

# ONBOARDING GUIDE

For Exhibitors

**BUS2BUS 2026**



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## AGENDA

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- 1 Media Packages
- 2 Access to „My Company & Manage“
- 3 Add Team Member
- 4 Edit Data in the Content Manager
- 5 Contact

# 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

- 🕒 + 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

Upgrade  
160 €

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](#)

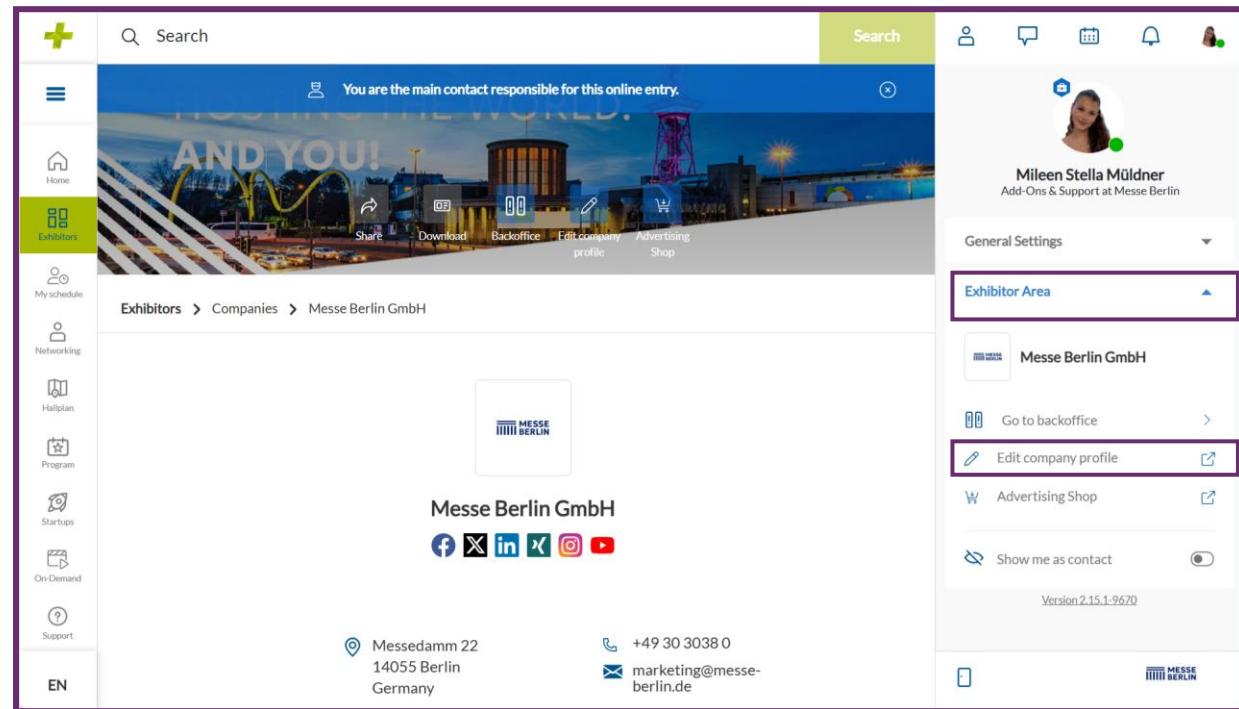
## Access to "My Company & Manage"

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 :

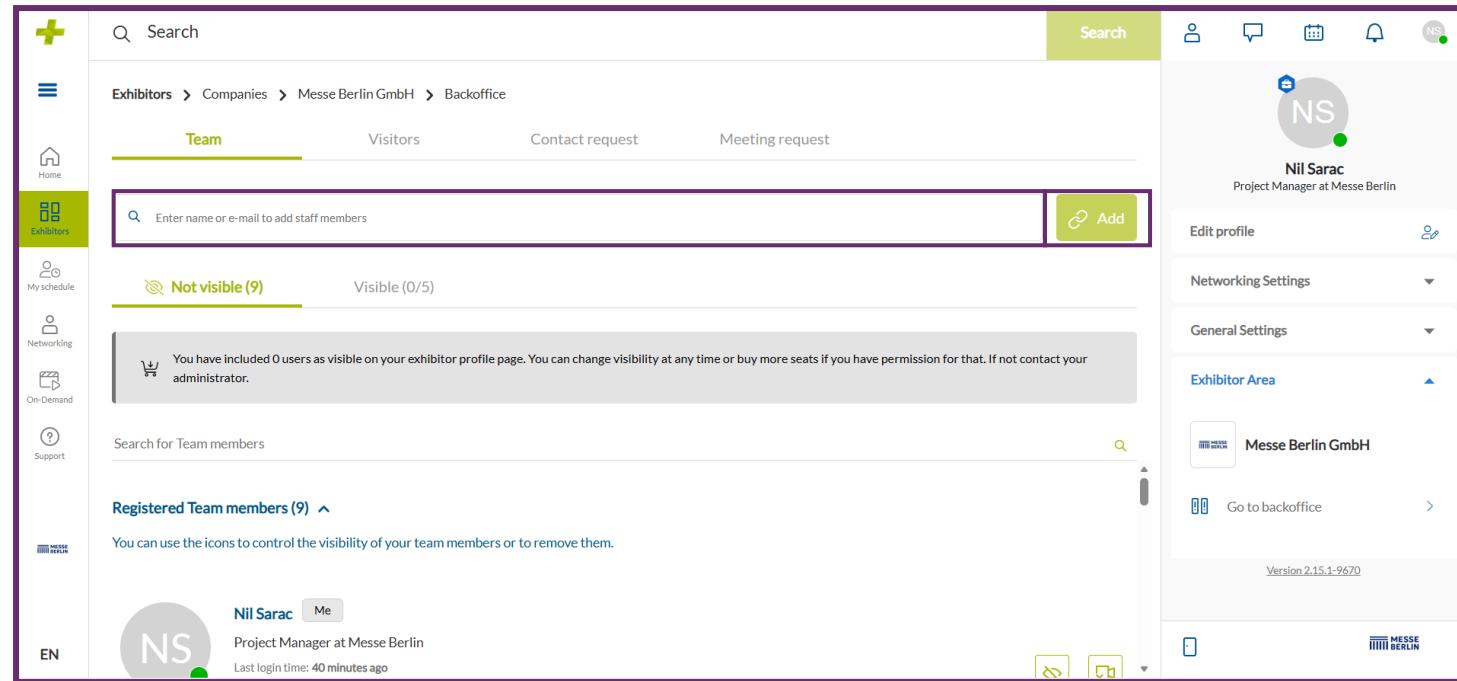
First, invite your team members to create a networking profile on the platform.

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.

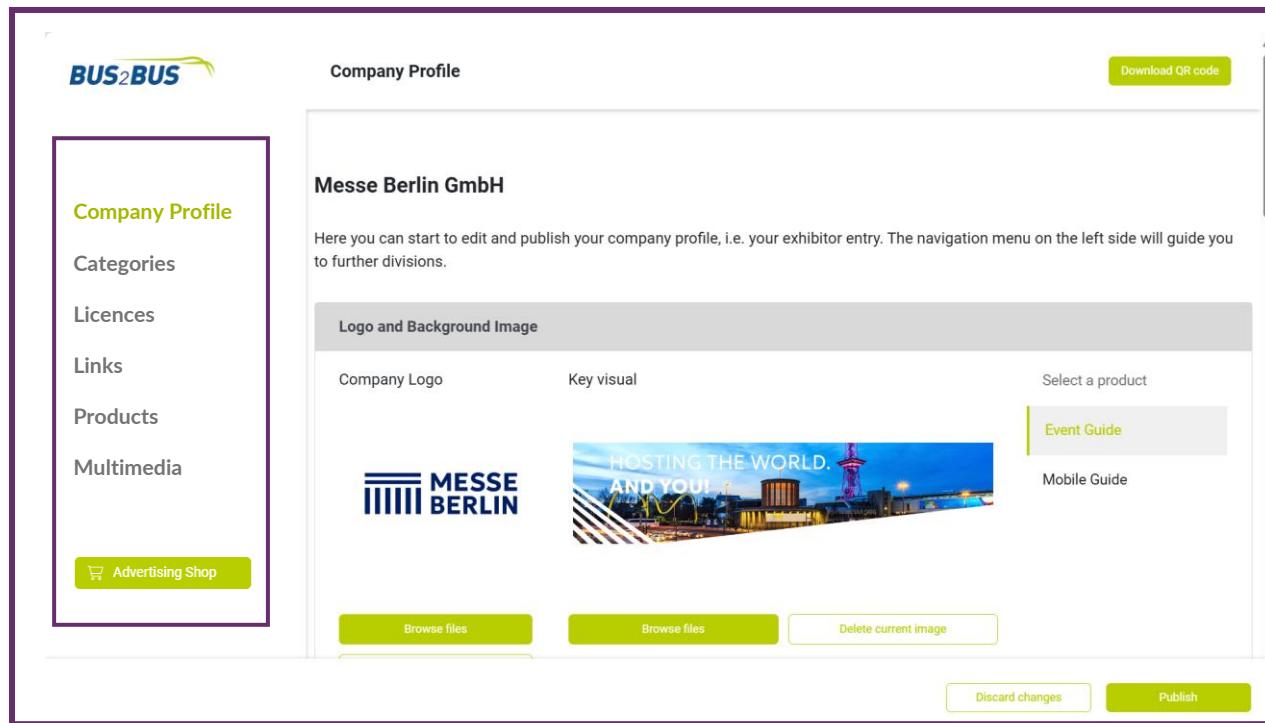


The screenshot shows the Messe Berlin back office interface. The top navigation bar includes a search bar, a 'Search' button, and a user profile icon. The main menu on the left has 'Exhibitors' selected. The main content area shows the 'Team' tab is active. A search bar at the top says 'Enter name or e-mail to add staff members' with an 'Add' button. Below it, a message says 'You have included 0 users as visible on your exhibitor profile page. You can change visibility at any time or buy more seats if you have permission for that. If not contact your administrator.' The 'Not visible (9)' tab is selected, showing a list of team members. A message at the bottom says 'You can use the icons to control the visibility of your team members or to remove them.' A sidebar on the right shows a profile for 'Nil Sarac' and a 'Messe Berlin GmbH' section with a 'Go to backoffice' link.

## 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



The screenshot shows the 'Company Profile' section of the Content Manager. The left sidebar includes links for 'Company Profile', 'Categories', 'Licences', 'Links', 'Products', 'Multimedia', and an 'Advertising Shop' button. The main content area is titled 'Messe Berlin GmbH' and contains a description: 'Here you can start to edit and publish your company profile, i.e. your exhibitor entry. The navigation menu on the left side will guide you to further divisions.' Below this is a 'Logo and Background Image' section. It features a 'Company Logo' (Messe Berlin logo), a 'Key visual' (a banner with the text 'HOSTING THE WORLD. AND YOU!'), and a 'Select a product' dropdown menu with 'Event Guide' and 'Mobile Guide' options. At the bottom are buttons for 'Browse files', 'Delete current image', 'Discard changes', and 'Publish'.

### Homepage:

You can design your main entry on the start page:

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

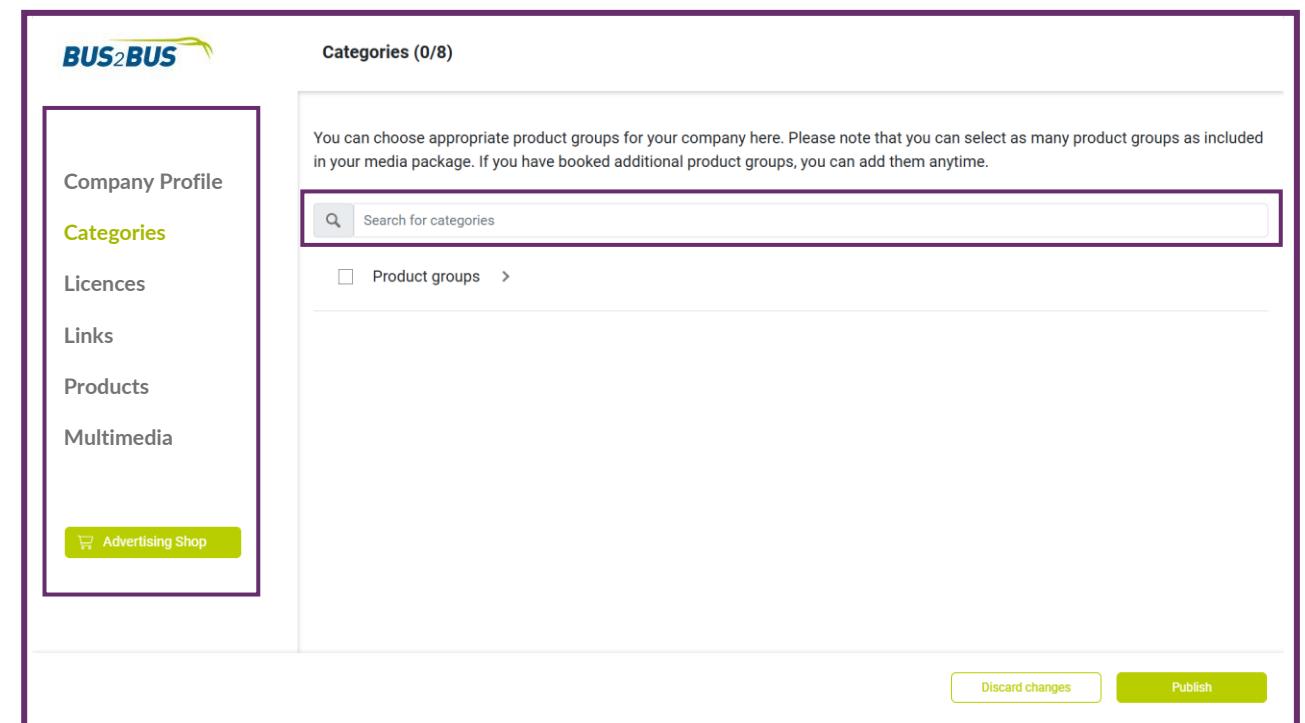
### Tips for the homepage:

- 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.

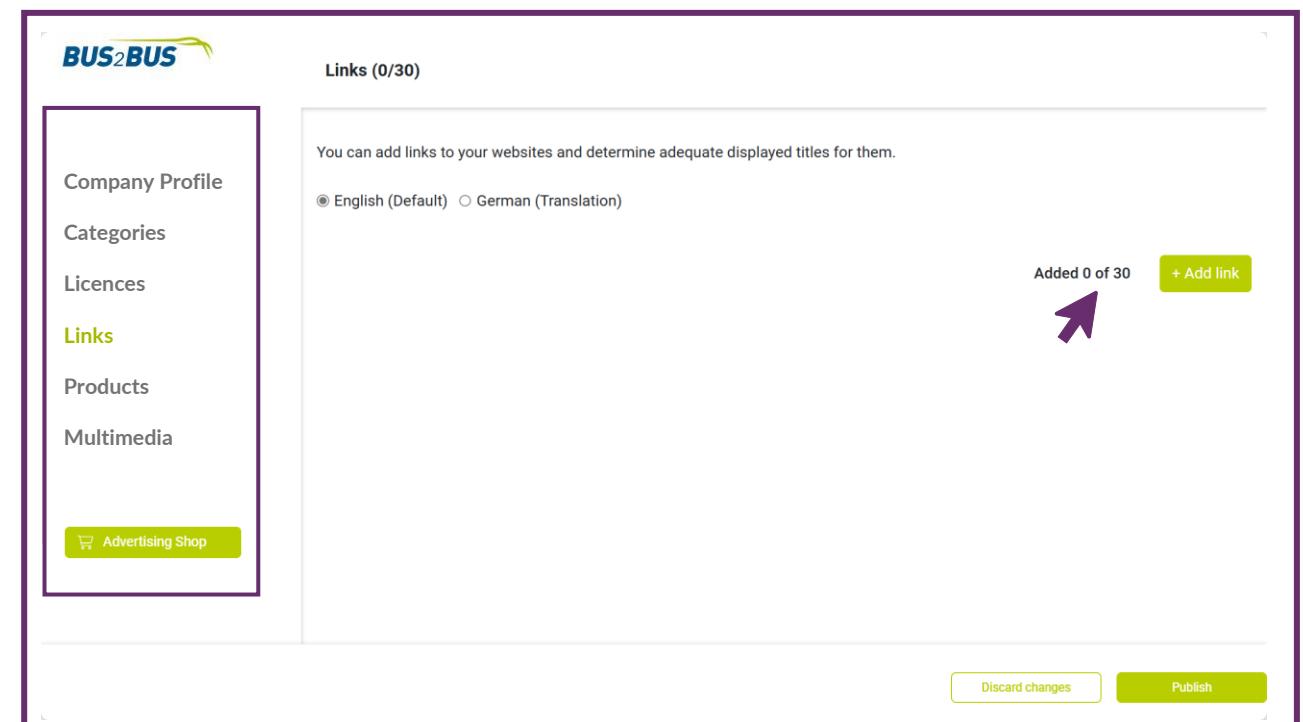


The screenshot shows the 'Categories' section of the BUS2BUS Content Manager. On the left, a sidebar menu includes 'Company Profile', 'Categories' (which is highlighted in yellow), 'Licences', 'Links', 'Products', and 'Multimedia'. Below the sidebar is a green button labeled 'Advertising Shop'. The main content area is titled 'Categories (0/8)' and contains a note: '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.' A search bar with the placeholder 'Search for categories' is present. At the bottom right of the content area are 'Discard changes' and 'Publish' buttons.

## 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.



**BUS2BUS**

Links (0/30)

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

English (Default)  German (Translation)

Added 0 of 30 **+ Add link**

Advertising Shop

Discard changes Publish

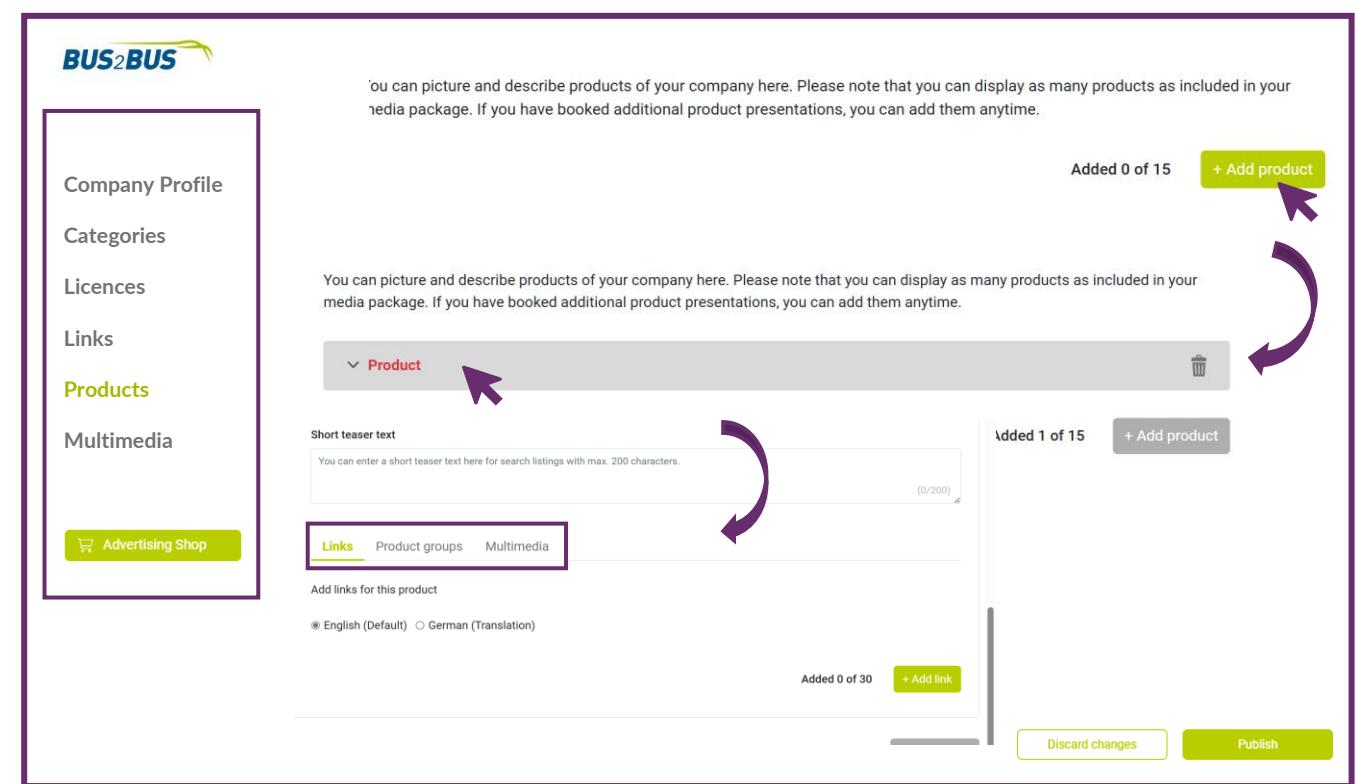
## Editing Data in the Content Manager

### Products:

- Click on "Add product" and then on "Product" to open the editing area where you can edit the product information.
- In the lower part of the editing area you will find three further tabs: »Links«, »Product groups«, »Multimedia«

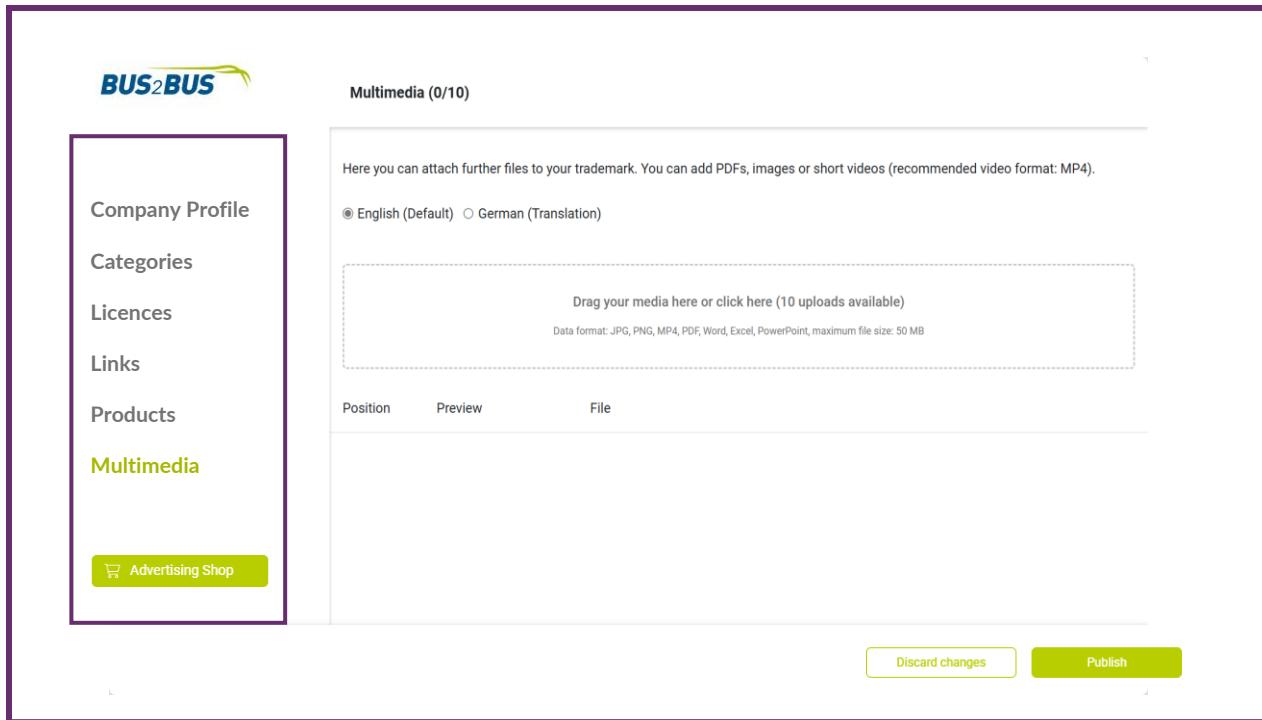
### Please note:

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 shows the BUS2BUS Content Manager interface for editing product data. On the left, a sidebar lists navigation options: Company Profile, Categories, Licences, Links, Products (which is the active tab), and Multimedia. Below the sidebar is an 'Advertising Shop' button. The main content area is titled 'Product' and contains a 'Short teaser text' input field with a character limit of 200. Below this is a 'Links' tab, a 'Product groups' tab, and a 'Multimedia' tab. At the bottom, there are language selection buttons for English (Default) and German (Translation), and a note about adding links for the product. On the right, there are buttons for 'Added 0 of 15' and '+ Add product'. A large green arrow points from the sidebar's 'Products' tab to the main 'Product' tab. Another green arrow points from the '+ Add product' button to the 'Links' tab. A third green arrow points from the 'Links' tab to the 'Product' tab. At the bottom right, there are 'Discard changes' and 'Publish' buttons.

## Editing Data in the Content Manager

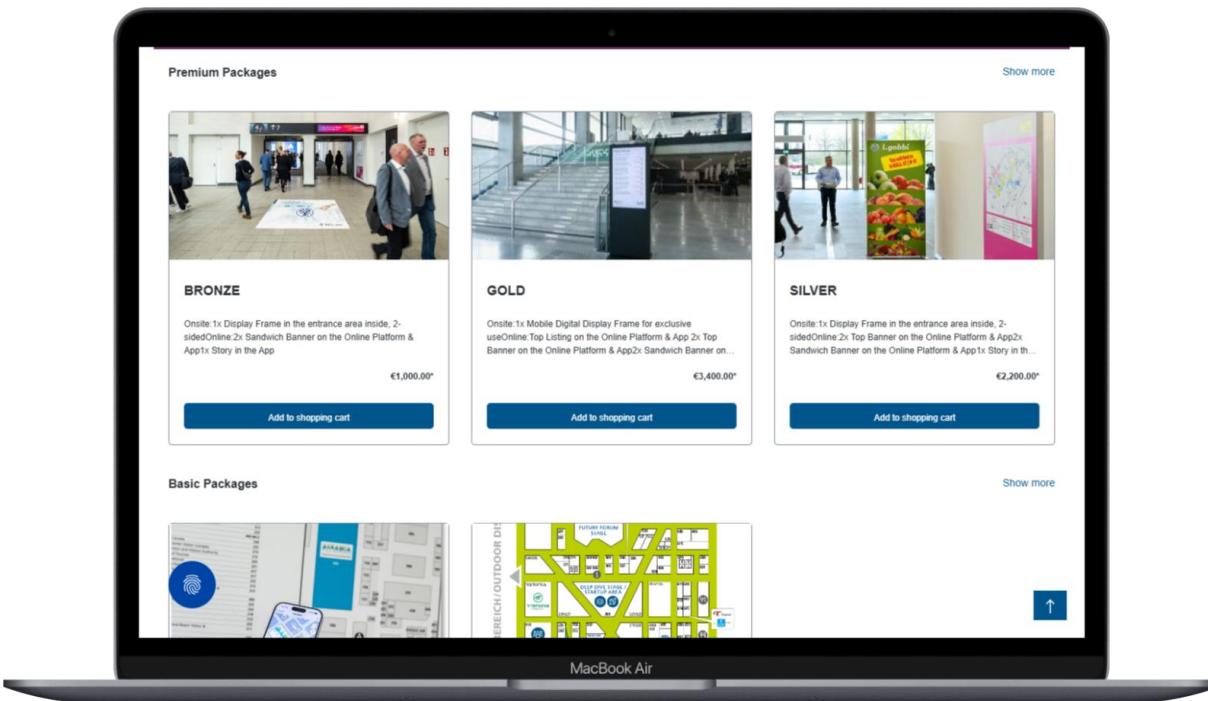


The screenshot shows the 'Multimedia' section of the BUS2BUS Content Manager. The left sidebar includes links for Company Profile, Categories, Licences, Links, Products, and **Multimedia** (which is highlighted in green). A button for 'Advertising Shop' is also present. The main area is titled 'Multimedia (0/10)' and contains instructions: 'Here you can attach further files to your trademark. You can add PDFs, images or short videos (recommended video format: MP4)'. It shows language selection: 'English (Default)  German (Translation) '. A large dashed box is provided for file upload with the text 'Drag your media here or click here (10 uploads available)'. Below this, a note specifies 'Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB'. At the bottom, there are 'Position', 'Preview', and 'File' buttons, and at the very bottom, 'Discard changes' and 'Publish' buttons.

### 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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[Submit request now!](#)

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