

Exhibitors

Onboarding Guide

DMEA ONLINE PLATFORM

Exhibitor Profile on the DMEA Online Platform

Maximize the visibility of your company on multiple channels:

- › **Platform:** Complete profile with networking tools.
- › **App:** Compact company profile. Synchronization of favorites and contacts for better connection

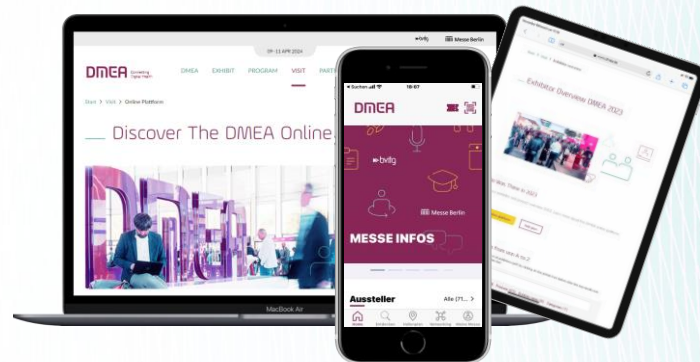
Media Packages

Starter: Company profile, contact person

Classic: Company profile, Contact person, link to social media profiles, presentation of up to 10 products and entry in up to 10 product groups

Premium: Company profile. Contact person, link to social media profiles, presentation of up to 15 products and entry in up to 15 product groups

Upgrades available!



DMEA Berlin
8–10 April 2025
Connecting Digital Health

Company Profile & Content Manager

1. **Registration:** Use your e-mail address from your stand registration to access the platform.

DMEA PLUS

2. **Exhibitor area:** Edit company profile and update products, multimedia in the content manager.
3. **Backoffice:** Tracking and reports, view profile visitors and manage contact requests.
4. **Team:** Invite team members to join the platform and assign them as contact persons.
5. **Advertising-Shop:** Increase the visibility of your profile with advertising options such as banners and logo placements.

ADVERTISING PACKAGES

Media Packages

Media Package included in the stand registration

Starter Package EUR 330 plus VAT

Classic Package EUR 495 plus VAT

Premium Package EUR 930 plus VAT

Company name, address, hall/stand number

Company name, address, hall/stand number

Company name, address, hall/stand number

Entry in the main product categories of the product group index

Entry in the main product categories of the product group index

Entry in the main product categories of the product group index

Company profile

Company profile

Company profile

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details
- Link to social media profiles (Facebook, X, YouTube etc.)

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details
- Link to social media profiles (Facebook, X, YouTube etc.)

Presentation of up to 10 products with product description (max. 4,000 char.) and 1 photo per product

Presentation of up to 15 products with product description (max. 4,000 char.), 1 photo & 1 link per product

Entry in up to 10 product groups

Entry in up to 15 product groups



UPGRADES

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Exhibitor Area and Content Manager

The main contact who was specified during stand registration in the exhibitor portal has access to the exhibitor area on the online platform.

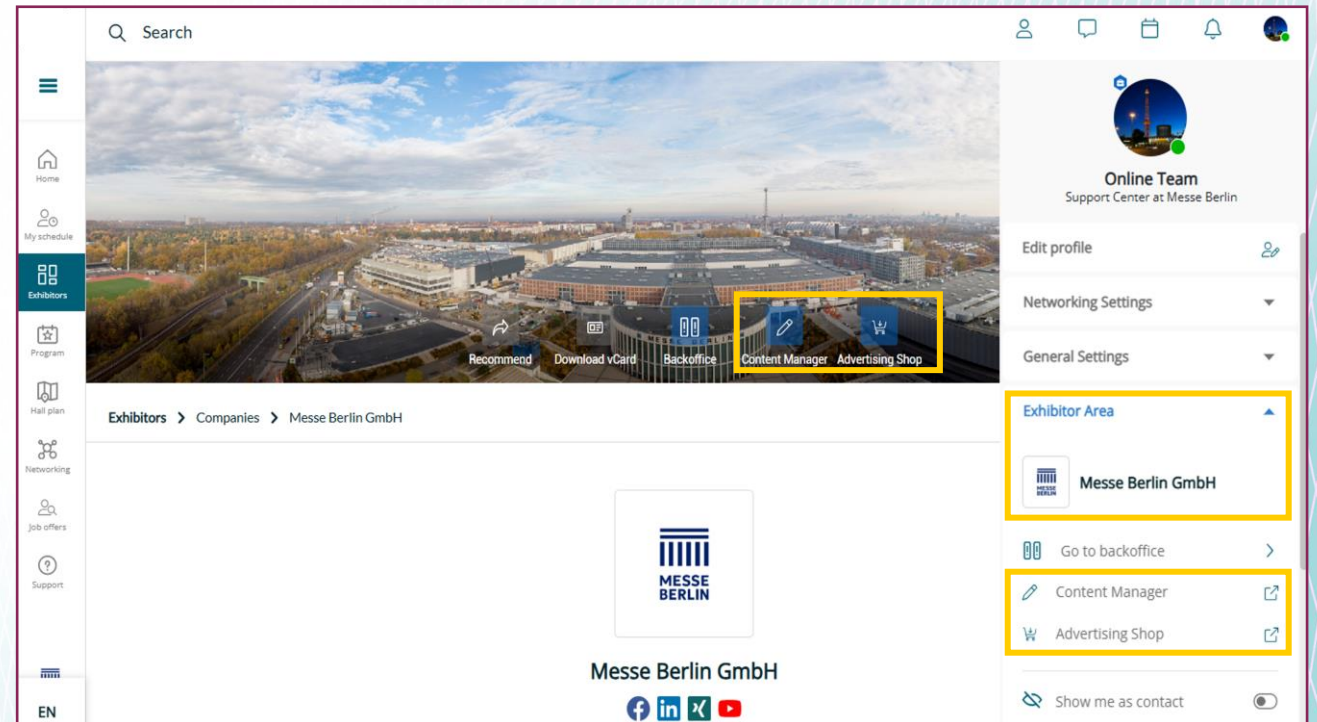
How to access your Content Manager:

1. **Register on the platform** with the e-mail address of the main contact from the stand registration.
2. **Edit your personal profile** and save it. Then click on Settings in the top right-hand corner.
3. **Open the Exhibitor are tab.** You can also access the backoffice and content manager via your company profile.
4. **Click on edit company profile** to open your content manager in a new tab. Here you can edit your company data.
5. **Check the changes** on the Platform & App.

Note: from the exhibitor area you can also access the backoffice, where you can view visitor requests and invite other team members.

DMEA PLUS

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Connecting Digital Health



Please note:

Only the main contact finds the Content Manager button. Other team members do not have access. To enable others to edit the company profile, the link can be forwarded.

Browser zoom: If not all functions are displayed, please reduce the zoom level in the browser settings.

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Editing data in the content manager

Home page

You can design your main entry on the start page:

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

Tips:

- The background image must be uploaded in different sizes for the platform 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 an image with text.

The screenshot shows the 'Company Profile' editing interface for 'Messe Berlin'. On the left is a navigation menu with options: Company Profile, Categories, Licences, Links, Products, Contact persons, Multimedia, and Job Offers. A 'Media package & Advertising shop' button is also present. The main content area is titled 'Messe Berlin' and includes a 'Download QR code' button. Below this is a section for 'Logo and Background Image' with two columns: 'Company Logo' and 'Key visual'. The 'Company Logo' column shows the 'MESSE BERLIN' logo with a 'Browse files' button and a 'Delete current image' button. The 'Key visual' column shows a photo of the Messe Berlin building with a 'Browse files' button and a 'Delete current image' button. To the right of these columns is a 'Select a product' dropdown menu with 'Event Guide' and 'Mobile Guide' options. At the bottom right of the interface are 'Discard changes' and 'Publish' buttons. A yellow arrow points to the 'Publish' button.

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Editing data in the content manager

Categories

- Select the categories relevant to your company. These are published directly in your profile on the DMEA online platform. You can update your selection anytime.
- To open the selected product groups, please click on the displayed name and not on the adjacent arrow.
- You can see the number of categories already selected and/or still available at the top right.

DMEA

Company Profile

Categories

Licences

Links

Products

Contact persons

Multimedia

Job Offers

Media package & Advertising shop

EN | DE

Categories (8/10)

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.

Product groups ▾

Software ▾

Archiving and documentation >

Administrative information systems >

Informations systems for >

Medical information systems >

Telemedicine solutions for >

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Editing data in the content manager

Links:

- Click on Add link to open the editing area where you can enter and name a link.
- Please note that both languages must be edited.

The screenshot displays the DMEA content management system interface. On the left is a navigation sidebar with the DMEA logo at the top and a list of menu items: Company Profile, Categories, Licences, Links (highlighted in red), Products, Contact persons, Multimedia, Job Offers, and a shopping cart icon for 'Media package & Advertising shop'. The main content area is titled 'Links (1/10)' and contains instructions: 'You can add links to your websites and determine adequate displayed titles for them.' Below this, there are radio buttons for language selection: 'English (Default)' and 'German (Translation)'. A table with one row is shown, with columns for 'URL*' and 'Displayed title*'. The URL is 'https://www.dmea.de/de/aussteller/marketing-service/' and the title is 'Marketing Services - DMEA'. At the bottom right of the table area, it says 'Added 1 of 10' and '+ Add link'. At the very bottom of the page, there are two buttons: 'Discard changes' and 'Publish'. A yellow arrow points to the 'Publish' button.

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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.**

Please note:

If you already have a completed from your participation in 2024, please still check the categories entered for your existing products and update them if necessary. The categories contribute significantly to the visibility of your products.

The screenshot shows the DMEA content manager interface for editing a product. On the left is a navigation menu with the following items: Company Profile, Categories, Licences, Links, Products (highlighted in red), Contact persons, Multimedia, and Job Offers. Below the menu is a button labeled 'Media package & Advertising shop'. The main content area is titled 'Products (1/10)' and contains a text block: '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.' Below this is a form for editing a product. The form has a header 'Produkt' with a trash icon. It contains two image upload sections: 'Product image' and 'Product Background'. The 'Product image' section has a dashed box with the text 'Drag your image here.' and specifications: 'Aspect ratio: 16:9 or 500 x 290 px, formats: jpeg, png, file size: max. 5 MB'. The 'Product Background' section has a dashed box with the text 'Drag your image here' and specifications: 'Size: 2560x640 px, format: jpeg, png, maximum size: 5MB'. Below these sections are two 'Browse files' buttons. The form also includes language selection: 'English (Default)' and 'German (Translation)'. There is a 'Product name**' field with the value 'Produkt'. At the bottom, there are 'Publication starting' and 'Publication ending' date fields. The 'Publication starting' field has the value '28.11.2024'. The 'Publication ending' field has the placeholder 'Enter publication end date (English)'. At the bottom right of the form are two buttons: 'Änderungen verworfen' and 'Veröffentlichen'. A yellow arrow points to the 'Veröffentlichen' button.

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Editing data in the content manager

Multimedia:

- Under Multimedia, you can upload additional information material about your company such as PDFs, images and videos.
- Please note that both languages must be edited.

The screenshot displays the DMEA content manager interface. On the left is a navigation sidebar with the DMEA logo at the top. The sidebar menu includes: Company Profile, Categories, Licences, Links, Products, Contact persons, Multimedia (highlighted in red), and Job Offers. A red button labeled 'Media package & Advertising shop' is located below the menu. At the bottom of the sidebar, it shows 'EN | DE'. The main content area is titled 'Multimedia (2/10)'. It contains a text block: 'Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4).' Below this is a language selector with 'English (Default)' selected and 'German (Translation)' as an option. A dashed box indicates an upload area with the text: 'Drag your media here or click here (8 uploads available)' and 'Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB'. Below the upload area is a table with columns 'Position', 'Preview', and 'File'. The table lists two PDF files. The first file is 'Onboarding Guide - Ihr Umfassender Guide zur DMEA Online-Plattform.pdf' at position 1. The second file is 'Onboarding Guide - your Guide to DMEA Online Platform.pdf' at position 2. Each file entry has a 'File' column containing the filename, a subtitle input field, and download/delete icons. At the bottom right of the main area, there are two buttons: 'Discard changes' and 'Publish'. A yellow arrow points to the 'Publish' button.

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Editing data in the content manager

Exhibitor News:

- Under Exhibitor News you can upload press releases.
- Click on Add New or so that the editing area opens where you can enter and edit your content.
- Below you can find three further tabs **Links**, **Categories** and **Multimedia**.

ADD-ONS

The screenshot displays the DMEA content management system interface. On the left is a navigation sidebar with the DMEA logo at the top. The sidebar menu includes: Company Profile, Categories, Licences, Links, Products, Contact persons, Multimedia, Job Offers, Exhibitor News (highlighted in purple), Media package & Advertising shop (with a shopping cart icon), and EN | DE at the bottom. The main content area is titled 'Exhibitor News (0/5)'. Below the title is a horizontal line and a text block: '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.' To the right of this text is a status indicator 'Added 1 of 10' and a purple '+ Add News' button. At the bottom right of the main area are two buttons: a white 'Discard changes' button and a purple 'Publish' button. A yellow arrow points upwards to the 'Publish' button.

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Editing data in the content manager

Job offers:

- A job offer includes a description, picture and contact person with contact details.
- The job offer will be online for up to 3 months from the date of publication, during which time it can be updated at any time.

ADD-ONS

DMEA

Company Profile
Categories
Licences
Links
Products
Contact persons
Multimedia
Job Offers

Media package & Advertising shop

EN | DE

Job Offers (1/5)

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.

Job title

Logo **Background Image mobile**

Drag your image here
Size: 500 x 290 px, format: jpeg, png, maximum size: 5 MB

Drag your image here
Image size: 1440 x 1382 px, format: jpeg, png, maximum file size: 5 MB

Browse files

Browse files

English (Default) German (Translation)

Job listing active

Release date * Expiry date

Title*

Discard changes **Publish**

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Backoffice

Exhibitor Area & Team

- Not only you can find the access to your content manager, but also the backoffice as option in the exhibitor area and directly on your company page.
- Thanks to the backoffice, you can add or remove members as company contacts. They will appear on your exhibitor page when added under team.

The screenshot displays the exhibitor area for Messe Berlin. The main content area features the Messe Berlin logo and contact information: Messedamm 22, 14055 Berlin, Germany; phone +49 30 3038 2500; and email support@messe-berlin.de. A yellow box highlights the 'Backoffice' link in the top right corner of the main content area. The right sidebar shows the user profile of Aurélie Merlot, Junior Marketing Manager at Messe Berlin, with options to edit profile, networking settings, general settings, and exhibitor area. The exhibitor area section includes a 'Go to backoffice' button, 'Show me as contact' toggle, and 'Share contacts with team' toggle. The bottom right corner of the sidebar has a 'Log out' button and a 'Delete user account' link.

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Contact Person

Add team members via the backoffice

Start by inviting your team 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.
3. The person then appears in the company profile as a contact person for your company and can get in touch with other participants, as well as making appointments for the trade fair.

In the backoffice, you can see who has clicked on your company profile under the visitors tab. Under the tab Contact request and Appointment request, you can view requests from visitors or companies who would like to reach out.

The screenshot shows the backoffice interface for 'Messe Berlin'. The 'Team' tab is selected, displaying a search bar with 'Andrea Hillmann' entered and an 'Add' button. Below the search bar, there are filters for 'Not visible (7)' and 'Visible (2/10)'. A notification banner states: 'You have included 2 users as visible on your exhibitor profile page. You can change visibility at any time or buy more seats if you have permission for that. If not contact your administrator.' Underneath, the 'Networking accounts (2)' section lists two team members: Aurélie Merlot (Junior Marketing Manager at Messe Berlin) and Kadiatou Bah (Add-Ons & Support Team at MB Capital Services GmbH). Both have 'Admin' roles and 'Networking status: On'.

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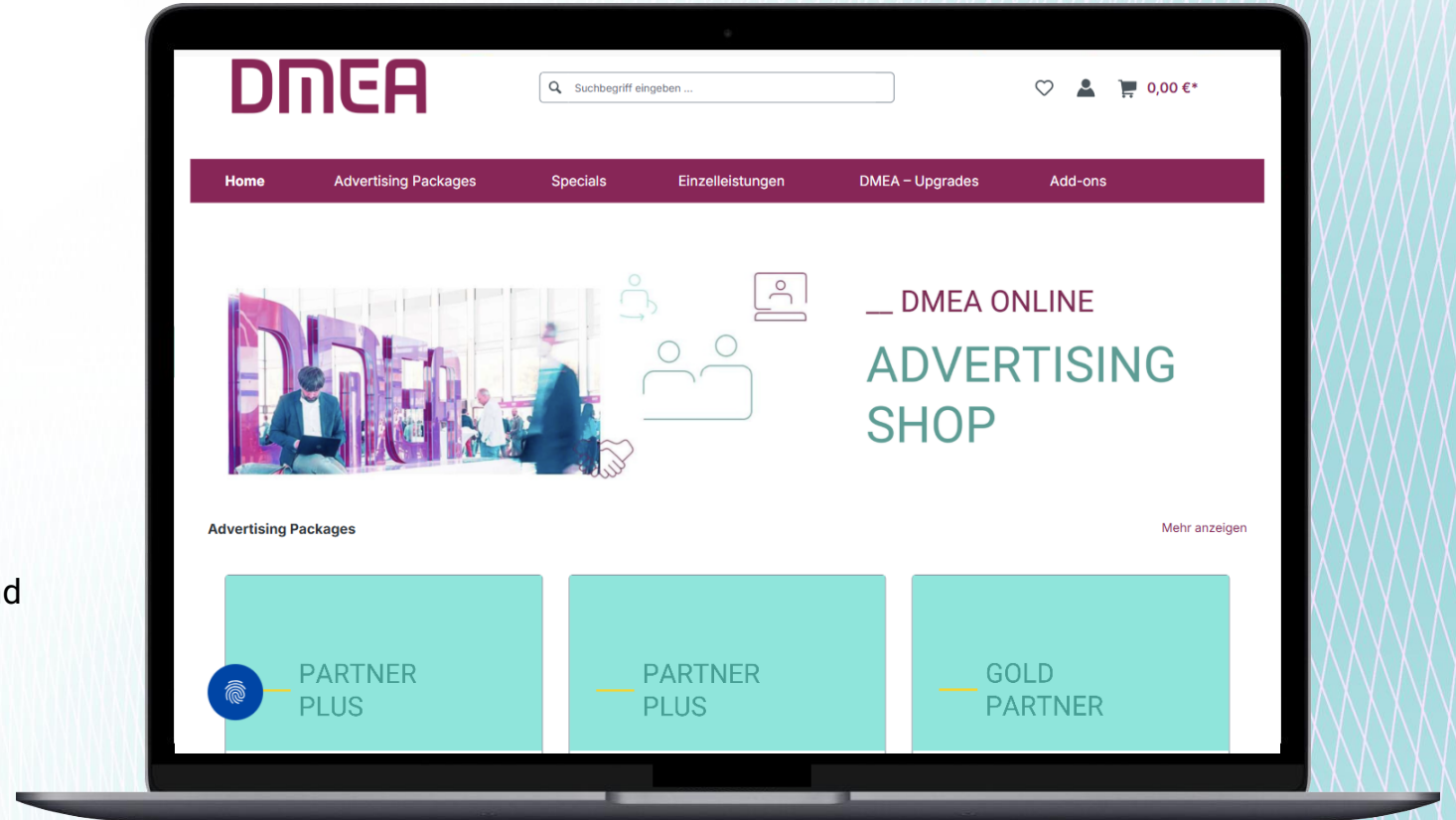
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DMEA Advertising Shop

- Visit our Advertising Shop and be inspired by our highlights to find the right advertising & sponsoring options for your company.
- You can access the advertising shop, once you successfully logged in in the platform or via your content manager just by clicking on the icon, you will be redirected and you do not have to enter your credentials.
- Please enter the E-Mail address given during the stand registration as main contact.

ADVERTISING SHOP



Contact & Support

Do you have questions?
We are happy to help you!

Help Center
[Send your request now](#)

**ADVERTISING &
SPONSORING TEAM**

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[DMEA](#)