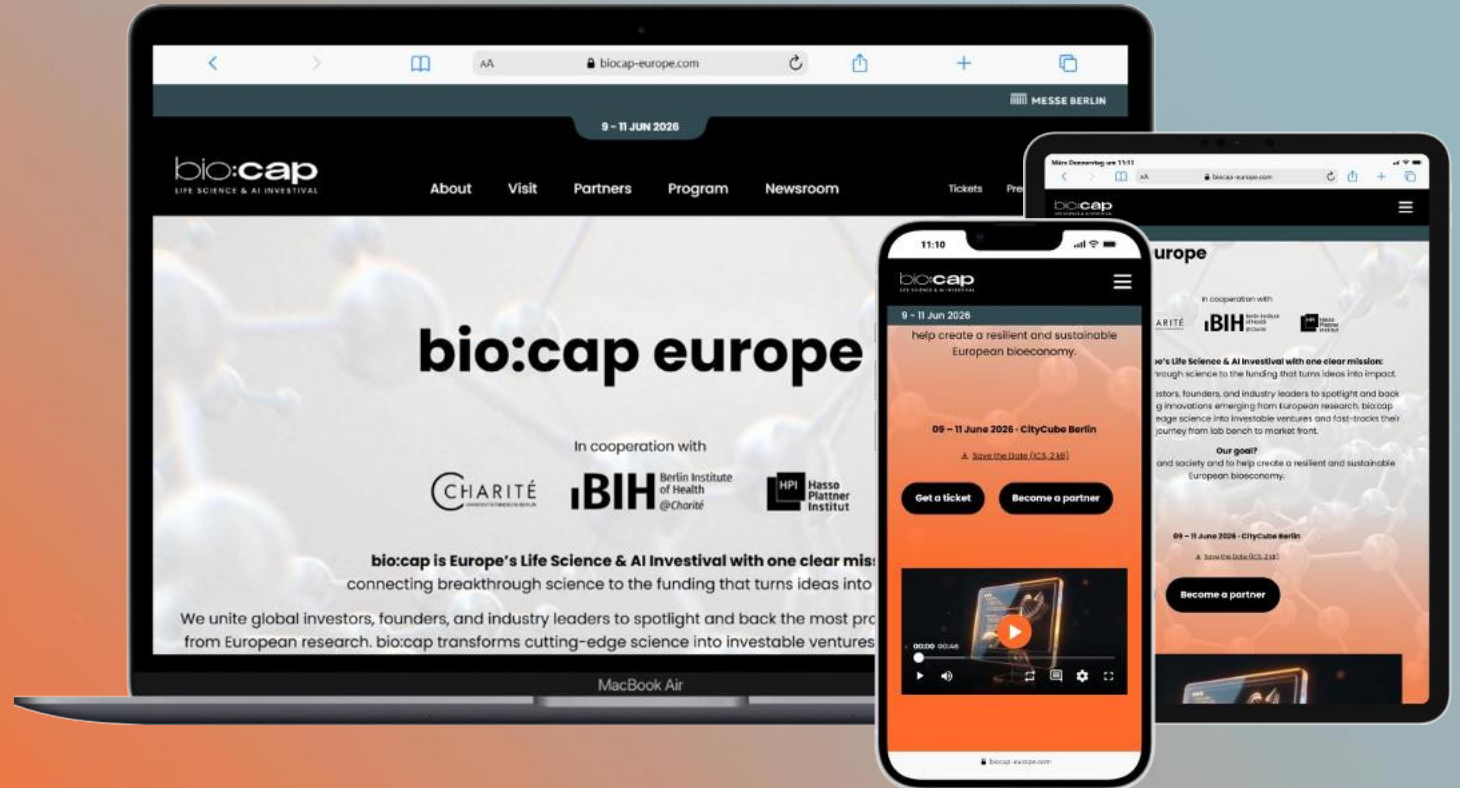


# ONBOARDING GUIDE

**bio:cap**  
LIFE SCIENCE & AI INVESTIVAL



# Agenda

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# bio:hub platform & Exhibitor Profile

Turn Your Stand into a Lead-Generating Powerhouse

## What is the Media Package?

As part of your stand booking you paid for your Media Package — your digital marketing framework that turns your physical stand into a 24/7 presence before, during and after bio:cap.

## Your Company Profile = your digital frontline

- Digital storefront
- Virtual stand
- 24/7 sales team
- First impression for every buyer

## Stand out further (smart upgrades)

- Online banners
- Lead Scan Team
- Onsite promotional displays & Sponsored content

**You've already paid — now make the most of it!**  
**Complete your Company Profile today.**

## Edit exhibitor profile & back office

**1.Registration:** Use your e-mail address from your stand registration to access the platform.

[bio:hub platform](#)

**2. Exhibitor area:** Edit company profile and update products, multimedia in the Content Manager.

**3.Go to back office:** Track engagement, view profile visitors and manage contact requests.

**4. Team:** Invite team members to join the platform and assign them as contact persons.

### Advertising Shop

Increase the visibility of your profile with advertising options such as banners and logo placements.

[ADVERTISING SHOP](#)

# bio:cap Media Package

## MEDIA PACKAGE

- ✓ company name & address
- ✓ hall & stand number
- ✓ telephone & email
- ✓ contact persons with email and telephone
- ✓ company profile (max. 4,000 characters) & company logo
- ✓ link to social media profiles (facebook, twitter, YouTube etc.)
- ✓ link to homepage
- ✓ presentation of up to 5 products in text (max. 4,000 char. per product) and picture
- ✓ 3 entries in the segments
- ✓ 10 links
- ✓ 10 multimedia uploads
- ✓ business matching & calendar
- ✓ video & audio calls

Media Package  
included in  
the stand  
registration

## Access to "My Company & Manage"

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

### How to get to the Content Manager:

1. Register on the bio:hub online 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 featured topics to your networking profile.
3. Under "My Company". You access the back office and to edit the company profile.
4. Click on "Edit company profile" to open your Content Manager in a new tab. Here you can edit your company data.

The screenshot displays the bio:hub online platform interface. The main content area shows the "Edit networking profile" settings page. The page is divided into sections for "Networking Settings", "General Settings", and "MY COMPANY". The "MY COMPANY" section includes a "My Company" entry with a "Manage" button. The "MY SETTINGS" section has two toggle switches: "Show me as contact" and "Sharing contacts with team". A "Log out" button is visible at the bottom. A sidebar on the left contains navigation icons for Start, My schedule, Partners, Programs, Networking, Start-ups, and Support. A top navigation bar includes a search bar and a user profile icon. A bottom navigation bar features a "bio:hub online platform" label with a hand icon pointing to it.

# 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 member**" button.

## 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 functions:**

Under the tab "Contact request" and "Appointment request" you will receive your requests from visitors or companies who would like to get in touch with you.

The image shows a screenshot of a web application interface. In the foreground, a modal dialog box 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, there is a list of roles with checkboxes and their corresponding permissions:

- 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 box is a button labeled "Invite" with a person icon. In the background, the "Advertising Shop" interface is visible, showing a list of team members with dropdown menus for role selection and "Invite" buttons. The user profile of "Kadiatou Bah" is also visible on the right side of the screen.

## Editing data in the Content Manager

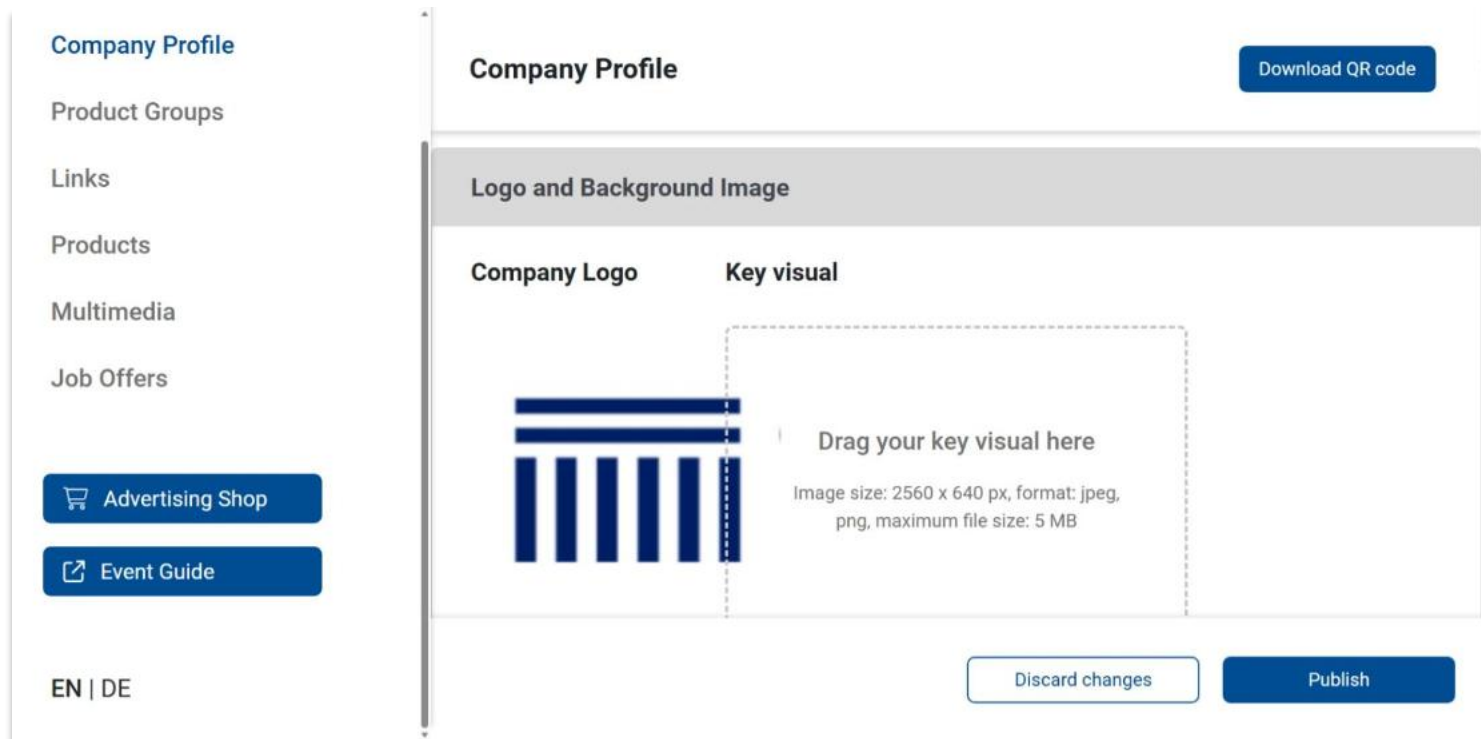
### Homepage :

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' and 'Event Guide'. At the bottom left of the menu is the language selector 'EN | DE'. The main editing 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 content area is divided into two sections: 'Company Logo' and 'Key visual'. The 'Company Logo' section shows a blue logo consisting of two horizontal bars above four vertical bars. The 'Key visual' section features a dashed box with the text 'Drag your key visual here' and technical specifications: 'Image size: 2560 x 640 px, format: jpeg, png, maximum file size: 5 MB'. At the bottom right of the editing area are two buttons: 'Discard changes' and 'Publish'.

## Editing data in the Content Manager – Segments

- Select the segments relevant to your company. These will automatically appear in your profile on the bio:hub online platform. You can update your selection anytime.
- To open the selected segments, please click on the displayed name and not on the adjacent arrow.
- You can see the number of segments already selected and those still available at the top right.

The screenshot shows the 'Segments' editing interface. On the left is a navigation menu with the following items: 'Company Profile', 'Segments' (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 link icon. At the bottom left of the menu is the language selector 'EN | DE'. The main content area is titled 'Segments (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' (outlined) and 'Publish' (solid blue).

## Editing data in the Content Manager - Links

- Click on "Add link" to open the editing area where you can enter and name a link.

The screenshot displays the 'Links' editing interface. On the left is a navigation sidebar with menu items: Company Profile, Product Groups, Links (highlighted in blue with a red exclamation mark icon), Products, Multimedia, and Job Offers. Below the menu 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 is a language selection section with two radio buttons: 'English (Default)' (selected) and 'German (Translation)'. A table with one row is shown, with the header 'Link' and a trash icon. The table has two columns: 'URL\*' and 'Displayed title\*'. The 'URL\*' column contains a text input field with the placeholder 'Enter your URL' and a red error message 'Please enter your url' below it. The 'Displayed title\*' column contains a text input field with the placeholder 'Enter your text' and a red error message 'Please enter your link name' below it. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.

Company Profile

Product Groups

**Links** !

Products

Multimedia

Job Offers

Advertising Shop

Event Guide

EN | DE

**Links (1/25)**

You can add links to your websites and determine adequate displayed titles for them.

English (Default) !  German (Translation) !

Link	
<b>URL*</b>	<b>Displayed title*</b>
<input type="text" value="Enter your URL"/> Please enter your url	<input type="text" value="Enter your text"/> Please enter your link name

Discard changes Publish

## 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.
- In the lower part of the editing area you will find three further tabs: "Links", "Segments", "Multimedia"

Company Profile

Product Groups

Links

**Products** !

Multimedia

Job Offers

Advertising Shop

Event Guide

EN | DE

### Products (1/8)

English (Default) !  German (Translation) !

**Product name\*\***

Enter product name

Please enter your product name

**Publication starting** **Publication ending**

10.03.2026 Enter publication end date (English)

**Product description**

You can enter your product description here with max. 4000 characters.

Discard changes Publish

## 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 'Multimedia' section of a Content Manager interface. On the left is a navigation menu with the following items: Company Profile, Product Groups, Links, Products, **Multimedia** (highlighted), 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 'EN | DE'. The main content area is titled 'Multimedia (0/25)' and features a language selector 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

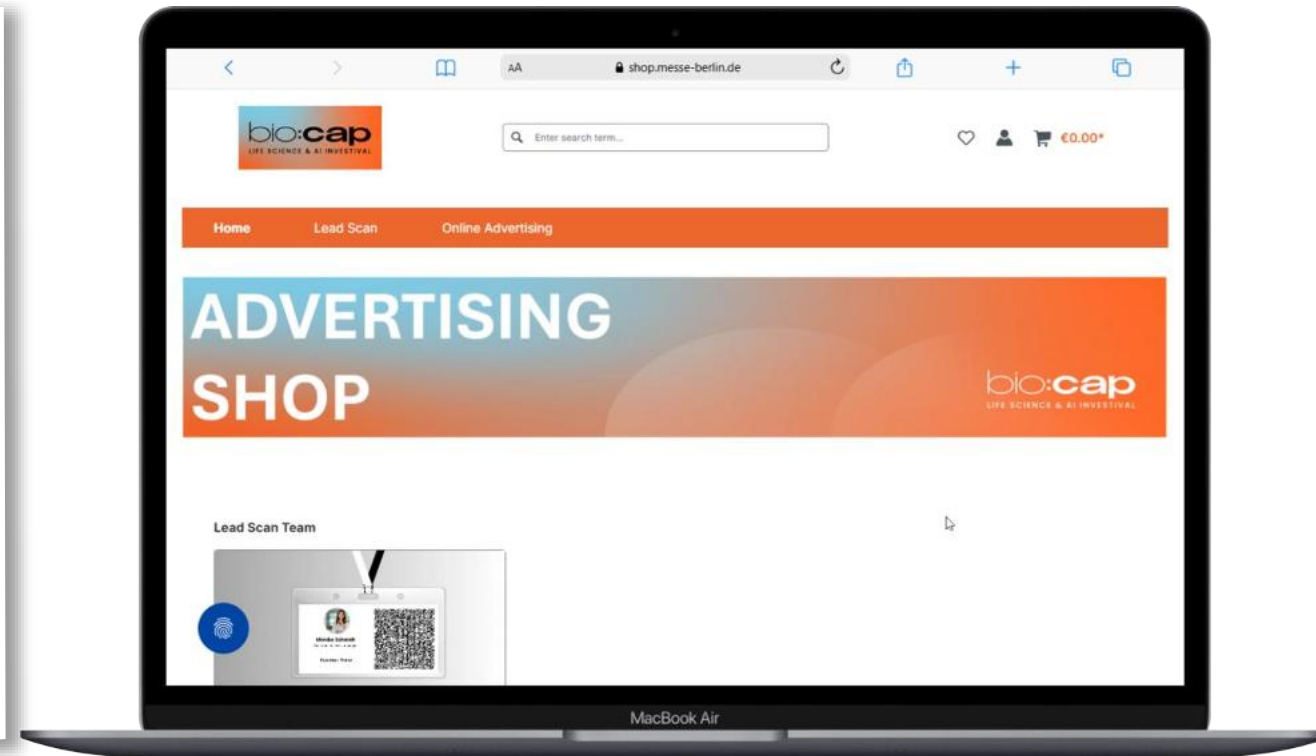
## bio:cap Advertising Shop

### More digital presence

Visit our advertising store and be inspired by our highlights to find the right advertising for your company and effectively stand out from the competition.

To place an order, the main contact person can log in via the bio:hub online platform. Under the menu item "My Company & Manage", they can click on the "Advertising Shop" button to go directly to the store.

Other team members who have been assigned the "Shop Manager" role can also place orders in this way.



ADVERTISING SHOP

# CONTACT & SUPPORT

## Contact for advertising opportunities:

MB Capital Services GmbH  
Thüringer Allee 12 A  
14052 Berlin  
+49 30 3038 2500

Link to the Advertising Shop: [bio:cap](#)

## Your contact for questions about the online platform:

Online Editorial Team:  
[▶ Send request now](#)