

ONBOARDING GUIDE

For Exhibitors

BUS2BUS 2026



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BUS2BUS plus

Media Packages

MEDIA PACKAGE MAIN EXHIBITOR

The following services are included in your stand registration:

- ✓ 1/2 tile view
- ✓ Basic entry (company name, address, hall number and stand number)
- ✓ Telephone, fax, email, internet address
- ✓ Contact persons with picture, telephone number and email
- ✓ Company profile (max. 4,000 char. incl. spaces)
- ✓ Company logo
- ✓ Entry in 3 categories of the product group index
- ✓ 1 entry in the corresponding segment
- ✓ Link to social media (e.g. Facebook, Instagram, etc.)
- ✓ Entry of up to 5 products in text and picture with link to homepage (max. 4,000 char. incl. spaces per product)
- ✓ Links to the company's website
- ✓ 2 multimedia uploads (e.g. pdf, images, videos)

Upgrade
200 €

BASIC ENTRY CO-EXHIBITOR

The following services are included in your stand registration:

- ✓ 1/4 tile view
- ✓ Basic entry (company name, address, hall and stand number)
- ✓ Telephone, fax, email, internet address
- ✓ Contact persons with picture, telephone number and email
- ✓ Company profile (max. 4,000 char. incl. spaces)
- ✓ Company logo
- ✓ Entry in 1 category of the product group index
- ✓ Link to Social Media (e.g. Facebook, Instagram, etc.)

Media Packages

UPGRADE CONTENT PLUS

Upgrade
160 €

- ✓ + 5 products in text and picture with link to homepage (max. 4,000 char. incl. spaces per product)
- ✓ + 5 multimedia uploads (e.g. pdf, images, videos)
- ✓ + unlimited links
- ✓ + 2 exhibitor news
- ✓ + 1 header video

Expand your marketing package with extensive entries in the BUS2BUS plus Online Platform as well as in the BUS2BUS App.

[CLICK HERE TO GO TO
UPGRADES](#)

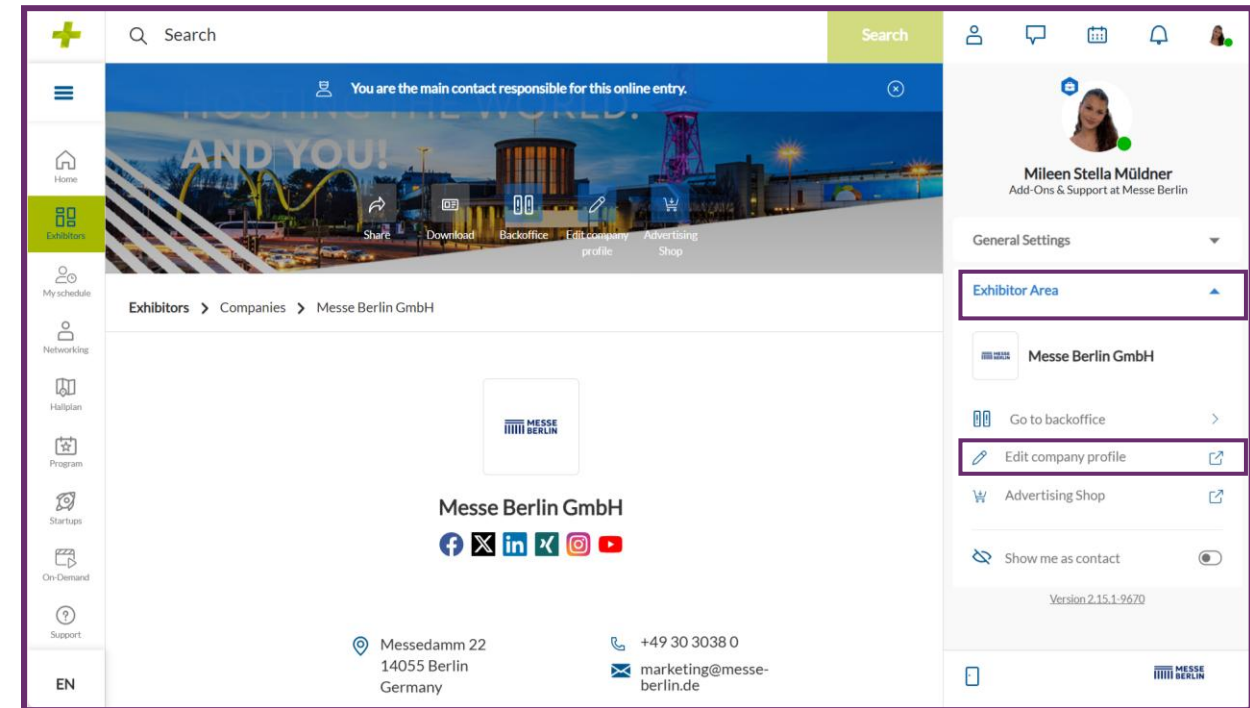
Access to “My Company & Manage”

The main contact who was specified during stand registration in the exhibitor portal will be granted access to “**My Company & Manage**” on the BUS2BUS plus Online Platform.

How to get to the Content Manager:

1. **Register on the BUS2BUS plus 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“.
3. **Under "My Company"**. You access the backoffice 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.

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



BUS2BUS plus

Add Team Member

Add contact person via the back office :

1. Add team members :

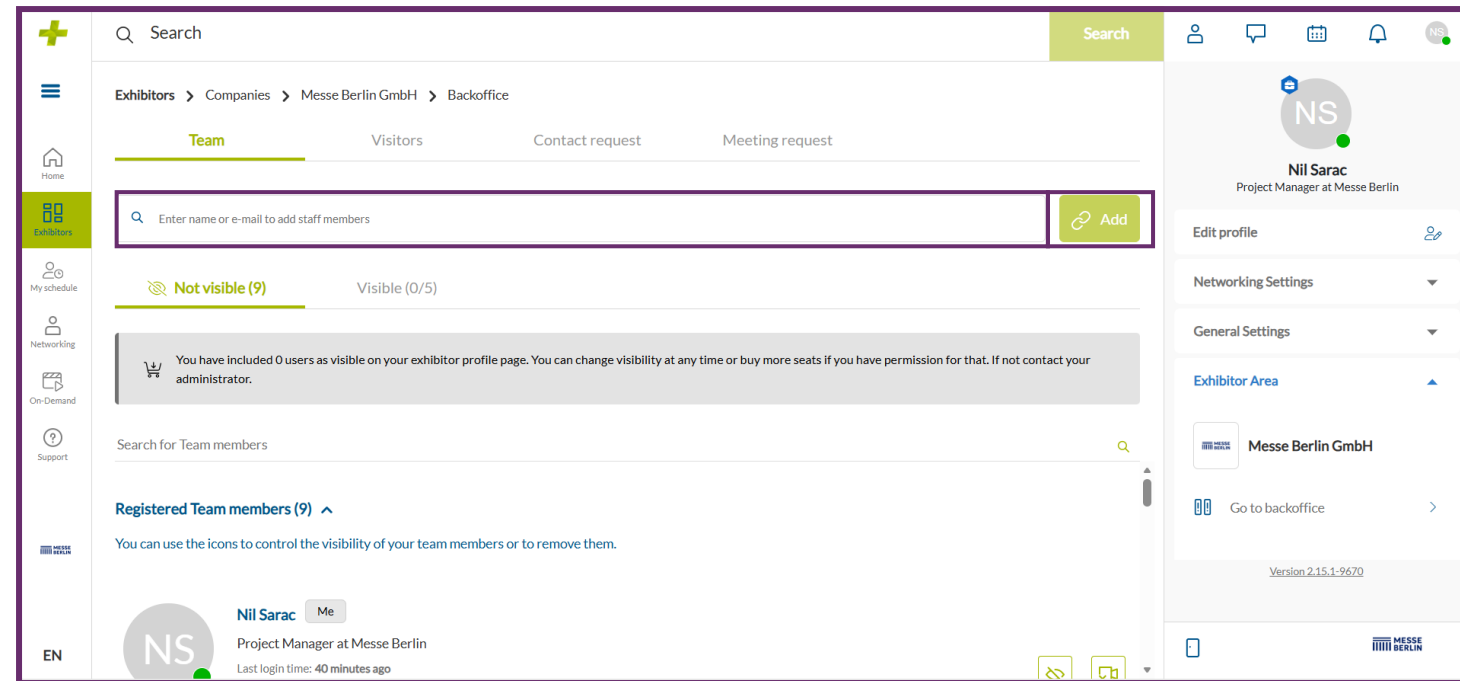
First, invite your team members to create a networking profile on the platform.

To do this, click on the "Add" tab.

2. Search :

You can use the search bar to search for team members who already have a profile on the platform.

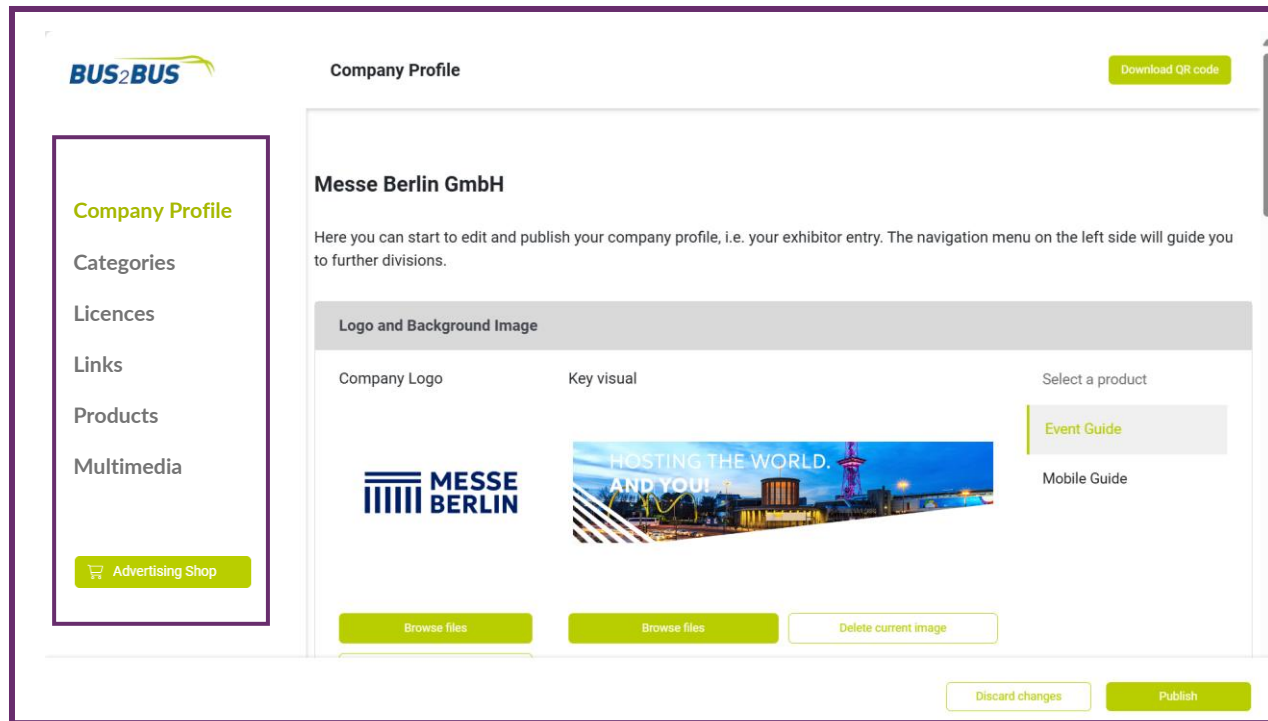
Click on "Enter" after entering.



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 will receive your requests from visitors or companies who would like to get in touch with you.

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

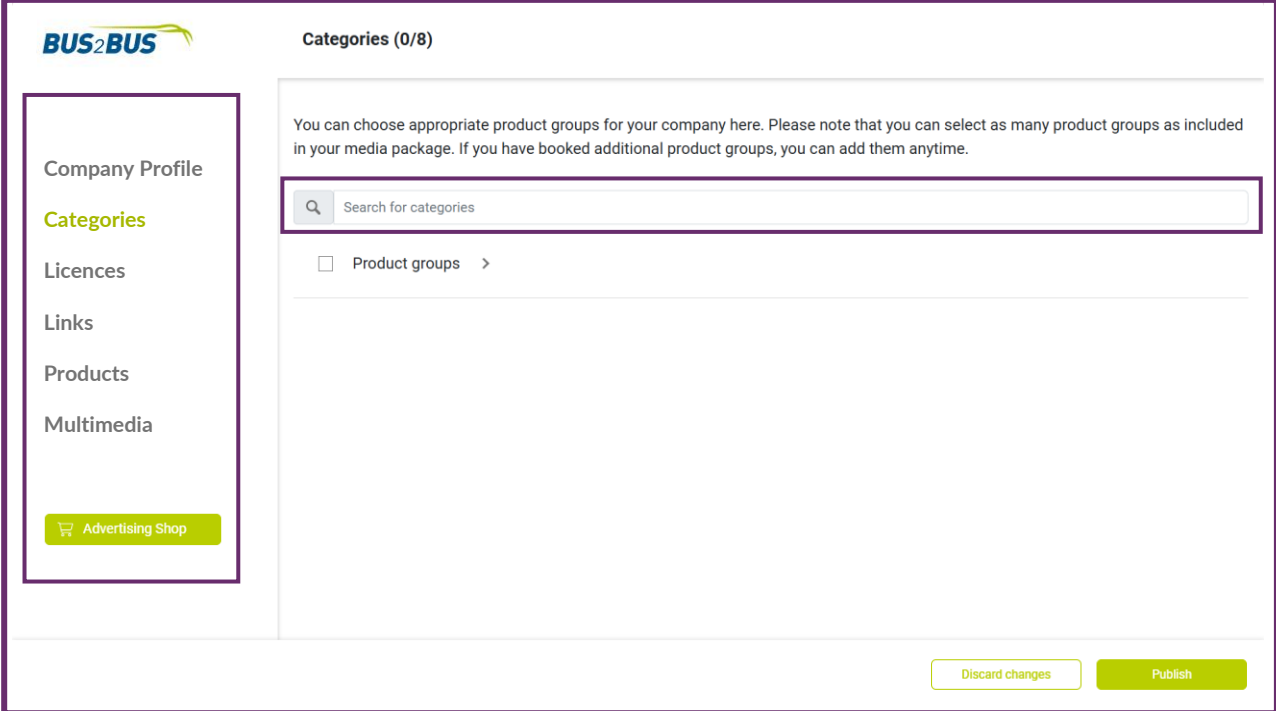
Tips for the homepage:

- 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.

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 BUS2BUS plus 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.

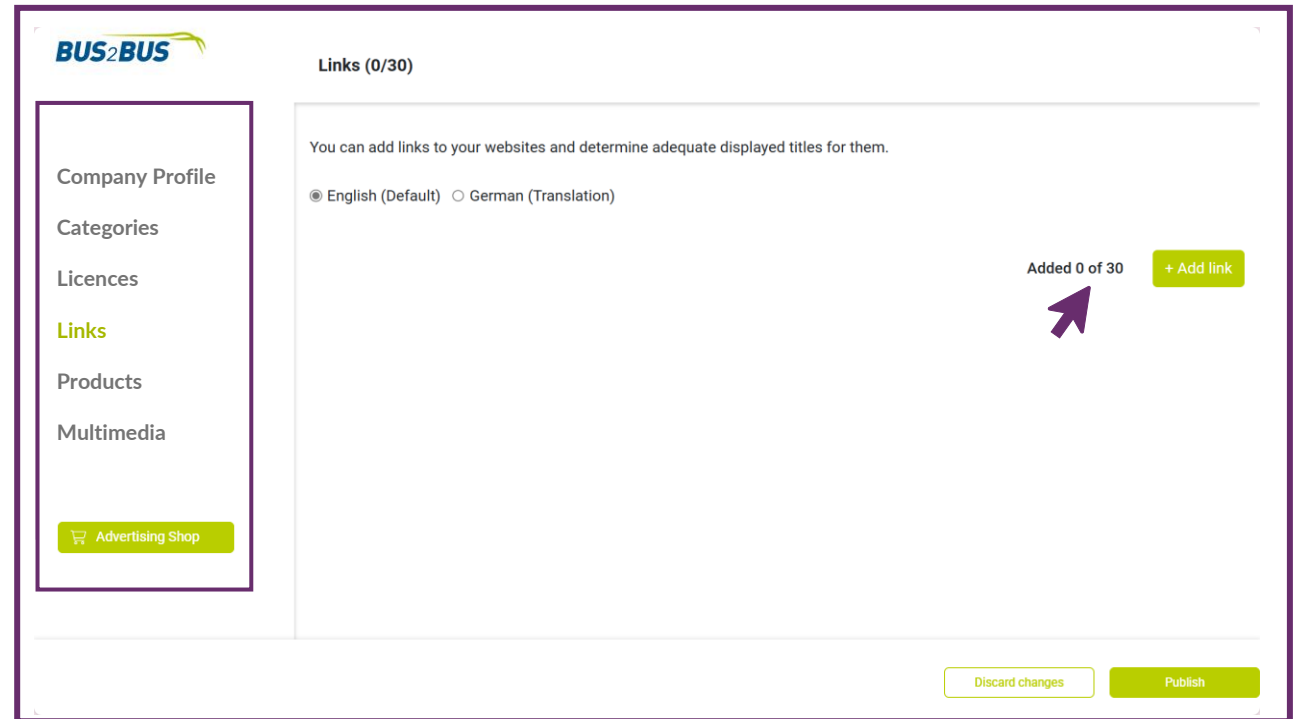


The screenshot displays the BUS2BUS Content Manager interface. On the left is a sidebar with a menu containing 'Company Profile', 'Categories' (highlighted in green), 'Licences', 'Links', 'Products', and 'Multimedia'. At the bottom of the sidebar is a green button with a shopping cart icon labeled 'Advertising Shop'. The main content area is titled 'Categories (0/8)'. 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 is a search bar with a magnifying glass icon and the placeholder text 'Search for categories'. Under the search bar is a section header 'Product groups' preceded by a checkbox and followed by a right-pointing arrow. The area below this header is currently empty. At the bottom right of the interface are two buttons: 'Discard changes' and 'Publish'.

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 displays the BUS2BUS Content Manager interface. On the left, a sidebar menu lists various sections: Company Profile, Categories, Licences, Links (highlighted in green), Products, and Multimedia. At the bottom of the sidebar is an 'Advertising Shop' button. The main content area is titled 'Links (0/30)' and includes a sub-header 'You can add links to your websites and determine adequate displayed titles for them.' Below this, there are radio buttons for 'English (Default)' (selected) and 'German (Translation)'. A status indicator shows 'Added 0 of 30' with a green arrow pointing to a '+ Add link' button. At the bottom right of the main area are 'Discard changes' and 'Publish' buttons.

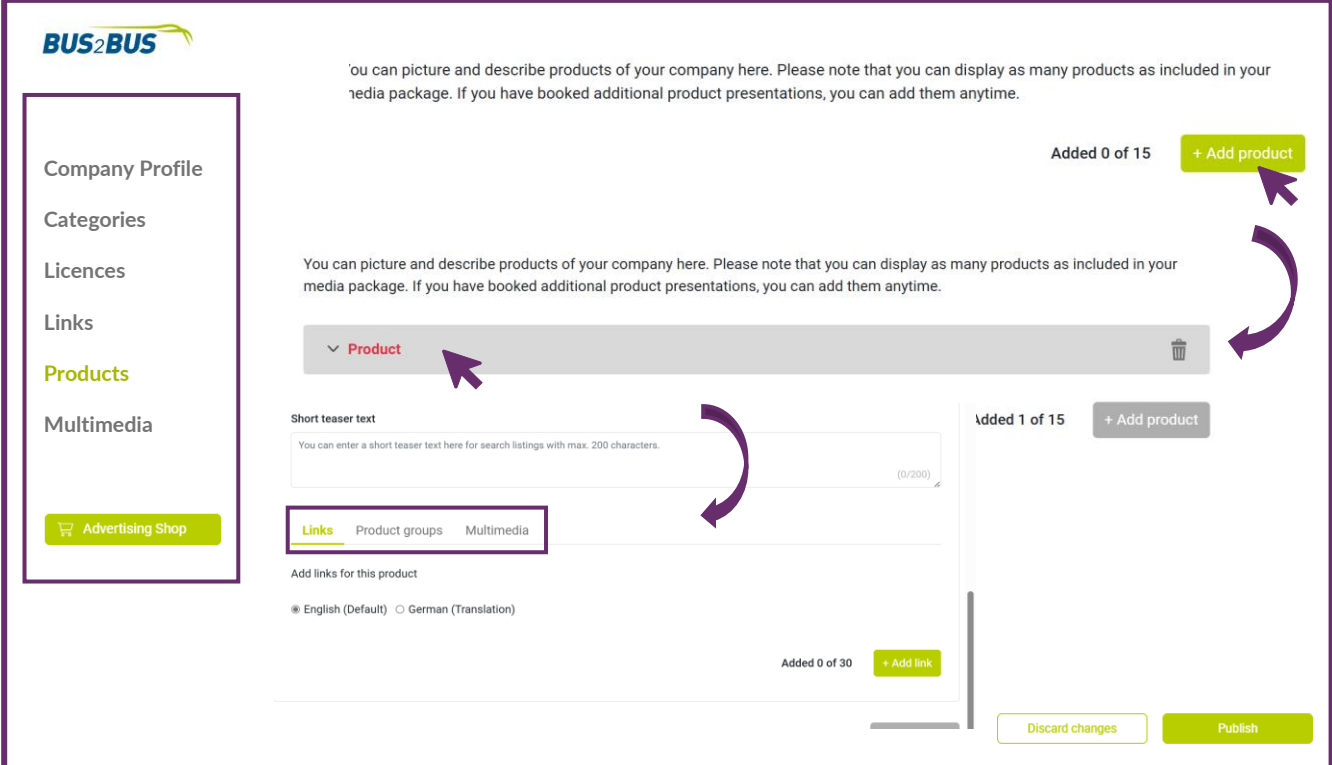
Editing Data in the Content Manager

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 BUS2BUS 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 BUS2BUS Content Manager interface. On the left, a sidebar menu contains the following items: Company Profile, Categories, Licences, Links, **Products** (highlighted in green), and Multimedia. At the bottom of the sidebar is a green button labeled "Advertising Shop".

The main content area is titled "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. If you have booked additional product presentations, you can add them anytime." Below this text, there is a tabbed interface with three tabs: "Product" (selected and highlighted in red), "Links", and "Multimedia".

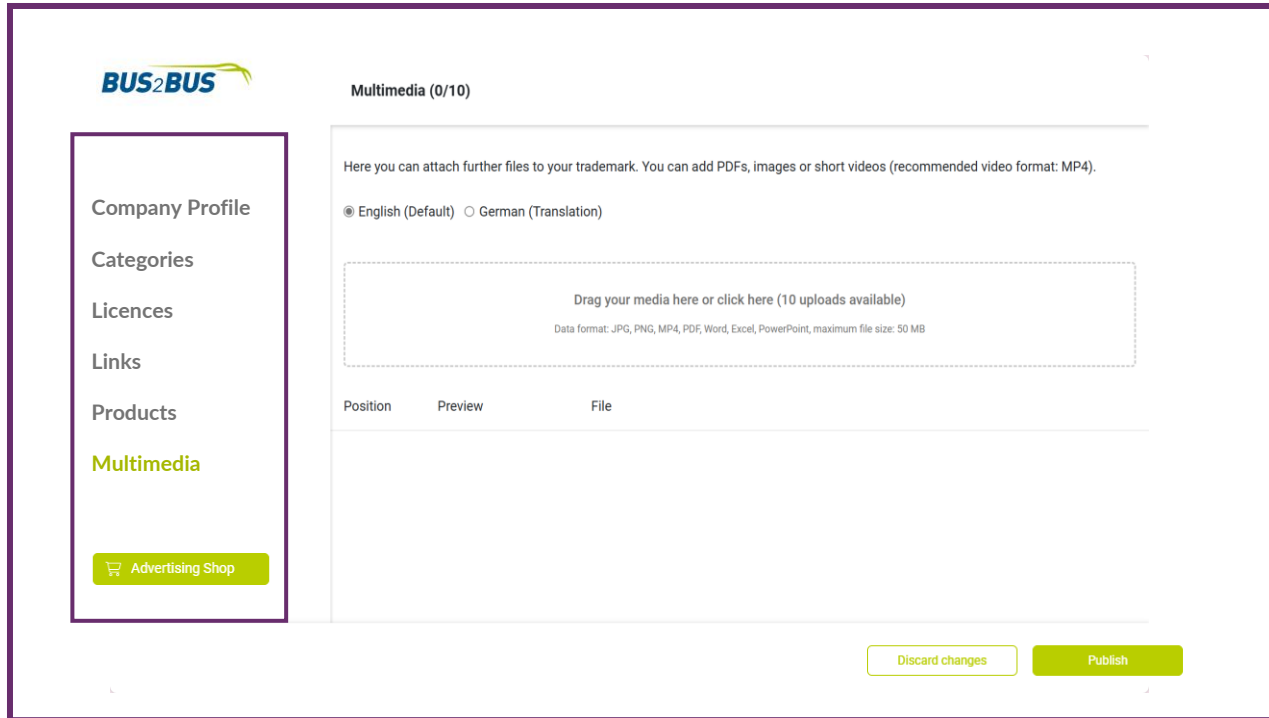
Under the "Product" tab, there is a section for "Short teaser text" with a text input field and a character count "(0/200)". Below this is a section for "Add links for this product" with a radio button for "English (Default)" and a radio button for "German (Translation)". At the bottom right of the "Product" tab, there is a green button labeled "+ Add link".

On the right side of the interface, there are two green buttons labeled "+ Add product". The top one is next to the text "Added 0 of 15", and the bottom one is next to the text "Added 1 of 15".

At the bottom right of the interface, there are two green buttons labeled "Discard changes" and "Publish".

Arrows indicate the workflow: from the "Products" tab in the sidebar to the "Product" tab, and from the "+ Add product" button to the "Product" tab.

Editing Data in the Content Manager



The screenshot shows the BUS2BUS Content Manager interface. On the left is a sidebar with navigation links: Company Profile, Categories, Licences, Links, Products, and Multimedia (highlighted in green). Below these is a green button labeled 'Advertising Shop'. The main content area is titled 'Multimedia (0/10)'. It contains a text box with instructions: 'Here you can attach further files to your trademark. You can add PDFs, images or short videos (recommended video format: MP4).' Below this is a language selector with radio buttons for 'English (Default)' (selected) and 'German (Translation)'. A large dashed box follows, containing 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'. Below the dashed box is a table with columns 'Position', 'Preview', and 'File'. At the bottom right of the main area are two buttons: 'Discard changes' and 'Publish'.

BUS2BUS

Multimedia (0/10)

Here you can attach further files to your trademark. You can add PDFs, images or short videos (recommended video format: MP4).

☒ English (Default) ☐ German (Translation)

Drag your media here or click here (10 uploads available)

Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB

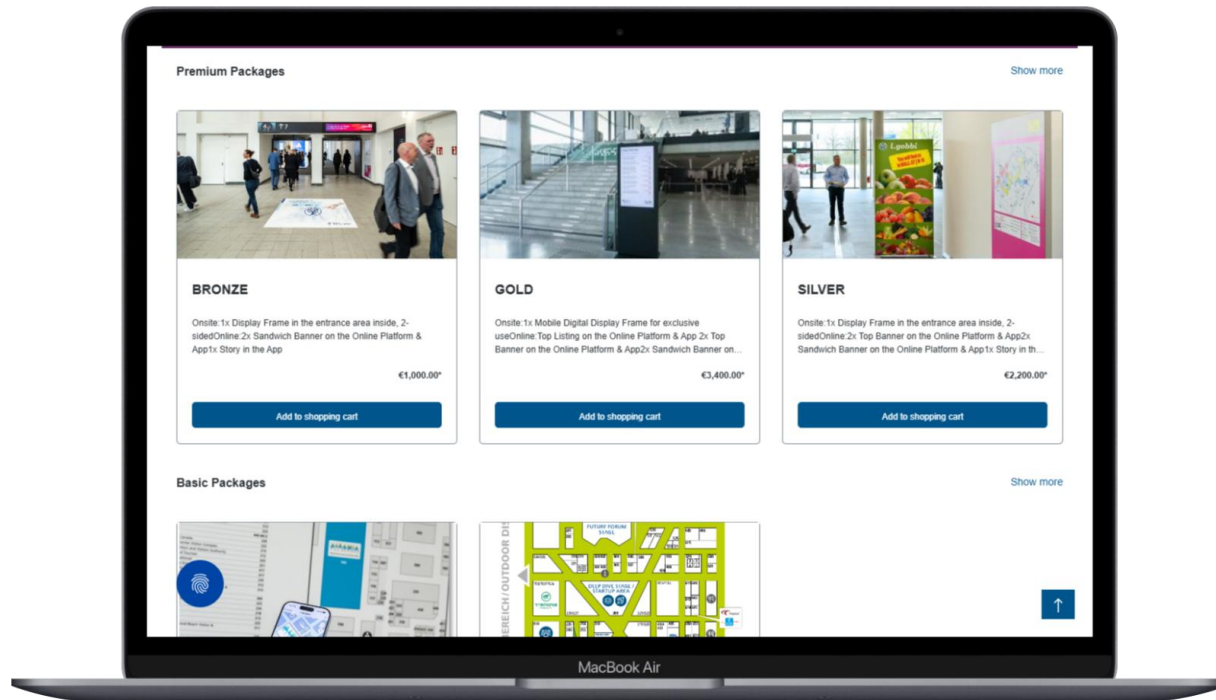
Position	Preview	File
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Discard changes Publish

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.

BUS2BUS plus Advertising Shop



More digital presence

- Visit our advertising shop 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 BUS2BUS plus 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



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Thüringer Allee 12 A
14052 Berlin
+49 30 3038 2500
[Submit request now!](#)

[Link to the Advertising Shop
BUS2BUS plus Advertising Shop](#)