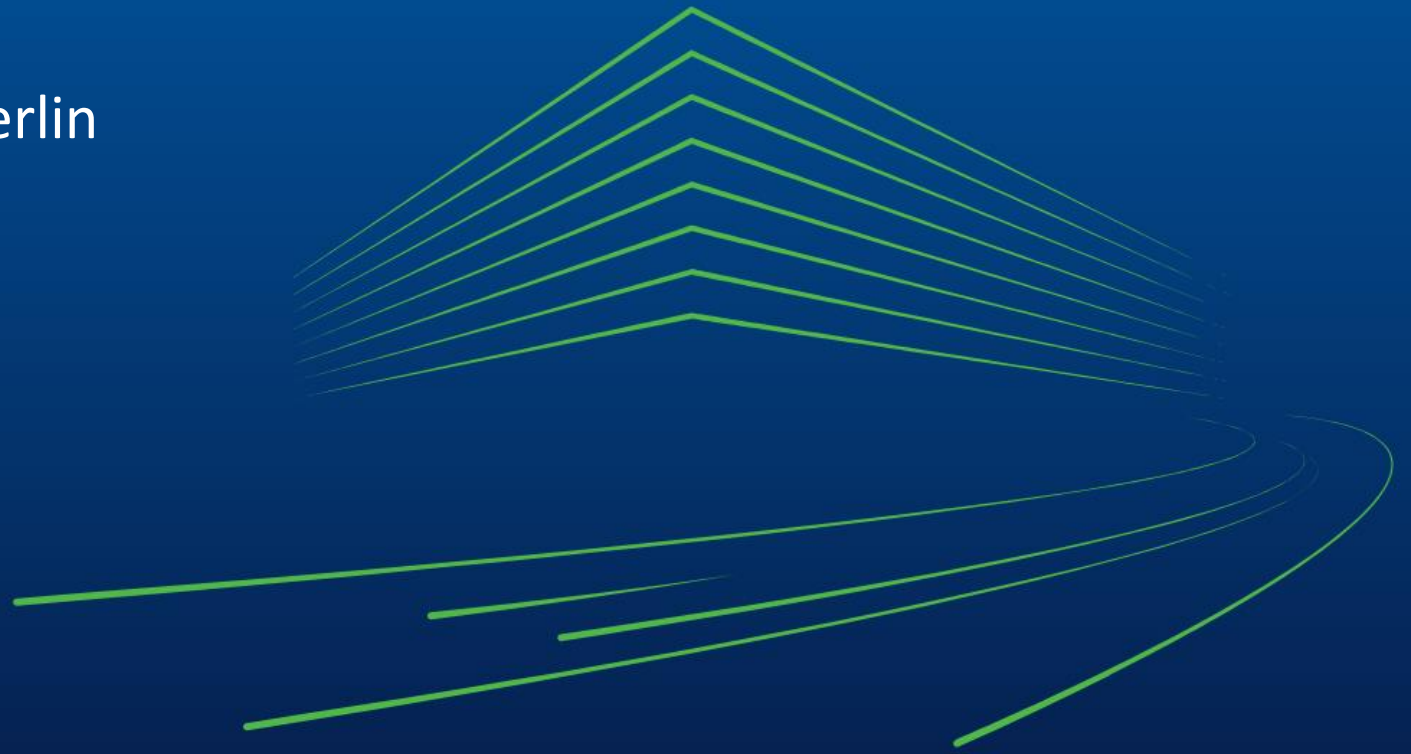
InnoTrans 2026 · 22-25 SEP 2026 · Berlin

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

innotrans.de
Web-to-Platform Bridge Page

›

InnoTrans Plus
Digital Fair Platform

›

InnoTrans App
Mobile Trade Fair Guide

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

BEST SELLER 2024

- **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

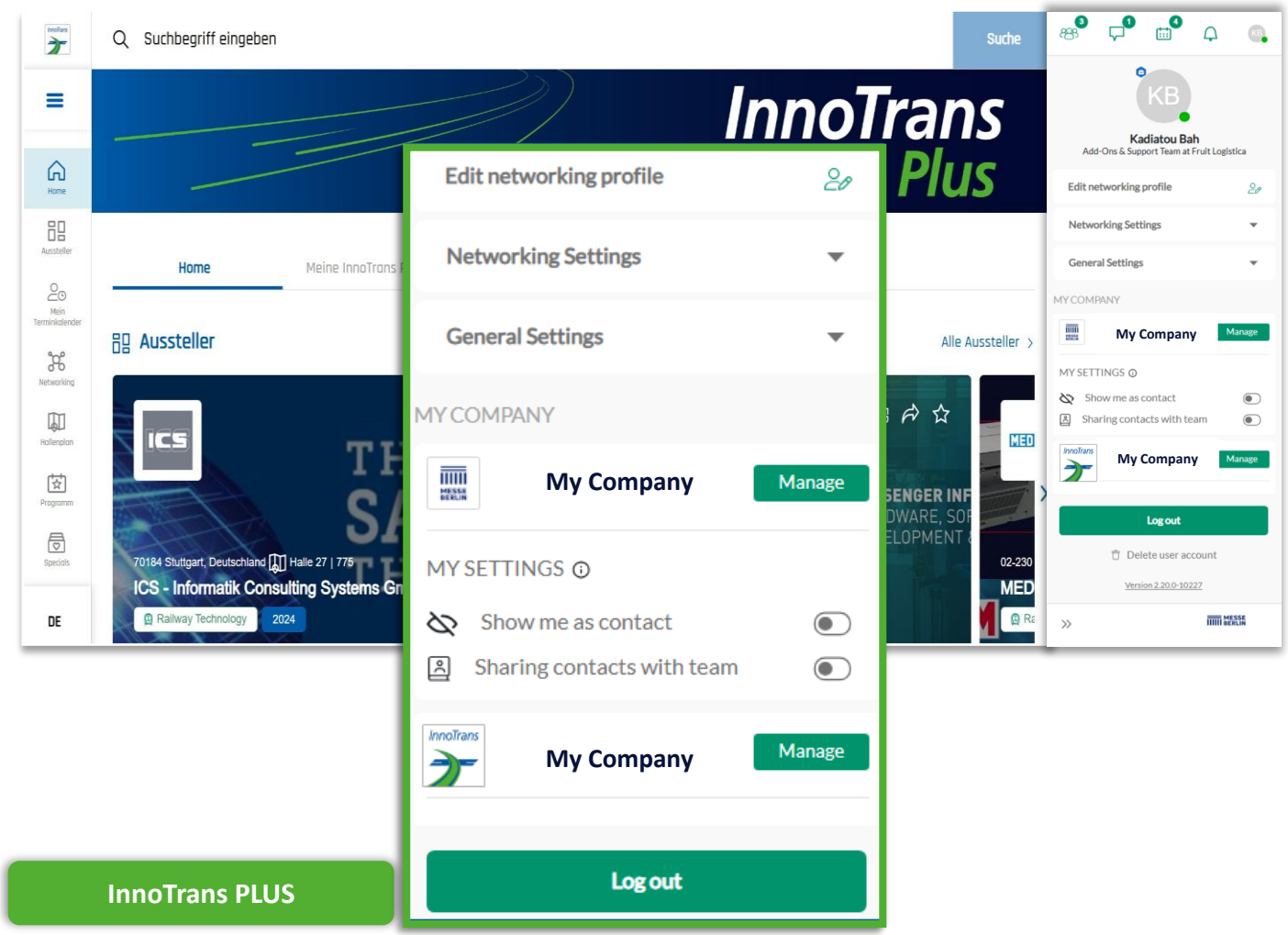
Next Step: Maximize Your Impact — Book your upgrade here ↗

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**.**



Invite Team Member

Add contact person via the back office :

1. Invite team members :

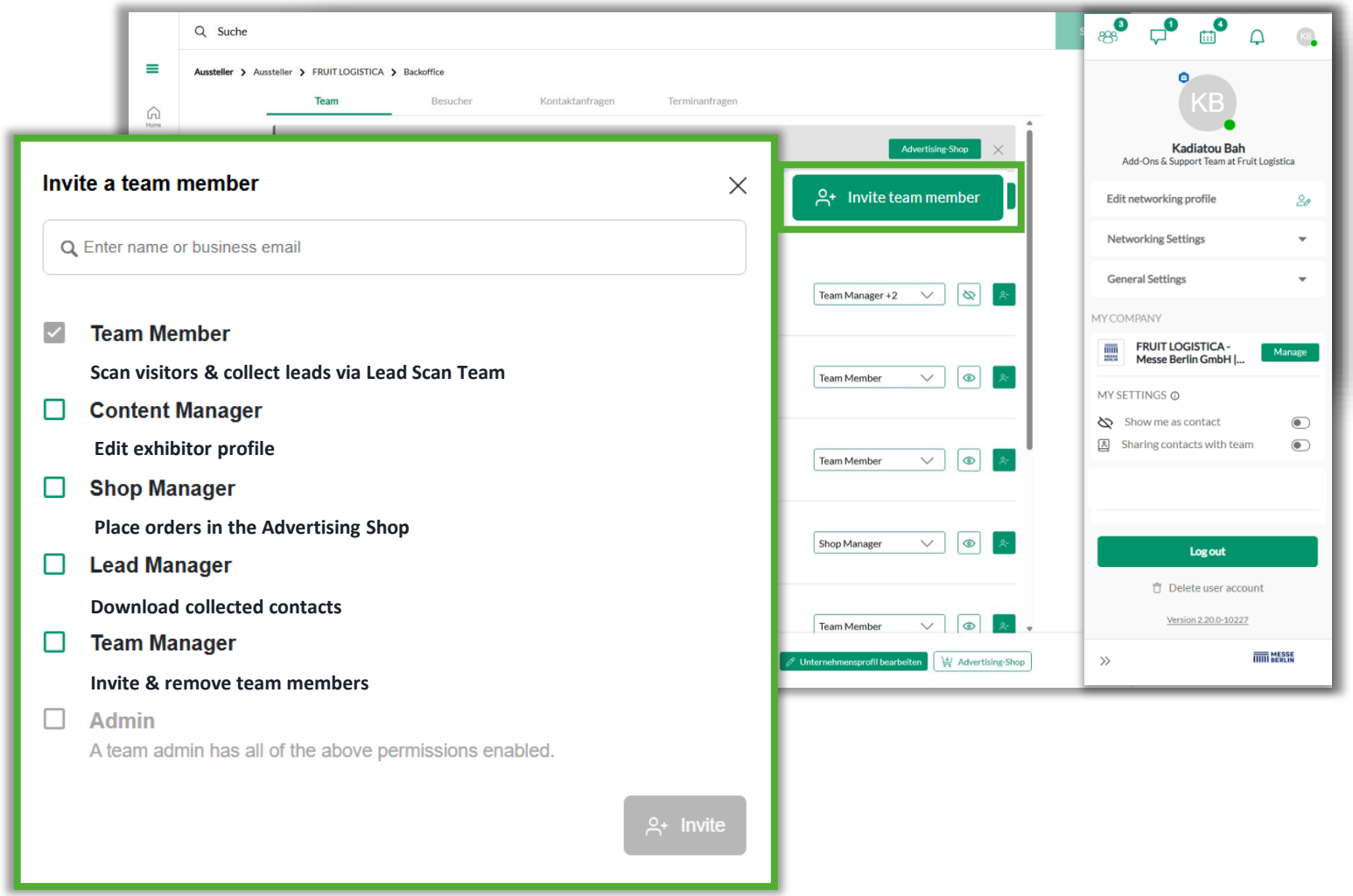
First, invite your team members to create a networking profile on the platform.
To do this, click on the "**Invite team members**" tab.

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.

EDIT DATA IN THE CONTENT MANAGER

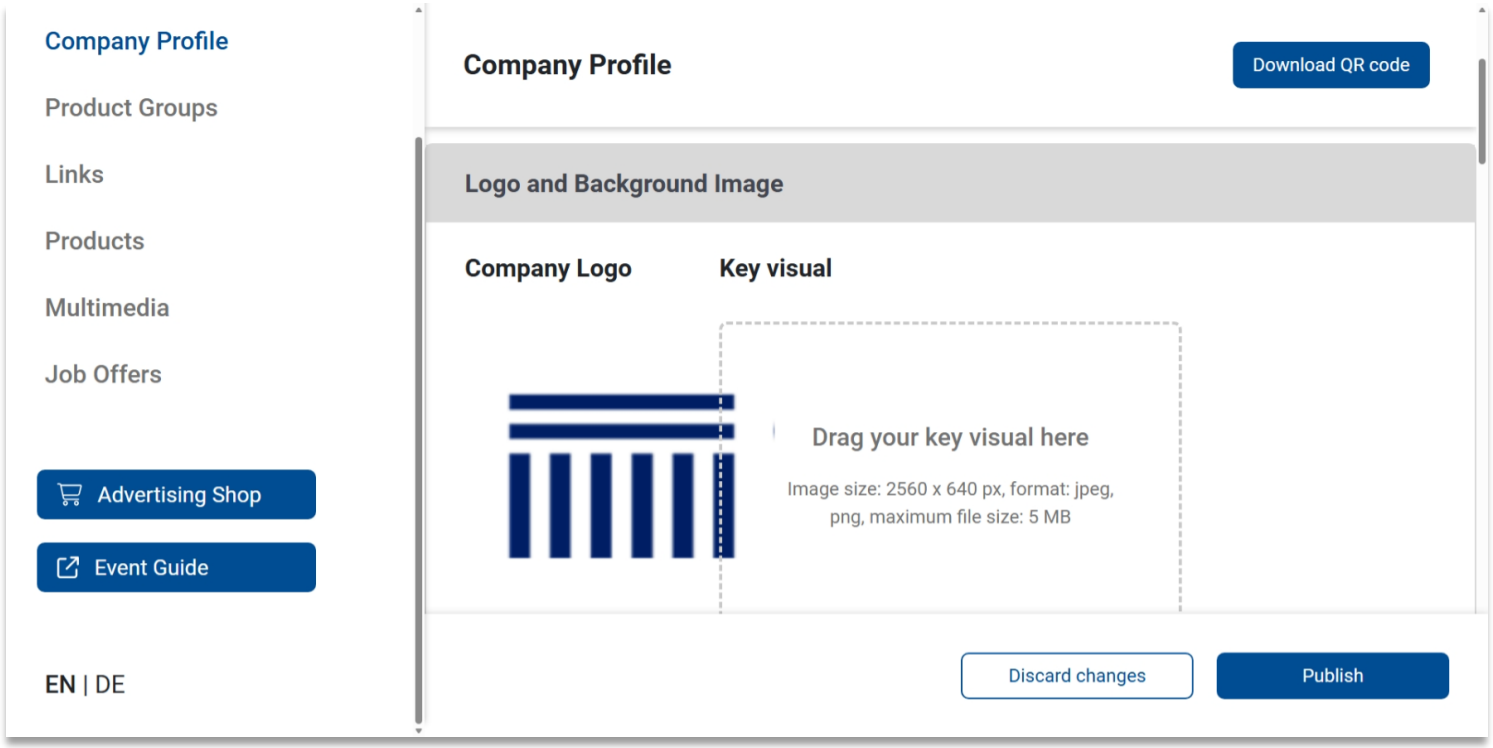
Home page :

You can design your main entry on the start page:

1. Logo & background image
2. Basic data & company description
3. Social-Media

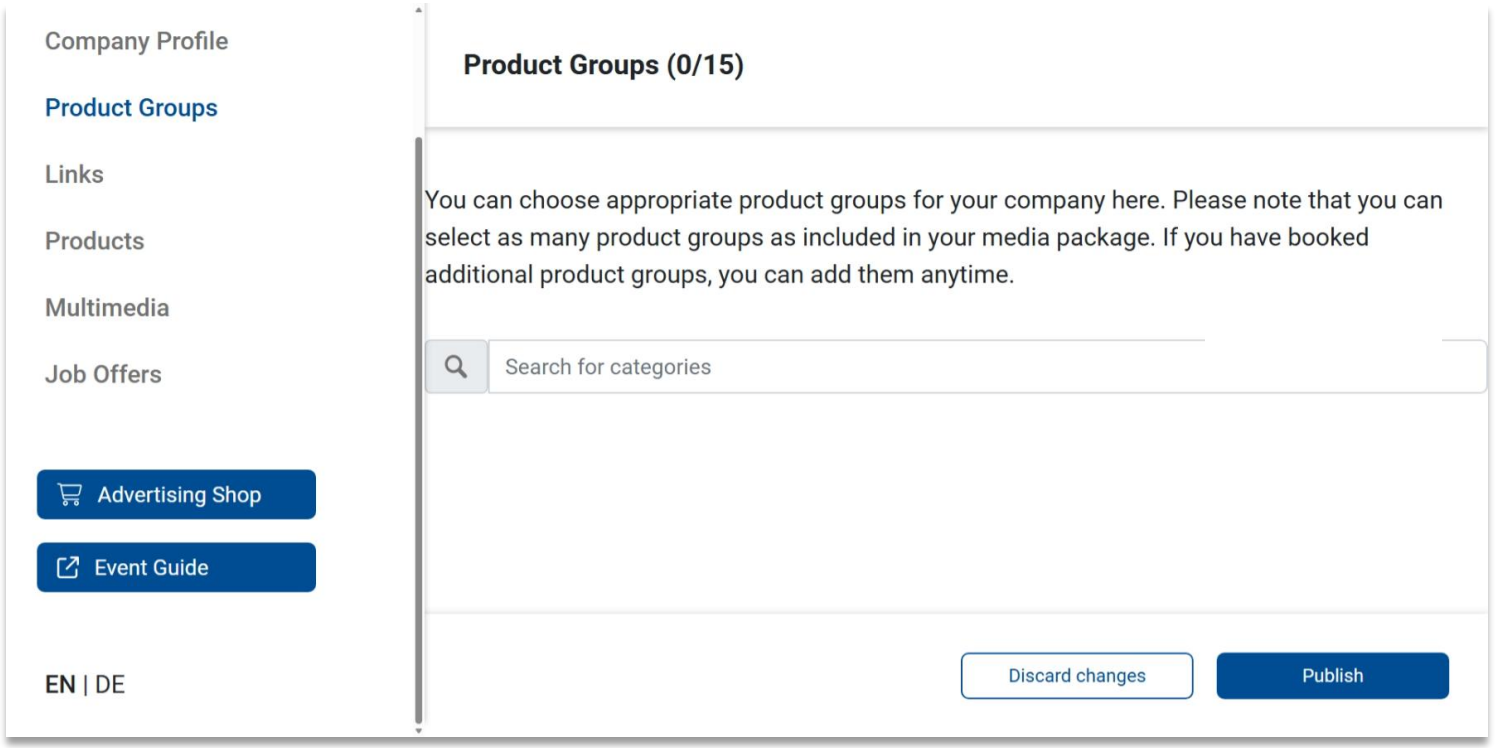
Tips for the homepage :

- 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.



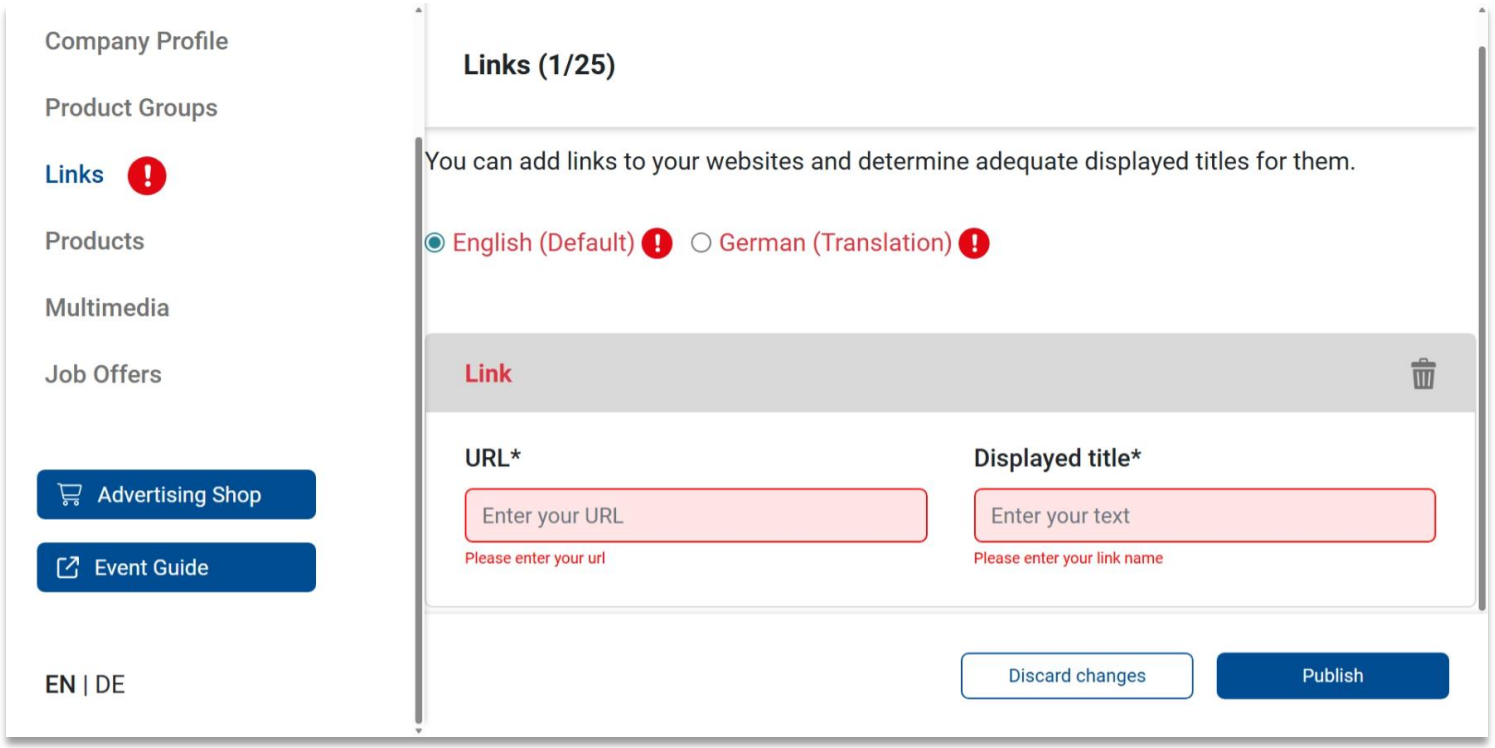
EDIT DATA IN CONTENT MANAGER – Product Groups

- 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



EDIT DATA IN CONTENT MANAGER - LINKS

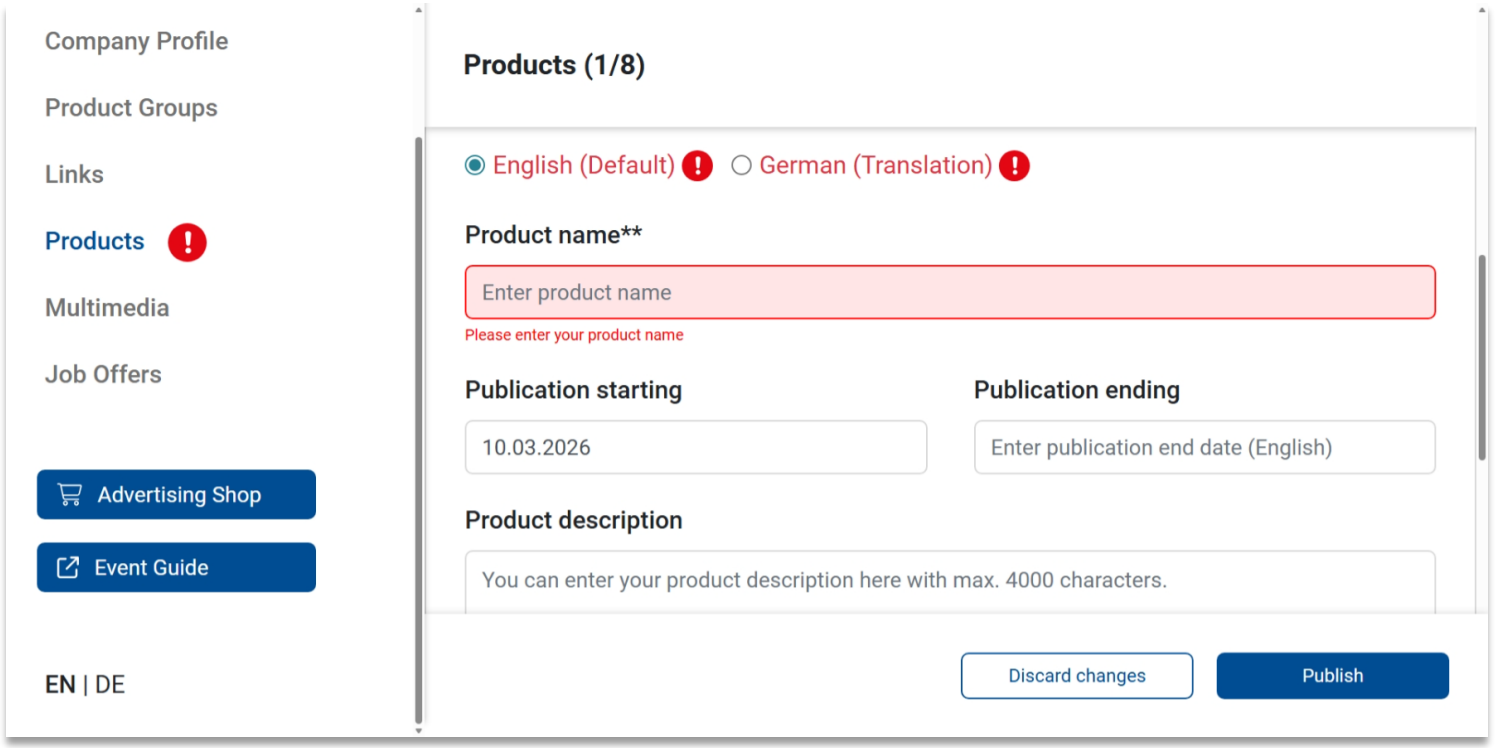
- Click on "Add link" to open the editing area where you can enter and name a link
- Please note that both languages must be edited.



EDIT DATA IN CONTENT MANAGER - PRODUCTS

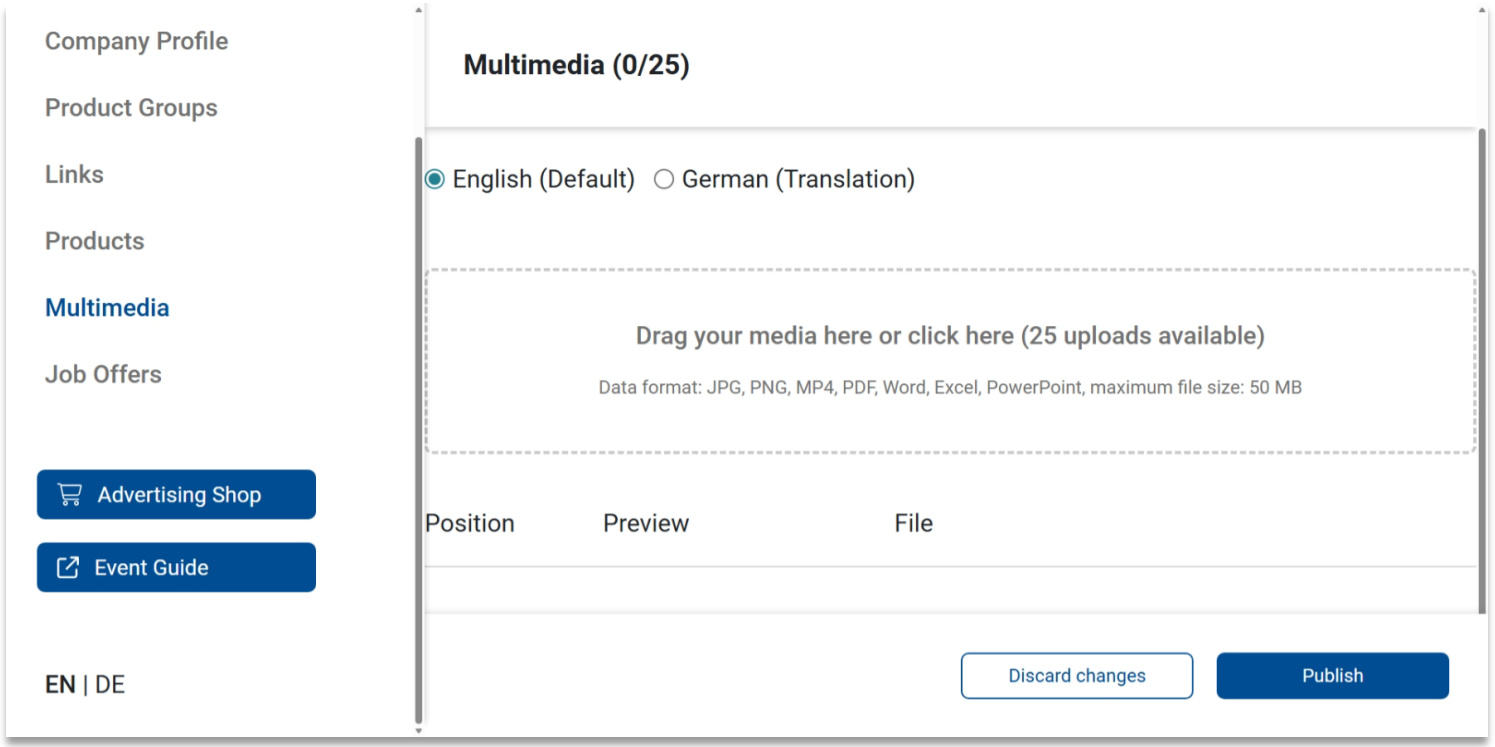
- Click on "Add product" and then on "Product" to open the editing area where you can edit the product information.
- In the lower part of the editing area you will find three further tabs: "Links", "Product groups", "Multimedia“

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.



EDIT DATA IN CONTENT MANAGER - MULTIMEDIA

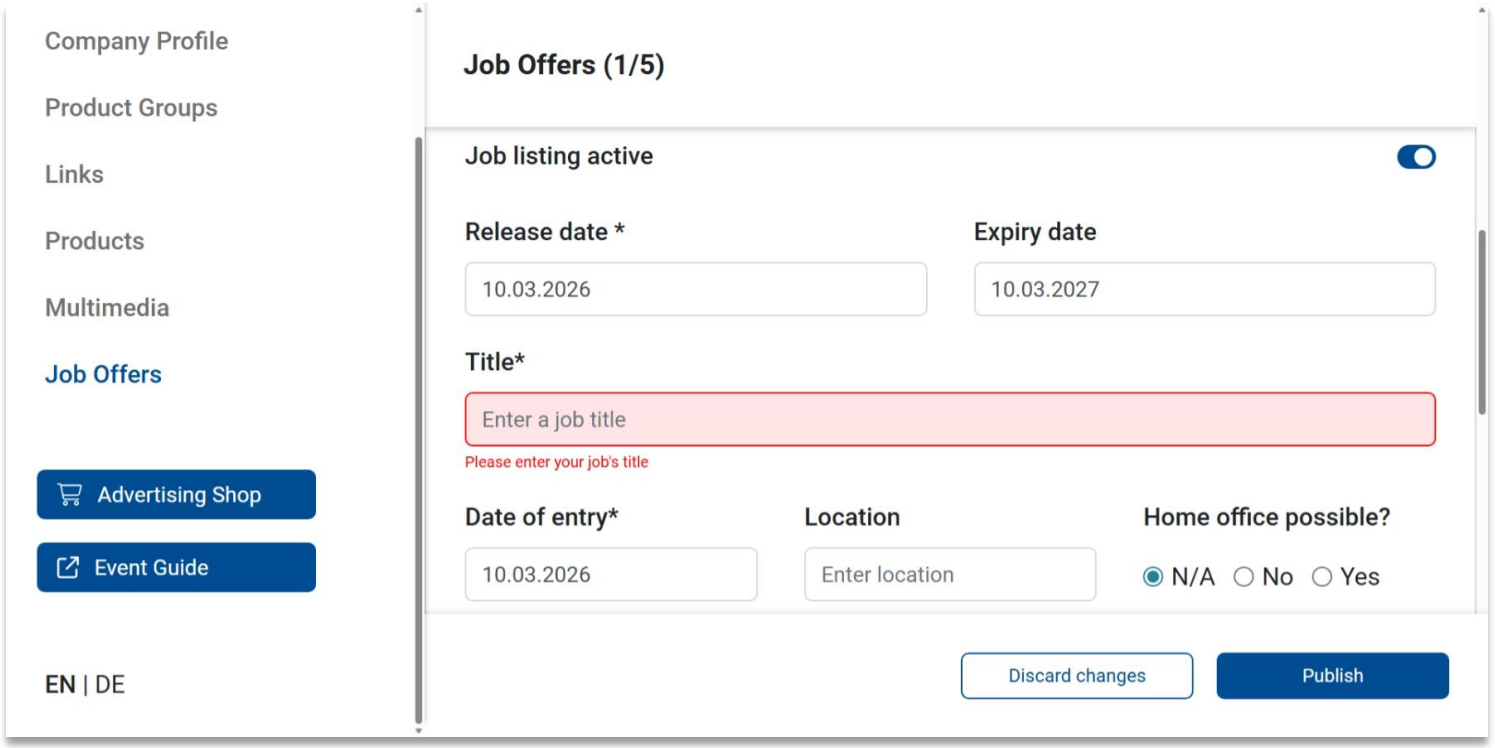
- Under "Multimedia" you can upload additional information material about your company such as PDFs, images and videos.



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



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 Adverting 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.