InnoTrans 2024

24 – 27 SEPTEMBER · BERLIN
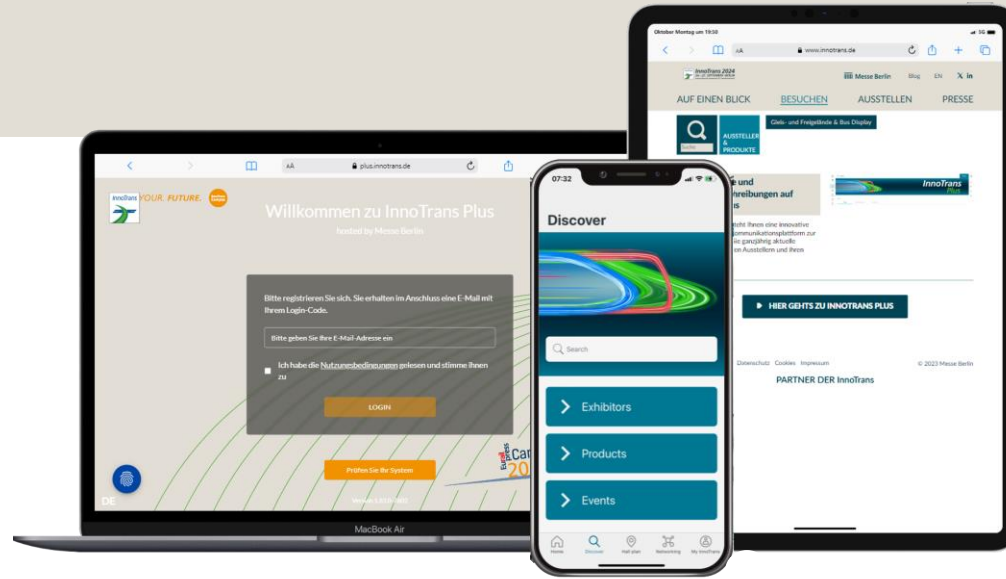
International Trade Fair for Transport Technology

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
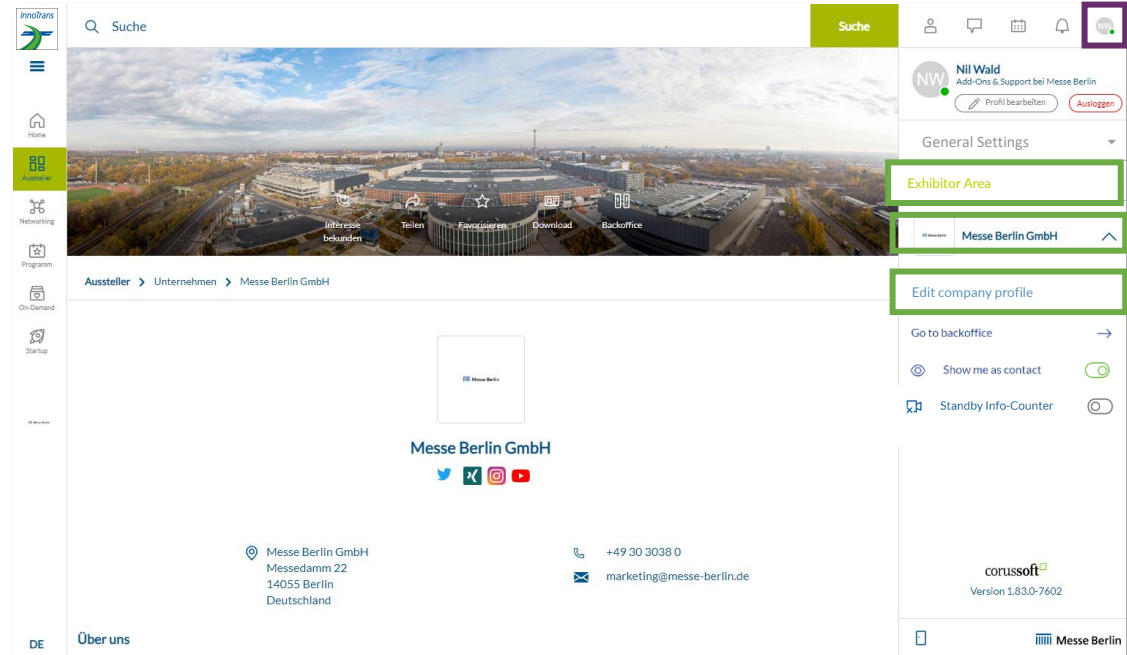
ACCESS TO THE EXHIBITOR AREA & CONTENT MANAGER

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 Platform.
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.
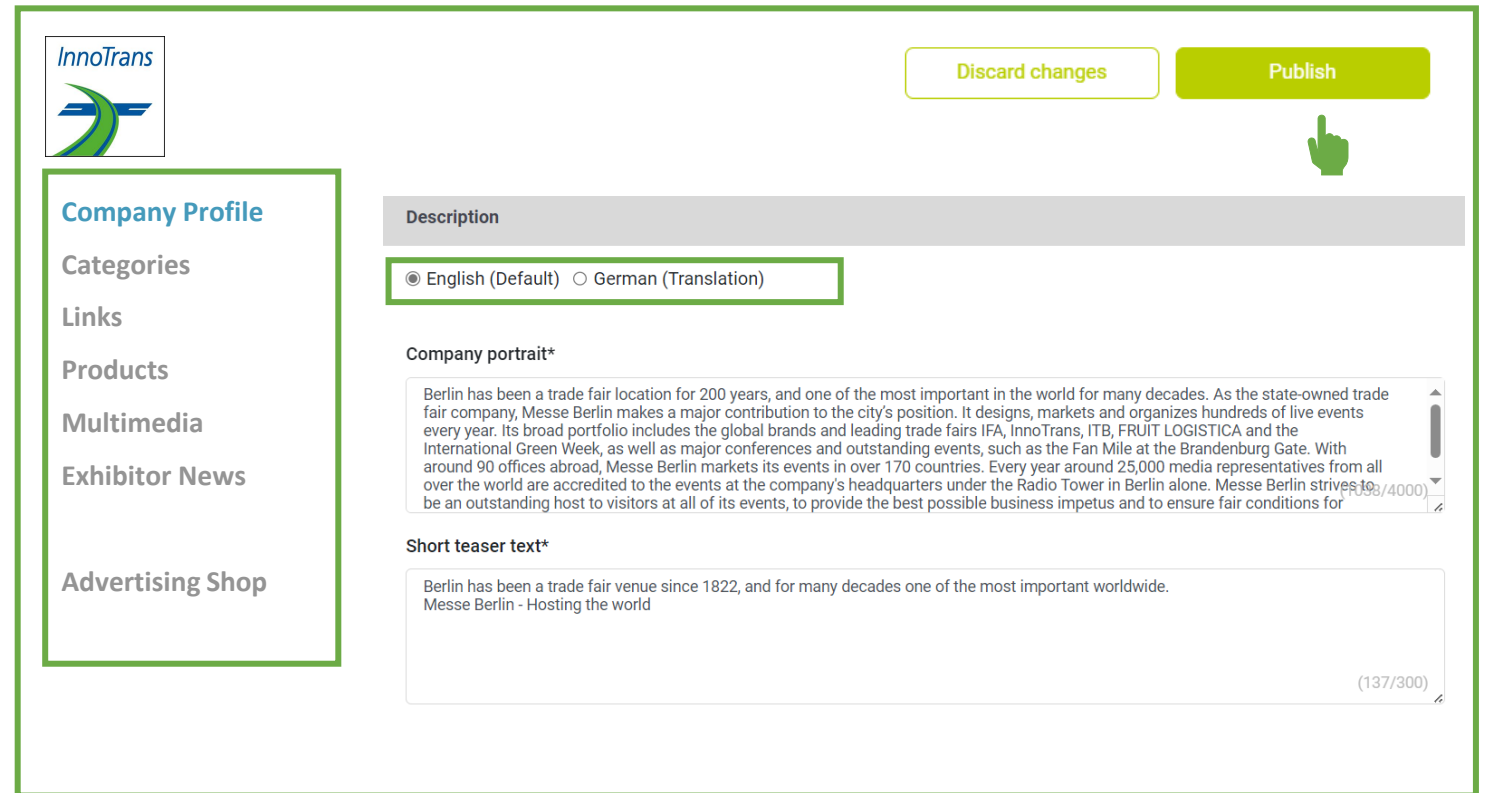
Please note: Only the main contact will see the "Edit company profile" button. Other team members will not see this button. If several members are to edit the company profile, the link that opens in the new tab can be shared.

InnoTrans PLUS Platform

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.

Discard changes | Publish

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

(3038/4000)

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)

EDIT DATA IN CONTENT MANAGER - HOME PAGE

You can create your main entry on the start page:

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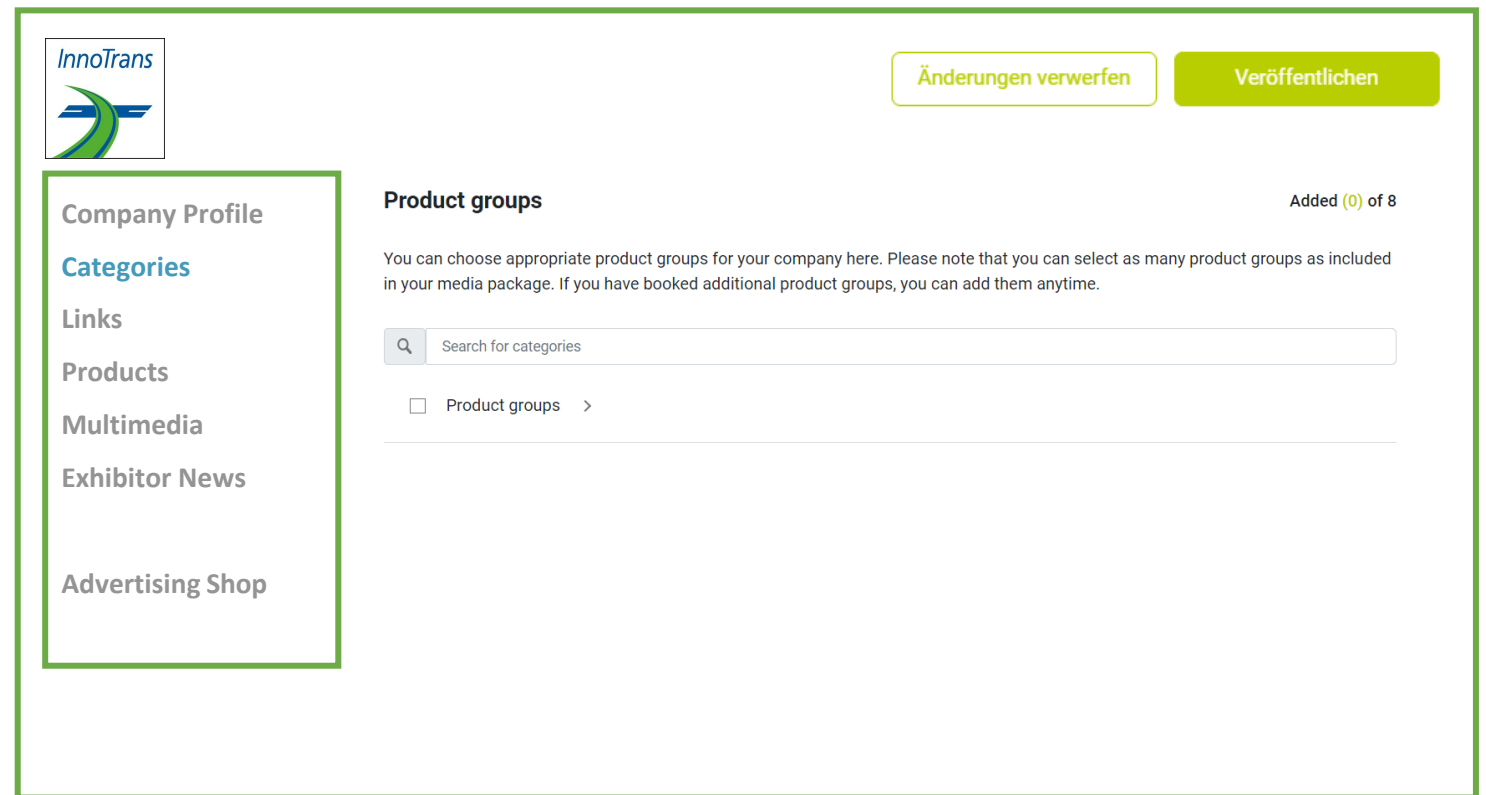- social media accounts

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.

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

Änderungen verwerfen   Veröffentlichen

Company Profile

Categories

Links

Products

Multimedia

Exhibitor News

Advertising Shop

Product groups   Added (0) of 8

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 >

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.

EDIT DATA IN CONTENT MANAGER - MULTIMEDIA

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

Discard changes Publish

Company Profile

Categories

Links

Products

Multimedia

Exhibitor News

Advertising Shop

Multimedia

Here you can attach further files to your trademark. 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 ——— **2** ——— **3** ——— **4** ——— **5** ——→

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

InnoTrans

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.
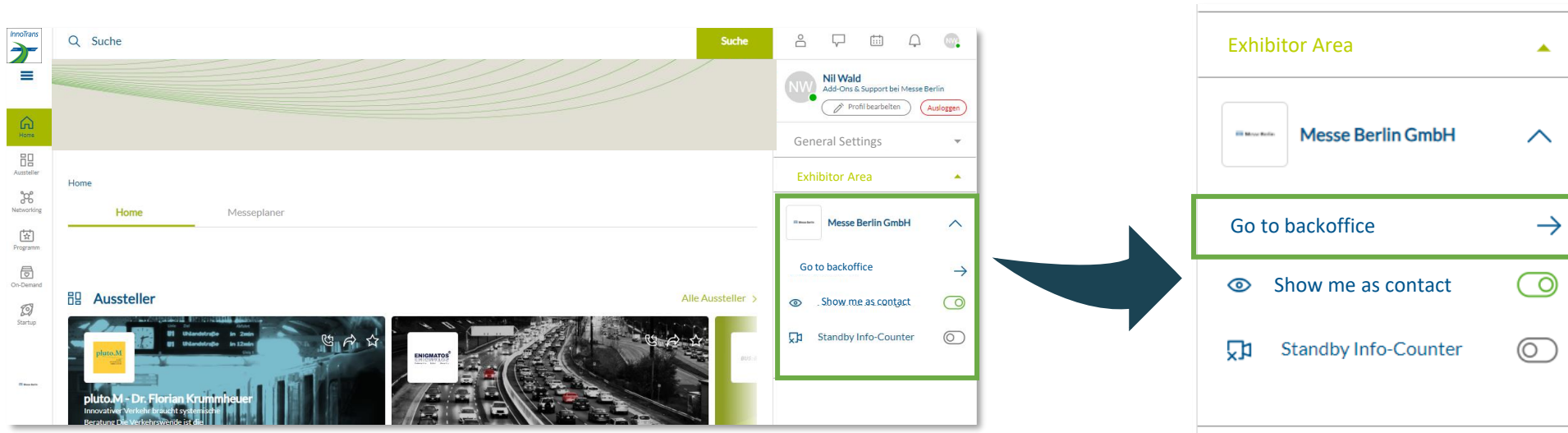
+ Add jobs

BACKOFFICE & CONTACT PERSON
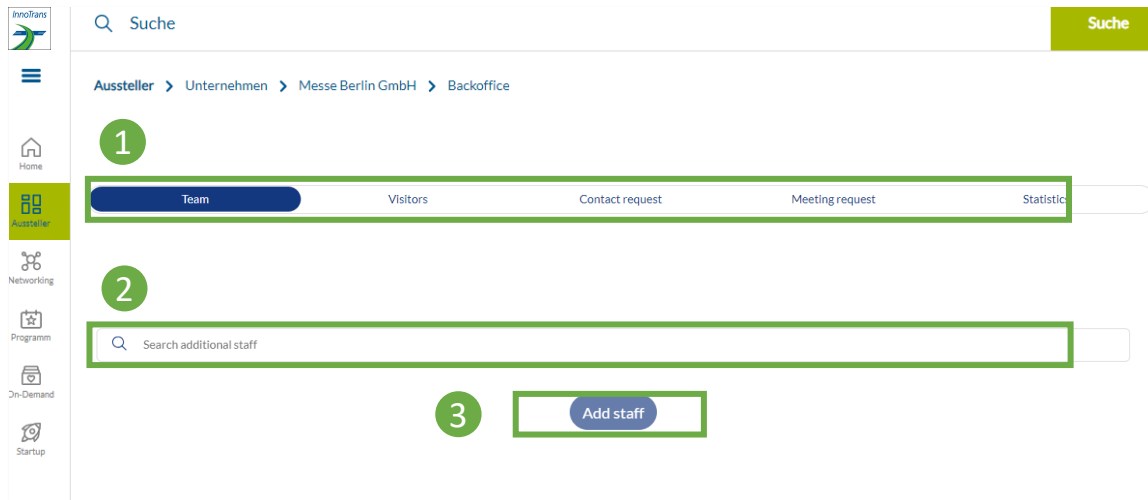
Exhibitor area, back office and visibility

- 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.
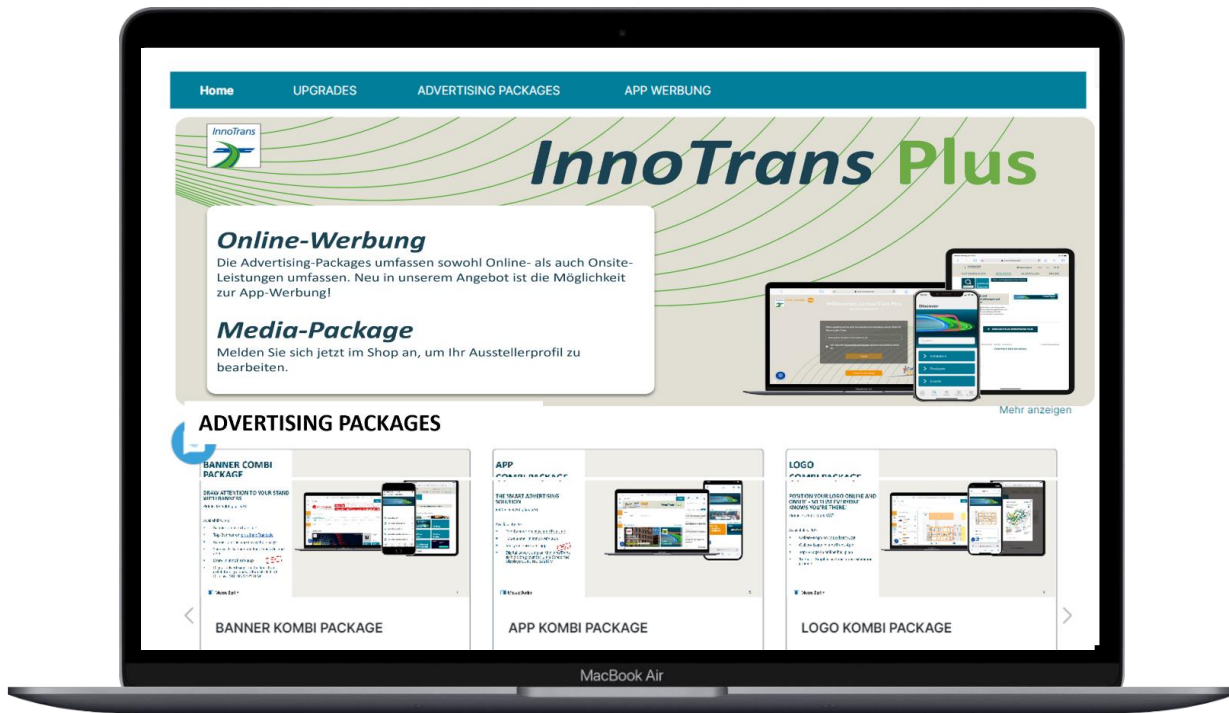
Other functions:

- 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

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