

DMEA 2026

ONBOARDING GUIDE

For Exhibitors

Contents

DMEA Online - Your Exhibitor Profile	3
Media Package & Upgrade	4
Edit Your Company Profile	5
Invite Team Members	6
Editing Data in the Content Manager	7-13
Advertising Shop	14
Contact	15



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 ONLINE](#)

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](#)

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:
<div>Basic company entry (company, address, hall and stand number)</div> <div>Telephone, email address</div> <div>Entry in the main product categories of the product group directory</div> <div>Company profile</div>
<div>Company Logo</div> <div>Link to website</div> <div>Contact person with photo and contact details</div> <div>Link to social media profiles</div> <div>Presentation of up to 5 products</div>

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

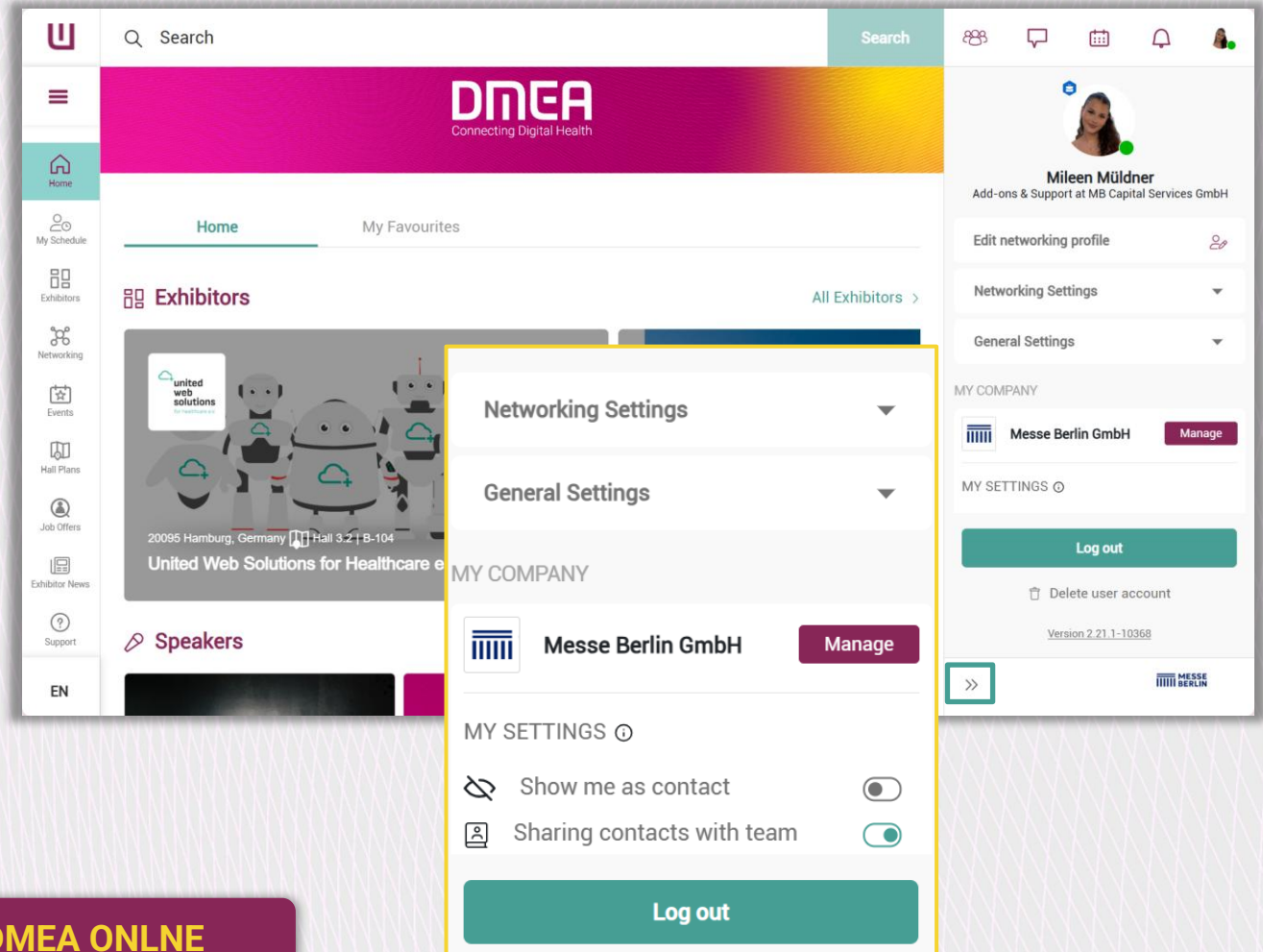
Click on your profile picture or on **Settings** in the top right-hand corner to **edit networking profile**.

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**.



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:

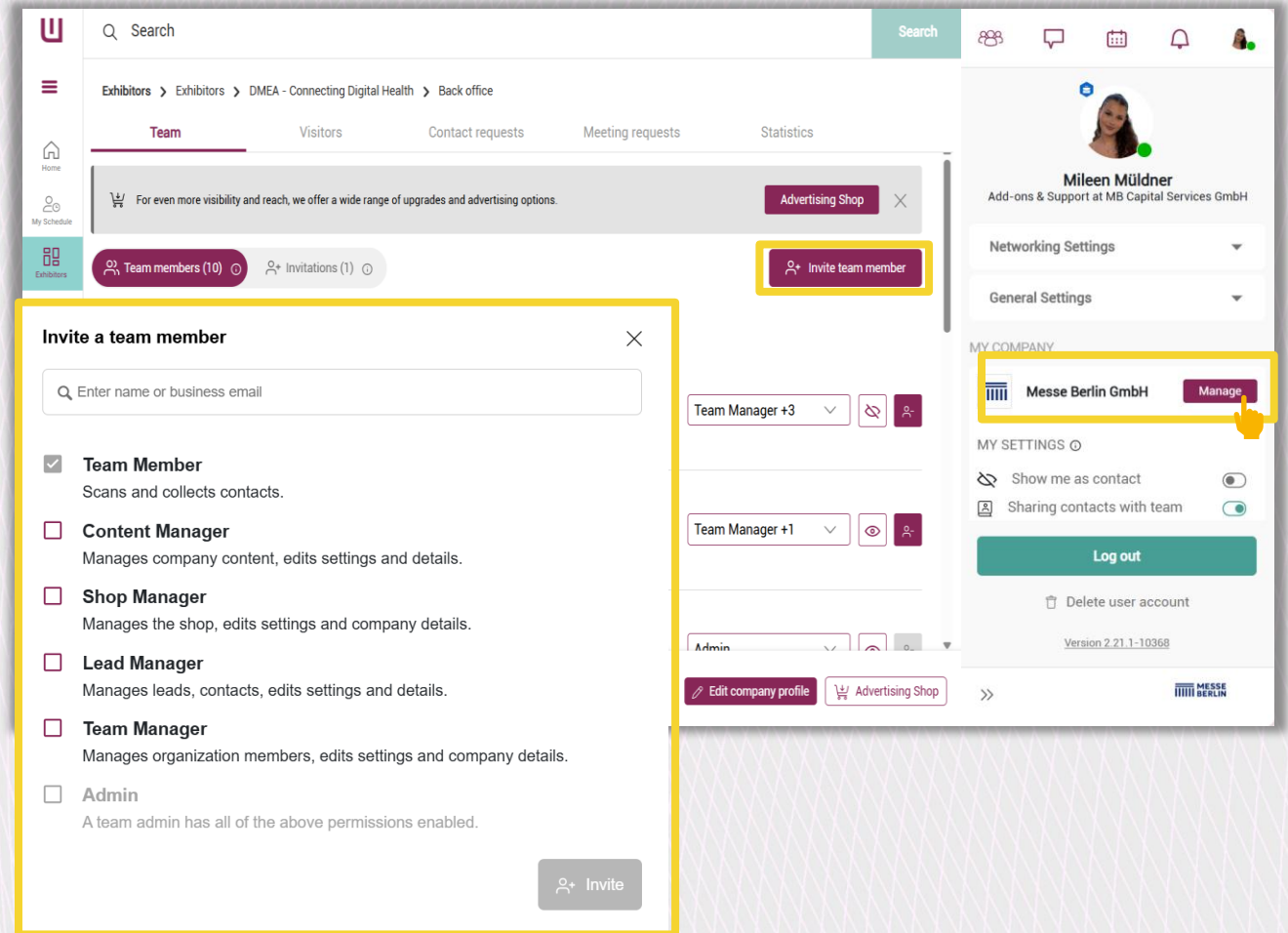
Alternatively, you can enter an **email address** and send an invite to your team for them to create a profile on the platform.

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.



Editing Data in the Content Manager

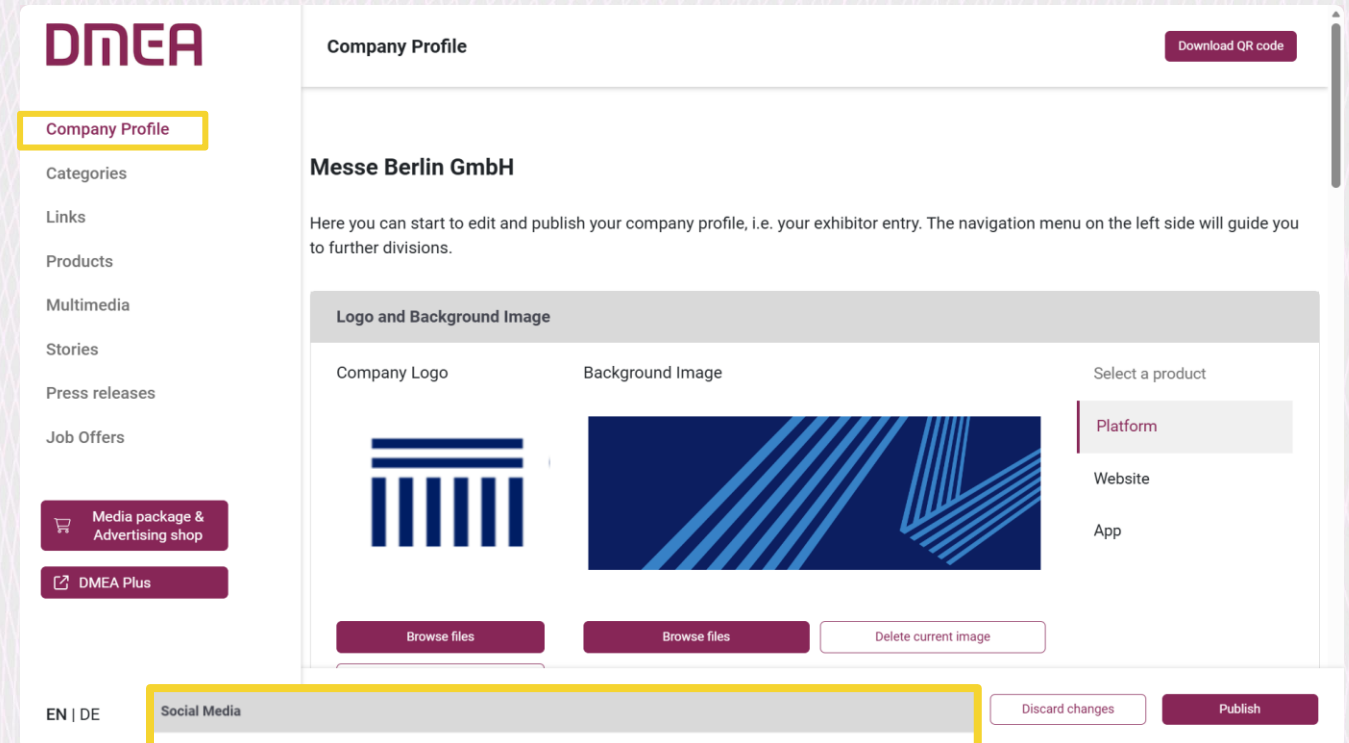
Home page:

On the start page, you can design your main entry:

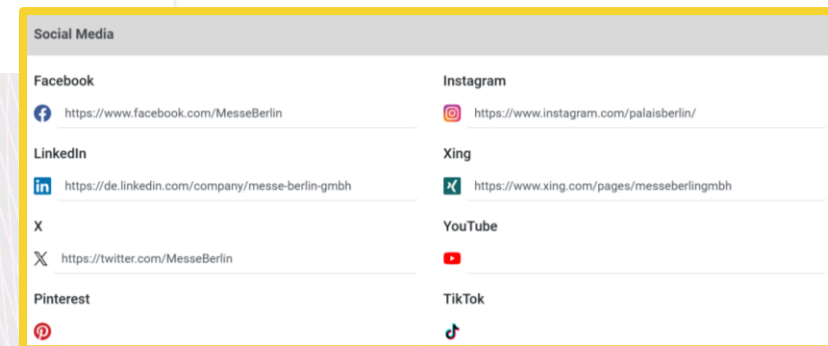
1. Logo & background image
2. Basic data & company profile
3. Social media accounts

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.



The screenshot shows the 'Company Profile' editing interface for 'Messe Berlin GmbH'. The left sidebar contains a navigation menu with options: Company Profile (highlighted), Categories, Links, Products, Multimedia, Stories, Press releases, and Job Offers. Below the menu are buttons for 'Media package & Advertising shop' and 'DMEA Plus'. The main content area is titled 'Company Profile' and includes a 'Download QR code' button. The 'Logo and Background Image' section shows the company logo and a background image. Below these are 'Browse files' buttons and a 'Delete current image' button. On the right, there is a 'Select a product' dropdown menu with options: Platform (selected), Website, and App. At the bottom right are 'Discard changes' and 'Publish' buttons.



The screenshot shows the 'Social Media' section, which is highlighted with a yellow border. It contains links for various social media platforms:

- Facebook:** <https://www.facebook.com/MesseBerlin>
- LinkedIn:** <https://de.linkedin.com/company/messe-berlin-gmbh>
- X:** <https://twitter.com/MesseBerlin>
- Pinterest:** [https://www.pinterest.com/messeberlin/](#)
- Instagram:** <https://www.instagram.com/palaisberlin/>
- Xing:** <https://www.xing.com/pages/messeberlingmbh>
- YouTube:** [https://www.youtube.com/channel/UC...](#)
- TikTok:** [https://www.tiktok.com/@messeberlin](#)

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.

DMEA

Company Profile

Categories

Links

Products

Multimedia

Stories

Press releases

Job Offers

Media package & Advertising shop

DMEA Plus

EN | DE

Categories (1/20)

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.

Search for categories

☒ Product groups

☐ Software

☐ Outsourcing

☐ Networked buildings systems

☐ Artificial Intelligence (AI)

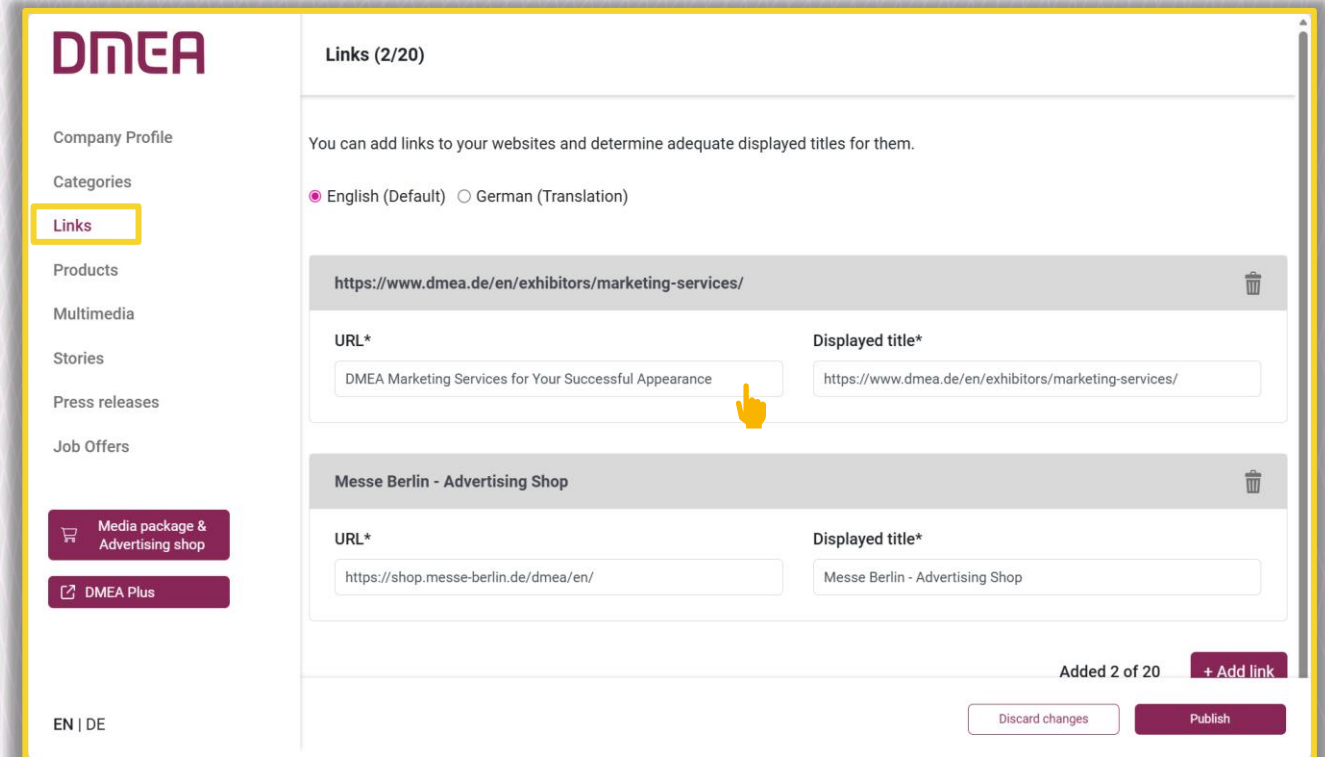
☐ Advanced and continued learning

Discard changes Publish

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.



DMEA

Company Profile

Categories

Links

Products

Multimedia

Stories

Press releases

Job Offers

Media package & Advertising shop

DMEA Plus

EN | DE

Links (2/20)

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

☒ English (Default) ☐ German (Translation)

https://www.dmea.de/en/exhibitors/marketing-services/

URL* DMEA Marketing Services for Your Successful Appearance

Displayed title* https://www.dmea.de/en/exhibitors/marketing-services/

Messe Berlin - Advertising Shop

URL* https://shop.messe-berlin.de/dmea/en/

Displayed title* Messe Berlin - Advertising Shop

Added 2 of 20 **+ Add link**

Discard changes **Publish**

Editing Data in the Content Manager

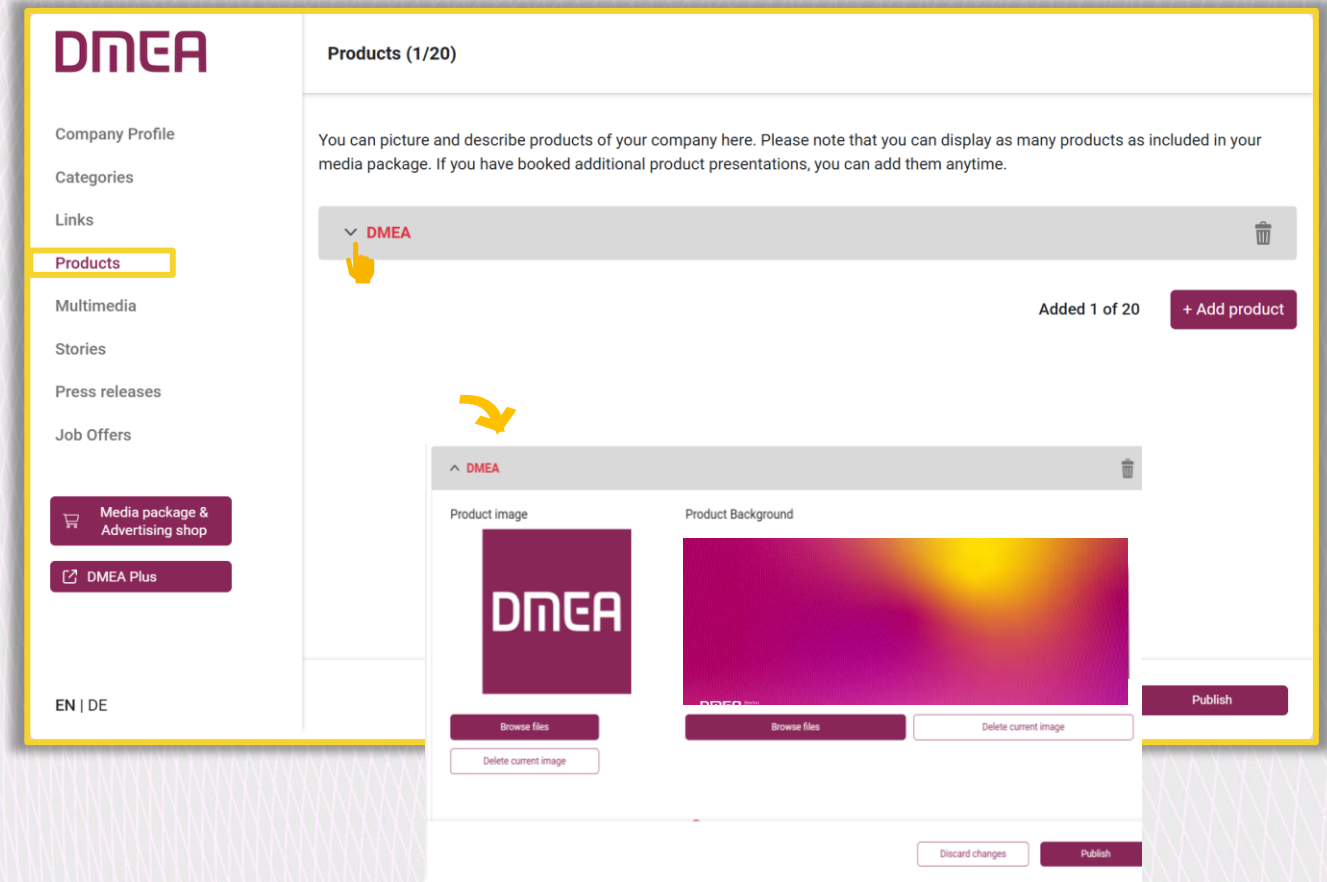
Products:

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

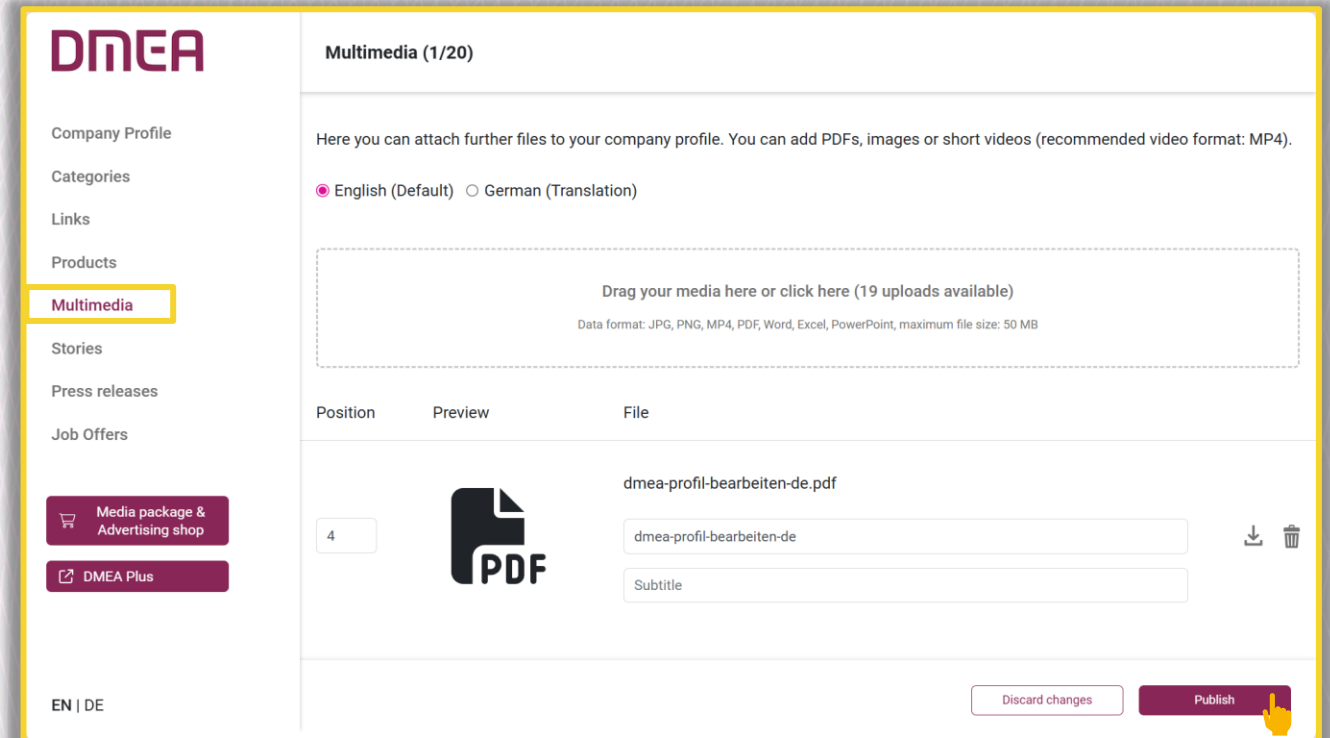


[Links](#) [Categories](#) [Multimedia](#)

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.



The screenshot shows the DMEA Multimedia management interface. On the left is a sidebar with navigation links: Company Profile, Categories, Links, Products, **Multimedia** (highlighted), Stories, Press releases, and Job Offers. Below these links are two buttons: 'Media package & Advertising shop' and 'DMEA Plus'. At the bottom of the sidebar are language toggles for 'EN | DE'.

The main content area is titled 'Multimedia (1/20)'. It contains instructions: 'Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4).' Below this are language selection options: 'English (Default)' (selected) and 'German (Translation)'. A large dashed box prompts the user to 'Drag your media here or click here (19 uploads available)' with a note: 'Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB'.

Below the upload area is a table with columns 'Position', 'Preview', and 'File'. It contains one entry for a PDF file named 'dmea-profil-bearbeiten-de.pdf'.

Position	Preview	File
4		<p>dmea-profil-bearbeiten-de.pdf</p> <p>dmea-profil-bearbeiten-de</p> <p>Subtitle</p>

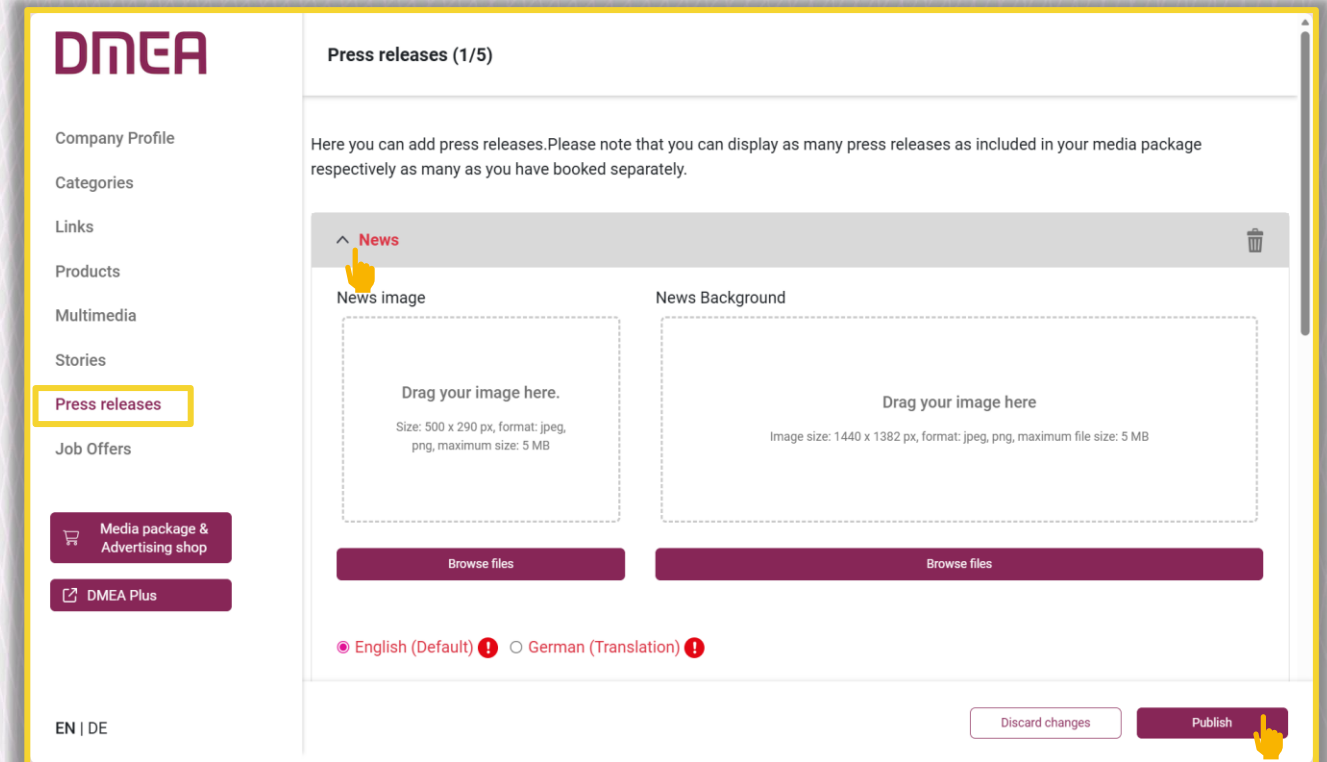
At the bottom right of the interface are two buttons: 'Discard changes' and 'Publish' (with a hand cursor icon).

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](#)

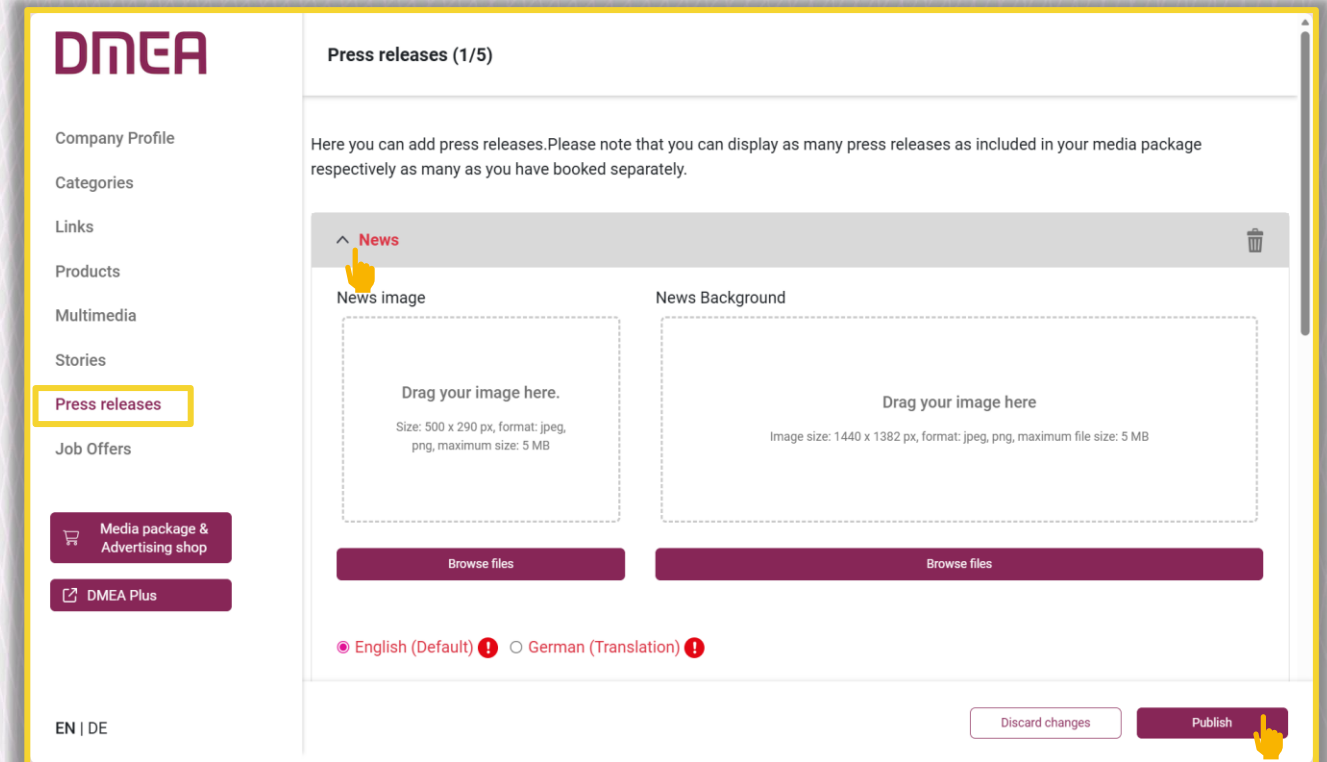


Editing Data in the Content Manager

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](#)



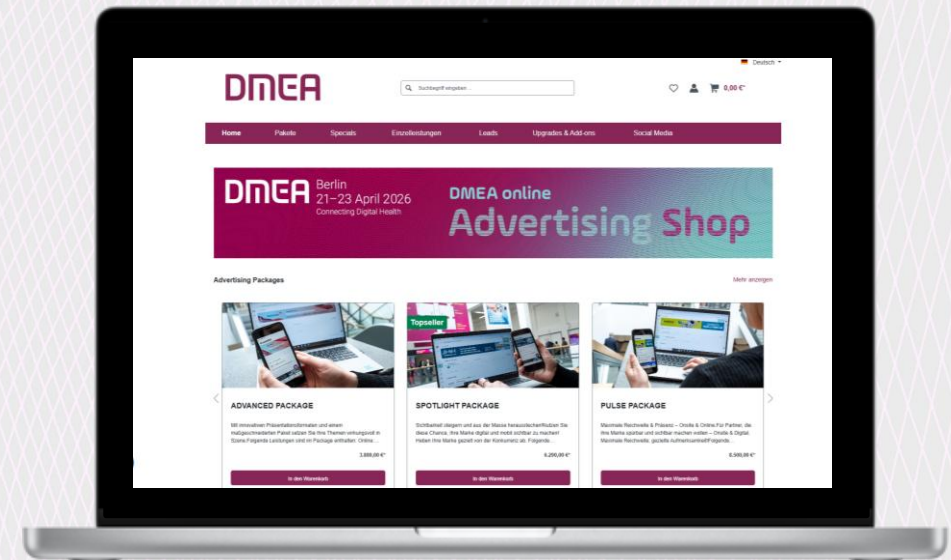
Advertising Shop

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 independently.

You are welcome to visit our [Advertising Shop](#) now!



CONTACT

Online Editorial Team

support@messe-berlin.de

+49 30 30 38 2500

▶ [Send your request now](#)

Advertising Shop

[DMEA Online](#)