DMEA 2026

ONBOARDING GUIDE

For Exhibitors

DMEA Berlin
21–23 April 2026
Connecting Digital Health

Contents

DMEA Online

Always connected digitally – all around DMEA!

Online platform: on the DMEA online platform, there are extensive networking opportunities in addition to exhibitor and product presentations.

App: for iOS and Android – the smart companion for the on-site visits.

Your exhibitor entry is identical in all channels. The Media Package includes an extensive presence in the digital media of DMEA.

Media Package – the digital marketing package 2026

With the Media Package, Messe Berlin offers its **DMEA exhibitors** a package of selected **marketing tools** to optimize their trade fair participation and market presence.

Basic company entry (company name, address, hall and booth number), entry in the main product categories of the product group directory.

Company profile: telephone number, email address, logo, link to website, contact person with photo and contact details, and link to social media profiles.

MY COMPANY

1. Registration: Use the **email address** you provided when registering for the booth to access the platform.

[**DMEA ONLNE**]

2. Content Manager: Edit your **company profile** and update products and multimedia in the Content Manager.

3. Manage: View profile visitors in the back office and manage contact requests and appointments.

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

5. Advertising Shop: Achieve maximum visibility and present your brand effectively.

[**ADVERTISING PACKAGES**]

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Media Package & Upgrade

Your data will be uploaded to the DMEA's digital media **from February 2026** . You will then receive your access to the data processing area by e-mail. The media package is valid for **one year**. During this time, you can update your entry at any time.

Media-Package
395.00 euros plus VAT
Mandatory for exhibitors and co-exhibitors with the following services:
Basic company entry (company, address, hall and stand number) Telephone, email address Entry in the main product categories of the product group directory Company profile
Company Logo Link to website Contact person with photo and contact details Link to social media profiles Presentation of up to 5 products

CONTENT PLUS UPGRADE

370 €

- ✓ 3 PRODUCT PRESENTATIONS
- ✓ 1/4 TILE VIEW IMAGE
- ✓ 1 DIGITAL PRESS KIT
- ✓ 3 JOB OFFERS

UPGRADE & ADD-ONS

Edit Your Company Profile

The main contact person specified during stand registration in the exhibitor portal always receives access to the **MY COMPANY** tab in the settings.

1. Login & contact person
Register with the same email address as both the contact person and in the exhibitor portal.

2. Edit networking profile
Click on your profile picture or on **Settings** in the top right-hand corner to **edit networking profile**.

3. My organization
The tab My Company in your communication center takes you to the Backoffice through the **Manage** button.

4. Edit company profile
You can find the Content Manager either directly on your company page or in the Backoffice. There you can **edit your company profile.**

DMEA ONLNE
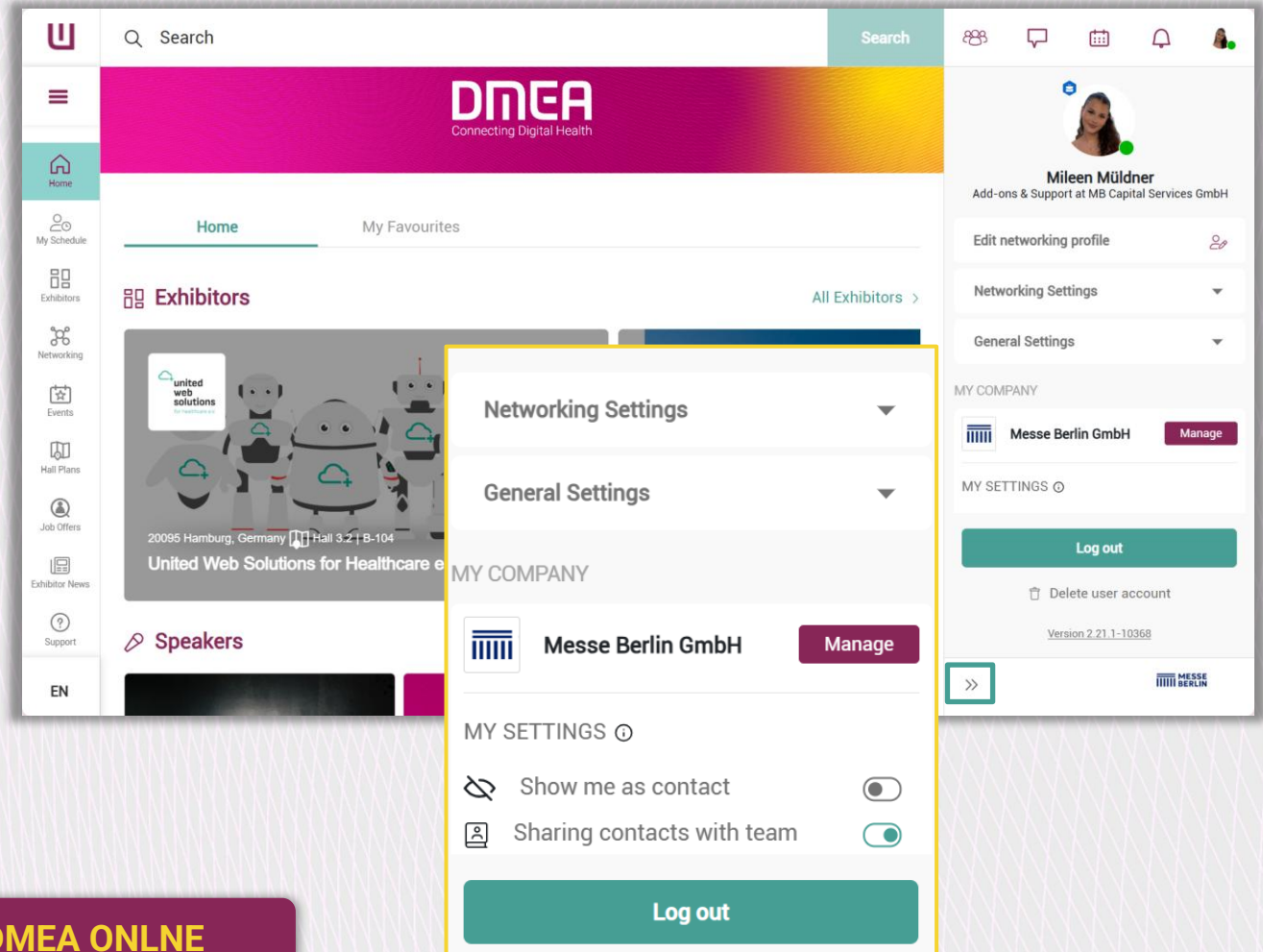
Invite Team Members

The main contact person can edit the exhibitor profile, team management, and other corporate data via the Backoffice.

1. Search for team members:
First, invite your colleagues to create a networking profile. You can then **search for team members** using the search bar.

2. Invite team members:
Alternatively, you can enter an **email address** and send an invite to your team for them to create a profile on the platform.

3. Role & permissions:
Select the appropriate permissions for each user. The following roles are available:
Team Member, Content Manager, **Shop Manager**, Lead Manager, and Team Manager.

IMPORTANT: Only **Admins** and **Team Managers** can edit their own permissions in the Backoffice.

3
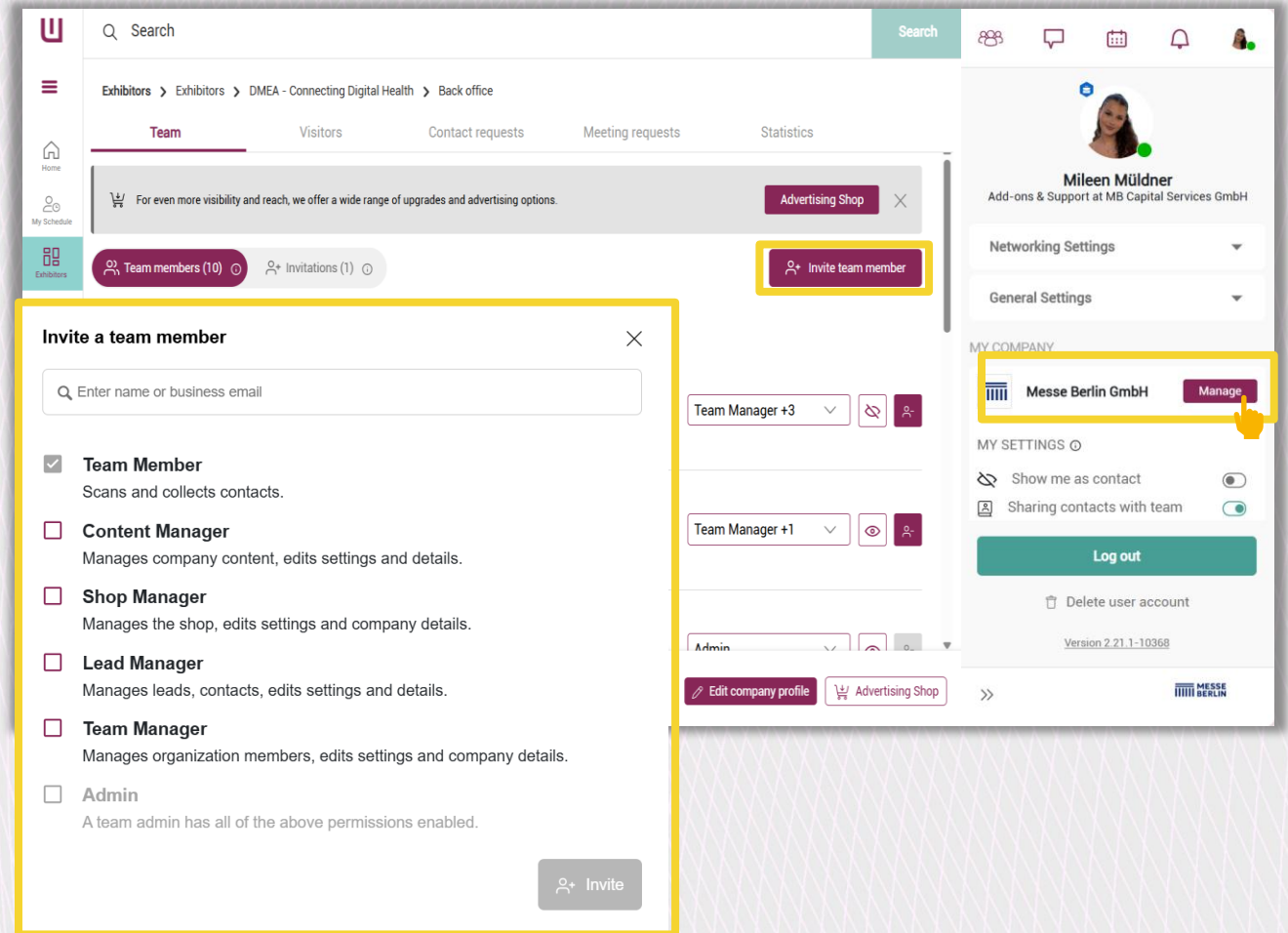
Editing Data in the Content Manager
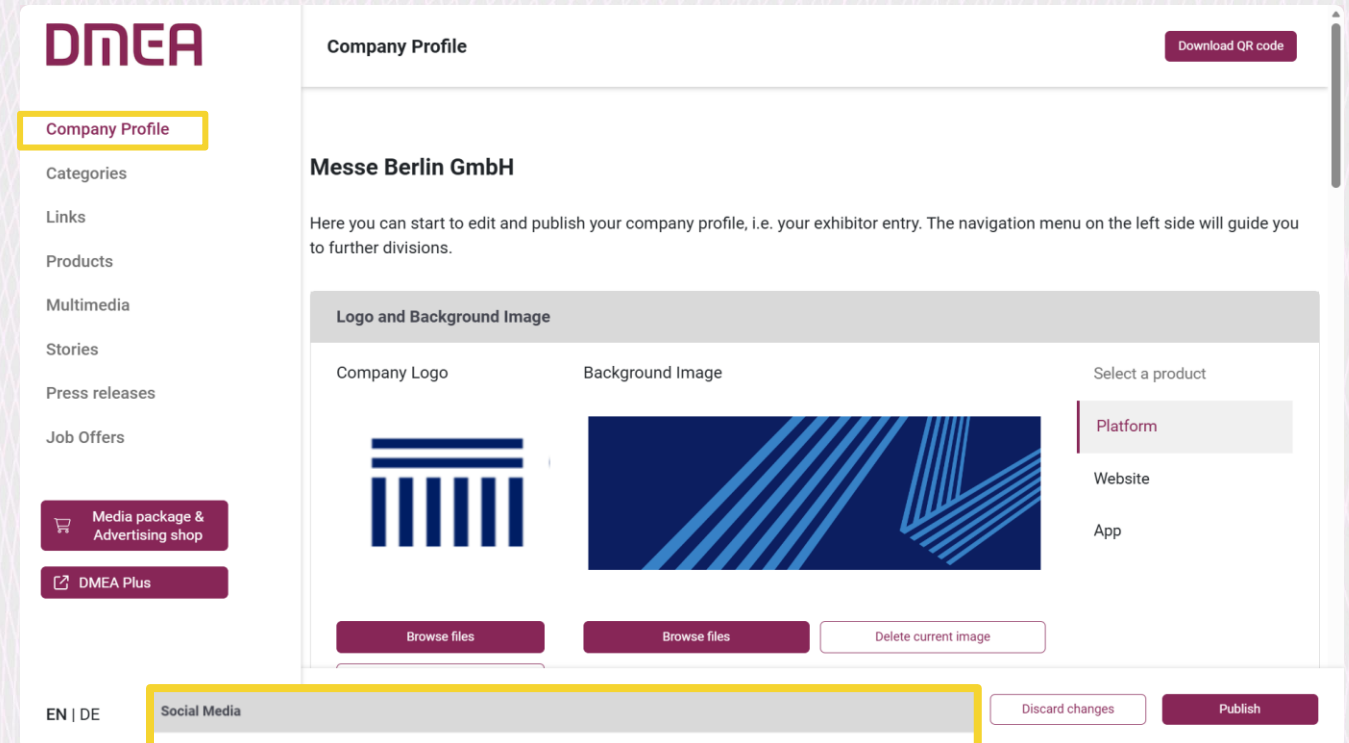
Home page:

On the start page, you can design your main entry:
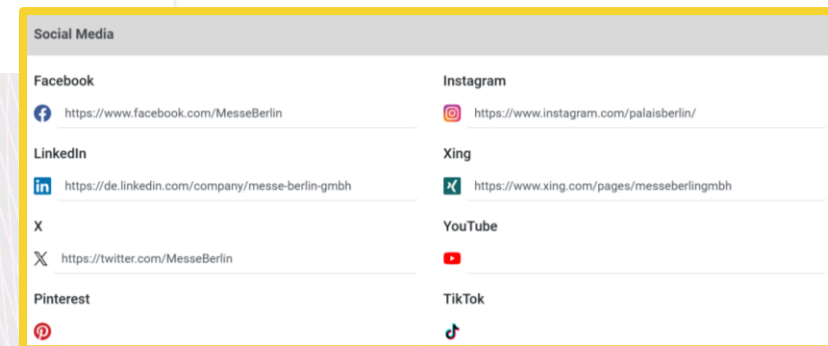
1. Logo & background image
2. Basic data & company profile
3. Social media accounts

Tips for the home page

- The background image must be uploaded in different sizes for the platform and the app view.

- We generally recommend using a wallpaper or mood image as the background image.

Editing Data in the Content Manager

Categories:

- You specify the **product groups** that apply to your company when you register in the exhibitor portal, and these will be transferred to your contact manager.

- To open the selected categories, please click on the name displayed and not on the adjacent arrow.

- You can see the number of categories already selected and those still available in the top right-hand corner.
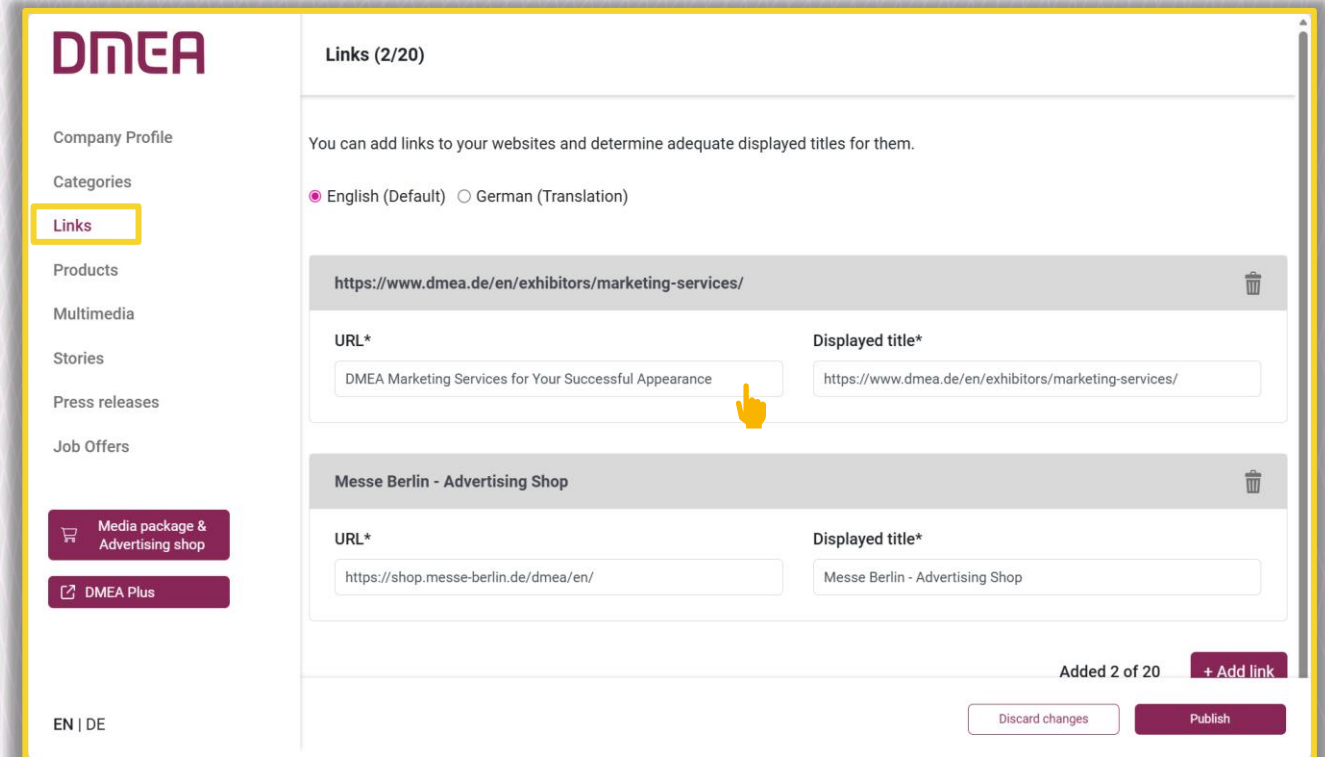
Editing data in Content Manager

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 maintained.
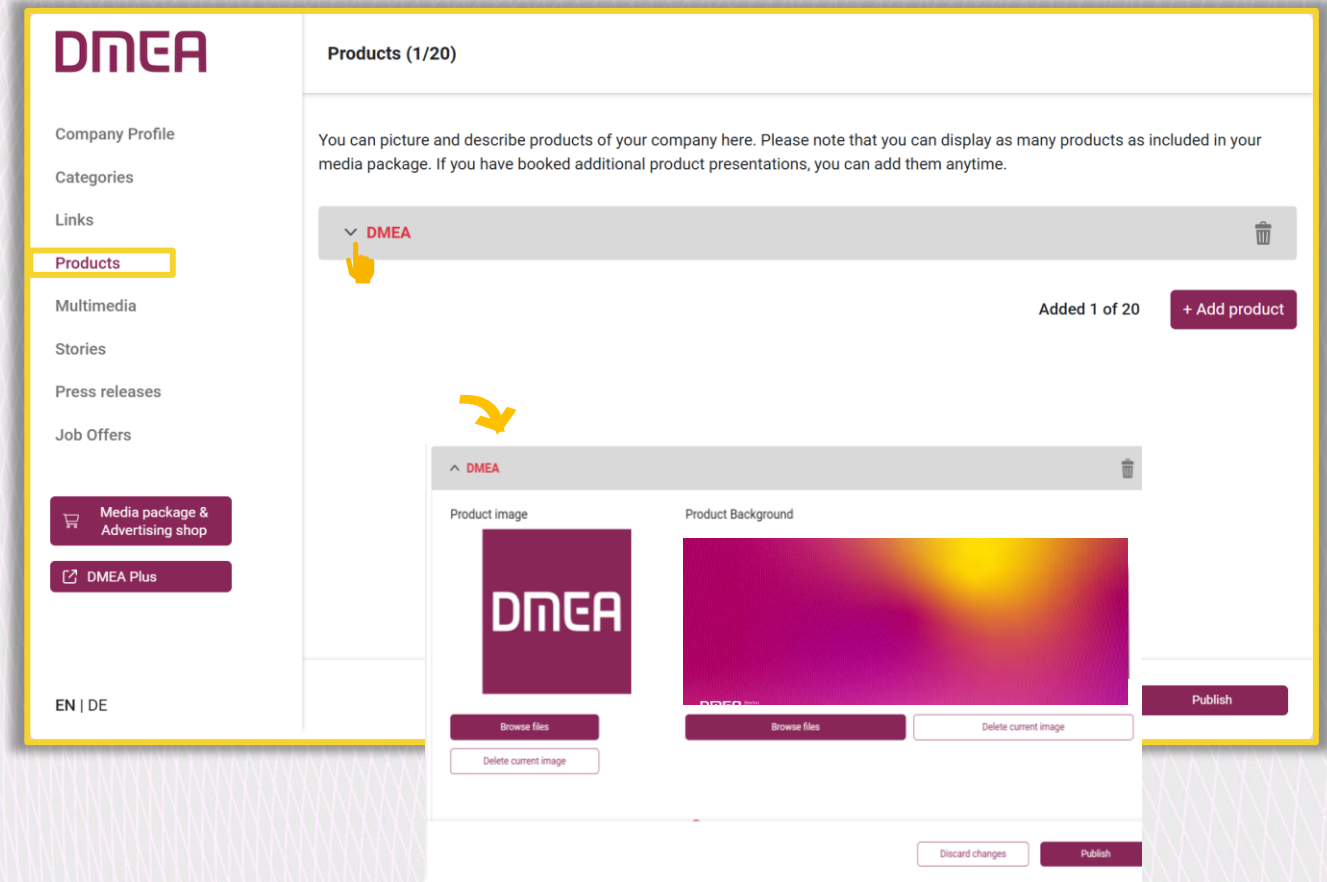
Editing Data in the Content Manager

Products:

- Click on **Add Product** and then on Product to open the editing area where you can edit the product information.

- At the bottom of the editing area, you can find three additional tabs: **Links**, **Product Groups**, and **Multimedia**.

Please note:

If you already have a completed entry from your participation in DMEA 2025, please still check the product groups entered for your products. The product groups contribute significantly to the visibility of your products.
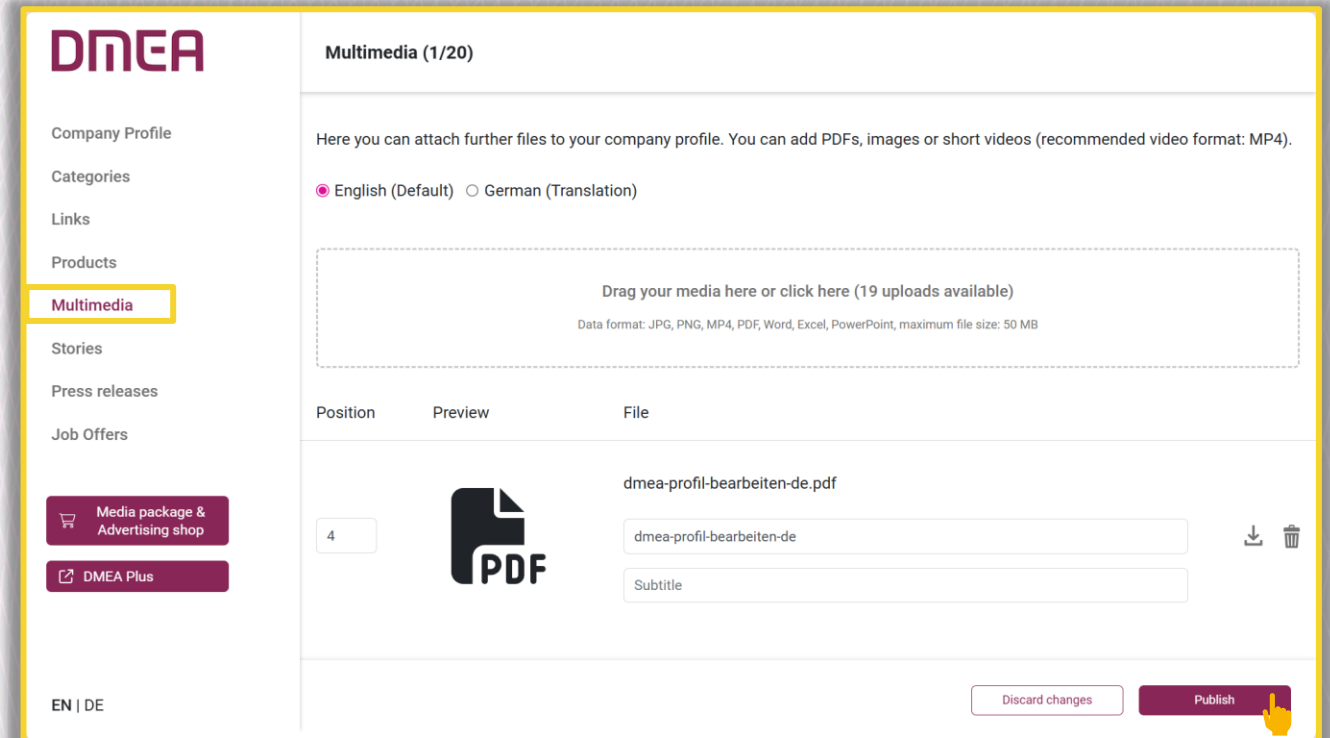
UPGRADE & ADD-ONS

Editing Data in the Content Manager

Multimedia:

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

- Please note that both languages must be maintained.

Editing Data in the Content Manager

Exhibitor News:

- Unter **Exhibitor News**, you can upload press releases.

- Click **Add News** to open the editing area, where you can enter und edit your content.

- At the bottom, you will find three additional tabs: **Links**, **Product Groups**, and **Multimedia**.
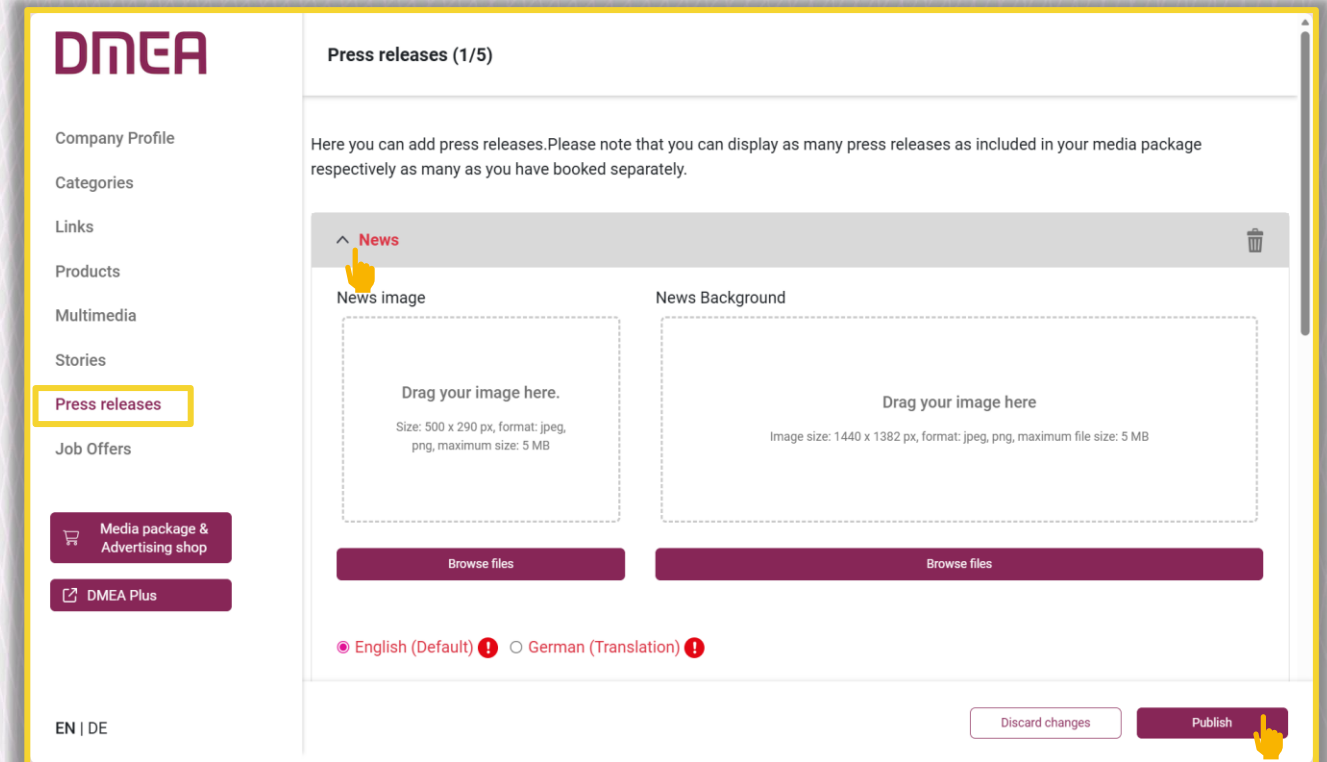
UPGRADE & ADD-ONS

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Editing Data in the Content Manager

Jobs postings:

- Under **Job Offers**, you have the option to present one of your open positions in a targeted way.

- A job posting includes a description text, a link, an image, and a contact person with contact details. Your job posting will be published on your profile on the platform and in the app.

- Updates are possible at any time.

UPGRADE & ADD-ONS

Advertising Shop

Maximum Visibility for Your Company

With our highlights, you can achieve maximum visibility and showcase your brand effectively. Use the DMEA channels to stand out from the crowd.

On the platform, you can access the Shop directly. Other team members who have been assigned the Shop Manager role can also place an order for your company independly.

You are welcome to visit our **Advertising Shop** now!
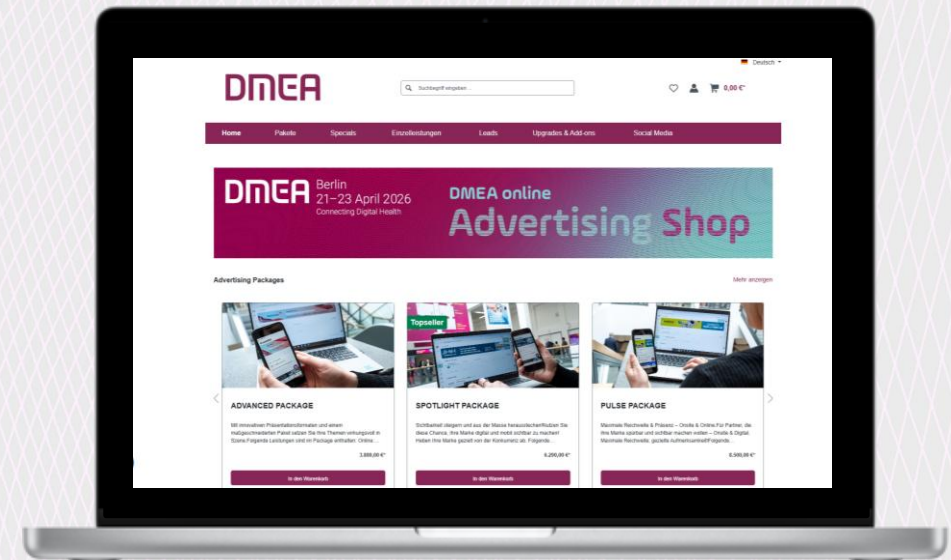
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▶ Send your request now

Advertising Shop

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