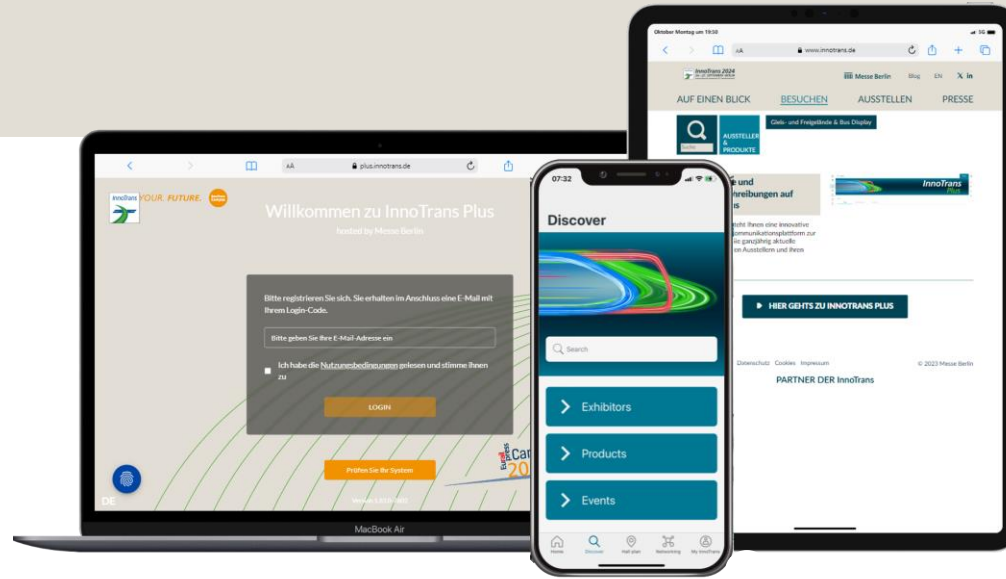
*International Trade Fair for Transport Technology*

## **ONBOARDING GUIDE**

**For exhibitors**

# A COMPANY PROFILE

## Visible on various channels



### InnoTrans WEBSITE

- ✓ Your company profile in a compact version available before, during and after the show
- ✓ Global reach and open to all participants 24/7

[Exhibitor list](#)

### InnoTrans PLUS Platform

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

[InnoTrans PLUS Platform](#)

### InnoTrans APP

- ✓ The smart companion for the trade show
- ✓ Favorites and network contacts synchronized from the InnoTrans PLUS
- ✓ Available for iOS and Android

[InnoTrans APP](#)

# Your Media Package

The following services are included in your stand registration:

## MAIN EXHIBITOR

- ✓ Company Data, Description & Logo
- ✓ Contact Person
- ✓ Links
- ✓ Multimedia Uploads
- ✓ Social-Media Links (e.g. Facebook, LinkedIn)
- ✓ 5 Main entries in the product group directory
- ✓ 3 Product entries with image, text and multimedia

## CO-EXHIBITOR

- ✓ Company Data, Description & Logo
- ✓ Contact Person
- ✓ Links
- ✓ Multimedia Uploads

### PREMIUM UPGRADE

Extended company profile on the InnoTrans PLUS & App: When booking a higher-value Media Package (upgrade), the existing package will be credited. The credit will be added to your shopping cart after logging in to the advertising shop.

[View in the Advertising Shop](#)



## ACCESS TO THE EXHIBITOR AREA & CONTENT MANAGER

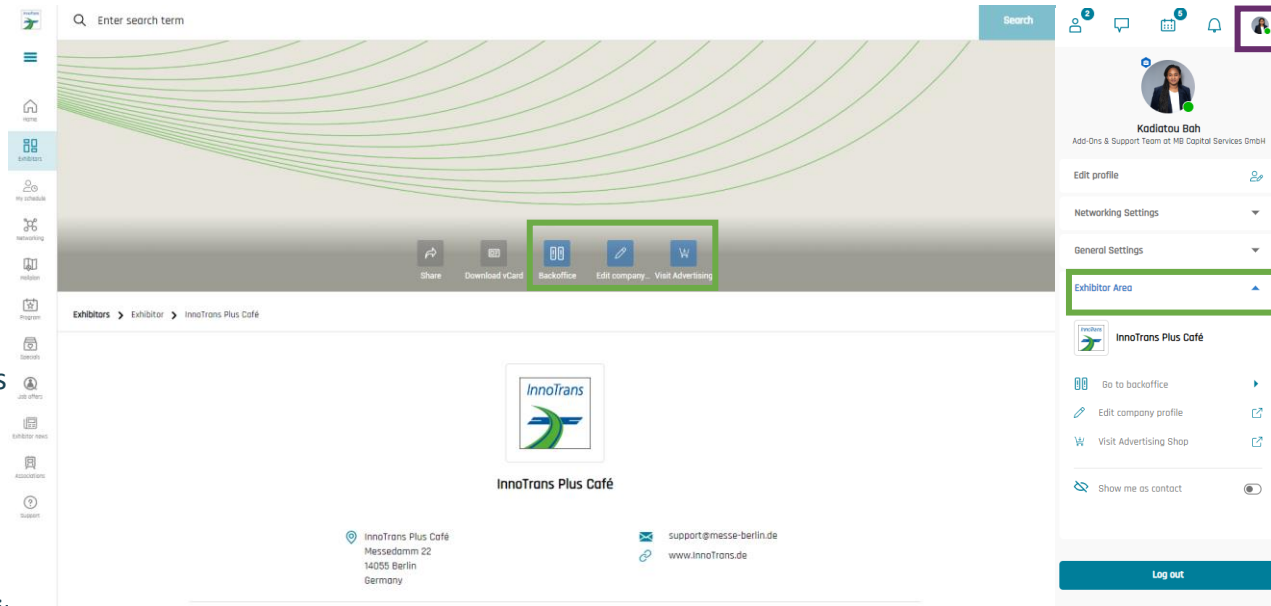
The person entered as the main contact during stand registration in the exhibitor portal receives access to the Content Manager in the exhibitor area of the InnoTrans PLUS.

*Please reduce the zoom in your browser settings if not all functions are displayed.*

### How to access the Content Manager:

1. First register on the InnoTrans PLUS Platform - using the e-mail address e-mail address that you entered under "Main contact" when you registered your stand.
2. Edit your personal profile and save it.
3. Then click on "Settings" at the top right.
4. Open the "Exhibitor area" tab.
5. Click on the company logo to go to your company profile.
6. 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 InnoTrans PLUS platform and check the result. Changes can be made at any time.



**Please note:** Only the main contact can 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 THE 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.

**Company Profile**

Categories

Links

Products

Multimedia

Exhibitor News

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 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

**Short teaser text\***

Berlin has been a trade fair venue since 1822, and for many decades one of the most important worldwide.  
Messe Berlin - Hosting the world

(137/300)

Discard changes Publish



## EDIT DATA IN CONTENT MANAGER - HOME PAGE

You can create your main entry on the start page:

- logo & background image
- basic data & company description
- social media accounts

**Tips:**

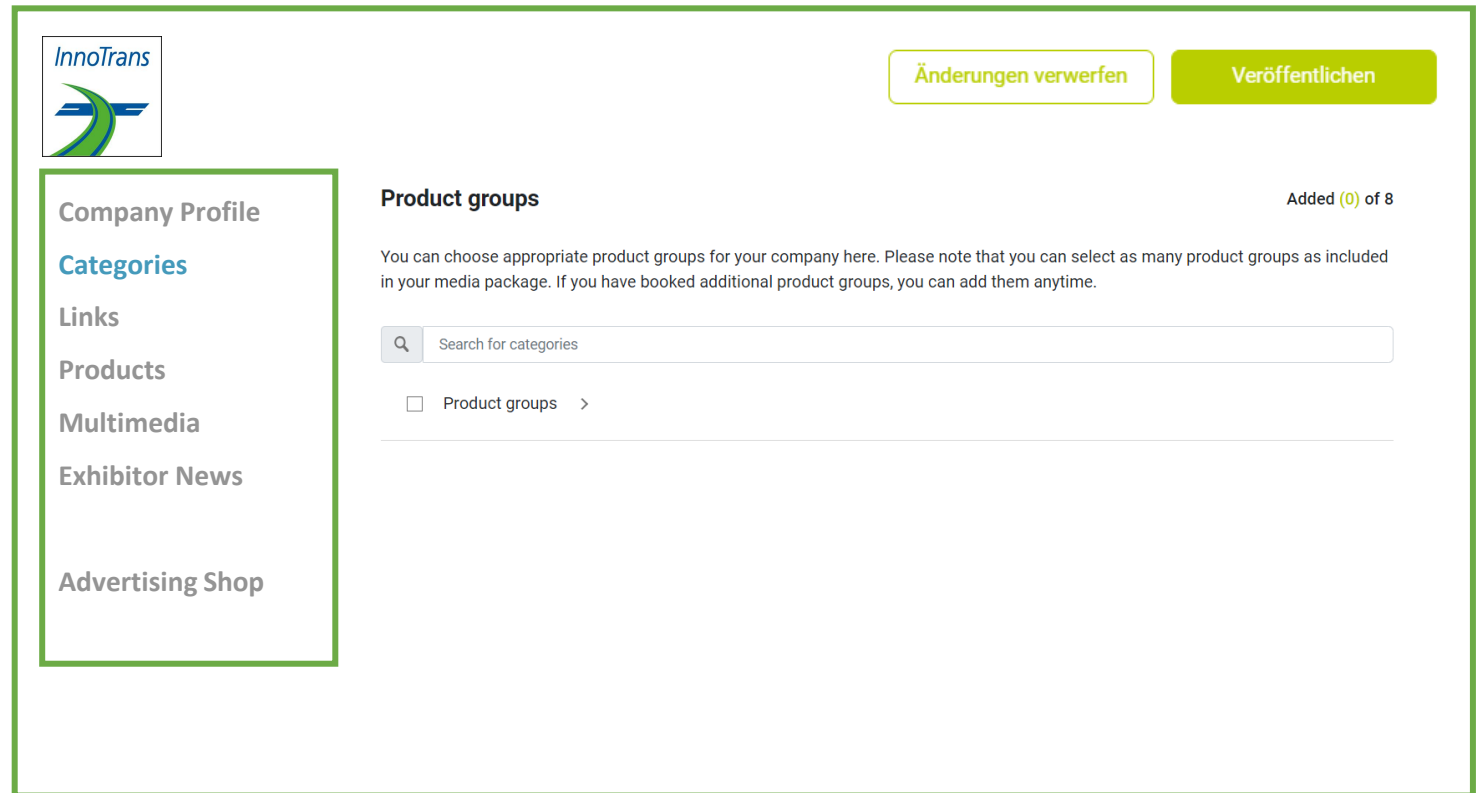
- The background image must be uploaded in different sizes for the web and app view so that it looks good on all screens.
- We generally recommend using a wallpaper or mood image as the background image and advise against using an image with text.

The screenshot shows the InnoTrans content manager interface for editing a company profile. On the left is a navigation menu with options: Company Profile, Categories, Links, Products, Multimedia, Exhibitor News, and Advertising Shop. The main area is titled 'Messe Berlin GmbH' and contains a description: '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.' Below this is a section for 'Logo and Background Image' with two columns: 'Company Logo' and 'Background Image for your Company Profile'. Each column has a dashed box for image upload with instructions on size and format. At the bottom of each column are 'Browse files' and 'Delete current image' buttons. At the top right of the main area are 'Änderungen verwerfen' and 'Veröffentlichen' buttons.



## 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 InnoTrans PLUS 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



The screenshot shows the 'Product groups' management interface in the InnoTrans exhibitor portal. On the left is a navigation menu with the InnoTrans logo at the top, followed by 'Company Profile', 'Categories' (highlighted in blue), 'Links', 'Products', 'Multimedia', 'Exhibitor News', and 'Advertising Shop'. The main content area is titled 'Product groups' and shows 'Added (0) of 8'. Below the title is a search bar with the placeholder text 'Search for categories'. Underneath the search bar is a checkbox labeled 'Product groups' followed by a right-pointing arrow. In the top right corner of the interface, there are two buttons: 'Änderungen verwerfen' (Cancel changes) and 'Veröffentlichen' (Publish).



## EDIT DATA IN CONTENT MANAGER - LINKS

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





## 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 InnoTrans 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.

The screenshot shows the InnoTrans content management system interface. On the left is a sidebar with the InnoTrans logo and navigation menu items: Company Profile, Categories, Links, Products, Multimedia, Job Offers, and Advertising Shop. The main content area is titled 'Products' and contains the following elements:

- A '+ Add product' button in the top right corner.
- A list of products, with one product selected and highlighted in grey. A hand icon points to this product.
- An expanded editing form for the selected product, containing:
  - 'Product image' section with a drag-and-drop area and 'Browse files' and 'Delete current image' buttons.
  - 'Product name\*' field with a red border and a red error message: 'Please enter your product name'.
  - 'Publication starting' and 'Publication ending' date pickers.
  - 'Product description' text area with a character count of 0/4000.
  - 'Short teaser text' text area with a character count of 0/200.
  - Language selection: English (Default) and German (Translation).
- 'Discard changes' and 'Publish' buttons in the top right.
- At the bottom of the editing form, there are tabs for 'Links', 'Product groups', and 'Multimedia', with 'Links' currently selected.



## EDIT DATA IN CONTENT MANAGER - MULTIMEDIA

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


The screenshot shows the InnoTrans content manager interface. On the left is a navigation menu with the InnoTrans logo at the top, followed by links for Company Profile, Categories, Links, Products, **Multimedia** (highlighted in blue), Exhibitor News, and Advertising Shop. The main content area is titled "Multimedia" and contains the text: "Here you can attach further files to your trademark. You can add PDFs, images or short videos (recommended video format: MP4).". Below this text are radio buttons for "English (Default)" (selected) and "German (Translation)". A large dashed box is provided for file uploads, with the text "Drag your file here." and "maximum size: 50MB". At the bottom of the main area, there is a table header with columns for "Position", "Preview", and "File". In the top right corner of the interface, there are two buttons: "Discard changes" and "Publish".



## EDIT DATA IN CONTENT MANAGER– ADDITIONAL SERVICE: JOB OFFER

- If you wish to further engage with participants through the digital channels of the InnoTrans PLUS platform, you have the option to book additional content, such as job offers, through 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)

**Book your Premium Upgrade now**



Discard changes
Publish

**Company Profile**

Categories

Links

Products

Multimedia

**Job Offers**

Advertising Shop

**Jobs** Added (0) of 1

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.

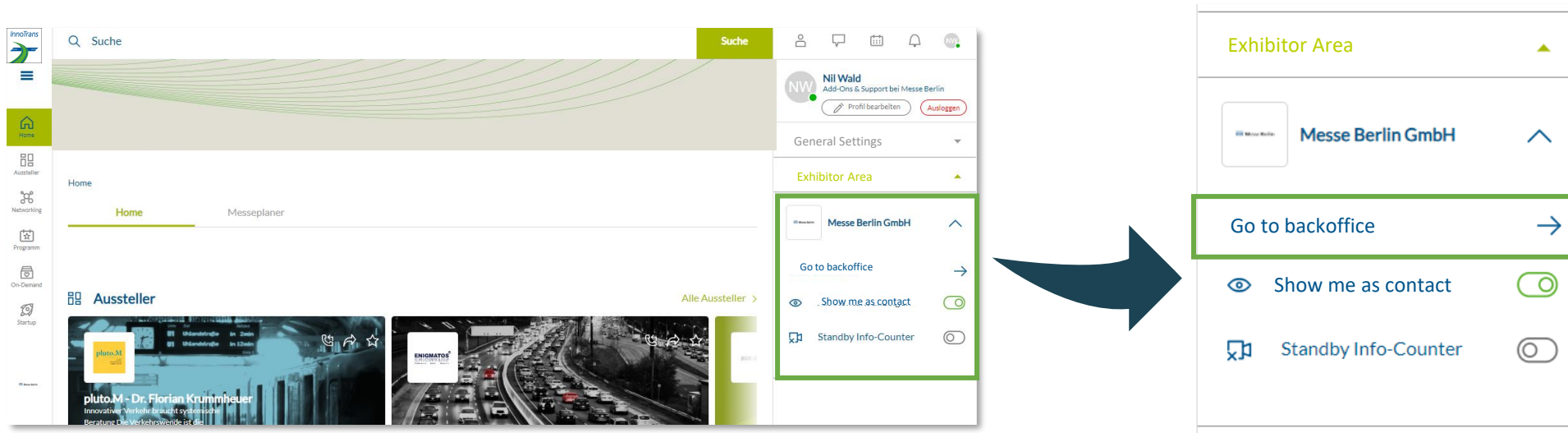
+ Add jobs



## BACKOFFICE & CONTACT PERSON

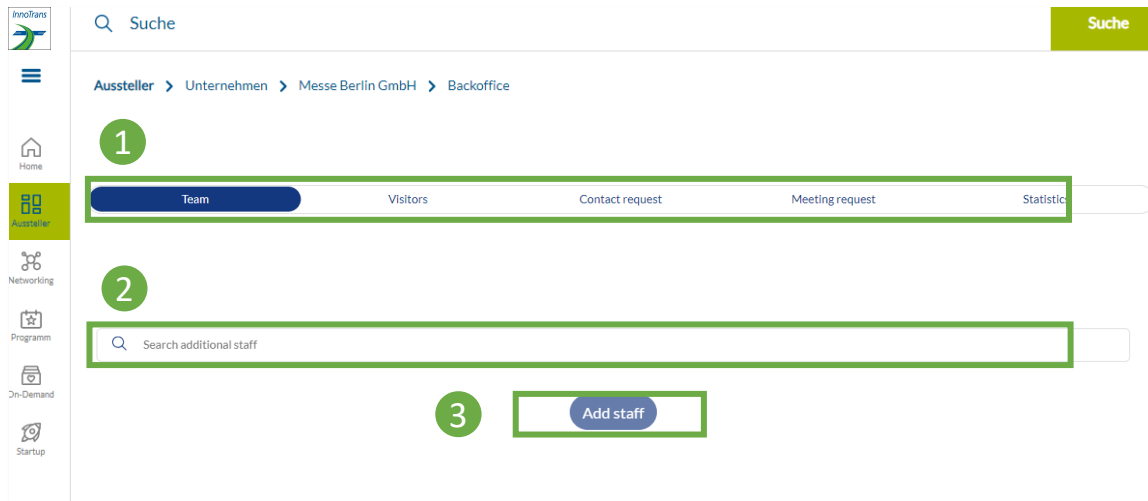
### Exhibitor area, back office and visibility

- In addition to access to the Content Manager, you will also find access "Go to backoffice" 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:

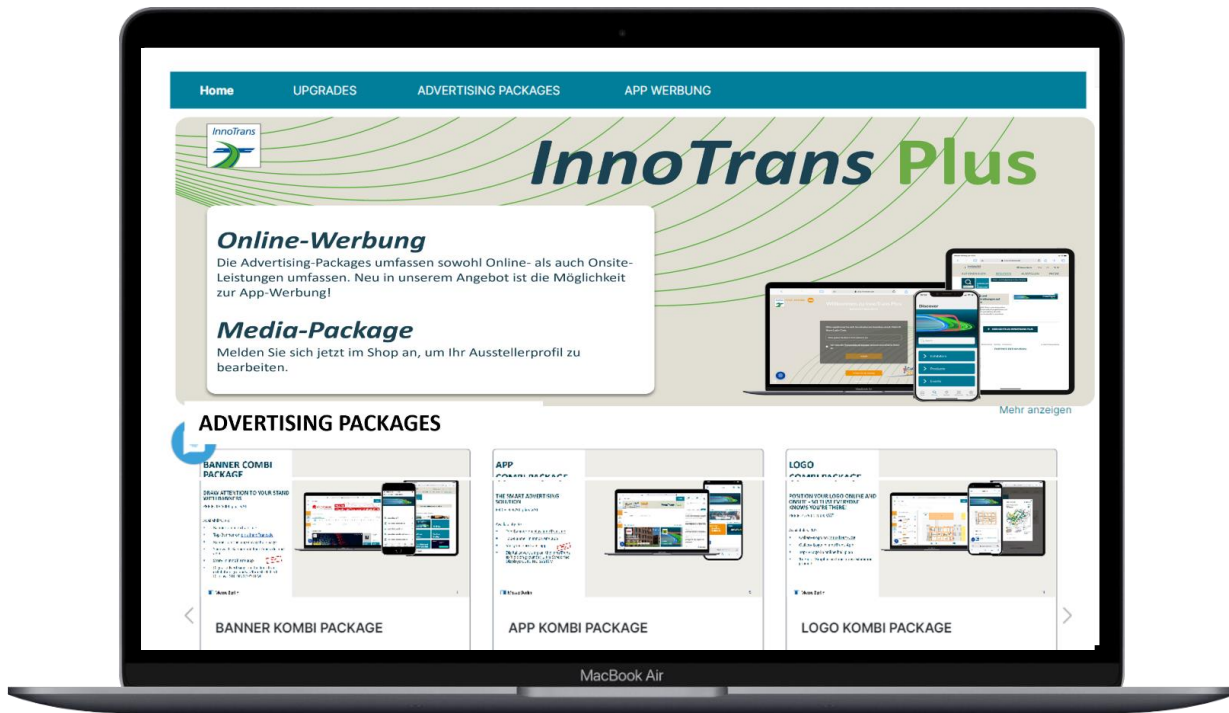
- In the back office, you can see who has clicked on your company profile under the "Visitors" tab.
- Under the tab "Contact request" and " Meeting request" you will receive your requests from visitors or companies who would like to get in touch with you.



## InnoTrans PLUS 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 InnoTrans PLUS 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.



Digitale Werbemöglichkeiten ↗

# CONTACT & SUPPORT



## Your contact for advertising opportunities:

MB Capital Services GmbH  
Thüringer Allee 12 A  
14052 Berlin  
+49 30 3038 2500  
[support@messe-berlin.de](mailto:support@messe-berlin.de)

Link to the Advertising Shop:  
[InnoTrans PLUS Advertising Shop](#)

## Contact us for questions about the platform:

Support:  
+49 30 3038 2500  
[support@messe-berlin.de](mailto:support@messe-berlin.de)