

Onboarding Guide for Exhibitors

SCCON ONLINE PLATFORM

**SMART
COUNTRY**
ONLINE_

bitkom

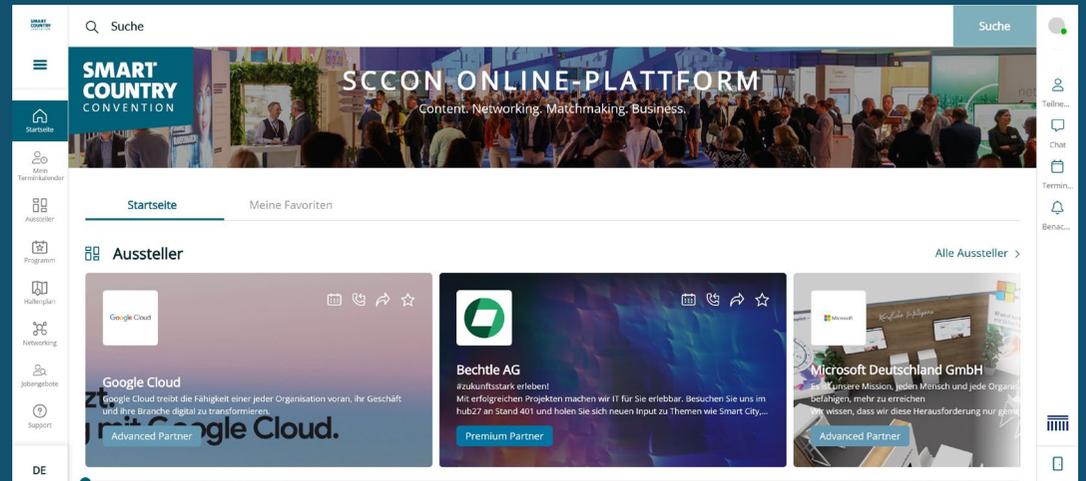
 MESSE
BERLIN

Your Media Package

The following services are part of your company profile

SCCON Online Platform & App

- Image tile
- Basic company entry
- Phone, fax, email and website address
- Contact person
- Company portrait
- Company logo
- Company video in header banner
- Job offer publications
- 15 Product entries
- 8 Segments
- 10 Exhibitor news
- 10 Multimedia uploads
- 10 Links





Access to the Exhibitor Area & Content Manager

The main contact person designated during the stand registration in the exhibitor portal will have access to the Exhibitor Area on the SCCON Online Platform.

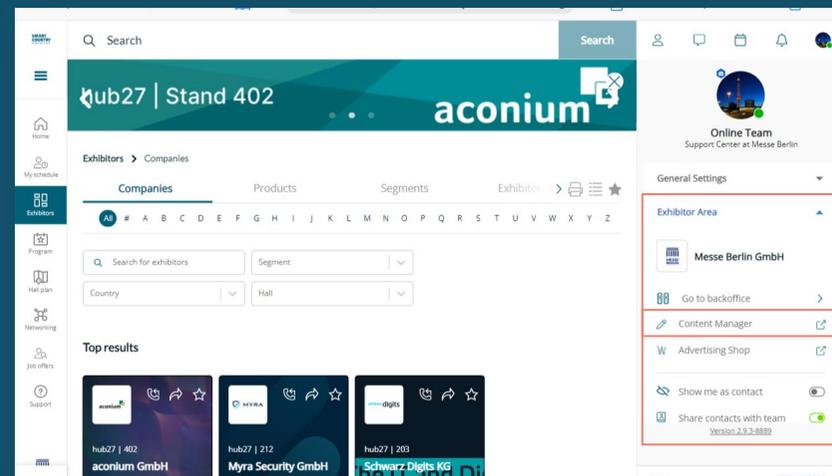
How to access the Content Manager:

1. **Register on the SCCON Online Platform** using the email address provided for the main contact during the stand registration.
2. **Edit your user profile** and save the changes. Then, click on »Settings« in the top right corner.
3. **Open the »Exhibitor Area« tab.** You can also access the Backoffice and Content Manager through your company profile.
4. **Click on »Content Manager«** to open it in a new tab. Here, you can edit your company information.

Note: From the Exhibitor Area, you can also access the Backoffice, where you can view visitor inquiries and invite additional team members to access the Exhibitor Area.

5. **Review the changes on the SCCON Online Platform** once you've made your updates. You can update your profile at any time.

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Important Notes:

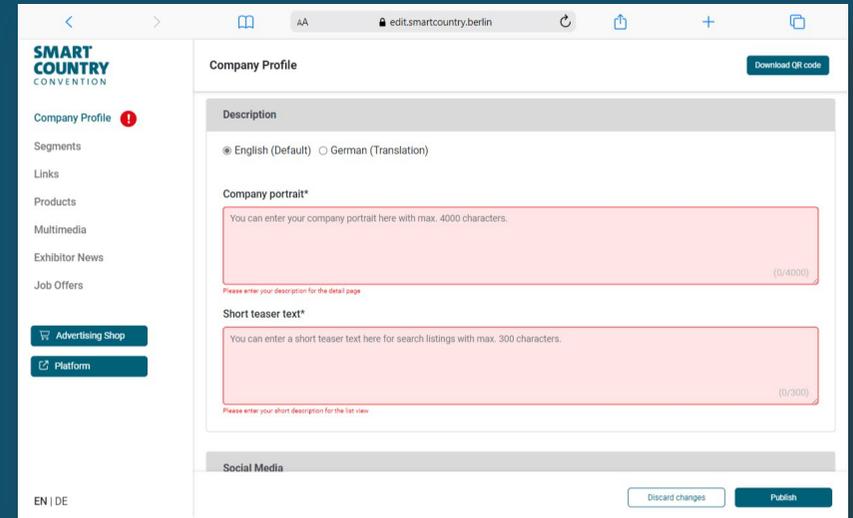
- Only the main contact will see the »Content Manager« button. Other team members will not have access to this button. If multiple members need to edit the company profile, the link that opens in the new tab can be shared.
- Browser Zoom: If not all functions are displayed, reduce the zoom level in your browser settings.

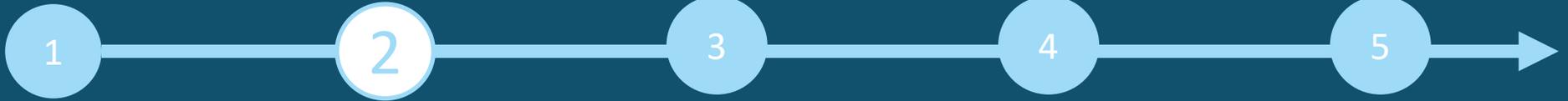


Edit your data in the Content Manager

General tips:

1. The navigation menu on the left will guide you through the various areas that need to be edited in order to complete your entry.
2. Click on »Publish« in the top right-hand corner after each edit to save the changes. Please note that caching is not possible.
3. In each editing field, you can choose between the options »Translation German« or »Translation English« to edit the content in the respective language. We advise you to edit the information in both languages.





Edit your data in the Content Manager

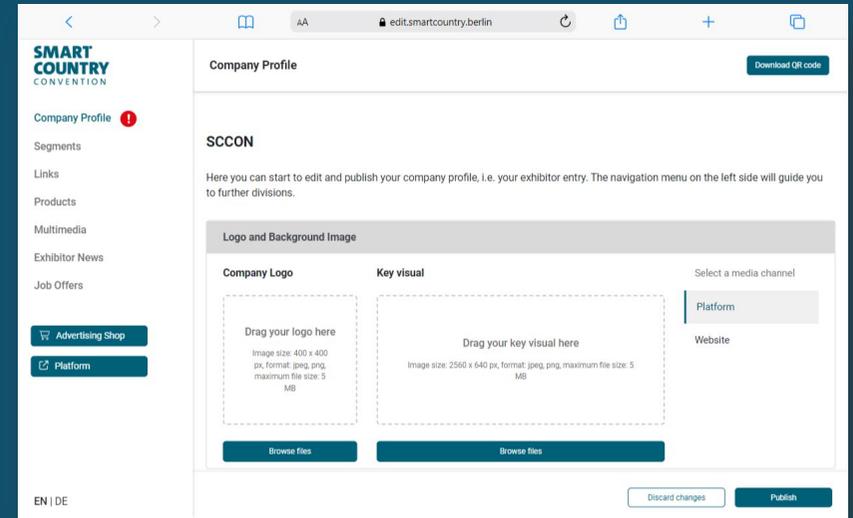
Homepage:

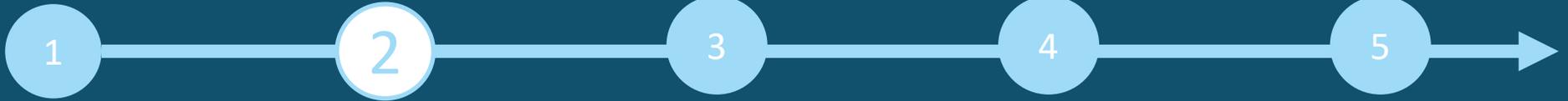
You can create your main entry on the start page:

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

Tips:

- 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.

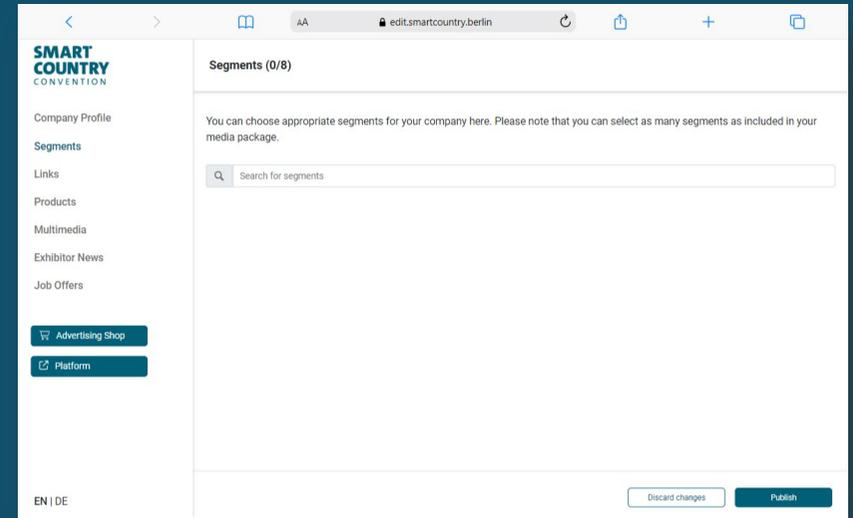


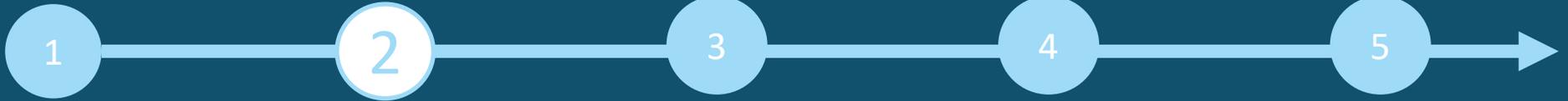


Edit your data in the Content Manager

Segments/Categories:

- The selected segments during your stand registration were automatically adopted to your company profile on the SCCON Online Platform. The selected segments can be changed at any time in your Content Manager.
- To open the selected segments, please click on the displayed name and not on the adjacent arrow.
- The number of selected segments and those which are still available, are displayed on the top right hand corner.

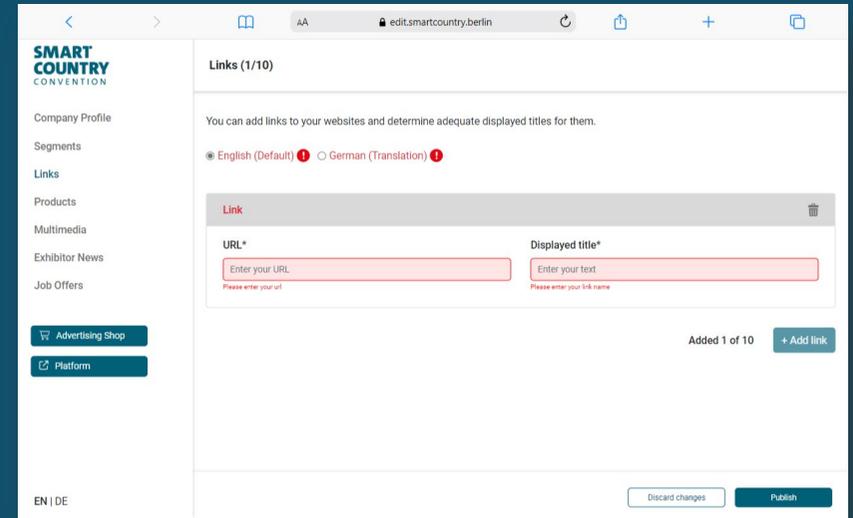


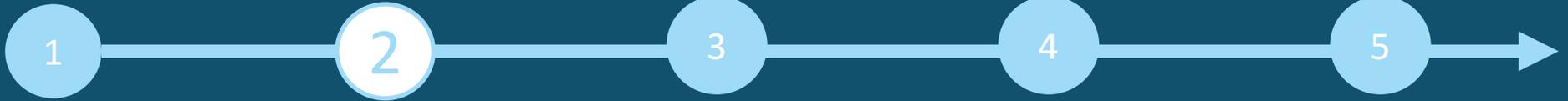


Edit your data in the Content Manager

Links:

- Click on »Add link« to open the editing area where you can enter and label your link.
- Please maintain your links in both languages.





Edit your data in the Content Manager

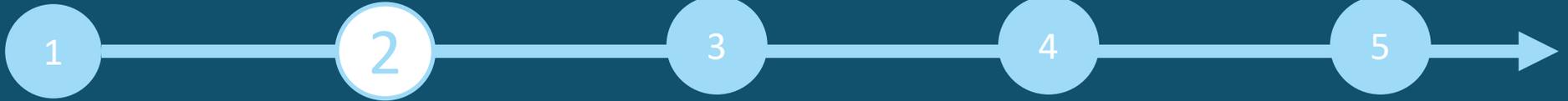
Products:

- 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 SCCON 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.

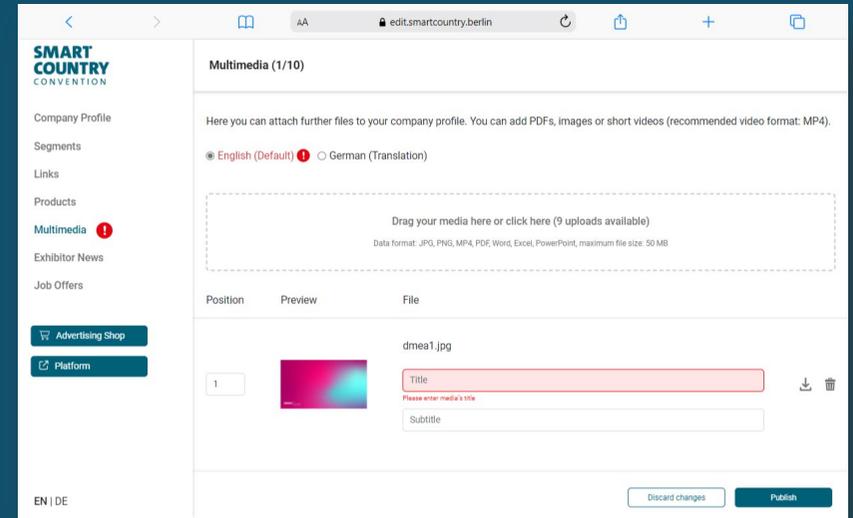
The screenshot displays the 'SMART COUNTRY CONVENTION' Content Manager interface. The left sidebar contains navigation options: Company Profile, Segments, Links, Products (with a red notification icon), Multimedia, Exhibitor News, and Job Offers. Below these are buttons for 'Advertising Shop' and 'Platform'. The main content area is titled 'Products (1/15)' and includes a note: 'You can picture and describe products of your company here. Please note that you can display as many products as included in your media package.' The 'Product' editing form is shown with a 'Product image' section containing a dashed box for image upload and a 'Browse files' button. To the right, there are language selection options for 'English (Default)' and 'German (Translation)'. Below this is a 'Product name*' field with a red error message: 'Please enter your product name'. Further down are 'Publication starting' and 'Publication ending' date pickers. The 'Product description' section has a text area with a character count '(0/4000)'. At the bottom right, there are 'Discard changes' and 'Publish' buttons.



Edit your data in the Content Manager

Multimedia:

- Under »Multimedia« you can upload additional information material about your company such as PDFs, images and videos.
- Please maintain both languages.



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Edit your data in the Content Manager

Exhibitor News & Job Offers:

- You can upload press releases under »Exhibitor News«.
- Jobs can be published under »Job offers«.
- The content need to be maintained like a product (page 9).

The screenshot shows the 'SMART COUNTRY CONVENTION' Content Manager interface. The left sidebar contains navigation options: Company Profile, Segments, Links, Products, Multimedia, Exhibitor News (with a red notification icon), and Job Offers. Below these are buttons for 'Advertising Shop' and 'Platform'. The main content area is titled 'Exhibitor News (1/10)' and includes a note: 'Here you can add exhibitor news. Please note that you can display as many exhibitor news as included in your media package.' The 'Exhibitor News' form is displayed in a multi-language view, currently showing the 'English (Default)' version. It features a 'News image' section with a dashed box for image upload (500 x 290 px, max 5 MB) and a 'Browse files' button. The 'Title*' field contains 'Enter exhibitor news title (English)' and the 'Date*' field contains '16.01.2025'. The 'News text' field has a character limit of 4000. A 'Subtitle' field has a character limit of 300. At the bottom right, there are 'Discard changes' and 'Publish' buttons. The browser address bar shows 'edit.smartcountry.berlin'.

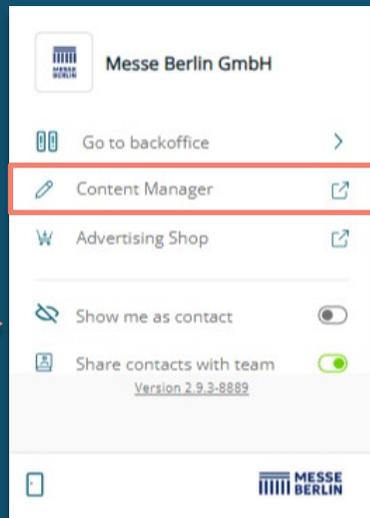
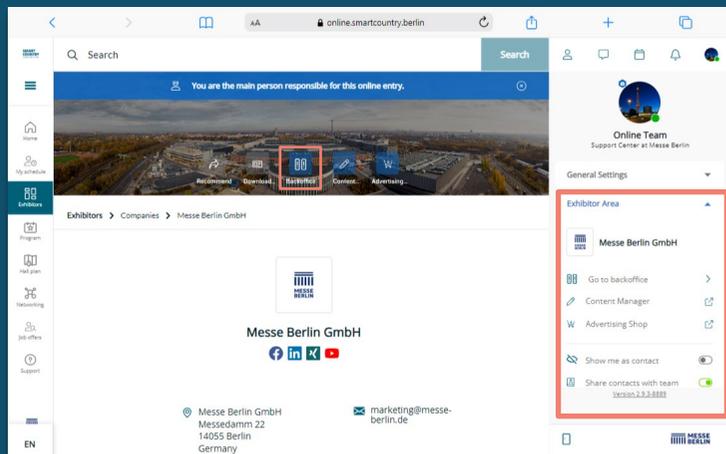


Backoffice

Exhibitor area, back office and visibility:

- The backoffice can be accessed over the Exhibitor Area as well. Please click on »Go to backoffice«.
- Your staff members can be add to your company profile via the backoffice and will be displayed as contact person (see page 13)

How to reach the backoffice:



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Staff member

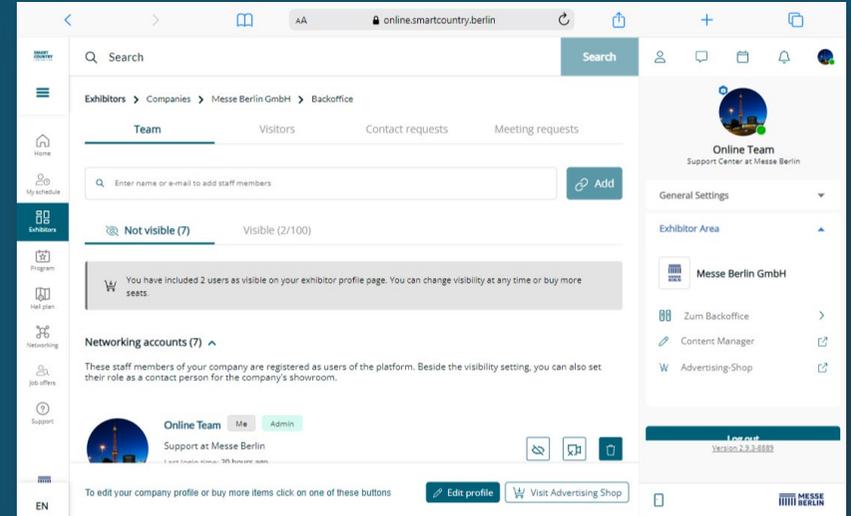
Add staff member via the back office:

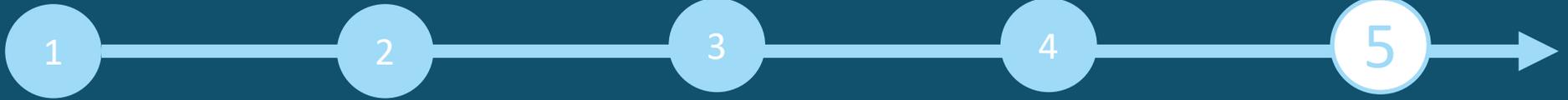
First invite your staff members to create a networking profile on the SCCON Online Platform.

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 staff«.
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.

Other functions:

- In the backoffice, you can see who has clicked on your company profile under the »Visitors« tab.
- Under the tab »Contact request« and »Meeting request« you will receive your requests from visitors or companies who would like to get in touch with you.





SCCON Online Advertising Shop

More digital presence

- Visit our Advertising Shop and be inspired by our highlights to find the right advertising for your company and stand out from the competition.
- To create an account in the Advertising Shop, please click [here](#) and then enter the e-mail address that you entered under »Main contact« when you registered your stand.
- You must also enter your customer number. You will find this next to the company name in our e-mail **»Complete your online entry on the SCCON Online Platform!«**. If you have not yet received this e-mail or do not have it to hand, you can ask our support team (support@messe-berlin.de) for your customer number.





CONTACT & SUPPORT

Your contact for questions regarding the platform:

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T +49 30 3838 2500

Your contact for
advertising opportunities:

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14052 Berlin

E advertising@messe-berlin.de
T 49 30 3038 2500

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