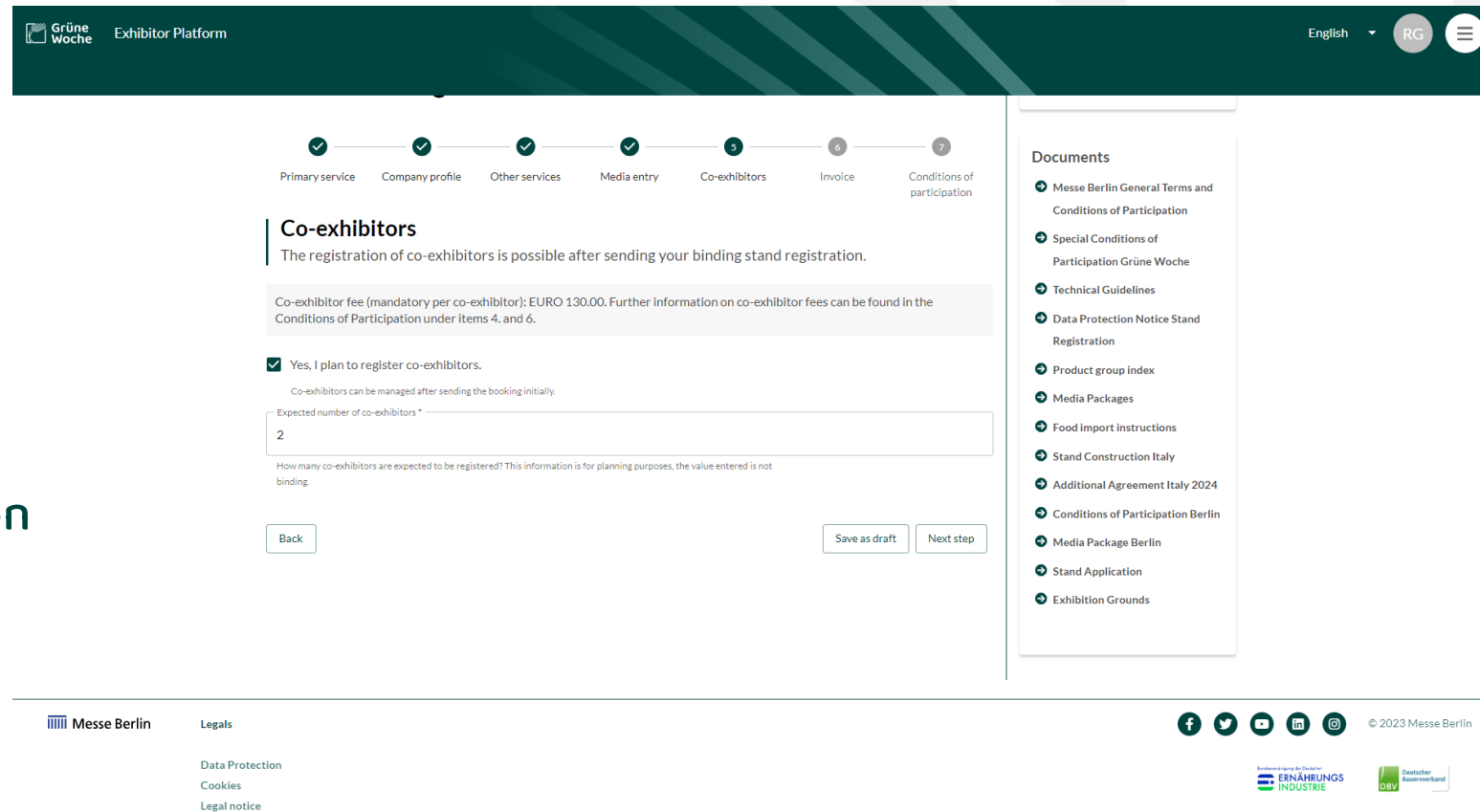


How to...

Registration of co-exhibitors and
relevance of editing the exhibitor
profile

An overview for main exhibitors

- You have indicated the number of your planned co-exhibitors in point 5 of the stand registration in the exhibitor platform.
- Important: This entered value is NOT binding.
- On the following pages we present two options for registering co-exhibitors.
- You will also find information on the relevance of editing exhibitor profiles.



The screenshot displays the 'Exhibitor Platform' interface for the 'Grüne Woche' event. The top navigation bar includes the logo, the title 'Exhibitor Platform', and links for 'English' and 'RG'. A progress bar at the top indicates the current step is 'Co-exhibitors' (step 5), with previous steps marked as completed and subsequent steps as pending.

The main content area is titled 'Co-exhibitors' and contains the following information:

- A note stating: 'The registration of co-exhibitors is possible after sending your binding stand registration.'
- A text box providing the fee: 'Co-exhibitor fee (mandatory per co-exhibitor): EURO 130.00. Further information on co-exhibitor fees can be found in the Conditions of Participation under Items 4. and 6.'
- A checkbox labeled 'Yes, I plan to register co-exhibitors.' which is checked.
- A sub-note: 'Co-exhibitors can be managed after sending the booking initially.'
- A text input field for 'Expected number of co-exhibitors *' with the value '2' entered.
- A disclaimer: 'How many co-exhibitors are expected to be registered? This information is for planning purposes, the value entered is not binding.'
- Buttons for 'Back', 'Save as draft', and 'Next step'.

On the right side, there is a 'Documents' sidebar listing various downloadable files, including 'Messe Berlin General Terms and Conditions of Participation', 'Special Conditions of Participation Grüne Woche', 'Technical Guidelines', 'Data Protection Notice Stand Registration', 'Product group Index', 'Media Packages', 'Food import instructions', 'Stand Construction Italy', 'Additional Agreement Italy 2024', 'Conditions of Participation Berlin', 'Media Package Berlin', 'Stand Application', and 'Exhibition Grounds'.

The footer contains the 'Messe Berlin' logo, links for 'Legals', 'Data Protection', 'Cookies', and 'Legal notice', social media icons, and copyright information '© 2023 Messe Berlin'. It also features logos for 'Bundesministerium für Ernährung und Landwirtschaft' and 'Deutscher Bauernverband'.

How do you register co-exhibitors?

1. Log in to the [exhibitor platform](#) with your access data.
2. Open „My Bookings“.
3. Open the booking details of your stand registration.
4. Click on "Add co-exhibitor now"

Booking details New Edit

① Your next steps
You can register co-exhibitors yourself or invite companies as co-exhibitors.
[Add co-exhibitor now](#)

Primary service	▼
Company profile	▼
Media entry	▼
Co-exhibitors	▼
Invoice	▼
Conditions of participation	▼

How do you register co-exhibitors?


5. Now choose between two options:

Option A:
„Send invitation“

Option B:
„Fill in yourself“

Add co-exhibitor

Send an invitation email to companies who are to exhibit at your stand or register your co-exhibitors directly.

 Send invitation

 Fill in yourself

To receive a template for your invitation e-mail, click on the „Co-exhibitor invitation template“ button. Then send it to the companies that are to exhibit at your stand. After the co-exhibitor has completed the form, the registration will automatically be assigned to your stand registration. Please check the list of registered co-exhibitors regularly in the detailed view of the stand registration.

Please select the correspondence language:

☐ German ☐ English

Co-exhibitor invitation template



Cancel

Option B: Fill in yourself

If you choose this option, you fill in the form for your co-exhibitor yourself.

➤ You know the procedure from your own stand registration.

Add co-exhibitor
Send an invitation email to companies who are to exhibit at your stand or register your co-exhibitors directly.

Send invitation
Fill in yourself

1 Company profile
2 Media entry
3 Conditions of participation

Co-exhibitor

Please enter the details of the exhibiting company here.

Company/Institution *
Please state the exact company name as well as the legal form

Street & house number *

Postcode *
For countries or regions without a postcode, please enter the digit zero.

Town *

Country *

Website

Main contact

Please enter the main contact for all coordination regarding the trade fair participation here.

Add co-exhibitor
Send an invitation email to companies who are to exhibit at your stand or register your co-exhibitors directly.

Send invitation
Fill in yourself

1 Company profile
2 Media entry

Product groups / exhibits

Please indicate with which products the company will be presenting at the fair. Select at least 1 items.*

Add item

Exhibitor from the sector

Please indicate in which sector the company is active.

Exhibitor from the sector *
Multiple selections are possible.

Back

Add co-exhibitor
Send an invitation email to companies who are to exhibit at your stand or register your co-exhibitors directly.

Send invitation
Fill in yourself

1 Company profile
2 Media entry
3 Conditions of participation

General Terms and Conditions of Participation

The following Terms and Conditions of Participation are available for download.

- Messe Berlin General Terms and Conditions of Participation
- Special Conditions of Participation Grüne Woche
- Technical Guidelines

☐ With the submission of your stand registration you accept the Grüne Woche exhibition terms and conditions, the Technical Guidelines and General Terms and Conditions of Participation for Messe Berlin Trade Fairs and Exhibitions. Place of performance and court of jurisdiction: Berlin, Germany. *

Data protection

Information on data processing and your rights can be found in the Information pursuant to the EU General Data Protection Regulation (GDPR) for the exhibitor stand registration.

☒ Information pursuant to the EU General Data Protection Regulation (GDPR) for Exhibitors

Marketing

Consent to the transfer of personal data to partner companies for advertising and marketing purposes

Our partner companies are available to provide support for the exhibitor's presence at the trade fair. For data protection reasons, your consent is required for the forwarding of personal data to our partners. Your consent is voluntary and can be revoked at any time. Please note the attached information according to EU-General data protection regulation (GDPR) for exhibitors.

☒ I consent to Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, sending my contact details, i.e. my name, telephone number, e-mail address, fax number and the exhibitor's address and other details I have specified in the registration, to partner companies so that they can offer me additional services in their own name such as, sponsoring and marketing as well as technical services for the preparation and execution of the exhibitor's trade fair participation. Due to changing or expanding service offerings, other service providers may be added to this list. I can revoke this consent at any time with effect for the future. An e-mail message to igw@messe-berlin.de is sufficient.

Next step
Cancel


Option A: Send invitation


If you select this option, you will send an invitation link from the platform directly to your co-exhibitors. To do this, follow the instructions in the platform.

They then complete the application as co-exhibitors themselves.

Add co-exhibitor

Send an invitation email to companies who are to exhibit at your stand or register your co-exhibitors directly.

 Send Invitation

 Fill in yourself

To receive a template for your invitation e-mail, click on the „Co-exhibitor invitation template“ button. Then send it to the companies that are to exhibit at your stand. After the co-exhibitor has completed the form, the registration will automatically be assigned to your stand registration. Please check the list of registered co-exhibitors regularly in the detailed view of the stand registration.

Please select the correspondence language:

☐ German ☐ English

Co-exhibitor invitation template

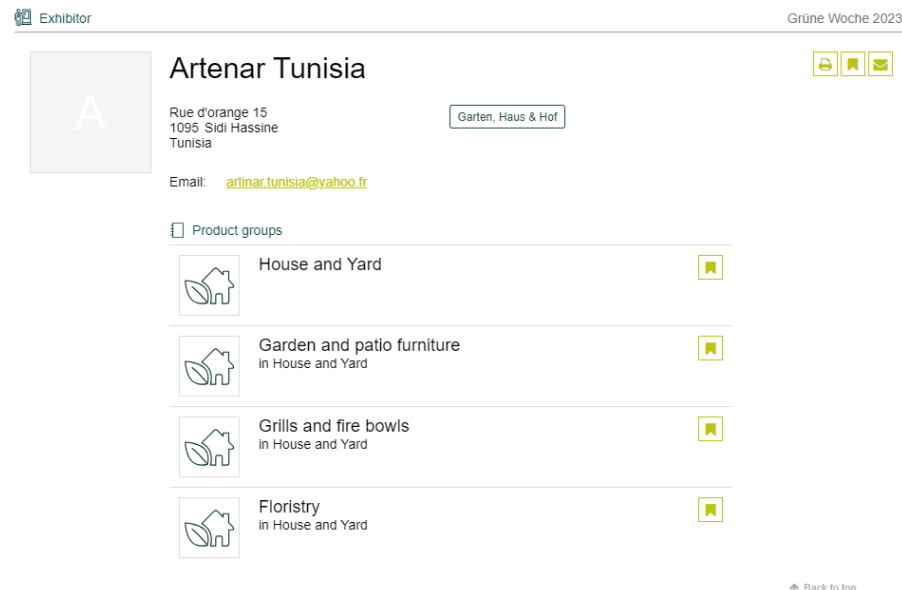


Cancel

The co-exhibitor will then appear in your booking details.

Why is profile editing important?

- Every main and co-exhibitor receives a editing link for their [exhibitor profile](#) in our online exhibitor list. You can use all editing options here.
- This entry is visible to everyone on our [website](#) and our app ([iOS](#) | [Android](#)).
- The automatically available basic entry contains the following information from the stand registration:
 - Your exhibitor name, contact details and the selected product groups



IMPORTANT:

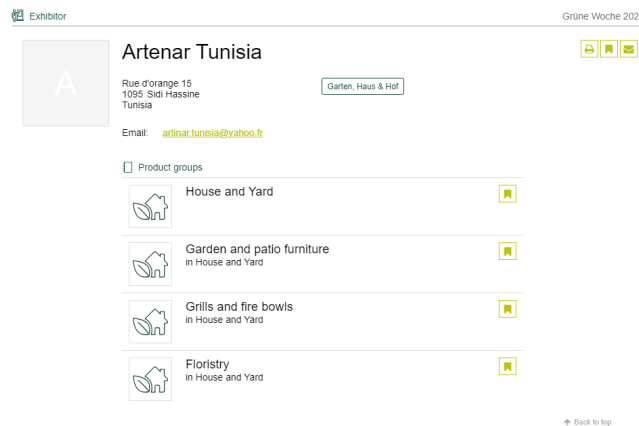
The basic entry does not contain any information about your products or additional content about your trade fair appearance!

For example, if you offer chocolate and a visitor searches for "chocolate" in our directory, you will not be displayed as an exhibitor because this information is missing from your profile.

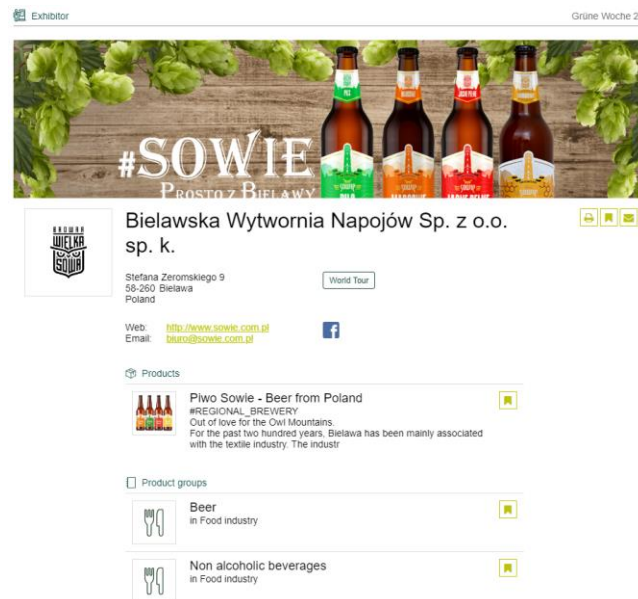
Why is profile editing important?

- With a full exhibitor profile, you will attract more attention and visibility among Grüne Woche visitors!
- Complete your profile with additional information - e.g. links to promote your online store, social media channels, profile photo, videos, description texts and added products.

BEFORE



AFTER



YOUR BENEFITS:

- ✓ Stand out in the list of exhibitors!
- ✓ Also reach visitors by searching for products!
- ✓ Inspire guests and journalists to visit your stand!
- ✓ Use the visibility over 365 days to boost your post-fair business!
- ✓ **And all this at no extra cost!**