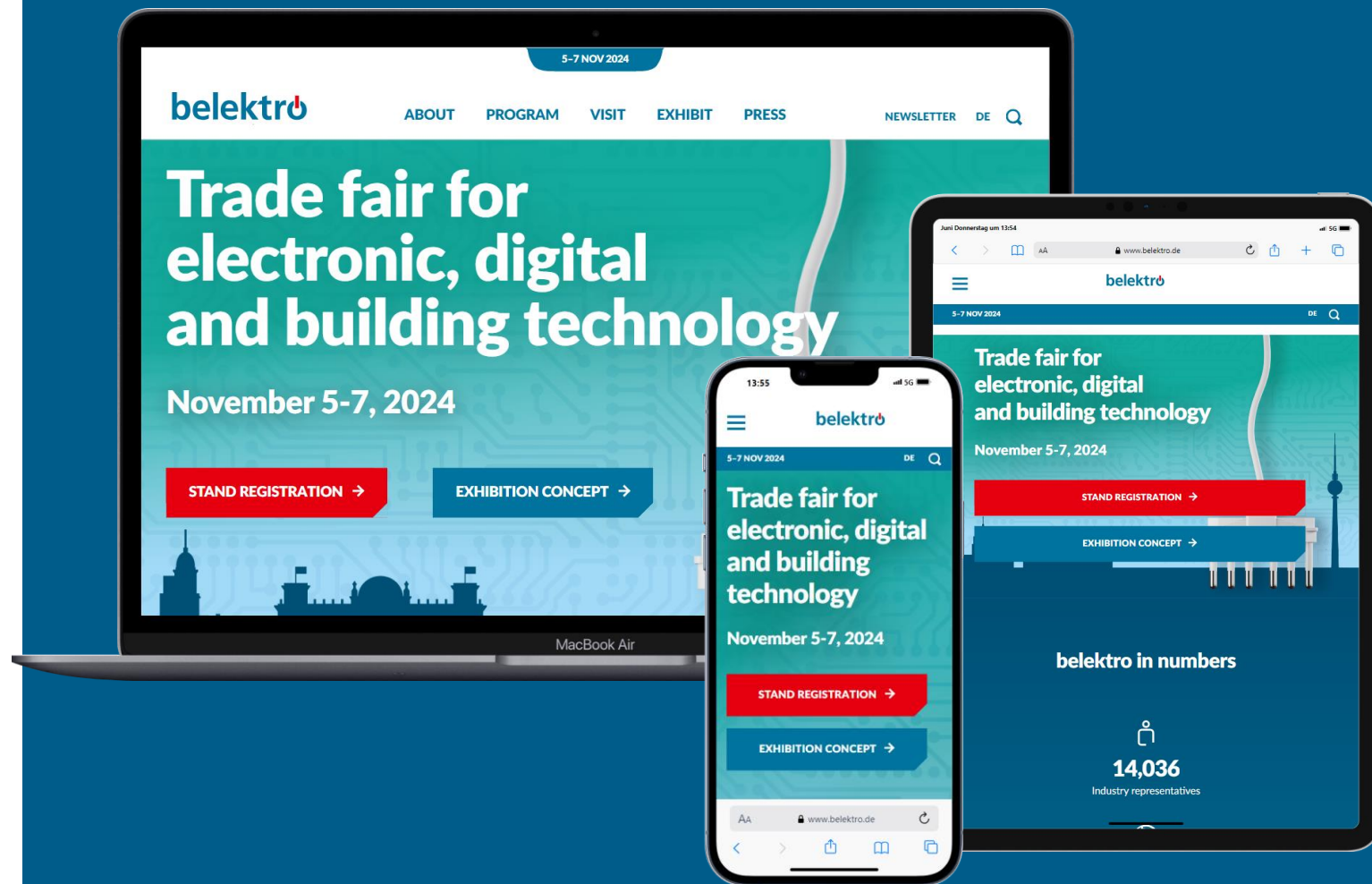
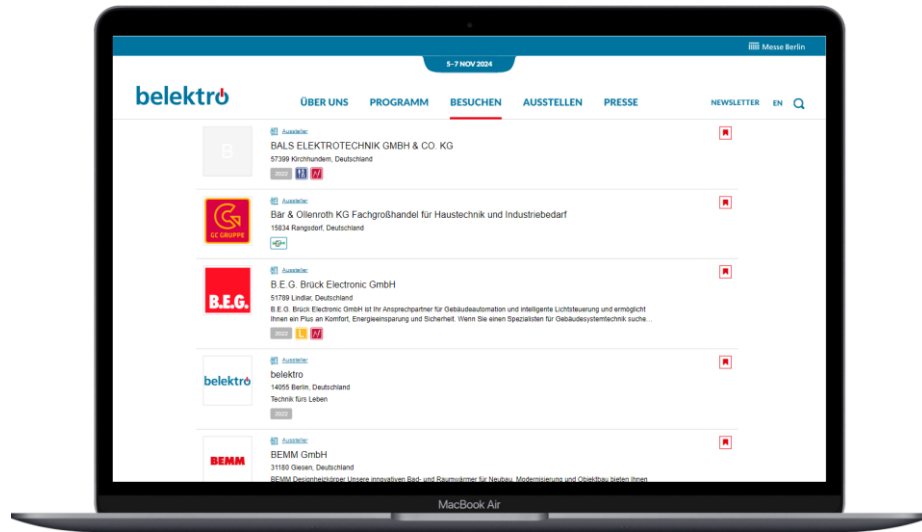


# MEDIA-PACKAGE GUIDE

belektro



# One Profile – Many ways to be seen



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

- ✓ The smart companion for the trade show
- ✓ Available für iOS and Android

Exhibitor list

# Your Media-Package

The following services are part of your company profile:

## Primary Exhibitor

370 € plus VAT

- ✓ Basic company entry (company name, postal address, telephone, e-mail, hall and stand number)
- ✓ Web address
- ✓ Company logo
- ✓ Company profile (max. 4,000 characters)
- ✓ Link to social media profiles (e.g. Facebook, Twitter etc.)
- ✓ Media (e.g. videos, images, PDFs up to 500 MB)
- ✓ Background image in the company profile
- ✓ Entry in up to 4 categories of the product group directory
- ✓ Presentation of up to 3 products in text and image (max. 4,000 characters)

## Co-Exhibitor

90 € plus VAT

- ✓ Basic company entry (company name, postal address, telephone, e-mail, hall and stand number)
- ✓ Web address
- ✓ Entry in a category in the product group directory

Co-exhibitors can book an upgrade to a main exhibitor media package

[Take a look in the Advertising Shop](#)

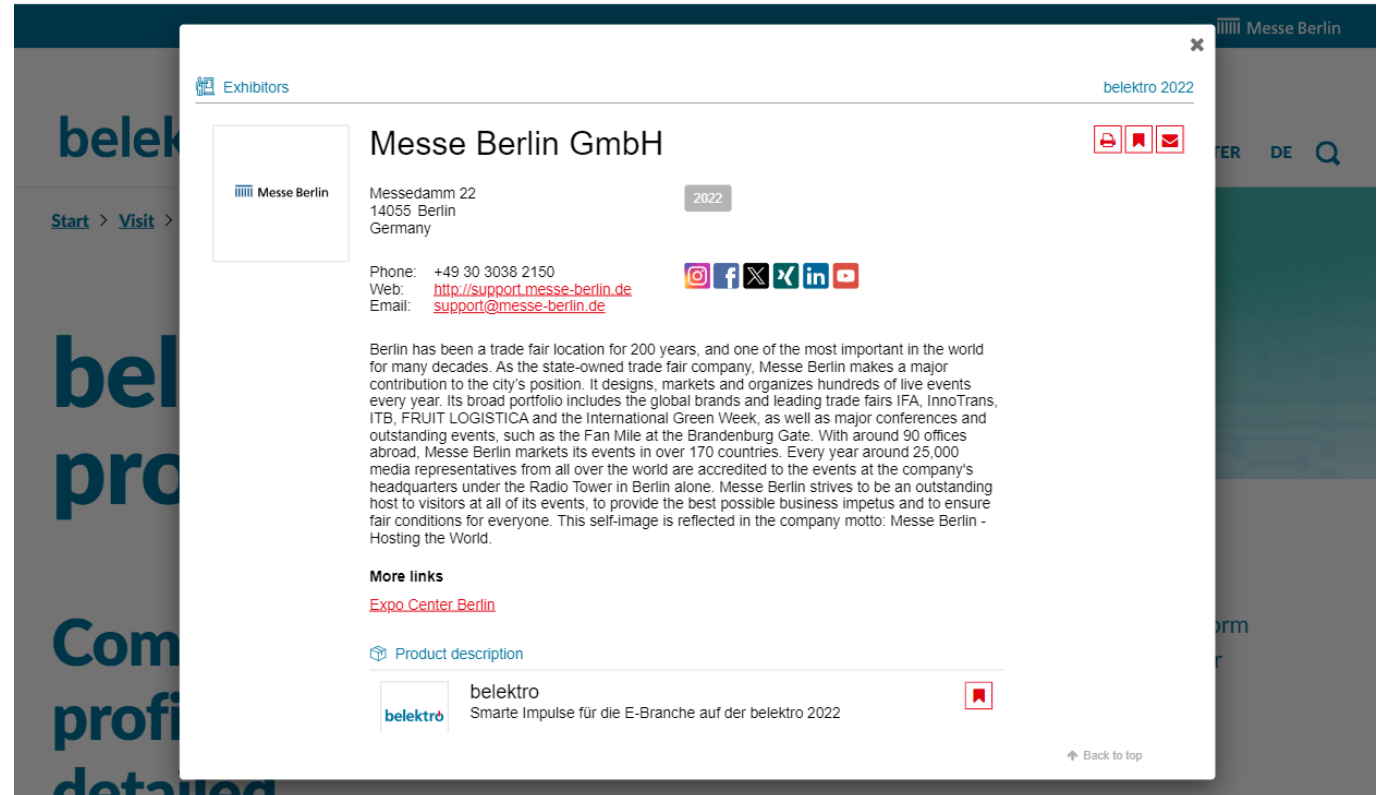
1

2

3

## Access to the Content Manager

- The person named as main contact has now received an e-mail with a link to the Content Manager. Clicking on the link redirects you to your **Content Manager**.
- A new page is about to open in which you can enter your company data. Changes can be made at any time. Just click on save data to start publish content for your **company profile**.
- After editing all information you can go to the **exhibitor list** and view your online entry. Changes can be made at any time.



**Please note:** The link is only sent to the main contact. If other members want access in order to edit the company profile, the link to your **content manager** can be forwarded.



## Editing 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 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.

The screenshot shows the belektrö Content Manager interface. On the left is a navigation menu with the following items: **Company Profile**, Product Groups, Links, Products, Multimedia, Exhibitor News, Job Offers, and Contact persons. At the bottom of the menu is a button labeled "Advertising-Shop" with a shopping cart icon. The main content area is titled "Company Profile" and has a "Download QR code" button in the top right corner. Below the title is a "Description" section with radio buttons for "English (Default)" (selected) and "German (Translation)". Underneath is a "Company portrait\*" section containing two text boxes. The first box contains the text: "Seit 1822 ist Berlin Messestandort, seit vielen Jahrzehnten einer der wichtigsten weltweit. 1822 bis 2022 – das macht ganze 200 Jahre Berliner Messeggeschichte." The second box contains two numbered points: "1. Ein besonderes und wichtiges Jubiläum, das wir in diesem Jahr unter dem Motto „200 Jahre Gastgeber von Welt“ für und mit Berlin feiern werden." and "2. Begleiten Sie uns auf einer Reise durch Vergangenes und in Richtung Zukunft: Neben einer historischen Aufarbeitung der 200-jährigen". To the right of the second point is a character count "(665/4000)". Below the portrait section is a "Short teaser text\*" field. At the bottom right of the main area are two buttons: "Discard changes" and "Publish". A red hand cursor icon is pointing at the "Publish" button.



## Editing data in the Content Manager- Startpage

You can customize your main entry on the start page:

1. Logo & background image
2. Basic data & company description
3. Social media links

### 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 do recommend a wallpaper or ambience image as a background image and advise against using an image with text.

The screenshot shows the Belektro Content Manager interface. On the left is a sidebar with the Belektro logo and a list of navigation items: Company Profile, Product Groups, Links, Products, Multimedia, Exhibitor News, Job Offers, and Contact persons. At the bottom of the sidebar is an 'Advertising Shop' button with a shopping cart icon. The main content area is titled 'Company Profile' and includes a 'Download QR code' button. Below the title is a paragraph of instructions about editing and publishing the company profile, noting a deadline of 24 June 2024. The main section is titled 'Logo and Background Image' and contains two sub-sections: 'Company Logo' and 'Background Image for your Company Profile'. The 'Company Logo' section shows a preview of the 'Messe Berlin' logo and a 'Delete current image' button. The 'Background Image for your Company Profile' section features a large dashed box for image upload, with instructions to 'Drag your image here' and technical specifications: 'Size: 2560 x 640 px, format: jpeg, png, maximum size: 5MB'. Below this box are 'Browse files' and 'Delete current image' buttons. At the bottom right of the main area are 'Discard changes' and 'Publish' buttons.



## Editing data in the Content Manager – Product Groups

- You select the product groups that apply to your company under product groups.
- 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.

The screenshot shows the belektrö Content Manager interface. On the left is a sidebar with the belektrö logo and a list of menu items: Company Profile, Product Groups (highlighted in blue), Links, Products, Multimedia, Exhibitor News, Job Offers, and Contact persons. At the bottom of the sidebar is a button labeled 'Advertising Shop' with a shopping cart icon. The main content area is titled 'Product Groups (0/5)'. Below the title is a note: 'Please note that you can select as many product groups as provided for in your media package. If you have booked additional product groups, you can of course also select these.' There is a search bar with a magnifying glass icon and the placeholder text 'Search for product groups'. Below the search bar is a checkbox labeled 'Segments' followed by a right-pointing arrow. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.



## Editing data in the Content Manager – Link to your own online shop

- Click on "Add link" to open the editing area where you can enter and name the link to your own online shop.
- If you do not have an online shop, please do not fill in this field.

**belektrö**

Company Profile  
Product Groups  
**Links**  
Products  
Multimedia  
Exhibitor News  
Job Offers  
Contact persons

Advertising Shop

Links (3/20)

URL*	Displayed title*
<input type="text" value="https://www.innotrans.de/innotrans/innotrans-2024/inno-media"/>	<input type="text" value="Digital Advertising"/>
<b>Advertising Shop</b>	
<input type="text" value="https://shop.messe-berlin.de/innotrans/en/"/>	<input type="text" value="Advertising Shop"/>
<b>Onboarding Guide</b>	
<input type="text" value="https://www.innotrans.de/innotrans/innotrans-2024/inno-media"/>	<input type="text" value="Onboarding Guide"/>

Added 3 of 20 **+ Add link**





## 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 you can find three further tabs: "**Links**", "**Product Groups**", "**Multimedia**".
- **Important:** If you already have a completed entry from your participation in beelektro 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 beelektro Content Manager interface. On the left is a sidebar with the beelektro logo and a list of navigation items: Company Profile, Product Groups, Links, **Products** (highlighted in blue), Multimedia, Exhibitor News, Job Offers, and Contact persons. At the bottom of the sidebar is a button with a shopping cart icon labeled "Advertising Shop".

The main content area is titled "Products (1/3)". It contains a product editing form with the following fields:

- Image upload:** A dashed box with the text "Drag your image here." and specifications: "Image size: 500 x 500 px, formats: jpeg, png, file size: max. 20 MB". Below it are two buttons: "Browse files" and "Delete current image".
- Product name\*:** A text input field with the placeholder "Enter product name (English)". Below it is a red error message: "Please enter your product name".
- Publication starting:** A date input field with the value "20.06.2024".
- Publication ending:** A date input field with the placeholder "Enter publication end date (English)".
- Product description:** A large text area with the placeholder "You can enter your product description here with max. 4000 characters." and a character count "(0/4000)".
- Short teaser text:** A text area with the placeholder "You can enter a short teaser text here for search listings with max. 200 characters." and a character count "(0/200)".


At the bottom of the form are three tabs: "Links", "Product Groups", and "Multimedia". The "Links" tab is currently selected and highlighted with a blue underline.

At the bottom right of the form are two buttons: "Discard changes" and "Publish".



# Editing data in the Content Manager - Multimedia

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



Company Profile

Product Groups

Links


Products

**Multimedia**

Exhibitor News

Job Offers







Contact persons

 Advertising Shop

Multimedia (2/20)

Drag your file here.

maximum size: 50MB

Position	Preview	File	
1		<div>eng_online_advertising_-portfoliotrans_2024_final_v2.pdf</div> <div>Digital Advertising</div> <div>Subtitle</div>	<div></div>
2		<div>aussteller_onboarding-guide_eng.pdf</div> <div>Onboarding Guide</div> <div>Subtitle</div>	<div></div>

Discard changes

Publish



## Editing data in the Content Manager - Contact Person

- In the Content Manager, you have the option of entering additional company employees as contact persons for the company. They will then appear directly on the company profile.
- Please note that the main contact person is automatically imported and cannot be edited. This person is not visible in the company profile, but is displayed in the Content Manager.
- The contact persons entered here are displayed in the company profile after publication and can be contacted by visitors in the belektrö app. To do this, they must log in to the app with the e-mail address entered here. Only then will their personal profile be activated for visitor inquiries.

The screenshot shows the 'belektrö' Content Manager interface. On the left is a sidebar with navigation links: Company Profile, Product Groups, Links, Products, Multimedia, **Contact persons** (highlighted in red), Exhibitor News, and Job Offers. At the bottom of the sidebar is a button for 'Advertising Shop'. The main content area is titled 'Contact persons (4/20)' and shows a form for editing a 'Person'. The form includes a profile picture upload section with instructions and a 'Browse files' button. Below this are input fields for Title, Last name\*, Position, and Phone, each with a 'Delete current image' button. To the right of these are fields for First name\*, Role for this event\* (a dropdown menu), Company, and Email\*. At the bottom right, there are checkboxes for 'Phone visible on profile' and 'E-mail visible on profile', and buttons for 'Discard changes' and 'Publish'.



► Only available as an upgrade!

## Editing data in the Content Manager - Additional services: Exhibitor News & Job offers

- If you would also like to reach journalists and young professionals via belektrö's digital channels, you can book additional content such as a press release or a job offer in the Advertising Shop.
- Immediately after booking in the Advertising Shop, this content is released for editing in the Content Manager.
- You can manage this content like a product (page 9).
- Important: Please also specify a contact person for job vacancies!

The screenshot shows the belektrö Content Manager interface. On the left is a sidebar with the belektrö logo and a list of menu items: Company Profile, Product Groups, Links, Products, Multimedia, Contact persons, Exhibitor News (highlighted in red), and Job Offers (highlighted in red). At the bottom of the sidebar is a button with a shopping cart icon and the text 'Advertising Shop'. The main content area is divided into two sections. The top section is titled 'Exhibitor News (0/5)' and contains the text: '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.' Below this text, it says 'Added 0 of 5' and there is a '+ Add news' button. The bottom section is titled 'Job Offers (0/5)' and contains the text: '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.' Below this text, it says 'Added 0 of 5' and there is a '+ Add jobs' button. At the bottom of the main content area are two buttons: 'Discard changes' and 'Publish'.

1

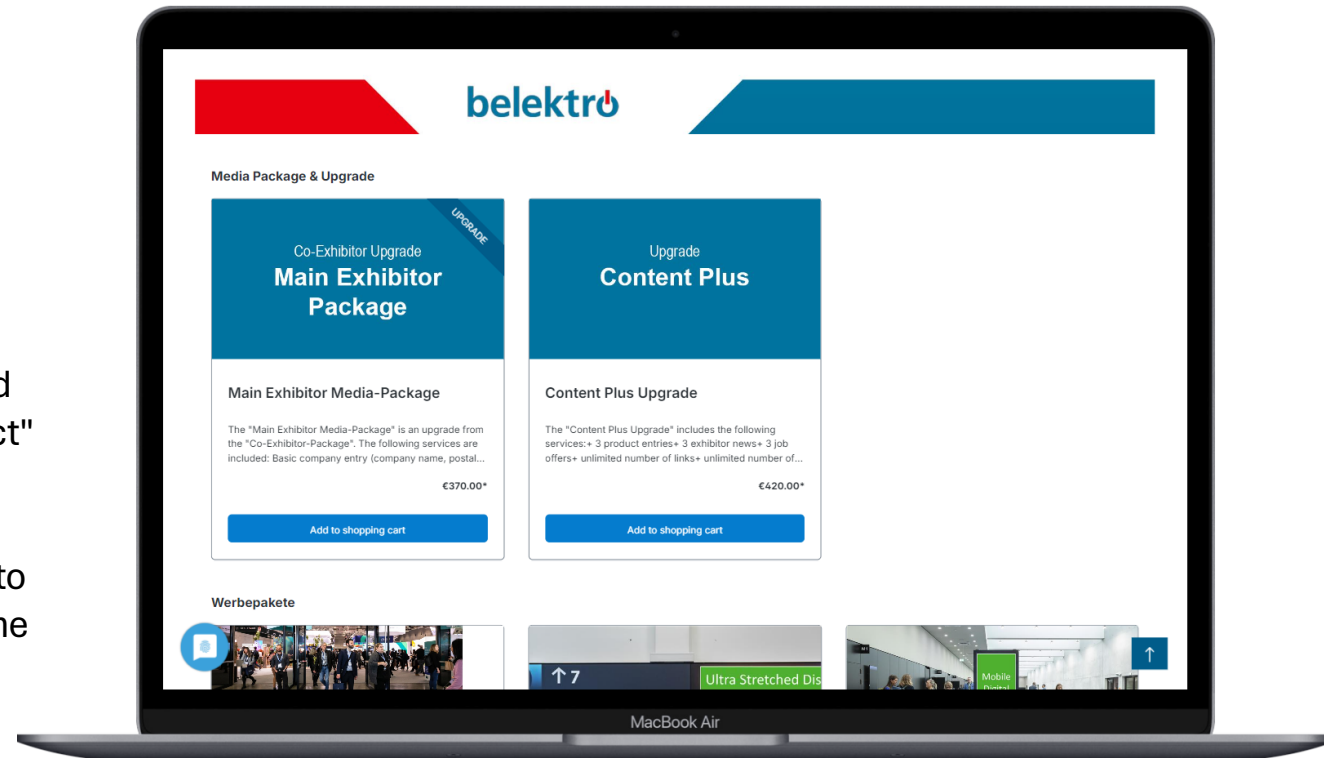
2

3

## belektro 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 your company name in our e-mail "Edit now your online entry for the belektro".  
If you have not yet received this e-mail, you can ask the Online Editorial Team for your customer number.



## Your contact for advertising opportunities:

MB Capital Services GmbH  
Thüringer Allee 12 A  
14052 Berlin  
+49 30 3038 2500

Advertising-Shop:  
[belektro](#)

# CONTACT & SUPPORT

## Your contact for support:

Online Editorial Team:

► [Request now](#)