

# ONBOARDING GUIDE

CMS PLUS & Exhibitor Profile

1	Media Packages	3
2	Access to the exhibitor area & Content Manager	4
3	Edit data in the Content Manager	5
4	Backoffice	12
5	Digital Add-ons/ CMS PLUS Platform & App	14
	Contact & Support	15



# Media Packages

**Included Services for all Packages:**  
**CMS-Guide (Print) – Basic company entry**  
**(Company name, hall/booth)**

Small Package – Price: 500 €  
 Eligibility: Main exhibitor with up to 20 sqm exhibition space

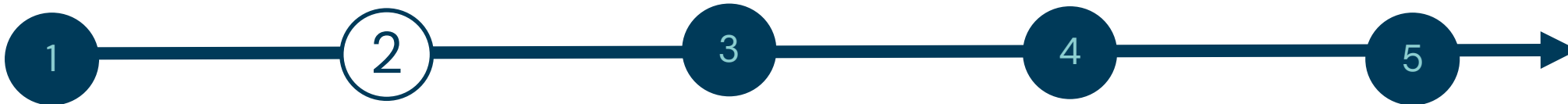
Medium Package – Price: 900 €  
 Eligibility: Main exhibitor with 21 to 100 sqm exhibition space

Large Package – Price: 1,500 €  
 Eligibility: Main exhibitor with 101+ sqm exhibition space

Co-Exhibitor – Price: 150 €

**If you book a higher-value media package as an upgrade, the existing package from your stand registration will be credited to you—you only pay the difference!**

Features	Co-Exhibitor	Small Package	Medium Package	Large Package
Image Tile & Logo	1/4 Tile	1/4 Tile	1/2 Tile	1/1 Tile
Header Video in Profile	✗	✗	✗	✓
Company Presentation	✓	✓	✓	✓
Contact Person	✓	✓	✓	✓
Website Link	✓	✓	✓	✓
Product Group Entries	1	3	5	15
Social Media Links	✓	✓	✓	✓
Product Presentations	1	1	5	15
Trademarks	✗	1	5	15
Links	1	1	5	15
Multimedia Uploads	✗	1	5	15
Lead Finding	✗	✓	✓	✓
Lead Reporting	✗	✓	✓	✓ (Data Export)
Job Advertisements	✗	1	5	15



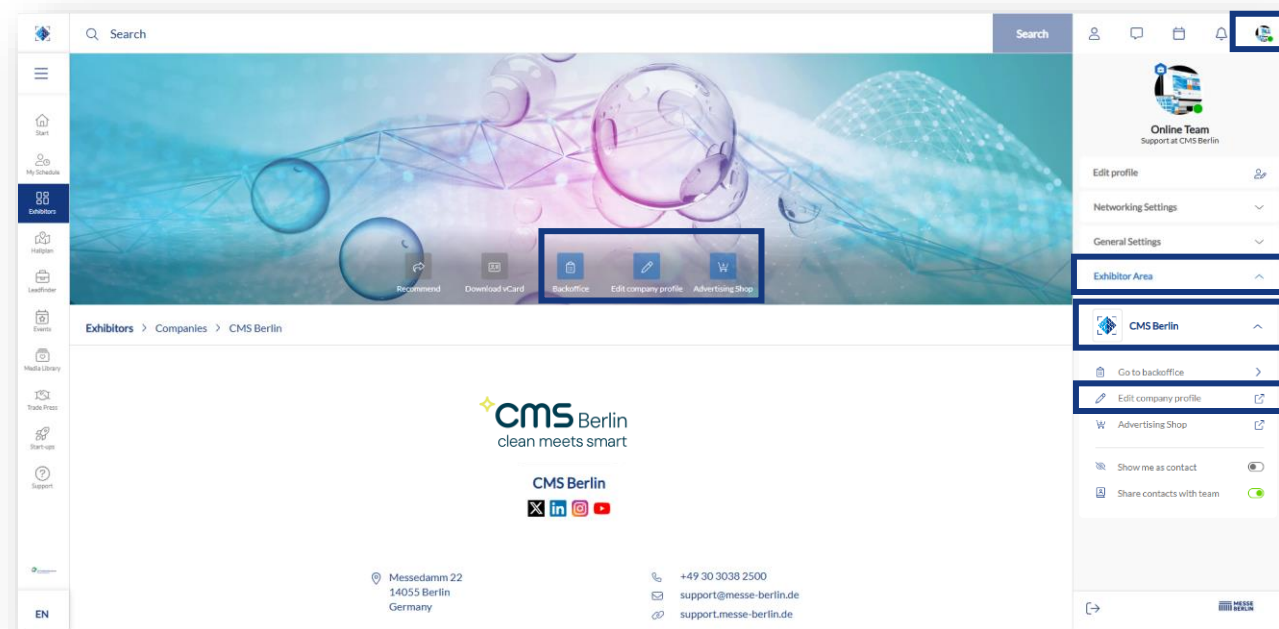
## Access to the exhibitor area & Content Manager

The main contact who was specified during stand registration in the exhibitor portal will be granted access to the exhibitor area on the event platform.

### How to access the Content Manager :

- **Register on the CMS Plus** with the e-mail address of the main contact from the stand registration.
- **Edit your personal profile** and save it. Then click on "Settings" in the top right-hand corner.
- **Open the „Exhibitor area“ tab.** You can also access the back office and content manager via your company profile.
- **Click on „Edit company profile“,** to open your Content Manager in a new tab. Here you can edit your company data.

*Note:* From the exhibitor area you can also access the back office, where you can view visitor requests and invite other team members.





## Editing data in the Content Manager

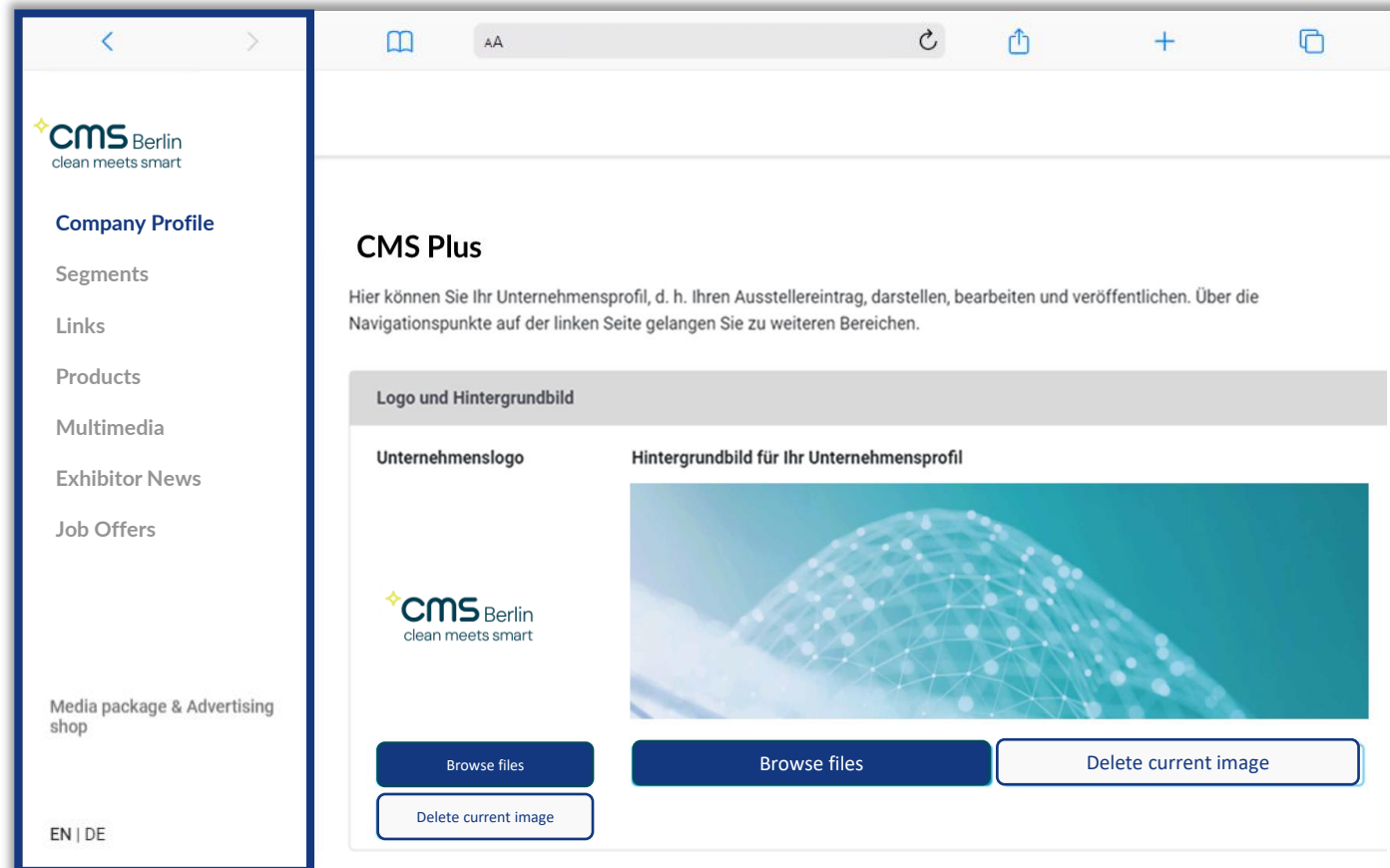
### Start page:

You can design your main entry on the start page:

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

### Tips for the start page:

- 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.

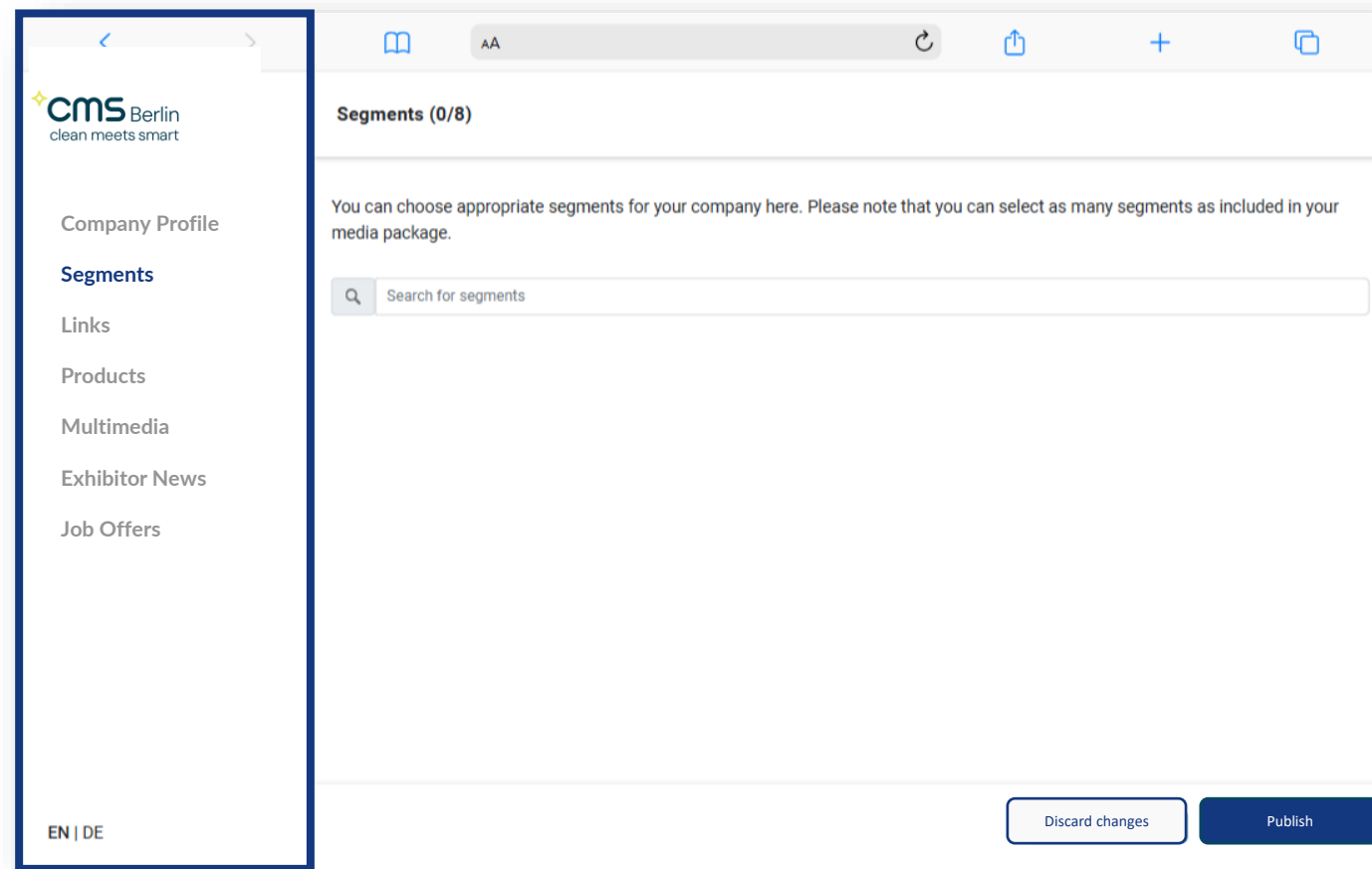




## Editing data in the Content Manager

### Product Groups:

- Select the product groups relevant to your company. These will automatically appear in your profile on the Fruit Logistica online platform. You can update your selection anytime.
- 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 at the top right.





## Editing data in the 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 shows the CMS Berlin interface. On the left is a sidebar with the CMS logo and a menu: Company Profile, Segments, **Links** (highlighted), Products, Multimedia, Exhibitor News, and Job Offers. At the bottom of the sidebar is a language switcher 'EN | DE'. The main content area is titled 'Links (1/10)' and includes a description: 'You can add links to your websites and determine adequate displayed titles for them.' Below this are radio buttons for 'English (Default)' (selected) and 'German (Translation)'. A form contains two input fields: 'URL\*' with a placeholder 'Link' and 'Displayed title\*' with a placeholder 'Title'. At the bottom right are two buttons: 'Discard changes' and '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«, »Product groups«, »Multimedia«

### Please note:

If you already have a completed entry from your participation in last year's Fruit Logistica, 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.





## Editing data in the Content Manager

### Multimedia:

- Under "Multimedia" you can upload additional information material about your company such as PDFs, images and videos.
- Please note that both languages must be edited.

The screenshot displays the CMS Berlin Content Manager interface. On the left is a sidebar with the CMS Berlin logo and a list of menu items: Company Profile, Segments, Links, Products, **Multimedia** (highlighted), Exhibitor News, and Job Offers. At the bottom of the sidebar is a language selector showing 'EN | DE'. The main content area is titled 'Multimedia (0/10)' and 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 radio buttons for 'English (Default)' (selected) and 'German (Translation)'. A large dashed box indicates the upload area with the text 'Drag your media here or click here (10 uploads available)' and 'Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB'. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.



## Editing data in the Content Manager

### Exhibitor News:

- Under »Exhibitor News« you can upload press releases.
- Click on »Add News« so that the editing area opens where you can enter and edit your content.
- In the lower part of the editing area you will find three further tabs: »Links«, »Product Groups«, »Multimedia«.

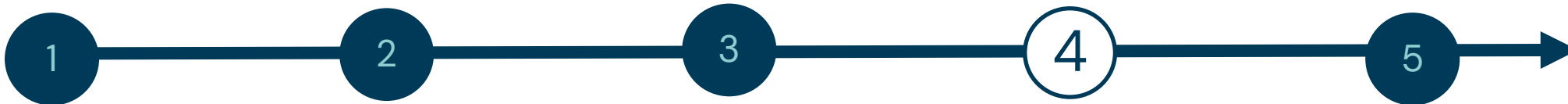


## Editing data in the Content Manager

### Exhibitor-News:

- Under »Job Offers« you can upload press releases.
- Click on »Add Job« so that the editing area opens where you can enter and edit your content.
- In the lower part of the editing area you will find three further tabs: »Links«, »Contact Person«, »Multimedia«.

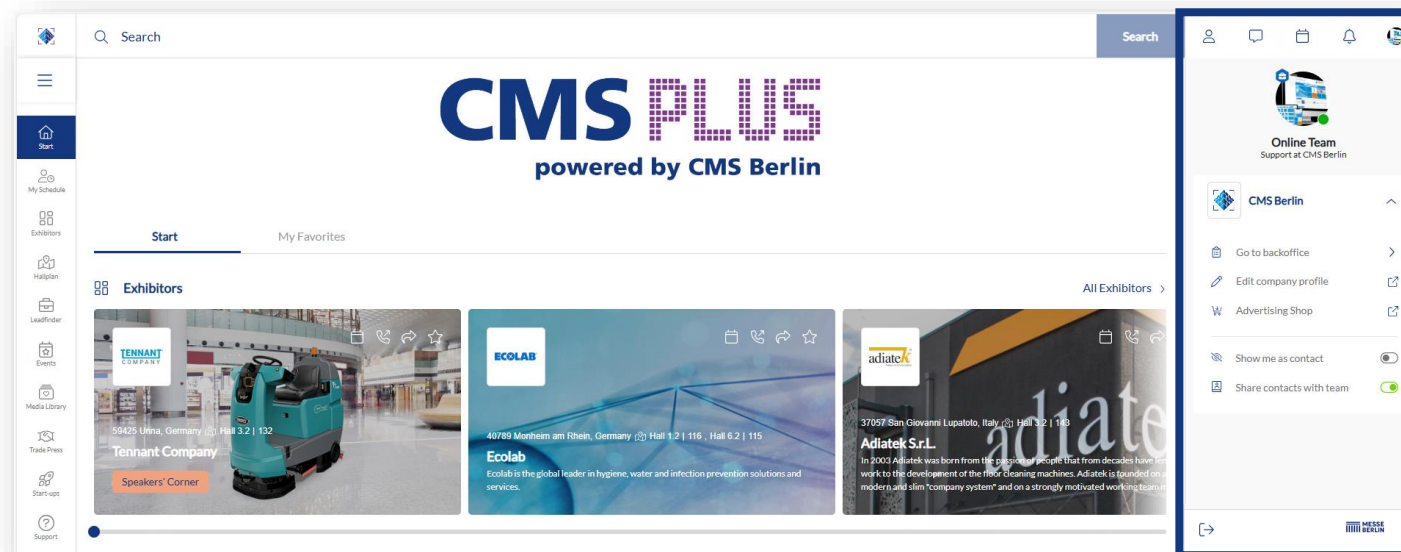
The screenshot shows the CMS Berlin interface for editing Job Offers. On the left is a sidebar with the CMS logo and a list of menu items: Company Profile, Segments, Links, Products, Multimedia, Exhibitor News, and Job Offers (which is highlighted). The main content area is titled 'Job Offers (1/100)' and contains instructions: 'Here you can add your job offers. Please note that you can display as many job offers as included in your media package.' Below this is a form for adding a new job offer. It has a 'Job title' field with a trash icon. There are two image upload sections: 'Image' (500 x 290 px, max 5 MB) and 'Background Image mobile' (1440 x 1382 px, max 5 MB). Each section has a 'Drag your image here' prompt and a 'Browse files' button. At the bottom, there are radio buttons for 'English (Default)' and 'German (Translation)', a toggle for 'Job listing active', and 'Discard changes' and 'Publish' buttons. The language 'EN | DE' is shown in the bottom left corner of the sidebar area.



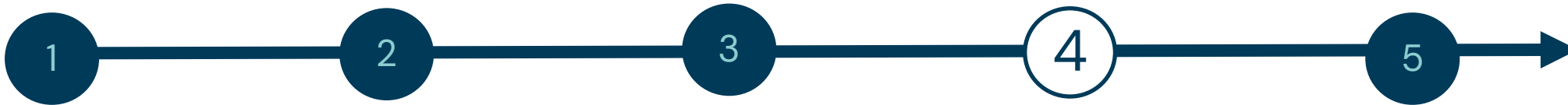
## Backoffice

Exhibitor area, Go to backoffice and visibility of team members:

- In addition to access to the Content Manager, you will also find access "To the back office" and the option to show your personal profile as a contact for your company in the exhibitor area.
- In the back office, you have the option of entering additional company employees as contact persons for the company. (See page 13)



**CMS PLUS**



## Contact person / Team members

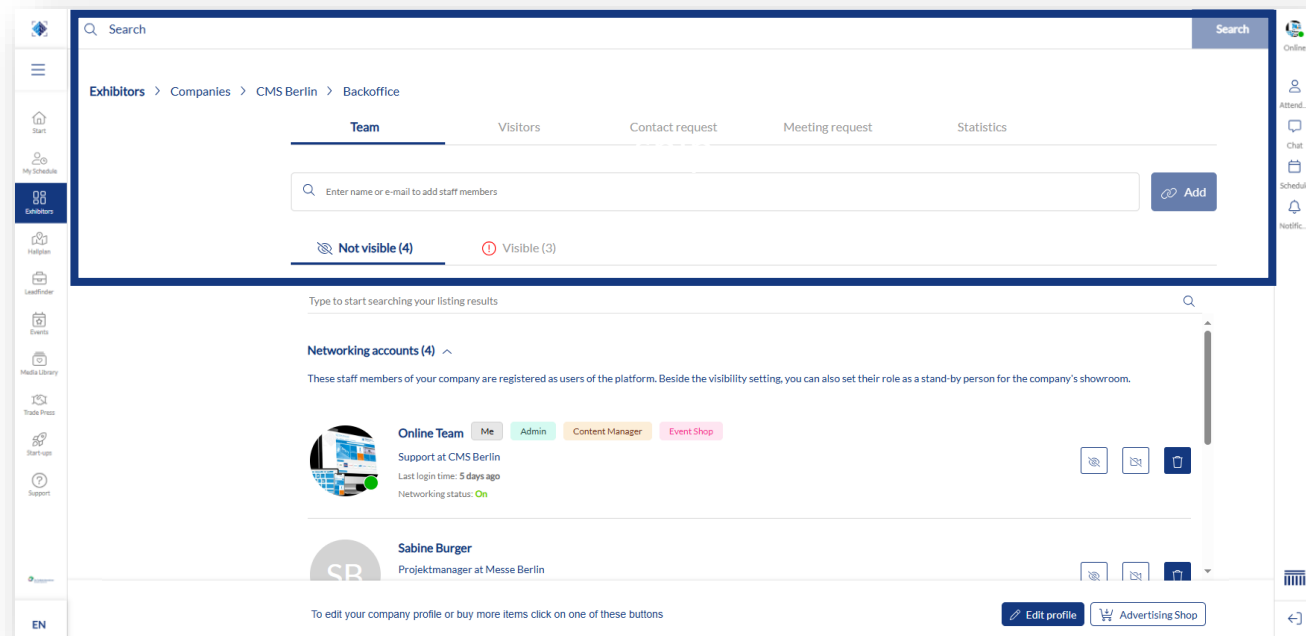
### Add contact person via the backoffice:

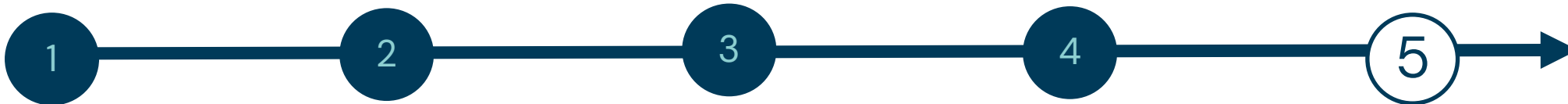
Start by inviting your team members to create a networking profile on the platform.

1. Search for the names of your team members under the "Team" tab using the search bar.
2. Select the person and click on "Add".
3. The person then appears in the company profile as a contact person for your company and can get in touch with other participants and make appointments for the trade fair.

### Further functions:

- In the back office, you can see who has clicked on your company profile under the "Visitors" tab.
- Under the tab "Contact request" and "Appointment request" you can view requests from visitors or companies who would like to get in touch with you.





## Digital Add-ons/ CMS PLUS Platform & App

### Media Package – Your Digital Presence.

With your stand registration, you automatically receive the essential Media Package—an optimized set of marketing tools to maximize your trade show impact and market presence. This includes showcasing your company on the CMS PLUS platform and in the CMS app.

Upgrade your media package or enhance your exhibitor profile with digital add-ons for even greater visibility! Expand your reach by being listed in additional product groups, products or trademarks making it easier for potential customers to find you.

**All online options seamlessly link to your profile page, allowing interested users to learn more about your company with just one click!**

**Book your upgrade & add-ons now!**

#### Add-ons

**Price** excl. VAT.

Product Presentations (1x or 3x)

60 €/ 150 €

Trademarks (1x or 3x)

60 €/ 150 €

Exhibitor News (1x)

30 €

#### Media Package Upgrade for exhibitors

**Price** excl. VAT.

Medium > Large

600 €

Small > Medium

400 €

Small > Large

1,000 €

#### Media Package Upgrade for co-exhibitors

**Price** excl. VAT.

Small

350 €

Medium

750 €

Large

1,350 €

# CONTACT & SUPPORT/ CMS PLUS



## Advertising & Sponsoring

support@messe-berlin.de  
+49 30 3038 2500

► Send us your request now

Advertising Shop:  
CMS PLUS