

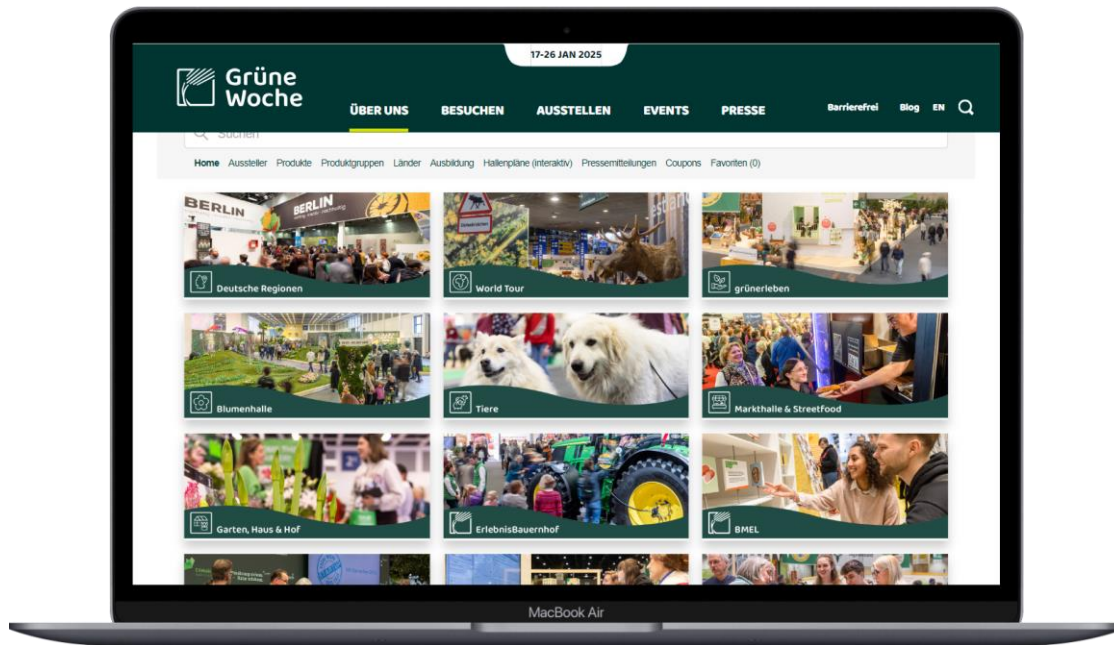
# Media-Package Guide

For exhibitors

17.–26. Januar 2025

[www.gruenewoche.com](http://www.gruenewoche.com)

# A company profile - visible on various channels



- ✓ 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

**UPGRADE FOR CO-EXHIBITORS AVAILABLE!**

To the main exhibitor media package (€ 289 plus VAT)

The following services are included in your stand registration:

<b>Media-Package Primary Exhibitor</b> 419,00 € zzgl. MwSt.	<b>Media-Package Co-Exhibitor</b> 150,00 € zzgl. MwSt.	<b>Media-Package young generation hub</b> 200,00 € zzgl. MwSt.
<ul style="list-style-type: none"> <li>• Basic company entry (company name, company logo, address, hall and stand number)</li> <li>• Telephone, email</li> <li>• Web address</li> <li>• Contact persons with telephone number and email</li> <li>• Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb)</li> <li>• Cover Picture for your Company Profile</li> <li>• Presentation of up to <b>10 products</b> with product description (max. 4,000 char.), photo &amp; link per product</li> <li>• Entry in the categories of the product group index</li> <li>• Link to your own online shop</li> <li>• Link to social media profiles (Facebook, X, YouTube etc.)</li> <li>• Networking</li> <li>• App</li> </ul>	<ul style="list-style-type: none"> <li>• Basic company entry (company name, company logo, address, hall and stand number)</li> <li>• Telephone, email</li> <li>• Web address</li> <li>• Contact persons with telephone number and email</li> <li>• Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb)</li> <li>• Cover Picture for your Company Profile</li> <li>• Presentation of up to <b>3 products</b> with product description (max. 4,000 char.), photo &amp; link per product</li> <li>• Entry in the categories of the product group index</li> <li>• Link to your own online shop</li> <li>• Link to social media profiles (Facebook, X, YouTube etc.)</li> <li>• Networking</li> <li>• App</li> <li>• Specification of availability during the trade fair</li> </ul>	<ul style="list-style-type: none"> <li>• Basic company entry (company name, company logo, address, hall and stand number)</li> <li>• Telephone, email</li> <li>• Web address</li> <li>• contact persons with telephone number and email</li> <li>• Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb)</li> <li>• Cover Picture for your Company Profile</li> <li>• Services online catalogue</li> <li>• Entry in the categories of the product group index</li> <li>• Link to social media profiles (Facebook, X, YouTube etc.)</li> <li>• Networking</li> <li>• App</li> <li>• Implementation of training-relevant contents on the app and our website</li> </ul>

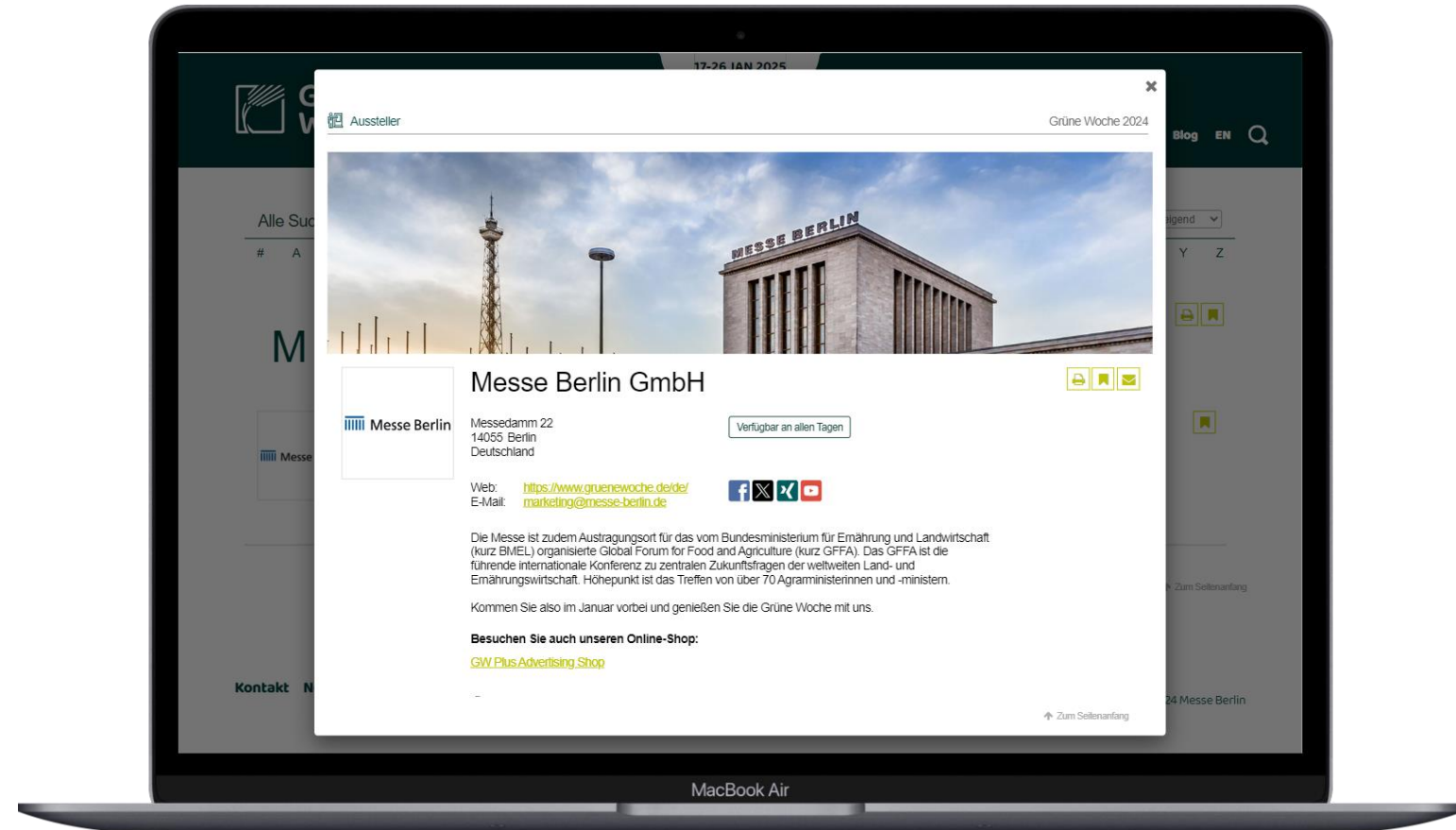
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## Access to the Content Manager

- 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 then edit your exhibitor profile.
- Have your email address and customer number ready to log in to the shop and **generate a new password**.
- After entering your information in the Content Manager, you can return to the **exhibitor list** to check the results.
- Changes can be made at any time.



**Please note:** The main contact provided during registration will also receive the link via email. If multiple members need to edit the company profile, the link that opens in the new tab can be copied and shared.

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## 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 displays the 'Grüne Woche Plus' Content Manager interface. On the left, a navigation menu is highlighted with a yellow box, listing: Company Profile, Product Groups, Availability (only co-exhibitors), Link to your own online shop, Products, Contact Persons, Multimedia, and Media package & Advertising shop. The main content area is titled 'Description' and features a language selection dropdown with 'German translation' and 'English translation' (selected). Below this are two text input fields: 'Company portrait' (with a 4000-character limit) and 'Short teaser text' (with a 300-character limit). At the bottom right, there are two buttons: 'Discard changes' and 'Publish', with a yellow hand cursor pointing to the 'Publish' button.

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## Editing data in the Content Manager – Start page

You can customize your main entry on the start page:

- Logo & background image
- Basic data & company description
- Social media accounts

### 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 'Grüne Woche Plus' Content Manager interface. On the left is a sidebar menu with a yellow border around the 'Company Profile' section, which includes: Product Groups, Availability (only co-exhibitors), Link to your own online shop, Products, Contact Persons, Multimedia, and Media package & Advertising shop. The main content area is titled 'Logo and Background Image' and is divided into two columns: 'Company Logo' and 'Background Image for your Company Profile'. The 'Company Logo' section has a dashed box with the text 'Drag your image here.' and specifications: 'Image size: 500 x 500 px, formats: jpeg, png, file size: max. 5 MB'. Below it are 'Browse files' and 'Delete current image' buttons. The 'Background Image for your Company Profile' section has a larger dashed box with 'Drag your image here' and specifications: 'Size: 2560 x 640 px, format: jpeg, png, maximum size: 5MB'. Below it are 'Browse files' and 'Delete current image' buttons. At the bottom of the main area, there is a 'Background Image app' section with a 'Background Image for your Company Profile in the app' label and 'Discard changes' and 'Publish' buttons.

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## 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 displays the 'Grüne Woche Plus' Content Manager interface. On the left, a sidebar menu is highlighted with a yellow border, containing the following items: Company Profile, **Product Groups**, Availability (only co-exhibitors), Link to your own online shop, Products, Contact Persons, Multimedia, and Media package & Advertising shop. The main content area is titled 'Product Groups' and includes a search bar with the placeholder text 'Search for product groups'. Below the search bar, there is a list of product groups, each with a checkbox and a name followed by a right-pointing arrow. The first item is 'Product groups' with a dropdown arrow, and a yellow mouse cursor is pointing at it. The other items are 'Food industry', 'Agriculture/Forestry', 'Garden', and 'House and Yard'. At the bottom right of the interface, there are two buttons: 'Discard changes' and 'Publish'.



## Editing data in the Content Manager – Availability (only for co-exhibitors)

- If you are a co-exhibitor and are not on-site on all days of the event, you can enter your attendance days here.

 Grüne Woche Plus

- Company Profile
- Product Groups
- Availability (only co-exhibitors)**
- Link to your own online shop
- Products
- Contact Persons
- Multimedia
- Media package & Advertising shop

### Availability

Please note: This selection only applies to co-exhibitors. Please select all the days on which you will be exhibiting at the IGW. Your availability will be shown in your exhibitor entry.

Availability ▾

Availability on all days

Availability on some days >





## 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.

**Grüne Woche Plus**

Company Profile

Product Groups

Availability (only co-exhibitors)

**Link to your own online shop**

Products

Contact Persons

Multimedia

Media package & Advertising shop

### Links

Enter your online shop link here. If you do not have one, please leave the field empty.

German translation  English translation

German translation  English translation

**Link**

**URL\***

Enter your URL

Please enter your url

**Displayed title\***

Enter your text

Please enter your link name

+ Add link

Discard changes

Publish

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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**".
- **Important:** If you already have a completed entry from your participation in Grüne Woche 2024, 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 displays the 'Grüne Woche Plus' Content Manager interface. On the left is a navigation sidebar with a yellow border around the 'Products' section, which includes links for 'Company Profile', 'Product Groups', 'Availability (only co-exhibitors)', 'Link to your own online shop', 'Products', 'Contact Persons', 'Multimedia', and 'Media package & Advertising shop'. The main content area is titled 'Products' and contains a descriptive paragraph. Below this is a form for editing a product, with a '+ Add product' button highlighted by a yellow arrow and hand cursor. The form includes fields for 'Product image' (with a 'Browse files' button and 'Delete current image' button), 'Product name\*' (with a note to enter in English), 'Publication starting' (15.08.2024), 'Publication ending' (with a note to enter in English), 'Product description' (with a 4000-character limit), and 'Short teaser text' (with a 200-character limit). At the bottom right of the form are 'Discard changes' and 'Publish' buttons.

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## 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 screenshot shows the 'Grüne Woche Plus' Content Manager interface. On the left is a navigation menu with a yellow border, containing the following items: Company Profile, Product Groups, Availability (only co-exhibitors), Link to your own online shop, Products, **Contact Persons**, Multimedia, and Media package & Advertising shop. The main content area is titled 'Contact persons (' and contains three paragraphs of text: 'The person displayed here is the main contact from the booth registration and is not publicly visible in the company profile. If this person should also be shown as a contact person for the company, they must be added separately here.', 'The contact persons you enter here will be displayed in the company profile after publication and can be contacted and networked with by visitors via the belekto app.', and 'To activate their personal profile for visitor inquiries in the app, the entered contact persons must log in to the app using the same email address provided here. Please inform your contact persons accordingly.' At the bottom right of the main area is a '+ Add staff' button. At the bottom of the entire interface are 'Discard changes' and 'Publish' buttons.



## Editing data in the Content Manager – Multimedia

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

The screenshot shows the 'Grüne Woche Plus' Content Manager interface. On the left is a navigation menu with the following items: Company Profile, Product Groups, Availability (only co-exhibitors), Link to your own online shop, Products, Contact Persons, **Multimedia** (highlighted with a yellow box), and Media package & Advertising shop. The main content area is titled 'Multimedia' and contains the following elements:

- A header: **Multimedia**
- Text: Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4).
- Language selection:  German translation  English translation
- A dashed box for file upload with the text: Drag your file here. maximum size: 50MB
- A table header with columns: Position, Preview, File
- At the bottom right, there are two buttons: 'Discard changes' and 'Publish'.



## Editing data in the Content Manager: young generation hub

- If you participate in the **young generation hub** with your training programme, you can also publish training opportunities in your online entry. You can manage these like a product (page 10).

Grüne Woche Plus

- Company Profile
- Product Groups
- Availability (only co-exhibitors)
- Link to your own online shop
- Products
- Contact Persons
- Multimedia
- Apprenticeship**
- Media package & Advertising shop

Discard changes Publish

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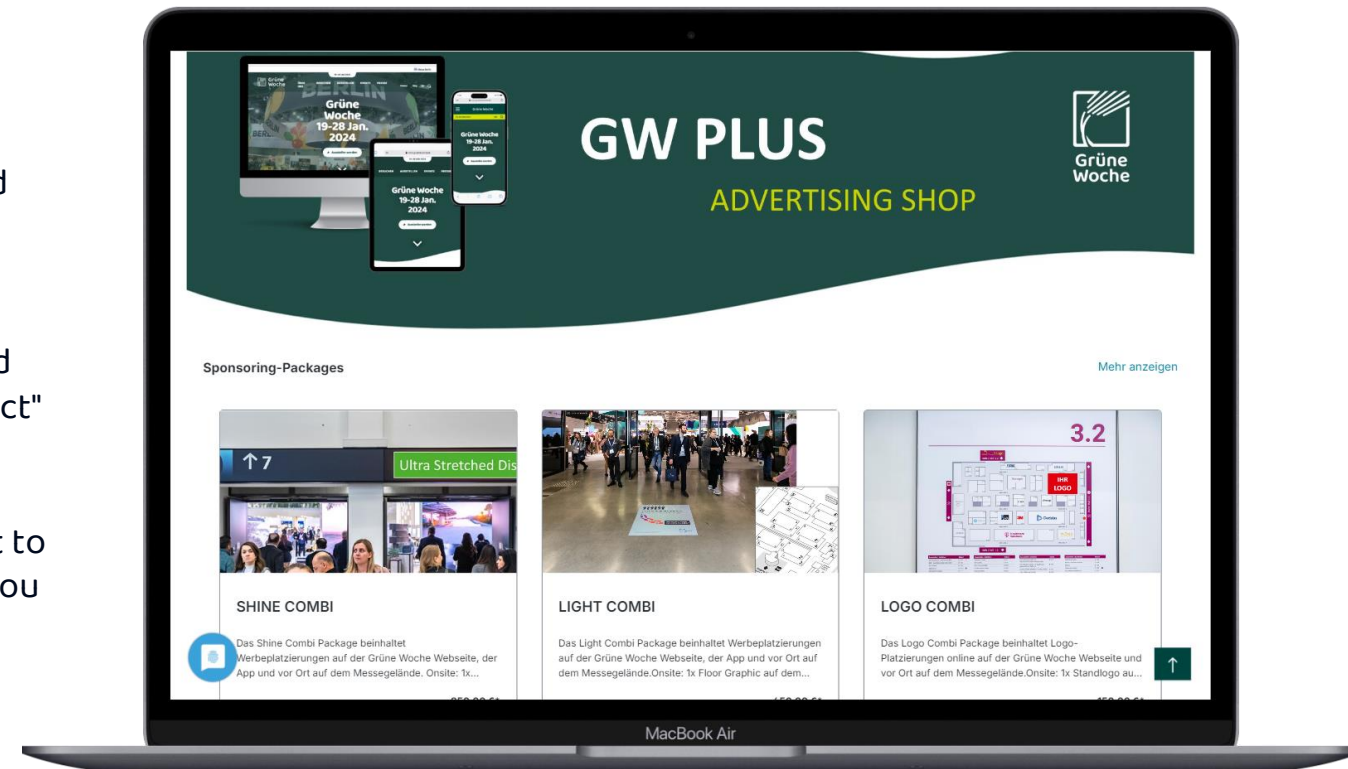
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# GRÜNE WOCHE Advertising Shop

## 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". If you have not yet received this e-mail, you can ask the [online editorial team](#) for your customer number.



# Contact & Support

## Advertising & Sponsoring

Online editorial team:

▶ [Send an enquiry now](#)

Link to the Advertising Shop:

▶ [Grüne Woche](#)