

InnoTrans 2026 · 22-25 SEP 2026 · Berlin

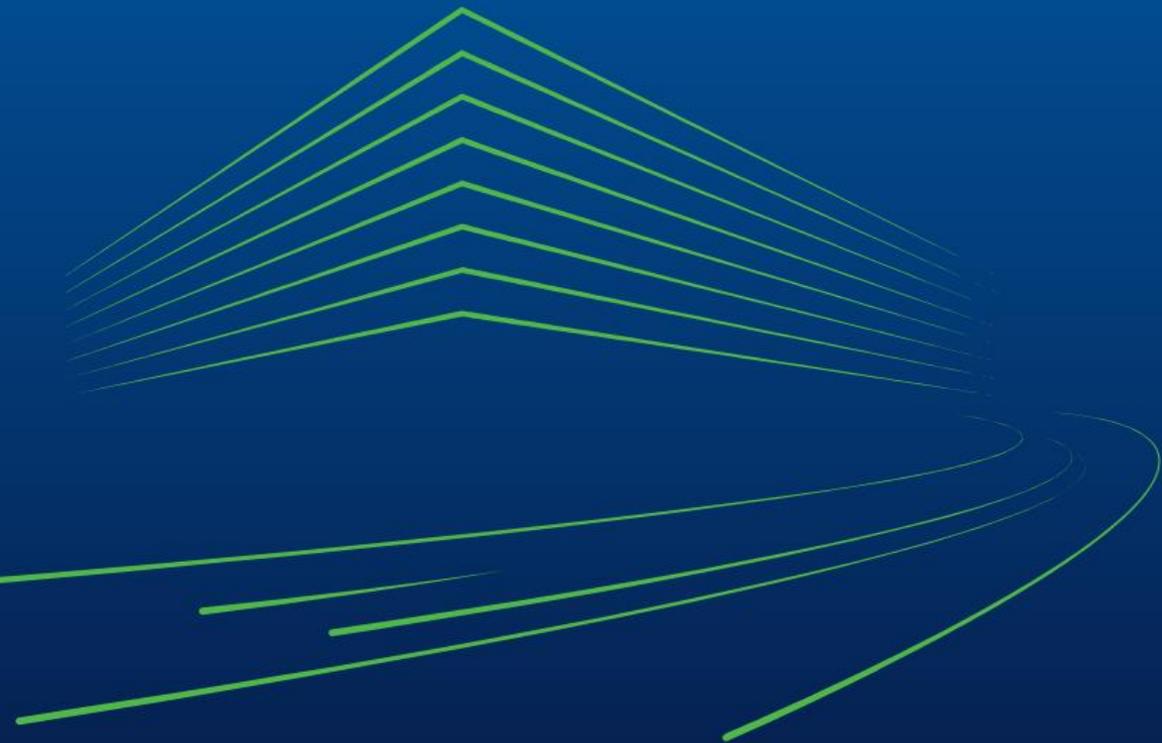
THE FUTURE OF MOBILITY

ONBOARDING GUIDE



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InnoTrans PLUS & Exhibitor Profile

*Turn Your Stand into a Lead-Generating Powerhouse!
Whether this is your first year or your tenth, one thing never changes:
visibility drives business, and business drives ROI.*

The **Media Package** is included in your stand booking and turns your physical booth into a **24/7 digital presence before, during, and after InnoTrans**. Participants use **InnoTrans PLUS** to find exhibitors and book meetings, so a **complete company profile** is essential to avoid missed opportunities.

Visibility drives business – More visibility leads to more meetings and better ROI.

24/7 digital presence – Your profile acts as a digital storefront and virtual stand.

Buyers rely on it – Thousands shortlist exhibitors via InnoTrans PLUS

Extra promotion options – Upgrades, job listings, lead scanning, and sponsored content increase visibility

Edit Exhibitor Profile & Back Office

1. Registration [↗](#)

Use the e-mail address from your stand registration to access the platform.

2. My Company

Edit your company profile and update products, images, and multimedia in the Content Manager.

3. Back Office

Track engagement, monitor profile visitors, and manage contact requests.

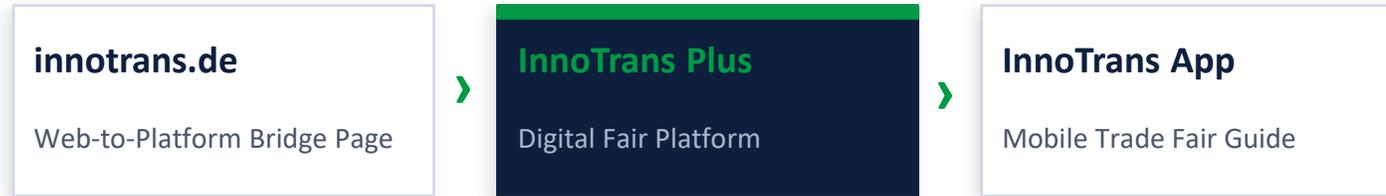
4. Team

Invite team members to join the platform, assign them as contact persons and share leads.

Your Media Package

One Profile. Three Touchpoints. Included in every stand registration.

HOW VISITORS FIND YOU



One central profile — automatically synchronised across all official InnoTrans channels.

CO-EXHIBITORS

- **Company basic data, description & Logo**
Identity & key Information at a glance.
- **Links**
Perfect for special product page & presentation
- **Multimedia uploads**
Share your Portfolio & Documents
- **+ InnoTrans Guide (Print)**
Print publication for reference & overview

UPGRADE FOR CO-EXHIBITORS:

Order the full range of services of the Media Package for main exhibitors for 549 €

MAIN-EXHIBITORS

- **Company basic data, description & Logo**
Identity & key Information at a glance.
- **Links**
Perfect for special product page & presentation
- **Multimedia uploads**
Share your Portfolio & Documents
- **+ InnoTrans Guide (Print)**
Print publication for reference & overview
- **Social- Media Links**
Show your experience and industry activities
- **5 Product Group Directory Entries**
Each one is a way buyers can filter and find you
- **3 Product Entries**
Including Image, text and Multimedia

PLATFORM REACH

4.1 Million

Page Views per Year

InnoTrans Plus is the central research platform of the rail & mobility industry — used for fair preparation and year-round research.

PREMIUM UPGRADE

- **Company basic data, description & Logo**
Identity & key Information at a glance.
- **Links**
Perfect for special product page & presentation
- **Multimedia uploads**
Share your Portfolio & Documents
- **+ InnoTrans Guide (Print)**
Print publication for reference & overview
- **Social- Media Links**
Show your experience and industry activities
- **10 Product Group Directory Entries**
Each one is a way buyers can filter and find you
- **8 Product Entries**
Including Image, text and Multimedia
- **2 Exhibitors News**
Your News. Amplified to Media and Market.
- **2 Job Listings**
Reach Skilled Professionals



€549

Next Step: Maximize Your Impact — Book your upgrade here [↗](#)

Access to "My Company & Manage"

The main contact person specified during the stand registration in the exhibitor portal will receive access to "My Company & Manage" on the InnoTrans PLUS platform.

How to get to the Content Manager:

1. Register on the InnoTrans PLUS platform with the e-mail address of the main contact person from the stand registration form.
2. Edit your personal profile and save it. Then click on "Settings" at the top right. **Note:** If the message "Incomplete profile" appears, please add your interests to your networking profile.
3. Click on "Manage" to access the back office to edit profile, invite team members and view contact request.
4. Click on "Edit company profile" to open your Content Manager in a new tab. Here you can edit your company data.

The image displays a composite of three screenshots from the InnoTrans PLUS platform. The background screenshot shows the main exhibitor dashboard with a search bar at the top, a navigation menu on the left, and a featured exhibitor card for 'ICS - Informatik Consulting Systems GmbH'. Overlaid on this is a 'Edit networking profile' modal window with a green border, containing sections for 'Networking Settings', 'General Settings', and 'MY COMPANY'. The 'MY COMPANY' section includes a 'My Company' entry with a 'Manage' button and 'MY SETTINGS' with toggle switches for 'Show me as contact' and 'Sharing contacts with team'. A 'Log out' button is at the bottom. To the right, a mobile app version of the profile page is shown, featuring a user profile for 'Kadiatou Bah' and similar settings. At the bottom, two green buttons are labeled 'InnoTrans PLUS' and 'Log out'.

Invite Team Member

Add contact person via the back office :

1. Invite team members :

First, invite your team members to create a networking profile on the platform.

To do this, click on the "Invite team members" tab.

2. Search and invitation :

You can use the search bar to search for team members who already have a profile on the platform.

Alternatively, you can invite your team members to create a profile by e-mail. Click on Enter after entering.

3. Set authorizations:

Select the appropriate authorization for each person. The following roles are available for selection: **Team Member**, **Content Manager**, **Shop Manager**, **Lead Manager** and **Team Manager**. Then click on "Invite".

Further Funktion:

- Under the tab "Contact request" and "Appointment request" you will receive your requests from visitors or companies who would like to contact you.

The screenshot shows a web application interface. In the foreground, a modal dialog titled "Invite a team member" is open. It features a search input field with the placeholder text "Enter name or business email". Below the search field is a list of roles with checkboxes:

- Team Member**
Scan visitors & collect leads via Lead Scan Team
- Content Manager**
Edit exhibitor profile
- Shop Manager**
Place orders in the Advertising Shop
- Lead Manager**
Download collected contacts
- Team Manager**
Invite & remove team members
- Admin**
A team admin has all of the above permissions enabled.

At the bottom right of the dialog is a button labeled "Invite" with a person icon. In the background, a user profile for "Kadiatou Bah" is visible, along with a list of team members with roles like "Team Manager +2", "Team Member", and "Shop Manager". A green box highlights the "Invite team member" button in the background interface.

EDIT 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 for the homepage :

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

The screenshot displays the 'Company Profile' editing interface. On the left is a navigation menu with the following items: 'Company Profile' (highlighted), 'Product Groups', 'Links', 'Products', 'Multimedia', and 'Job Offers'. Below the menu are two buttons: 'Advertising Shop' (with a shopping cart icon) and 'Event Guide' (with a document icon). At the bottom left of the menu is the language selector 'EN | DE'. The main content area is titled 'Company Profile' and includes a 'Download QR code' button in the top right. Below the title is a grey header 'Logo and Background Image'. The main area is divided into two sections: 'Company Logo' on the left, which shows a blue logo consisting of horizontal bars above vertical bars, and 'Key visual' on the right, which features a dashed box for image upload. Text inside the dashed box reads 'Drag your key visual here' and 'Image size: 2560 x 640 px, format: jpeg, png, maximum file size: 5 MB'. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.

EDIT DATA IN CONTENT MANAGER – Product Groups

- When registering in the exhibitor portal, you enter the product groups that apply to your company and these are automatically adopted for your company entry in the InnoTrans PLUS Platform. You can change the selected product groups at any time.
- 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 in the top right-hand corner

The screenshot shows a user interface for editing product groups. On the left is a vertical navigation menu with the following items: Company Profile, Product Groups (highlighted in blue), Links, Products, Multimedia, and Job Offers. Below the menu are two blue buttons: 'Advertising Shop' with a shopping cart icon and 'Event Guide' with a document icon. At the bottom left of the menu is the text 'EN | DE'. The main content area is titled 'Product Groups (0/15)'. It contains a text block: '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.' Below this text is a search bar with a magnifying glass icon and the placeholder text 'Search for categories'. At the bottom right of the main area are two buttons: 'Discard changes' (white with a blue border) and 'Publish' (solid blue).

EDIT DATA IN 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 'Links' editing interface. On the left is a sidebar with navigation options: Company Profile, Product Groups, Links (highlighted with a red exclamation mark), Products, Multimedia, and Job Offers. Below these are two blue buttons: 'Advertising Shop' and 'Event Guide'. At the bottom of the sidebar are the language indicators 'EN | DE'. The main content area is titled 'Links (1/25)' and contains the instruction: 'You can add links to your websites and determine adequate displayed titles for them.' Below this, there are two radio buttons for language selection: 'English (Default)' (selected) and 'German (Translation)', both with red exclamation marks. A 'Link' entry is shown in a grey header bar with a trash icon. The form below has two fields: 'URL*' with a placeholder 'Enter your URL' and a red error message 'Please enter your url'; and 'Displayed title*' with a placeholder 'Enter your text' and a red error message 'Please enter your link name'. At the bottom right are two buttons: 'Discard changes' and 'Publish'.

EDIT DATA IN 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 will find three further tabs: "Links", "Product groups", "Multimedia"

Important: If you already have a completed entry from your participation in InnoTrans 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 shows the 'Products (1/8)' editing interface. On the left is a sidebar with navigation options: 'Company Profile', 'Product Groups', 'Links', 'Products' (highlighted with a red exclamation mark), 'Multimedia', and 'Job Offers'. Below these are two buttons: 'Advertising Shop' and 'Event Guide'. At the bottom of the sidebar is the language selector 'EN | DE'. The main content area is titled 'Products (1/8)' and features two radio buttons for language selection: 'English (Default)' (selected) and 'German (Translation)'. Below this is a 'Product name**' field with a red border and a red exclamation mark icon, containing the placeholder text 'Enter product name'. A red error message below the field reads 'Please enter your product name'. There are two date input fields: 'Publication starting' (with the value '10.03.2026') and 'Publication ending' (with the placeholder 'Enter publication end date (English)'). A 'Product description' field contains the text 'You can enter your product description here with max. 4000 characters.' At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.

EDIT DATA IN CONTENT MANAGER - MULTIMEDIA

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

The screenshot shows a web interface for editing multimedia content. On the left is a sidebar with navigation options: Company Profile, Product Groups, Links, Products, **Multimedia** (highlighted), and Job Offers. Below these are two buttons: 'Advertising Shop' with a shopping cart icon and 'Event Guide' with a document icon. At the bottom of the sidebar is a language selector 'EN | DE'. The main content area is titled 'Multimedia (0/25)'. It features a language selection section with 'English (Default)' selected and 'German (Translation)' as an option. Below this is a large dashed box containing the text 'Drag your media here or click here (25 uploads available)' and 'Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB'. At the bottom of the main area is a table with three columns: 'Position', 'Preview', and 'File'. The table is currently empty. At the bottom right of the interface are two buttons: 'Discard changes' and 'Publish'.

Company Profile

Product Groups

Links

Products

Multimedia

Job Offers

Advertising Shop

Event Guide

EN | DE

Multimedia (0/25)

English (Default) German (Translation)

Drag your media here or click here (25 uploads available)

Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB

Position	Preview	File
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Discard changes Publish

EDIT DATA IN CONTENT MANAGER– ADDITIONAL SERVICE: JOB OFFER

- If you wish to further engage with participants through the digital channels of the InnoTrans PLUS platform, you have the option to book additional content, such as job offers, through the Advertising Shop.
- Immediately after booking in the Advertising Shop, this tab is activated for editing in the Content Manager.
- You can maintain this content like a product (page 9)

BOOK UPGRADE

The screenshot shows the 'Job Offers (1/5)' editing interface. On the left is a sidebar with navigation options: Company Profile, Product Groups, Links, Products, Multimedia, and Job Offers (highlighted in blue). Below the sidebar are two buttons: 'Advertising Shop' (with a shopping cart icon) and 'Event Guide' (with a document icon). At the bottom left of the sidebar is 'EN | DE'. The main content area is titled 'Job Offers (1/5)' and contains the following fields:

- Job listing active:** A toggle switch that is currently turned on.
- Release date *:** A date input field containing '10.03.2026'.
- Expiry date:** A date input field containing '10.03.2027'.
- Title*:** A text input field with the placeholder 'Enter a job title'. The field is highlighted in red, and a red error message below it reads 'Please enter your job's title'.
- Date of entry*:** A date input field containing '10.03.2026'.
- Location:** A text input field with the placeholder 'Enter location'.
- Home office possible?:** Radio buttons for 'N/A' (selected), 'No', and 'Yes'.

At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.

Ready to Maximise Your InnoTrans Impact?

Our advertising team is here to guide you to the right solution — no pressure, just expertise.

CONTACT & SUPPORT

[Support Center](#) ↗

T: +49 30 3038 2500

Three simple steps to visibility at InnoTrans 2026

01

Complete your Company Profile [↗](#)

Login to InnoTrans Plus to finalize your exhibitor entry

02

Visit Our Advertising Shop [↗](#)

Need help to login ? Contact us and request your account details today

03

Booking Confirmation

Secure your preferred placements. Early booking guarantees availability of premium positions for InnoTrans 2026.