Media Package Guide

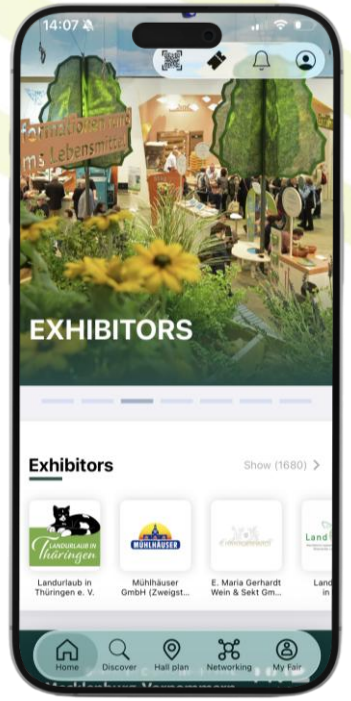
For Exhibitors

15.–24. Januar 2027

www.gruenewoche.de/en

A company profile – visible on various channels

+



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

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

Exhibitor List

Your Media Package

UPGRADE FOR CO-EXHIBITORS AVAILABLE!
To the main exhibitor media package
(€289.00 plus VAT)

Grüne Woche

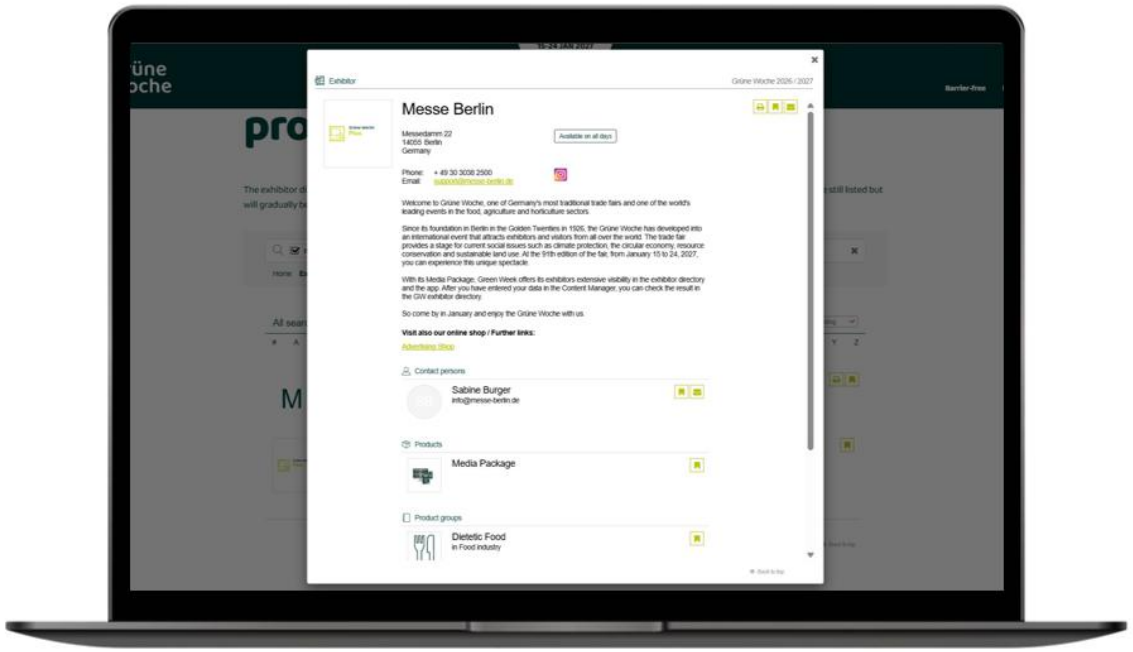
The following services are already included in your company profile:

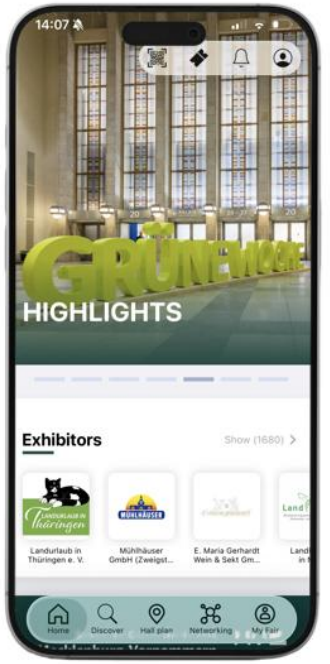
Media Package Main Exhibitor €439.00 plus VAT	Media-Package Co-Exhibitor €150.00 plus VAT	Media-Package Young Generation Hub €200.00 plus VAT
✓ Basic company entry (company name, company logo, address, hall and booth number) ✓ Telephone, email ✓ Company logo in the company profile ✓ Background image in the company profile ✓ Social media profiles ✓ Link to the company website ✓ Company description (Infotext max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max. size 500Mb) ✓ Entry in the categories of the product group index ✓ Contact persons with telephone number and email ✓ Presentation of up to **10 Products** with product description (max. 4,000 characters) text and images with link to your own website (max. 4.000 Characters per product) ✓ New Products (Products can be marked as “new”) ✓ Link to your own online shop	✓ Basic company entry (company name, company logo, address, hall and booth number) ✓ Telephone, email ✓ Company logo in the company profile ✓ Background image in the company profile ✓ Social media profiles ✓ Link to the company website ✓ Company description (Info text max. 4,000 char. including spaces, media e.g., videos, pictures, PDFs max. size 500Mb) ✓ Entry in the categories of the product group index ✓ Contact persons with telephone number and email ✓ Presentation of up to **3 Products** with product description (max. 4,000 characters) text and images with link to your own website (max. 4.000 Characters per product ✓ Link to your own online shop ✓ Information about availability during the Messe	✓ Basic company entry (company name, company logo, address, hall and booth number) ✓ Telephone, email ✓ Company logo in the company profile ✓ Background image in the company profile ✓ Social media profiles ✓ Link to the company website ✓ Company description (Info text max. 500 char. including spaces, media e.g., videos, pictures, PDFs max. size 500Mb) ✓ Listing in the education category ✓ Contact person with telephone number and email ✓ Brief description of the professions for that specific training/apprenticeship/internship/job offers/study

MESSE BERLIN

Access to the Content Manager

- The person specified as the main contact during stand registration receives an email with access to the **Content Manager**.
- By clicking the link, you will be taken to your **company profile – Content Manager**. Via this tool, you can enter your company data.
- Only the main contact gets access first.
- After you have entered your data in the Content Manager, you can return to the **Exhibitor Directory** to review the result.



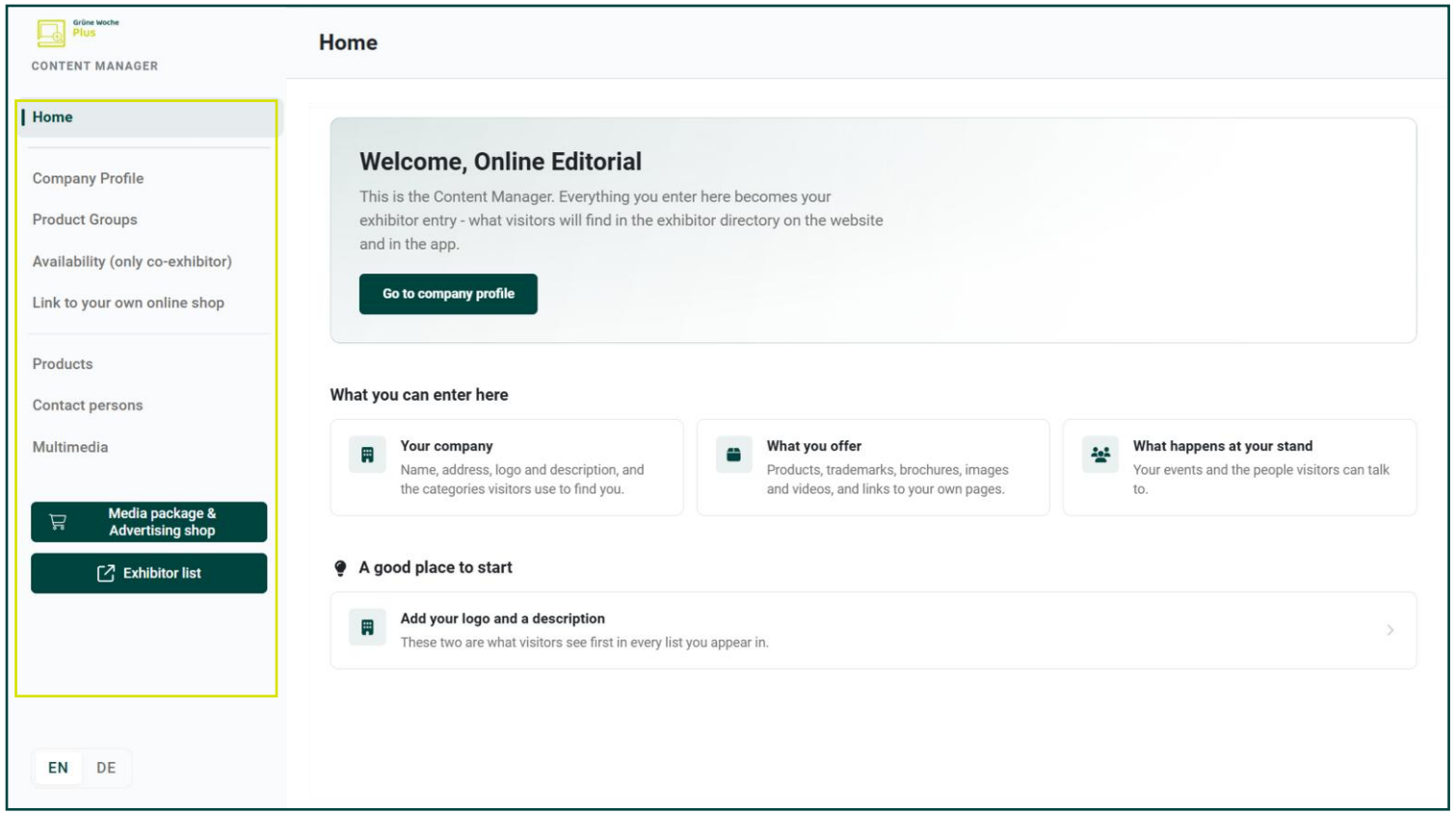


Please note: Only the main contact receives the link. If other members wants to edit the company profile, the link that opens in the new tab can be copied and shared.

Edit Data in the Content Manager

Homepage:

- The navigation menu on the left-hand side guides you through the different sections that can be completed to finalize your online listing. It also provides additional links to further information.
- Before switching to the next section, please click on “Publish” in the top right corner to save your changes.
- You can make changes anytime. We recommend entering the information in both languages (English and German).

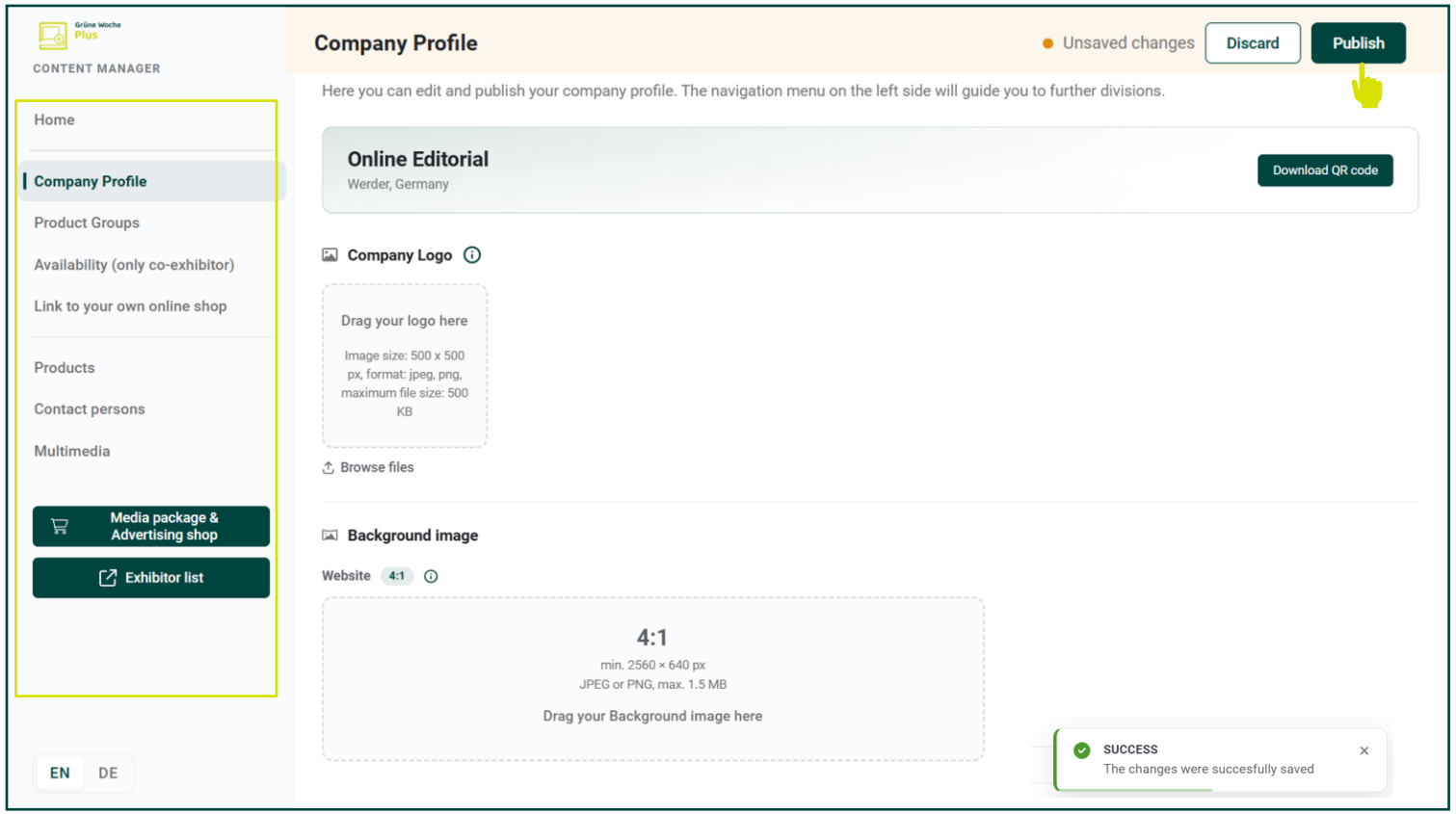


Data in the Content Manager – Company Profile

Under “Company Profile” you can start editing your company data:

- ✓ Company Logo
- ✓ Background Image
- ✓ Basic Company Data & Company Description
- ✓ Social Media

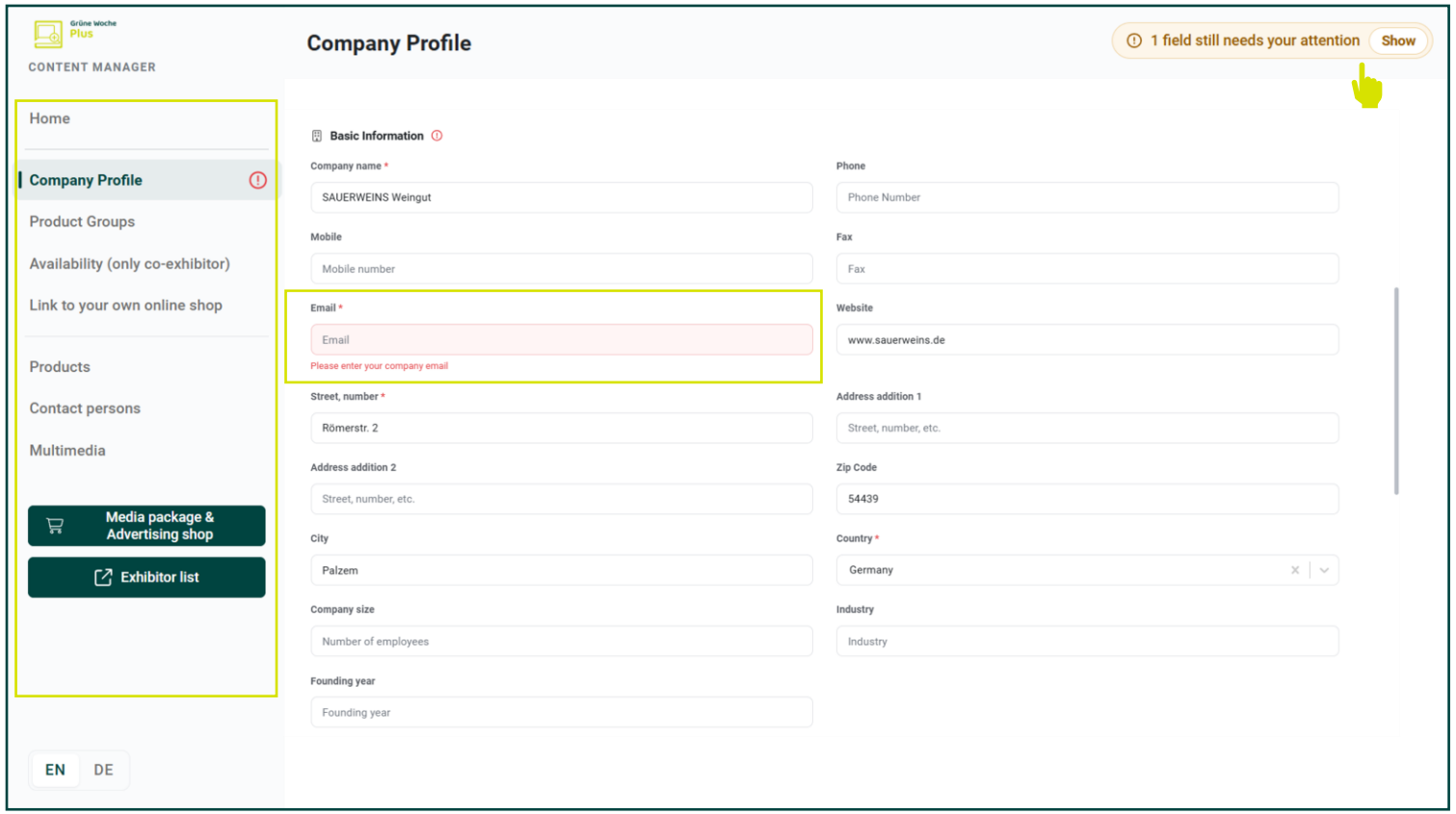
- The background image must be uploaded in different sizes for the web and app view.



Data in the Content Manager – Company Profile

General Tips:

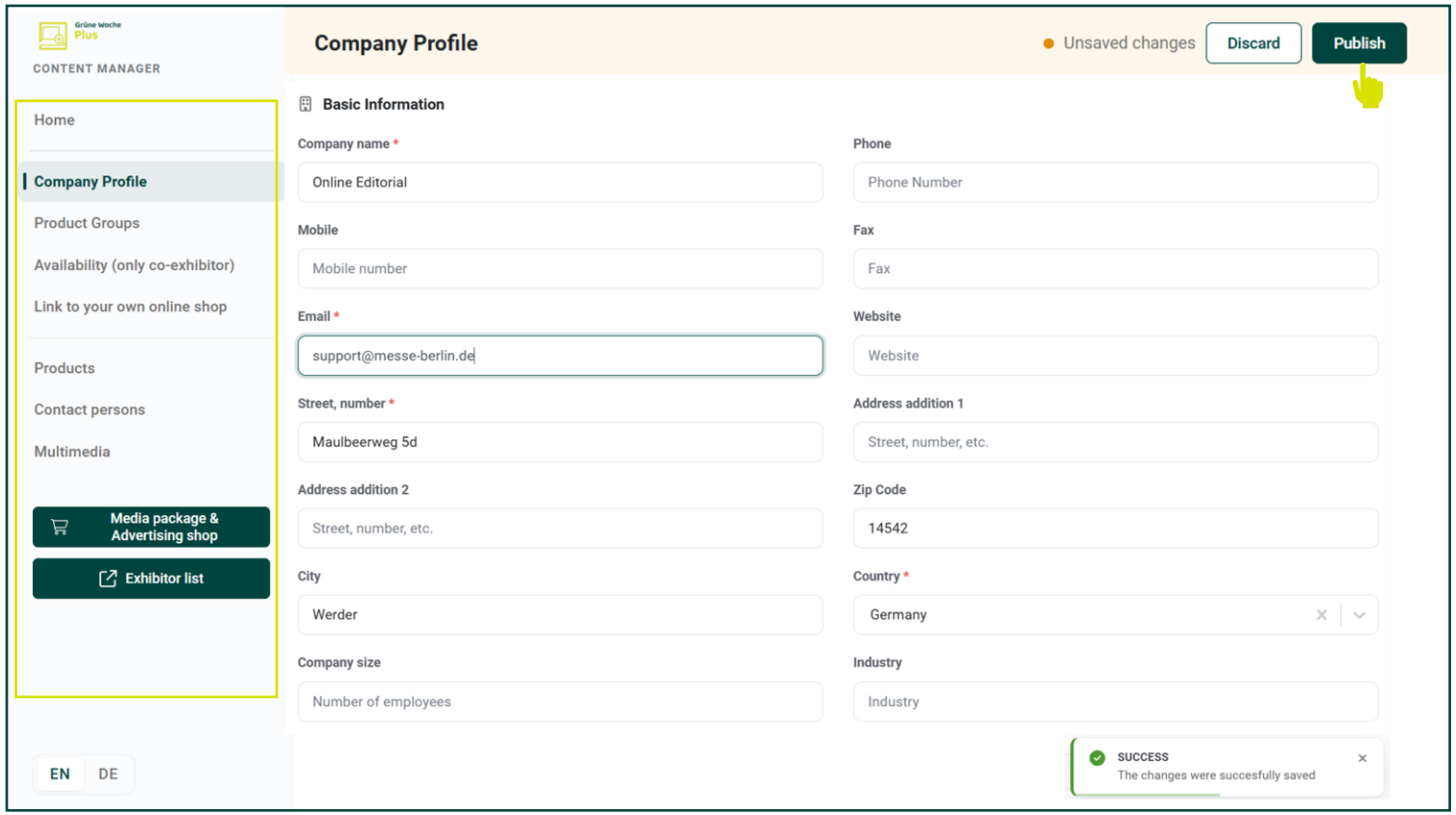
- If the field is still empty when you open the Content Manager, the following message will appear: “1 field still requires your attention.”
- Please enter your contact email address under Basic Information. This field is required. Once you have completed the information, please click on “Publish.”



Data in the Content Manager – Company Profile

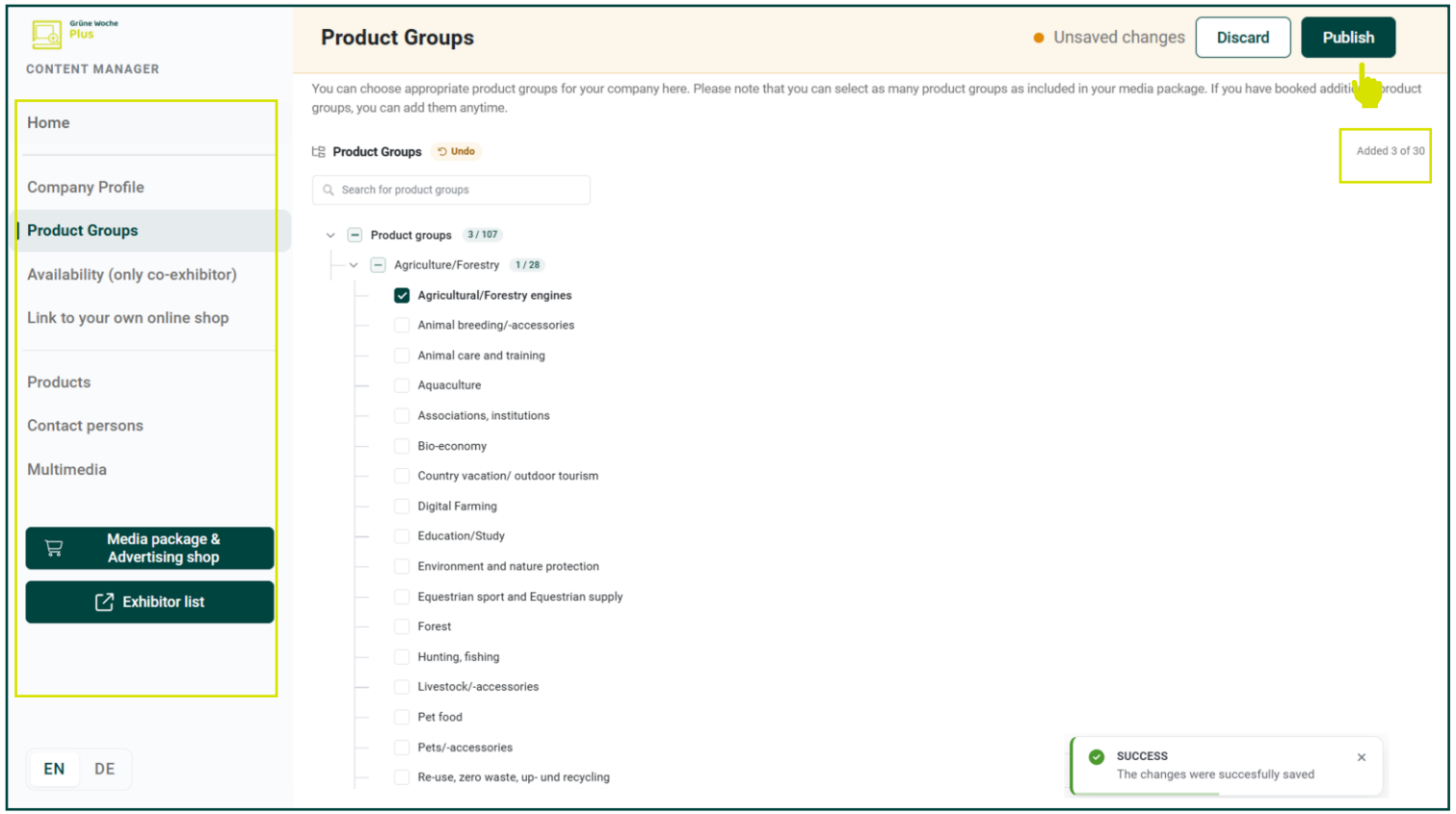
General Tips:

- After you have entered all the data, please click “Publish” in the upper right corner to proceed to the next section.
- In each edit field, you can choose between the options “DE” or “EN” to edit the content in the respective language.



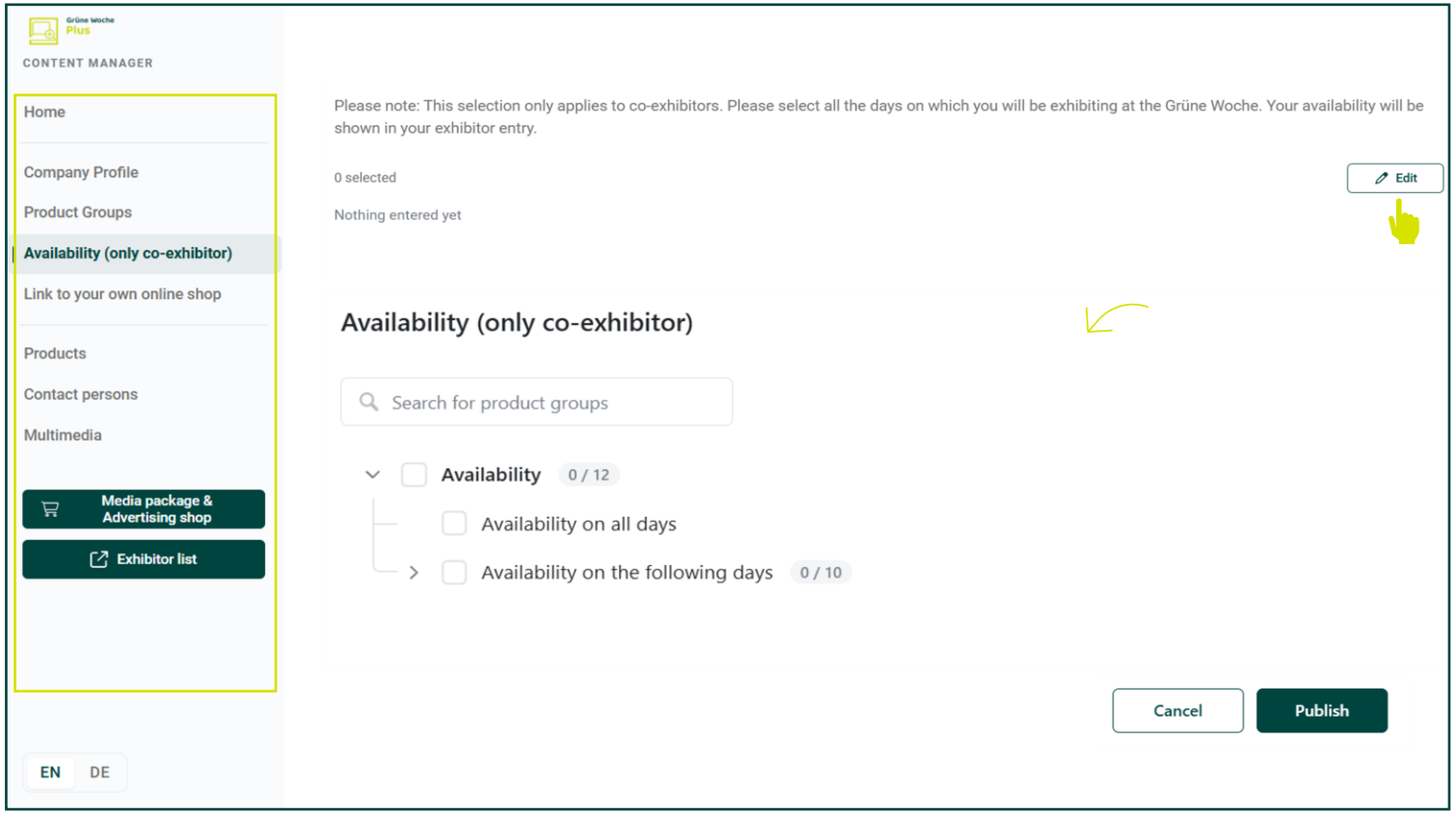
Data in the Content Manager – Product Groups

- To open the selected product groups, please click on the arrow. On the right, you will see the total number and the categories already selected.
- You can change the selected product groups at any time. When registering your stand via the exhibitor portal, you specify the product groups relevant to your company. These are automatically transferred into your online listing.



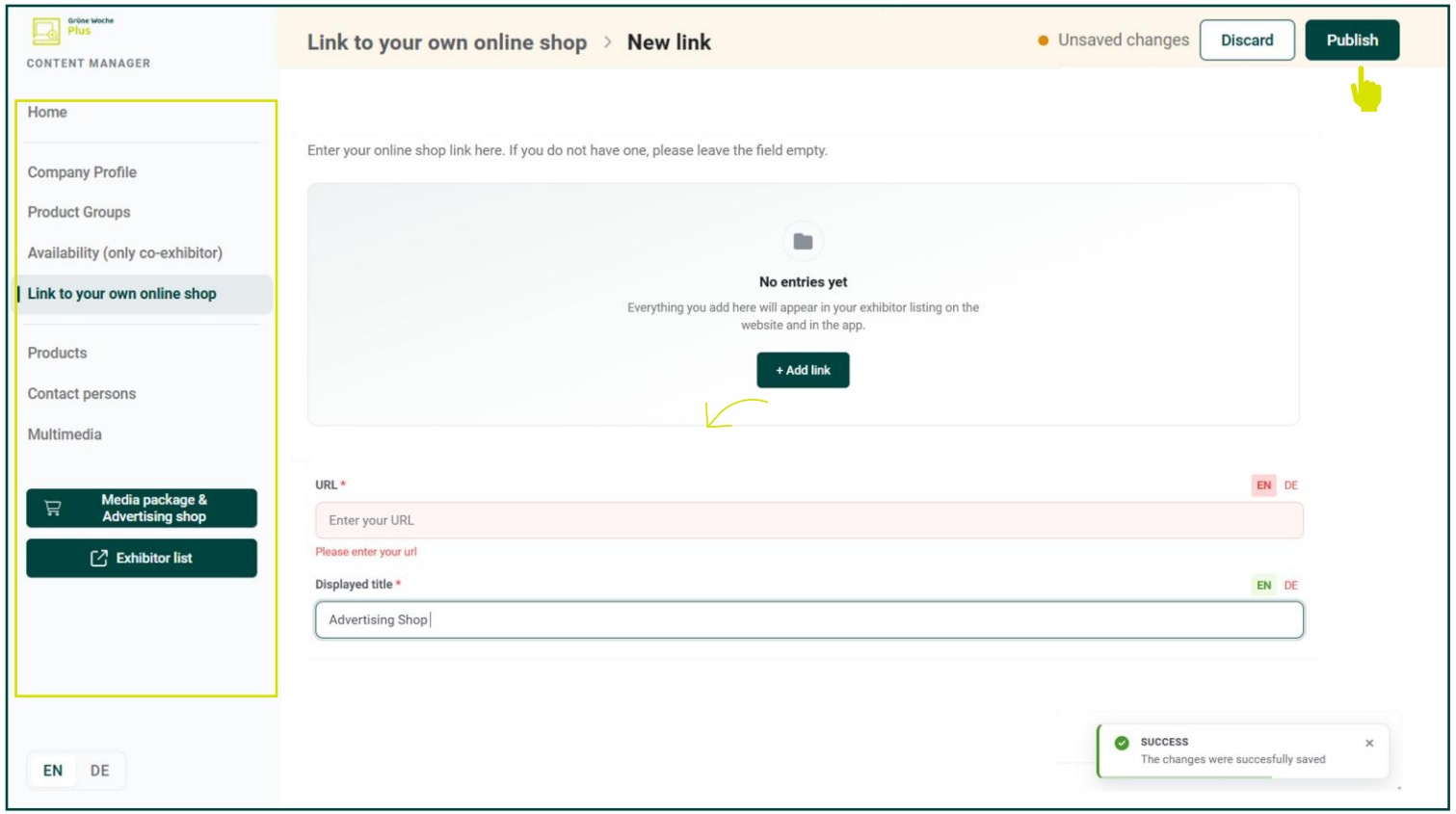
Data in the Content Manager – Availability (co-exhibitors only)

- If, as a co-exhibitor, you will not be present on all days of the trade fair, please select the relevant days.
- First, click on “Edit” and then save your changes.



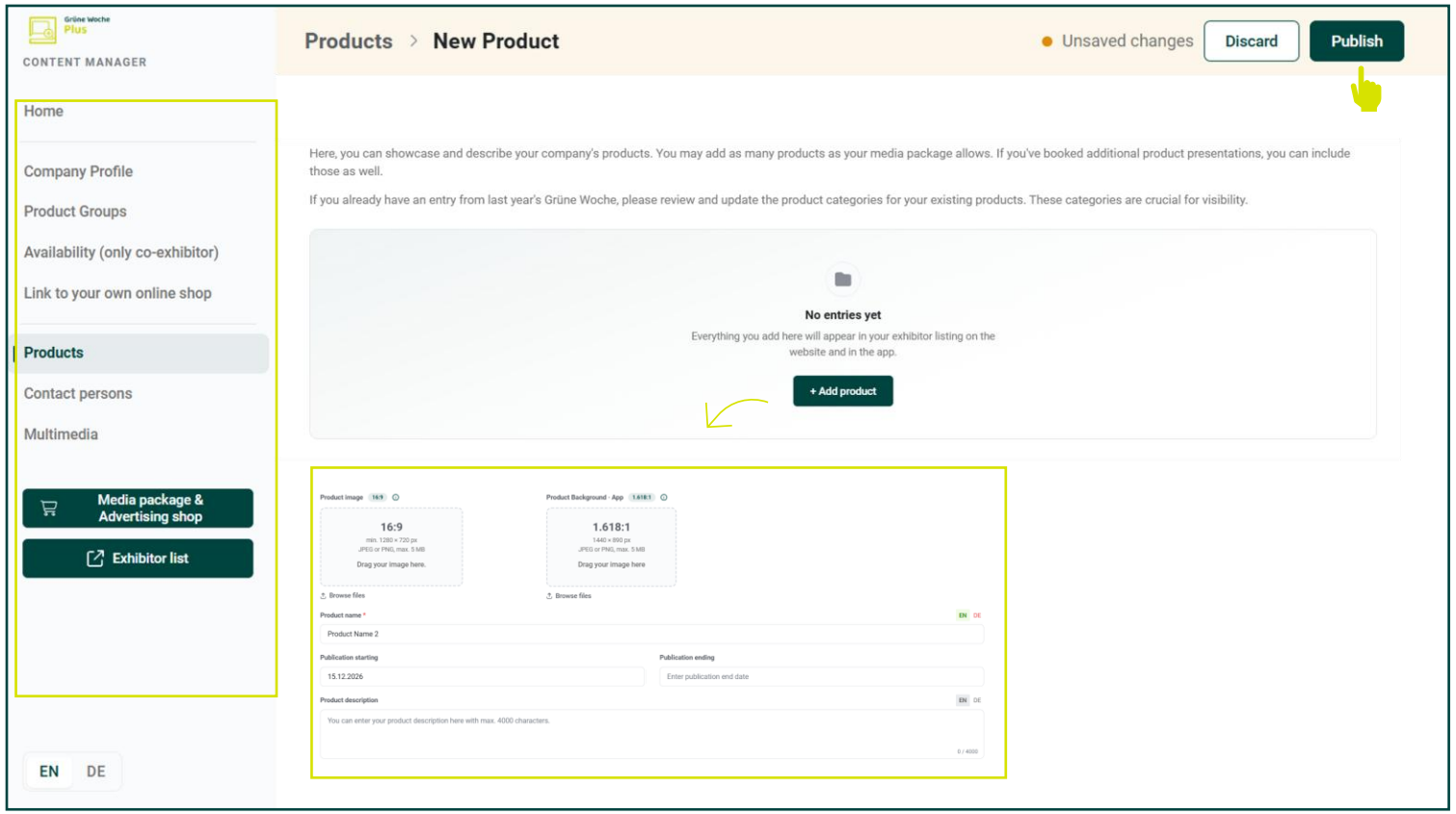
Data in the Content Manager – Link to your online shop

- Click on “Add link”; an editable field will open where you can enter and name a link to your own online shop.
- If you do not have your own online shop, just leave the field empty.
- Please make sure you enter the correct link so that the changes can be saved.



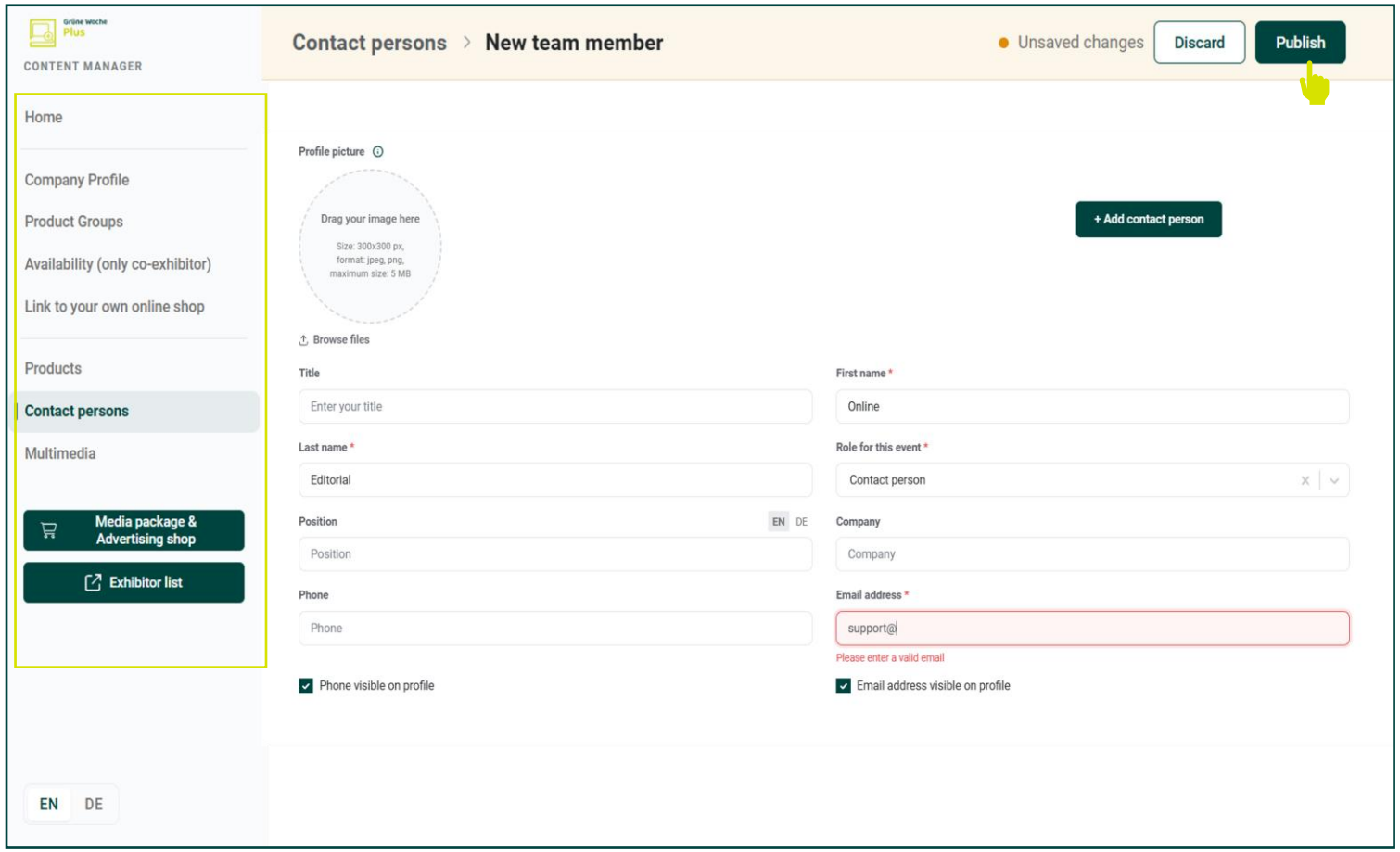
Data in the Content Manager – Products

- Click on “Add product” and then on “Product”; the edit area will open where you can edit the product information.
- At the bottom of the edit area, you will find three additional tabs: “**Links**,” “**Product Groups**,” and “**Multimedia**.”
- If you already have a completed entry from your participation in Grüne Woche 2026, please check the product groups entered for your existing products and update them if necessary. Product groups play a significant role in the visibility of your products.



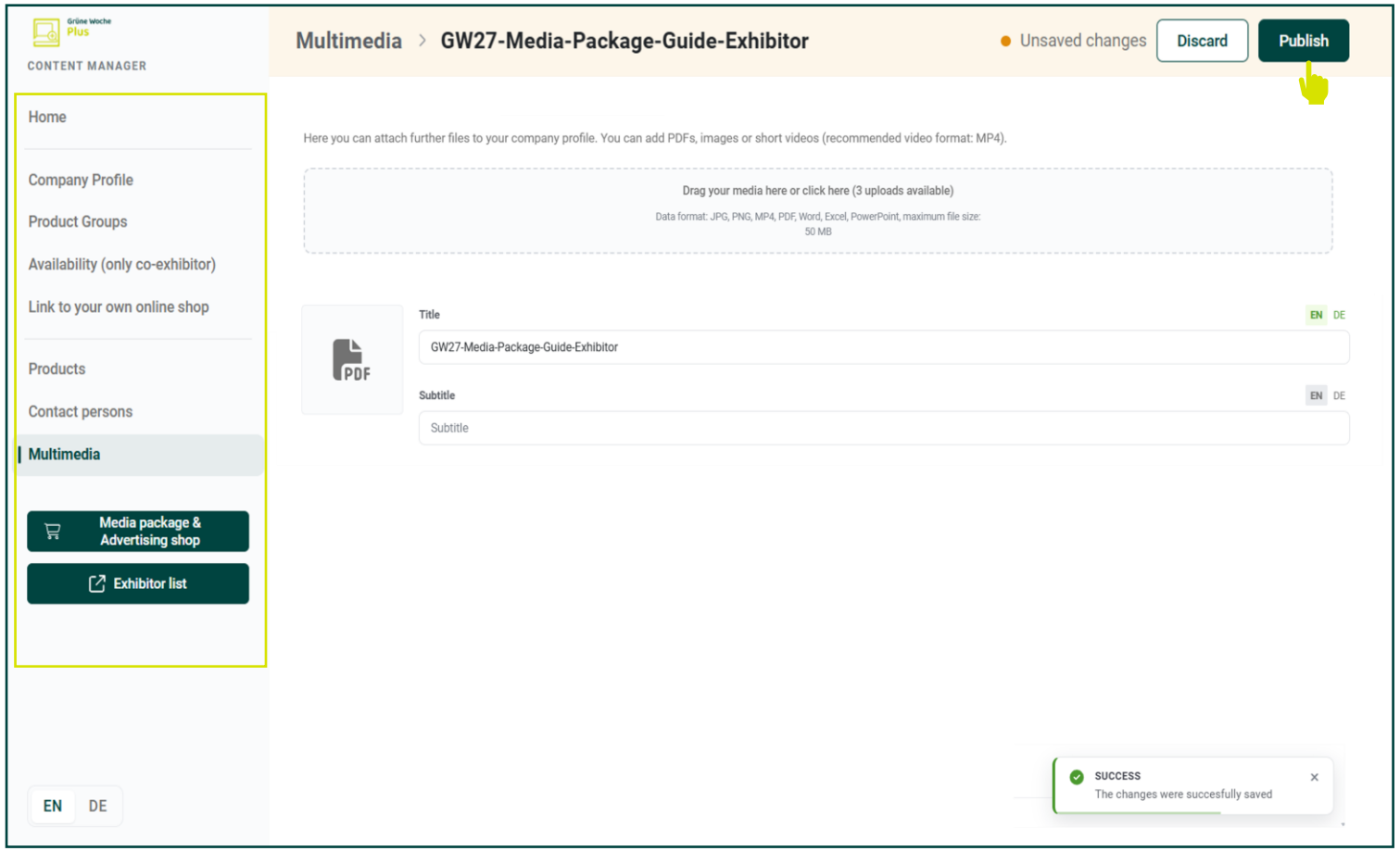
Data in the Content Manager – Contact Persons

- In the Content Manager, you have the option to add additional company employees as contacts for your company and to define your role for this event. They will then appear directly on the company profile.
- Please note that the main contact person is imported and cannot be edited. This person is not visible in the profile but is displayed in the Content Manager.



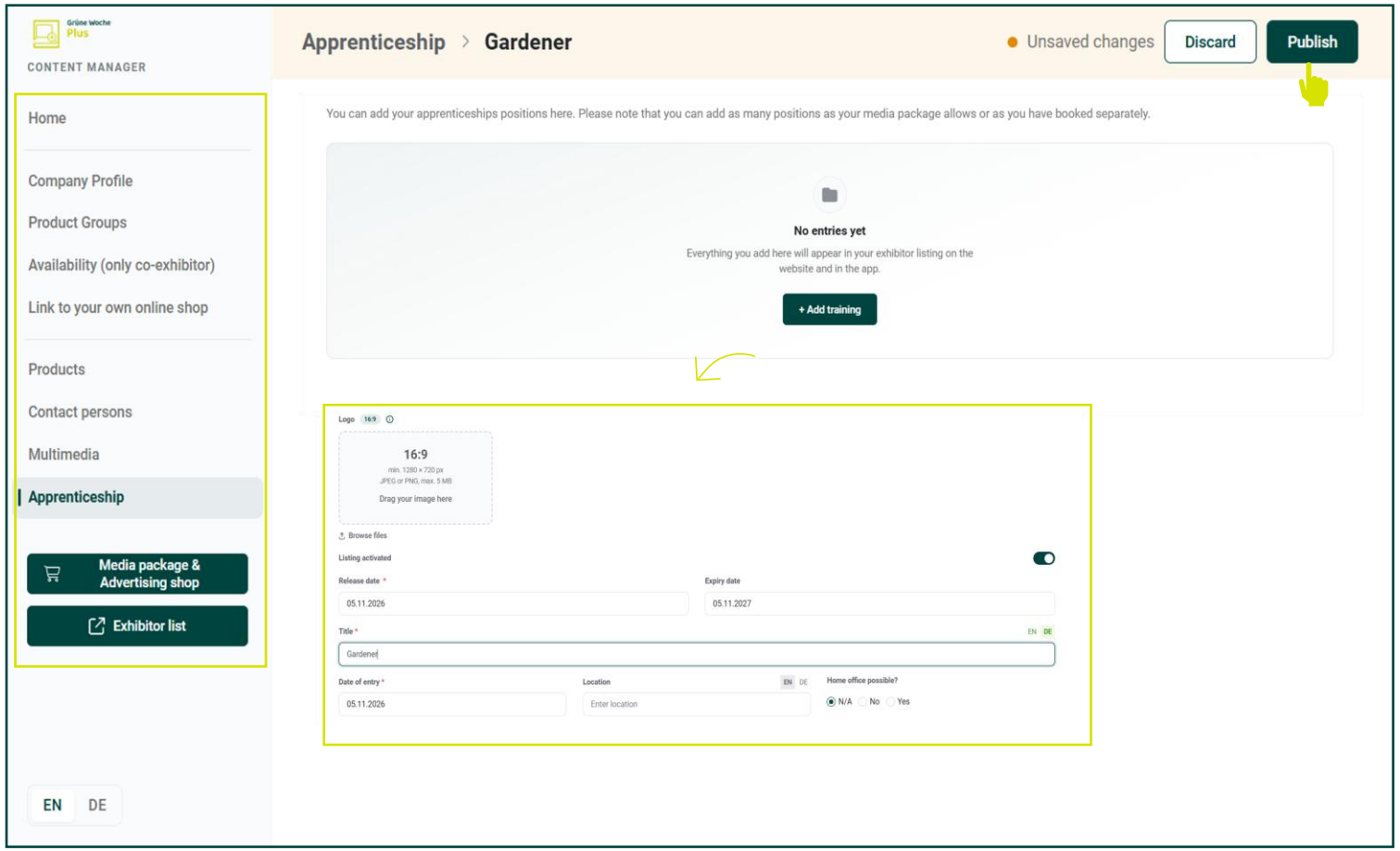
Data in the Content Manager – Multimedia

- Under “Multimedia,” you can upload additional informational material about your company, such as PDFs, images, and videos.
- Please check and tick the box so that you can save the data successfully.



Data in the Content Manager – Apprenticeship

- If you participate in the **young generation hub** with your training program, you can also publish trainings opportunities in your online entry.
- For apprenticeships, please also indicate a contact person.



Grüne Woche Advertising Shop

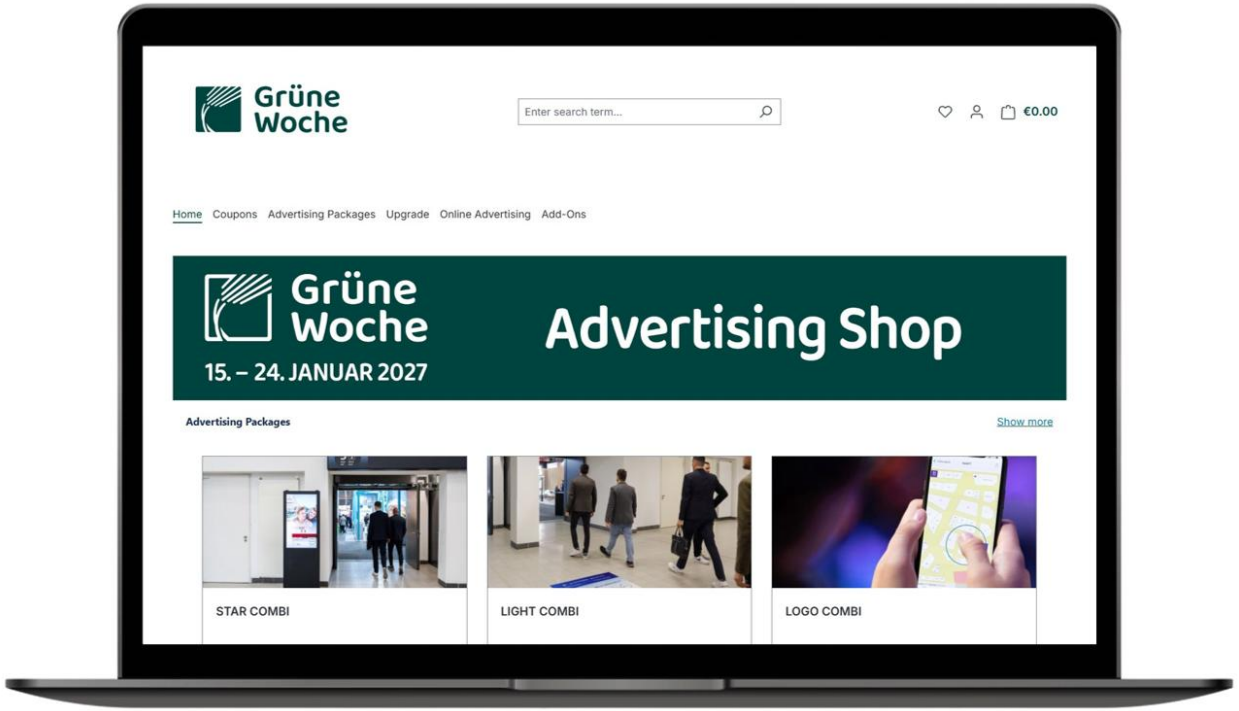
More digital Presence

To create an account in the Advertising Shop, please click **here** and then enter the email address you provided during stand registration under “main contact.”

You are welcome to visit our **Advertising Shop**!

Also, you should enter your customer number. You can find this next to your company name in our email “Complete your online entry now.”

If you have not yet received this email, you can request your customer number from our **online editorial team**.



CONTACT & SUPPORT

Your contact :

MB Capital Services GmbH

Thüringer Allee 12 A

14052 Berlin

Link to the Advertising Shop:

Grüne Woche

support@messe-berlin.de

+49 30 30 38 2500

Online Editorial Team:

Send you request here