



MEDIA PACKAGE GUIDE

FOR EXHIBITORS AND THE BAZAAR BERLIN COMMUNITY

Eine Marke der



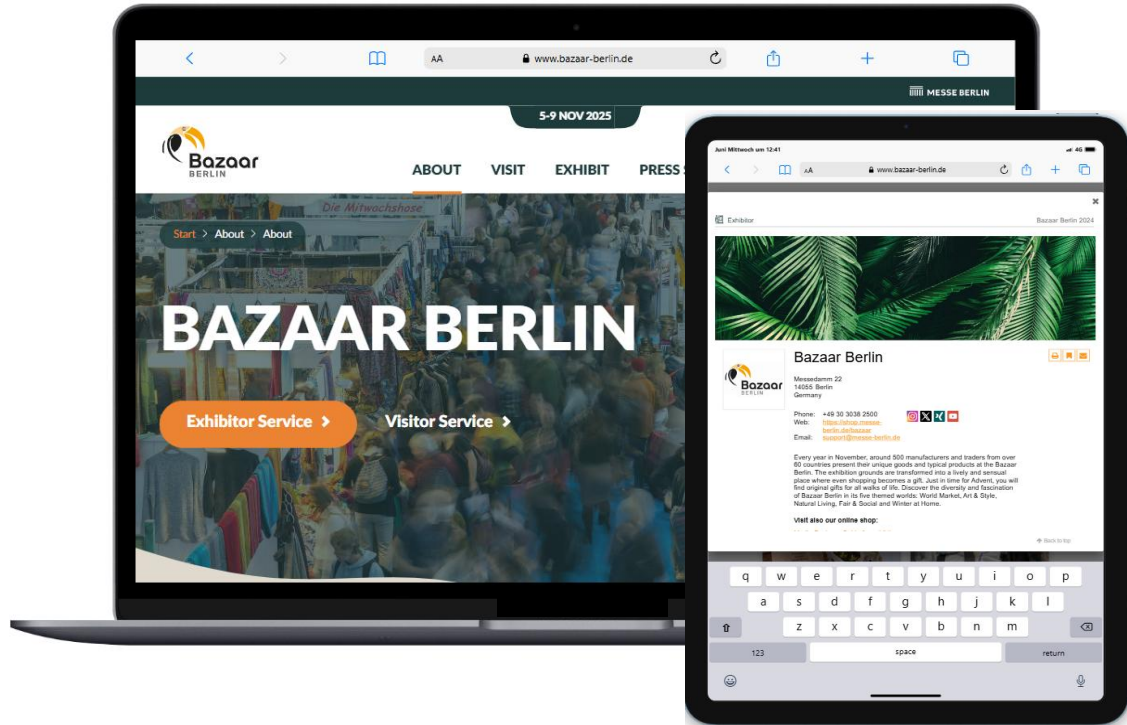
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Increase Your online Presence!

With the Media Package, Messe Berlin is offering Bazaar Berlin exhibitors a series of selected marketing tools designed to strengthen their trade show participation and enhance their presence on the market.

Visitors and exhibitors are looking for more clarity – keeping your profile up to date enhances satisfaction.

Exhibitor Search



Your advantages:

- ✓ Visibility before, during and after the event
- ✓ Publication of your company profile on the website
- ✓ Global reach and open to all participants 24/7

Exhibitor Search

Media Packages

Services	Co-Exhibitor	Main Exhibitor	Upgrade
Company Logo	✓	✓	✓
Key Visual	✗	✓	✓
Social Media Accounts	✗	✓	✓
Link to your shop	1	1	1
Multimedia	✗	5	5
Products	✗	✓	✓
Contact Persons	✗	✓	✓
Trademarks	✗	10	10
Product Groups	1	10	10
News	✗	✗	✗
Jobs	✗	✗	✗



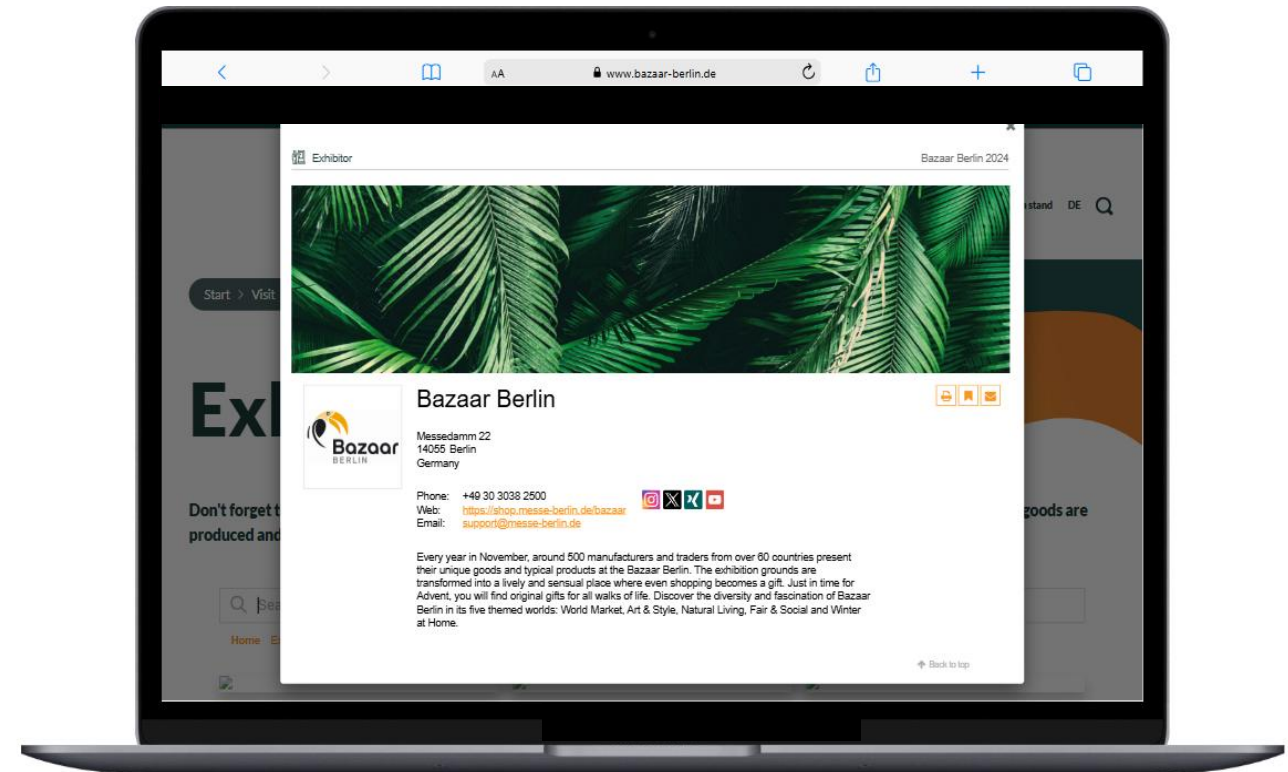
Edit Company Profile

Sign in to the [Advertising Shop](#) to find access to your Content Manager in the top right corner under the header.

Through the Content Manager, you can start editing your exhibitor profile. Have your email address and customer number ready to log in to the shop and [create your password](#).

After entering your information in the Content Manager, you can go to the [Exhibitor Search](#) and check the results.

Changes can be made at any time.

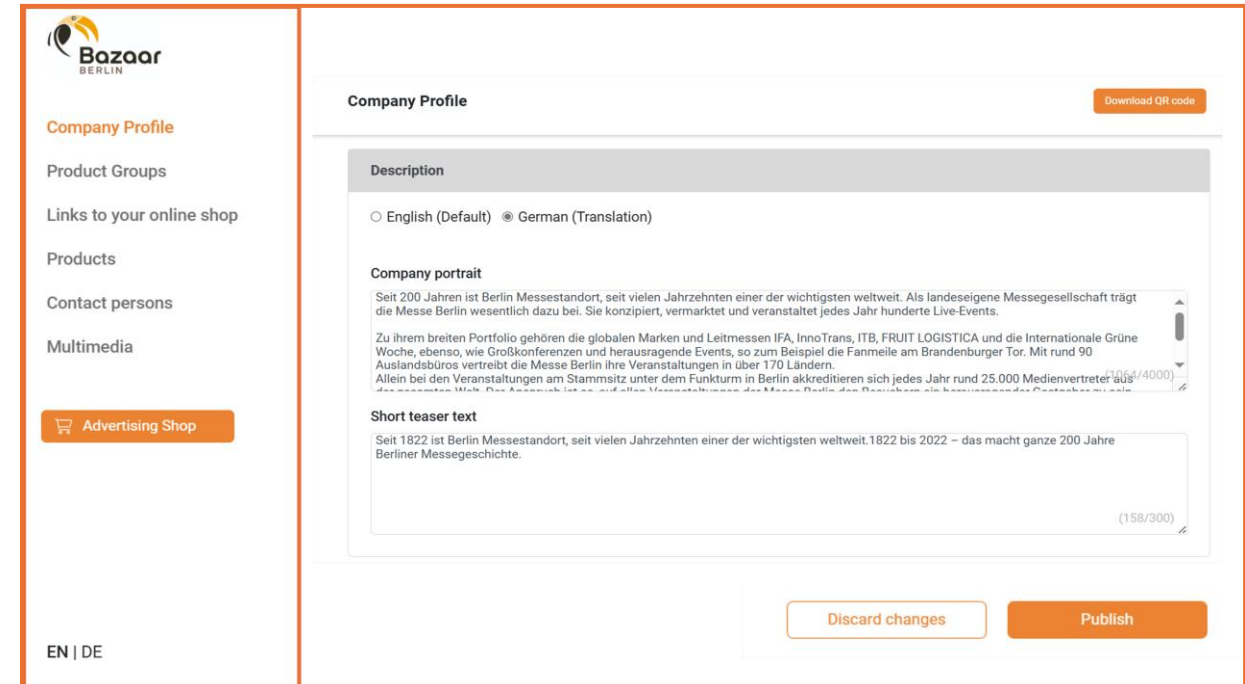




Data in the Content Manager

General Tips:

- The navigation menu on the left guides you through the various areas that need to be edited in order to complete your entry.
- Just click on “Publish” in the top right-hand corner after each edit to save the changes. Please note that caching is not possible.
- In each editing field, you can choose between the options “Translation German” or “Translation English” to edit the content in the respective language.



The screenshot displays the Bazaar BERLIN Content Manager interface. On the left is a navigation menu with the Bazaar BERLIN logo at the top, followed by links: Company Profile, Product Groups, Links to your online shop, Products, Contact persons, and Multimedia. Below these links is an 'Advertising Shop' button with a shopping cart icon. At the bottom of the menu is a language selector 'EN | DE'. The main content area is titled 'Company Profile' and includes a 'Download QR code' button. It features a 'Description' section with radio buttons for 'English (Default)' and 'German (Translation)'. Below this is a 'Company portrait' text area containing German text about the Berlin Messestandort. At the bottom of the main area are two buttons: 'Discard changes' and 'Publish'.





Data in the Content Manager

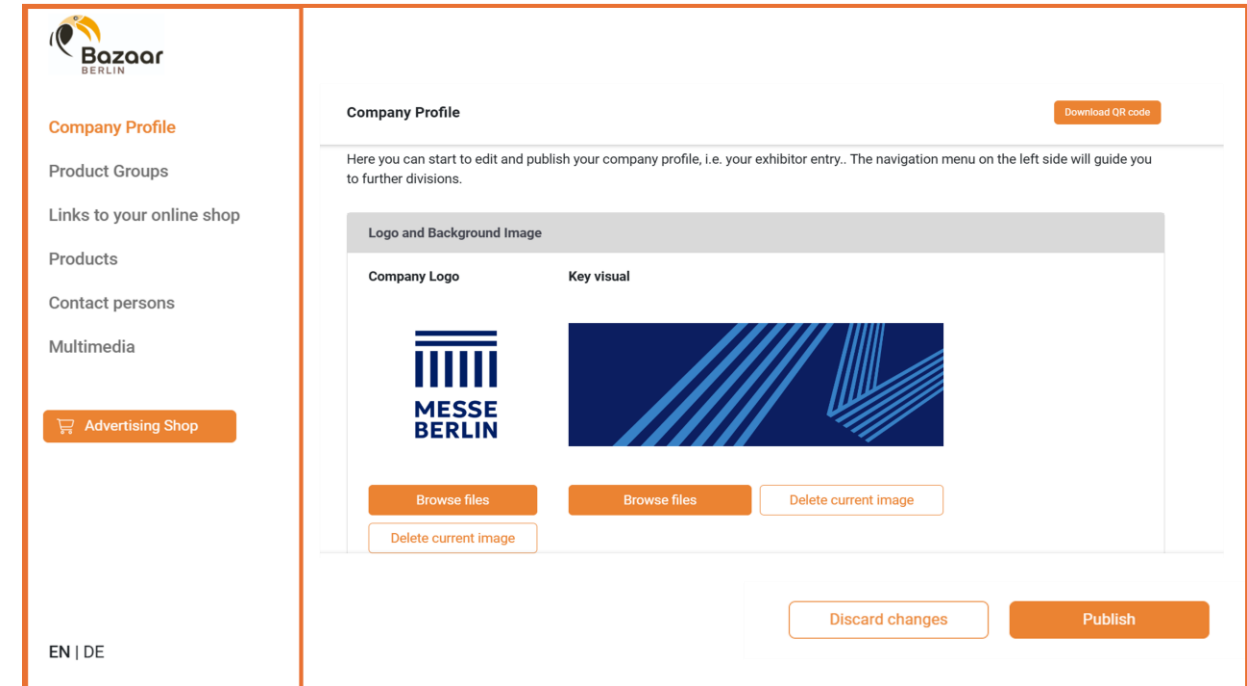
Startpage:

You can create your main entry on the start page:

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

Tips:

We generally recommend using a wallpaper or mood image as the background image and advise against using an image with text.

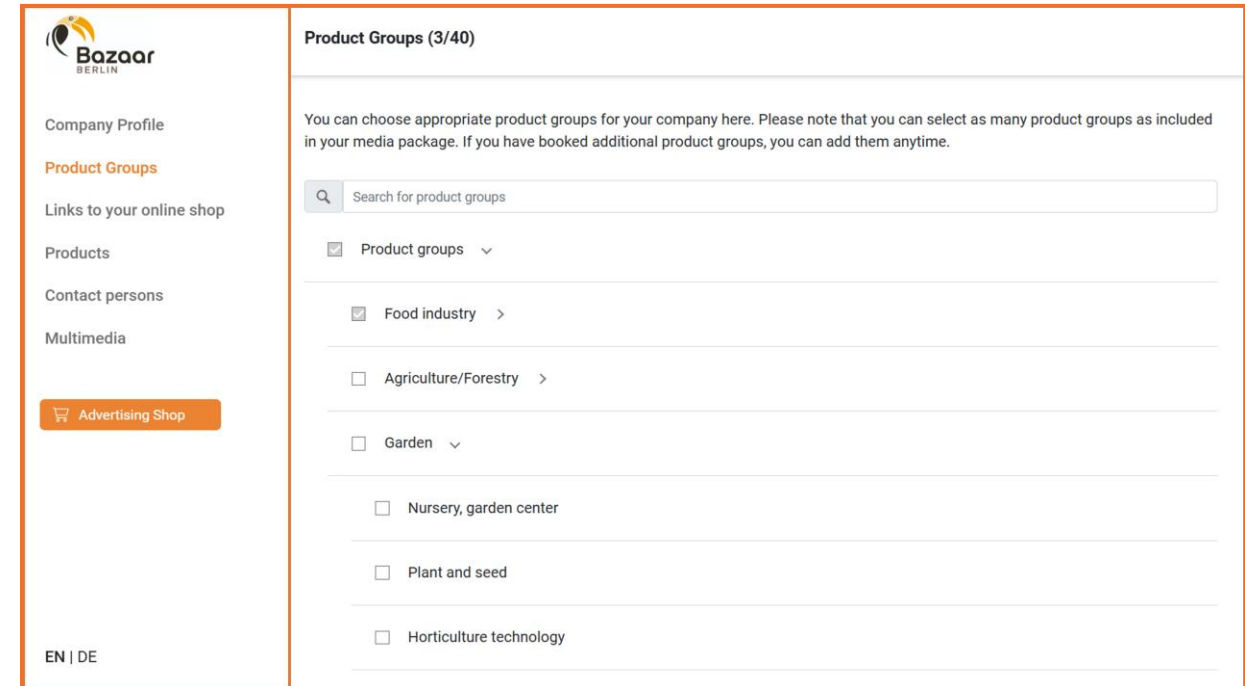




Data in the Content Manager

Product Groups:

- The selected product groups during your stand registration were automatically matched to your company profile.
- The selected product groups can be changed at any time. To open the selected categories, please click on the displayed name and not on the adjacent arrow.
- The number of selected items and those which are still available, are displayed on the top right corner.

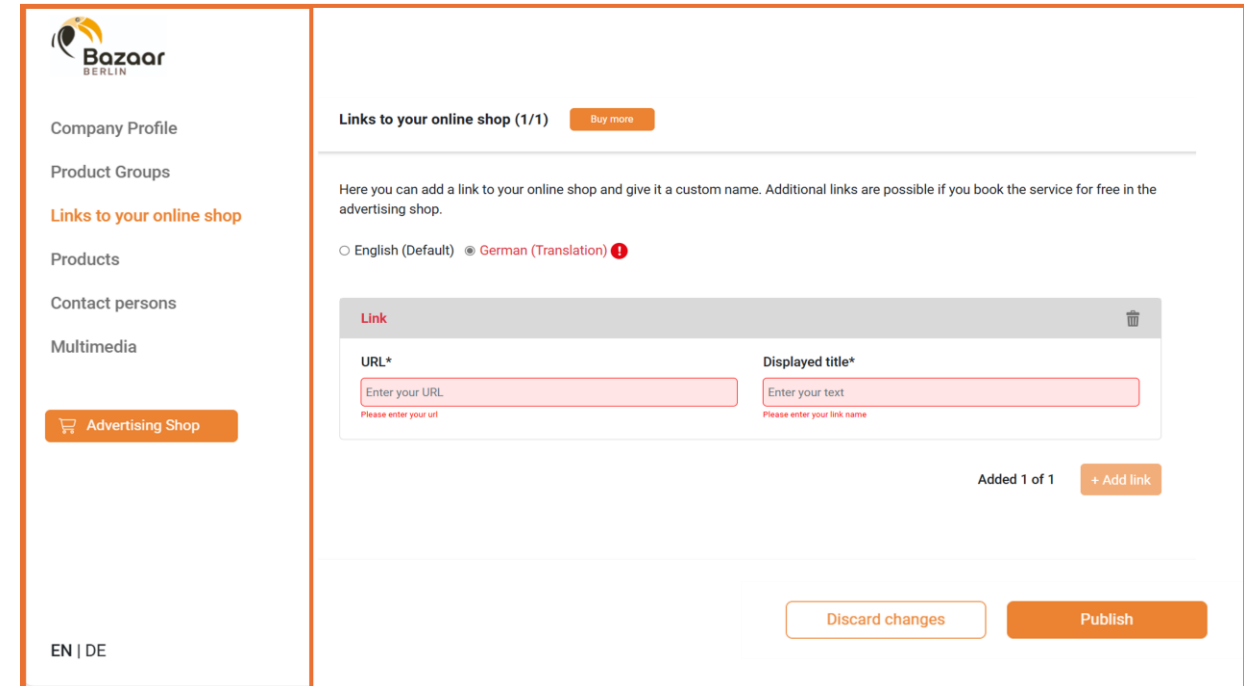




Data in the Content Manager

Links to your online shop:

- Click on “Add link” to open the editing area where you can enter and label your link.
- We kindly ask you to edit both languages your links in both languages.
- If you do not have an online shop, please do not fill in this field.



The screenshot shows the Bazaar BERLIN interface. On the left is a sidebar with a menu: Company Profile, Product Groups, Links to your online shop (highlighted), Products, Contact persons, and Multimedia. Below the menu is an 'Advertising Shop' button and a language selector 'EN | DE'. The main content area is titled 'Links to your online shop (1/1)' with a 'Buy more' button. It contains instructions: 'Here you can add a link to your online shop and give it a custom name. Additional links are possible if you book the service for free in the advertising shop.' Below this is a language selector showing 'English (Default)' and 'German (Translation)' (selected). A table with one row titled 'Link' contains two input fields: 'URL*' with placeholder 'Enter your URL' and 'Displayed title*' with placeholder 'Enter your text'. Both fields have red error messages: 'Please enter your url' and 'Please enter your link name'. At the bottom right of the table is a '+ Add link' button. At the very bottom of the main area are 'Discard changes' and 'Publish' buttons.

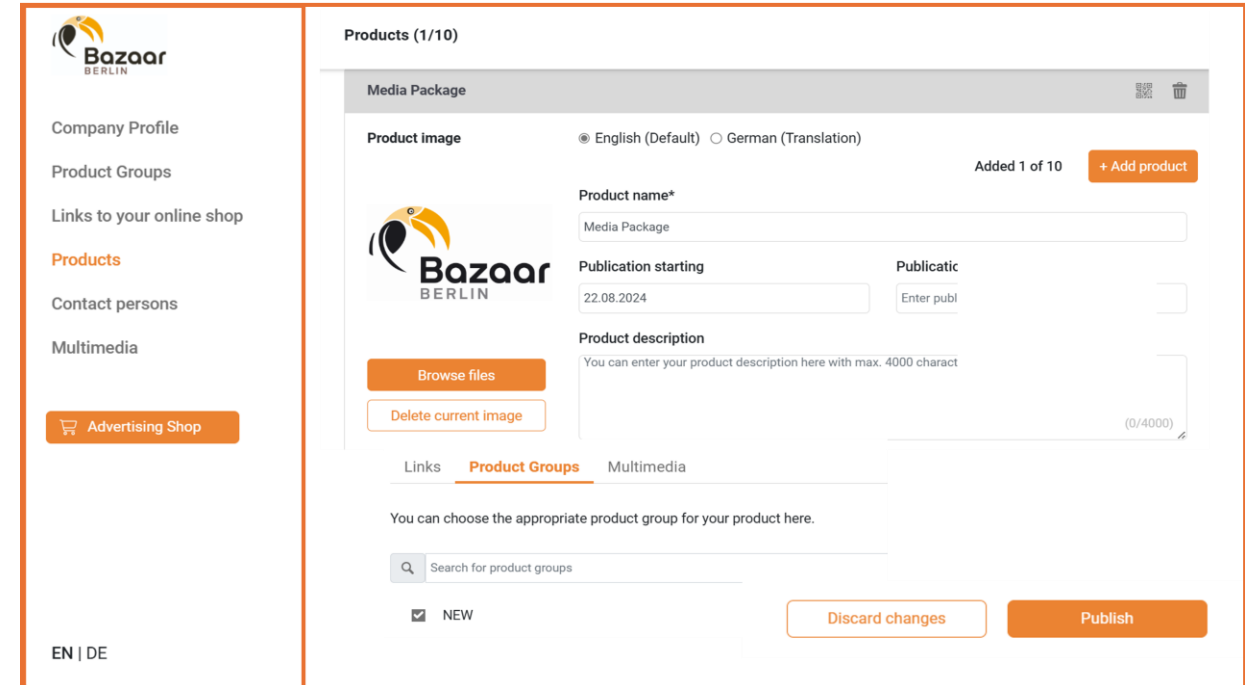




Data in the Content Manager

Products:

- Click on “Add product” and then on “Product” to open the editing area where you can edit the product information.
- In the lower part of the editing area you can find three further tabs: “Links”, “Product groups”, “Multimedia”.
- If you already have a completed entry from your participation in Bazaar Berlin 2024, please still check the product groups entered for your products and update them if necessary. The product groups contribute significantly to the visibility of your products.



The screenshot shows the Bazaar Berlin Content Manager interface. On the left is a sidebar with the Bazaar Berlin logo and navigation links: Company Profile, Product Groups, Links to your online shop, Products (highlighted), Contact persons, and Multimedia. Below these is an 'Advertising Shop' button and a language selector 'EN | DE'. The main area is titled 'Products (1/10)' and shows a 'Media Package' entry. It includes a 'Product image' section with a Bazaar Berlin logo, a language selector for 'English (Default)' and 'German (Translation)', and a '+ Add product' button. Below the image is a 'Product name*' field with 'Media Package' entered. There are 'Browse files' and 'Delete current image' buttons. The 'Publication starting' date is '22.08.2024' and the 'Publicatic' status is 'Enter publ'. A 'Product description' field contains the text 'You can enter your product description here with max. 4000 charact' and a character count '(0/4000)'. At the bottom, there are tabs for 'Links', 'Product Groups' (selected), and 'Multimedia'. A note says 'You can choose the appropriate product group for your product here.' Below this is a search bar 'Search for product groups' and a 'NEW' checkbox. At the very bottom are 'Discard changes' and 'Publish' buttons.

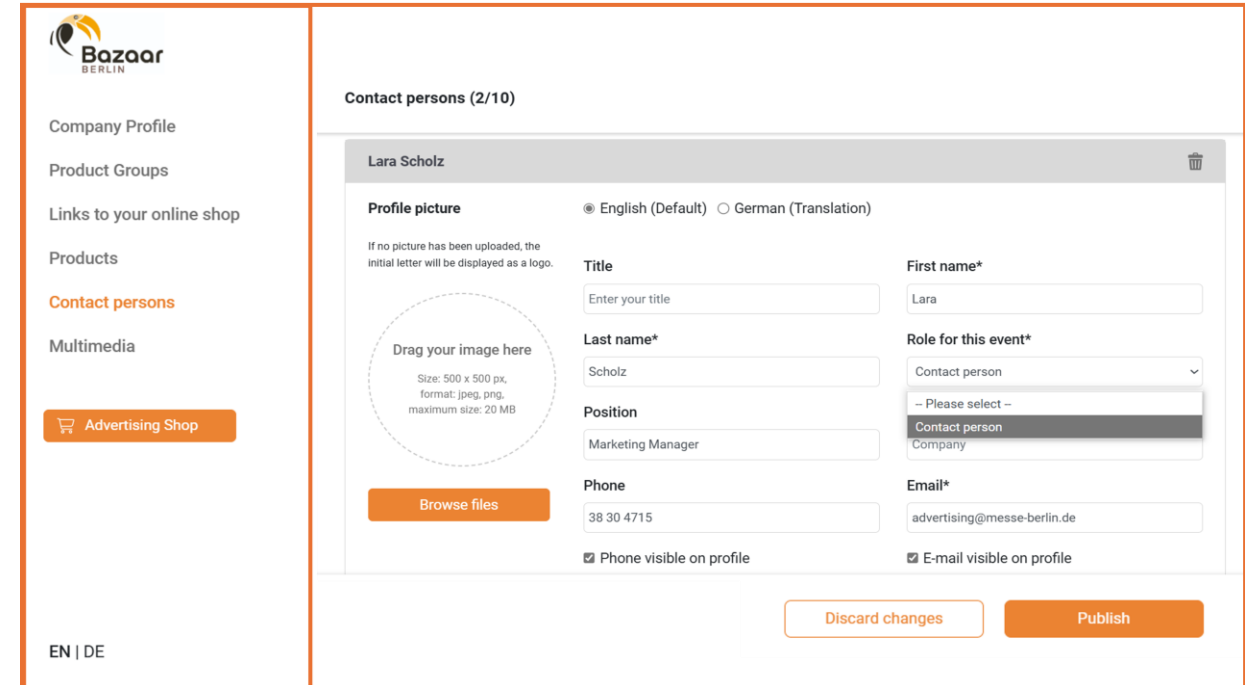




Data in the Content Manager

Contact Persons:

- In the Content Manager, you have the option of entering additional team members as contact persons for your company and to define their role for this event. 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.



Bazaar BERLIN

Company Profile


Product Groups

Links to your online shop

Products

Contact persons

Multimedia

 Advertising Shop

EN | DE

Contact persons (2/10)

Lara Scholz

Profile picture ☒ English (Default) ☐ German (Translation)

If no picture has been uploaded, the initial letter will be displayed as a logo.

Drag your image here

Size: 500 x 500 px, format: jpeg, png, maximum size: 20 MB

Browse files

Title

Enter your title

Last name*

Scholz

Position

Marketing Manager

Phone

38 30 4715

☒ Phone visible on profile

First name*

Lara

Role for this event*

Contact person

-- Please select --

Contact person

Company

Email*

advertising@messe-berlin.de

☒ E-mail visible on profile

Discard changes **Publish**

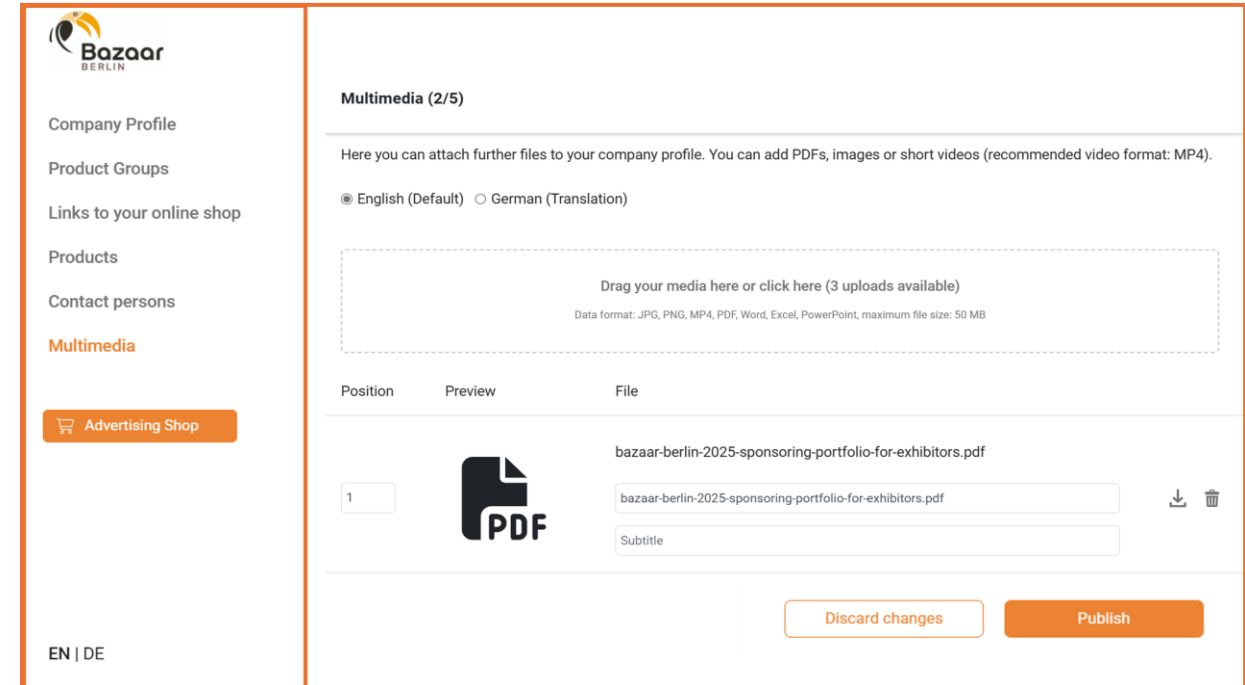




Data in the Content Manager

Multimedia:

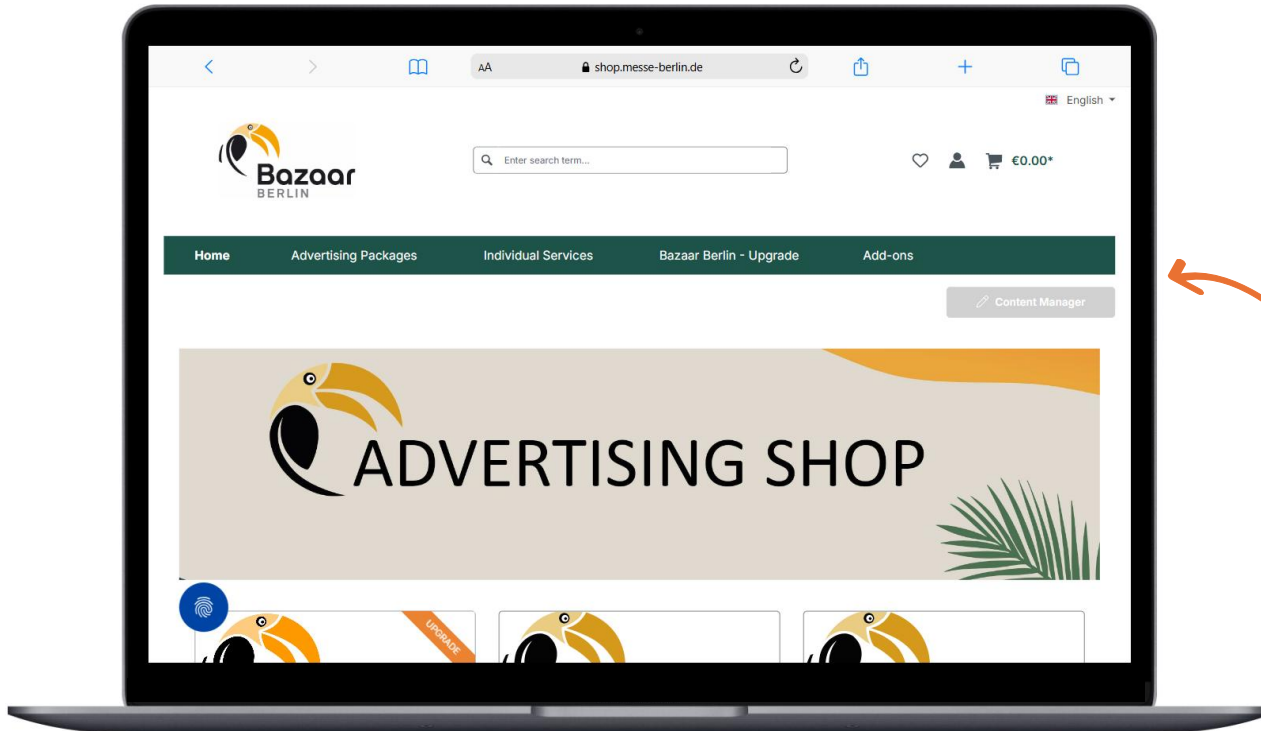
- Under “Multimedia” you can upload additional information material about your company such as PDFs, images and videos.
- We kindly ask you to edit both languages in English and in German.



The screenshot shows the 'Multimedia (2/5)' section of the Bazaar BERLIN content manager. On the left is a sidebar with navigation links: Company Profile, Product Groups, Links to your online shop, Products, Contact persons, and Multimedia (highlighted in orange). Below these links is an 'Advertising Shop' button with a shopping cart icon. At the bottom of the sidebar is a language selector 'EN | DE'. The main content area has a header 'Multimedia (2/5)' and a description: '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 the upload area with the text 'Drag your media here or click here (3 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 contains one entry: a PDF icon, the filename 'bazaar-berlin-2025-sponsoring-portfolio-for-exhibitors.pdf', and a subtitle field. To the right of the filename are download and delete icons. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.



Advertising Shop



Discover our advertising options in the Advertising Shop to present your company profile effectively and reach potential customers. Enter your email address and customer number to register.

Via the Content Manager you can update your exhibitor profile. Please log in to find access to your exhibitor profile at the top right under the header.

The online team is happy to assist you with any questions.



Contact & Support

Telephone: +49 30 3038 2500

Email: support@messe-berlin.de

Send us your request now:

[Service Portal](#)

ADVERTISING & SPONSORING

Eine Marke der

