CMS PLUS
powered by CMS Berlin

ONBOARDING GUIDE
For Exhibitors

ONE PROFILE -
Many ways to connect!

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IIIIII Messe Berlin

CMS Exhibitor List

✓ Your company profile in a compact version available before, during and after the show

✓ Plan and organize your attendance
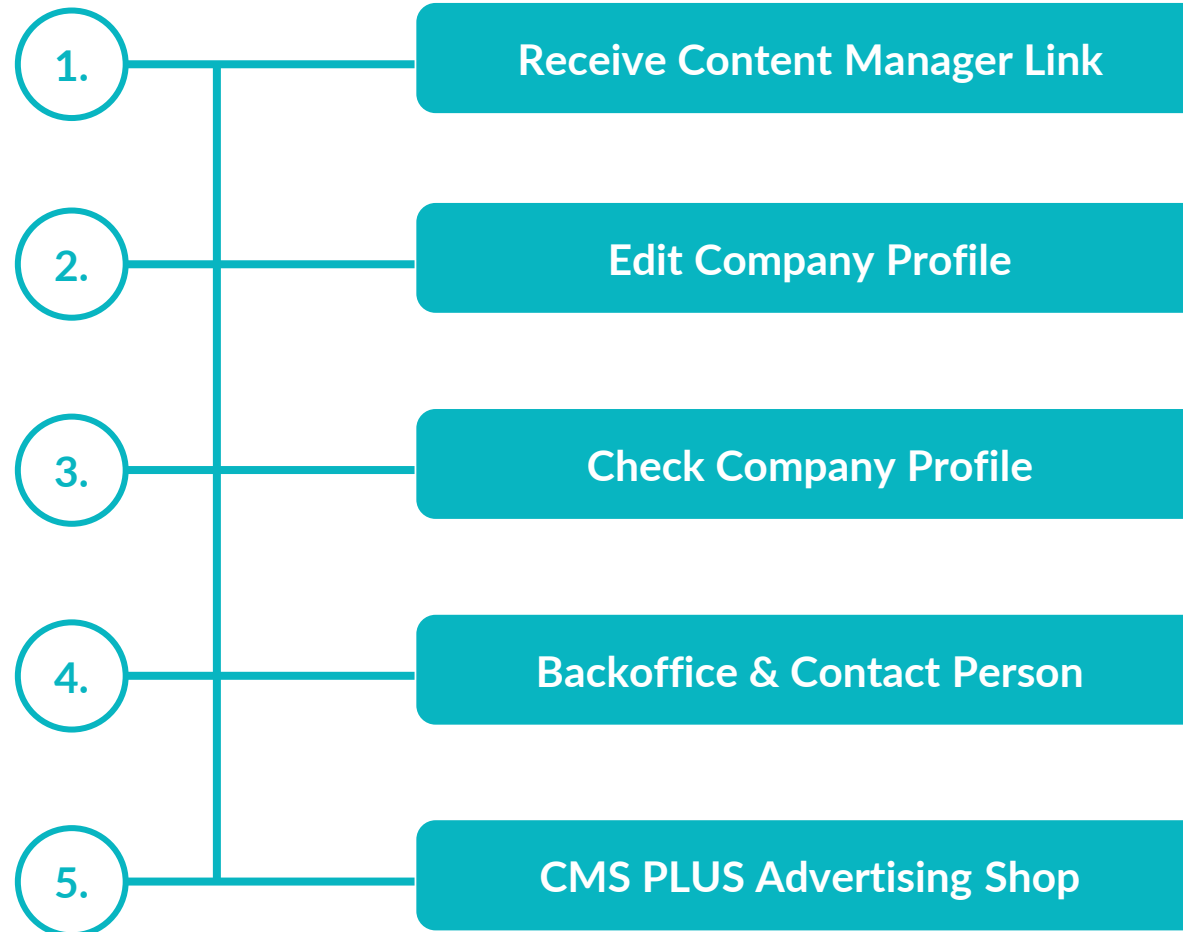
✓ Global reach and open for everyone 24/7

CMS PLUS

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

✓ Networking & Matchmaking

✓ A backoffice to manage team members, contact persons and control visibility

CMS App

✓ Favorites and network contacts synchronized from CMS PLUS

✓ Stay connected and up to date on the go

✓ Available for iOS and Android

THAT'S HOW:
Editing your company profile

1. **Receive Content Manager Link**

2. **Edit Company Profile**

3. **Check Company Profile**

4. **Backoffice & Contact Person**

5. **CMS PLUS Advertising Shop**

① ② ③ ④ ⑤

1. Receive Content Manager Link

The primary contact specified during booth registration will receive the following:

✓ An email with the link to the CMS PLUS platform.
✓ An access to the Content Manager in the exhibitor area of the CMS PLUS platform
 - The editing area of your company profile.
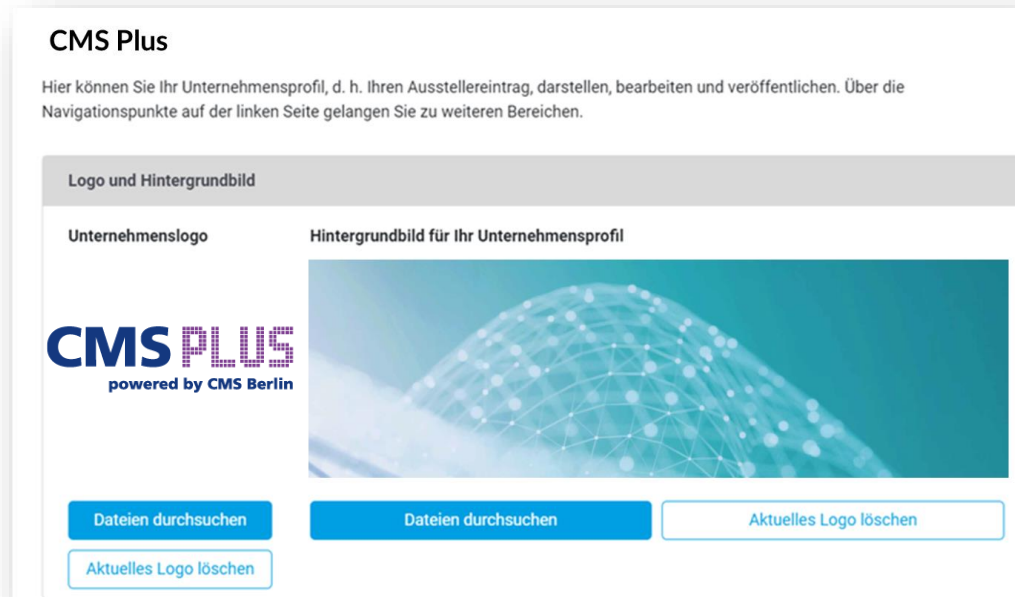
How to get to the Content Manager:

1. First, log in to the CMS PLUS platform.
2. Edit your personal profile and save it. Then click on "Settings" at the top right.
3. Open the tab "Exhibitor area".
4. Click on the company logo if you want to go to your company profile.
5. Click on "Edit company profile" to go to 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.
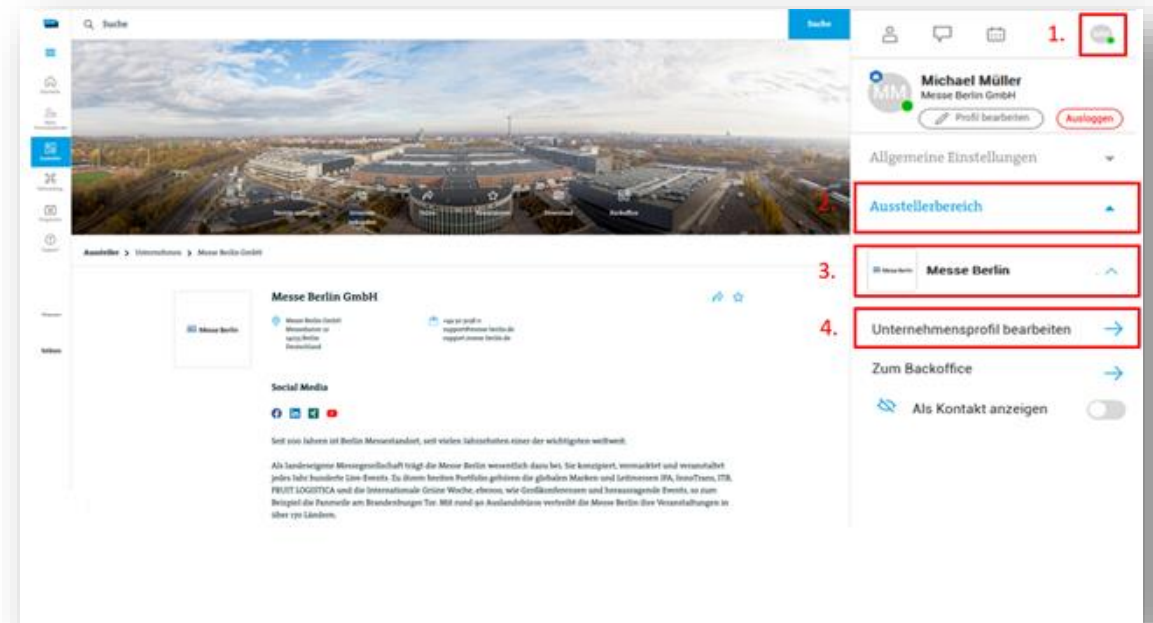
Please note: Only the main contact will see the "Edit company profile" button. Other team members will not see this button. If several members are to edit the company profile, the link that opens in the new tab can be shared (see point 5).

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2. Edit Company Profile

CMS Plus

Hier können Sie Ihr Unternehmensprofil, d. h. Ihren Ausstellereintrag, darstellen, bearbeiten und veröffentlichen. Über die Navigationspunkte auf der linken Seite gelangen Sie zu weiteren Bereichen.

Logo und Hintergrundbild

Unternehmenslogo   Hintergrundbild für Ihr Unternehmensprofil

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Dateien durchsuchen   Dateien durchsuchen   Aktuelles Logo löschen

Aktuelles Logo löschen

Logo:
Image size : 500 x 500 px
Formats : jpeg, png.
File size : max. 5 MB

Background image:
Image Size : 2560 x 640 px
Formats: jpeg, png.
File size : max. 5MB

Upload company logo and background image

1. Upload the logo and the background image under the navigation item "Company profile".

2. Click on "Browse files" and upload the corresponding image. You can change the logo or the background image any time by clicking on "Delete current logo".

3.
4. The logo will be displayed on CMS PLUS and in the exhibitor directory.

5. The background image will be shown on CMS PLUS and in the app.

6. We recommend a wallpaper or neutral image for the background image and strongly advise against using images containing large texts, as these may be cut off in the tile view later on.

7. Upload your logo and the background image in the correct format for optimal results.

1 — 2 — 3 — 4 — 5

2. Edit Company Profile

Please note: Please ensure that you also include a contact person for job offers. You can find the editing tab on the job offer section below under the tab "Contact person".

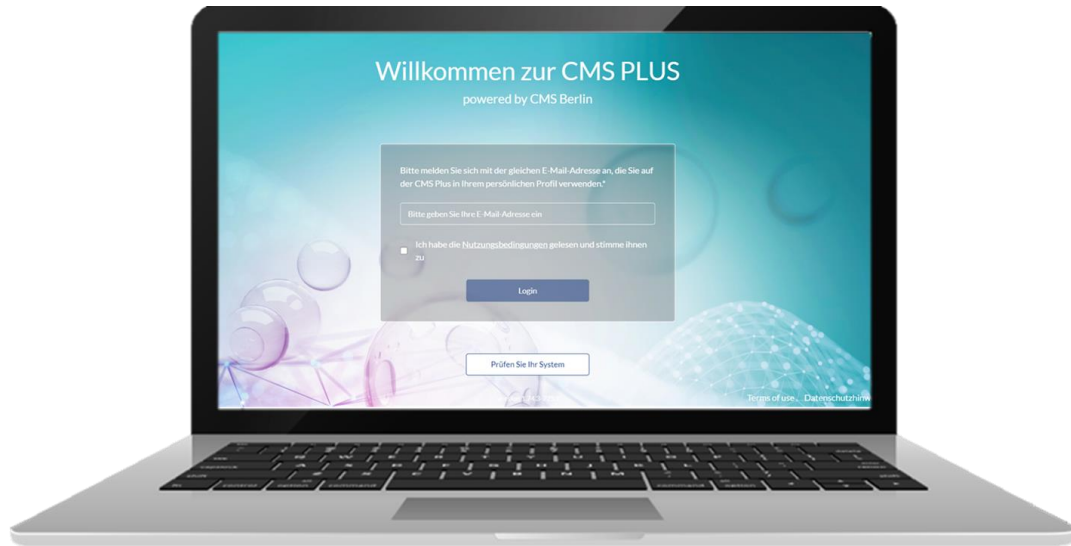## Links, Products, Brands, Multimedia, Press Releases & Job Offers

Editing the respective topics works on the same principle!

1. Click on "+ Add link" and a field will open where you can add the data. Don't be confused by the red exclamation mark ❗. If you do not want to edit the field at first, click on the rubbish bin at the top right and the red exclamation mark should disappear.

2. To start editing, please fill in the mandatory fields. These are indicated with an asterisk*.

3. Please complete the mandatory fields in both the English and German.

4. Click on "Publish" to save the data you have entered.

3. Check Company Profile

Please note: No password is required for the platform. When you access it again, a new token will be sent to you.

Check your company profile on CMS PLUS

After you have entered your information in the Content Manager, you can check it on CMS PLUS.

1. First, you need to register on the CMS PLUS: To the registration

2. Enter your email address and accept the terms and conditions.

3. After you have entered your e-mail address and agreed to the terms of use, a token will be sent to you. Enter the token to access the platform.

4. When you access the platform for the first time, a window will automatically open where you can set up your personal profile. Please fill in the mandatory fields. Everything else can also be entered later.

5. To check your company profile, click on "Exhibitor Area" in the white menu bar on the right. See page 8 for illustration.
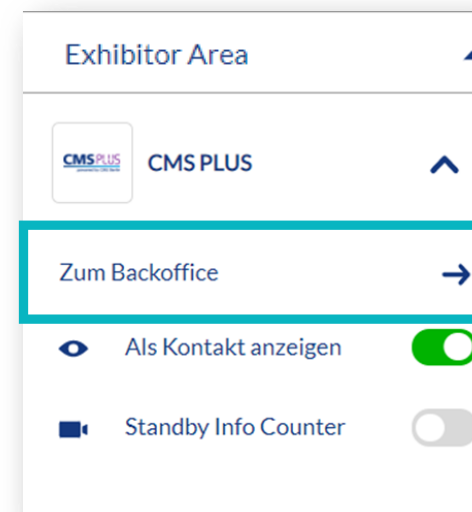
4. Backoffice & Contact Person

Exhibitor Area, Backoffice and Visibility

1. After you have logged in, you will find a white menu bar on the right. Clicking on "Exhibitor Area" will take you to your company profile and to your backoffice section.

2. If you do not want to be visible in the company profile, you can control this with "Show as contact".
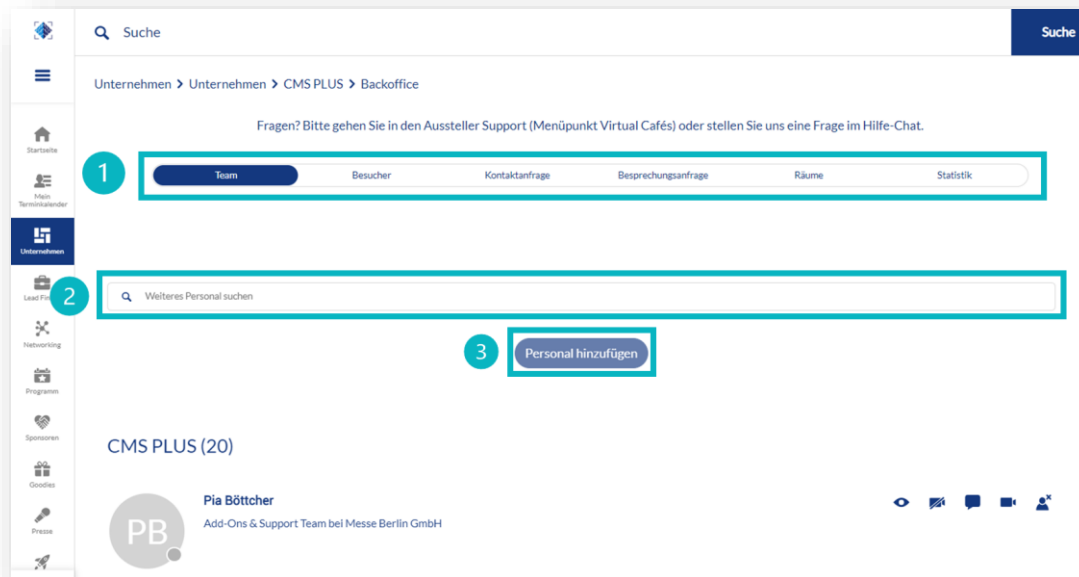
Further functions:

✓   You can see who has clicked on your company profile under the "Visitors" section in the backoffice.

✓   Under the tab "Contact request" and "Appointment request" you will find your contact requests from visitors or companies who would like to network with you.

4. Backoffice & Contact Person

Add contact person through the backoffice

1. In the backoffice, you can add your colleagues under the "Team" tab using the search bar.

2. Enter the name of the person in the search field. It is important that the person has already logged in once on CMS PLUS and that both you and the person have activated the networking function.

3. Select the person and click on "Add staff" .

4. 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 show.

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5. CMS PLUS Advertising Shop

Greater presence

✓ Book an upgrade or add-ons in addition to your media package and increase the relevance of your topics and messages in the sector environment!

✓ Take a look: CMS PLUS Advertising Shop

CONTACT & SUPPORT

CMS PLUS
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Your contact for questions regarding the platform:

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Link zum Advertising-Shop:
CMS PLUS ADVERTISING SHOP

Messe Berlin