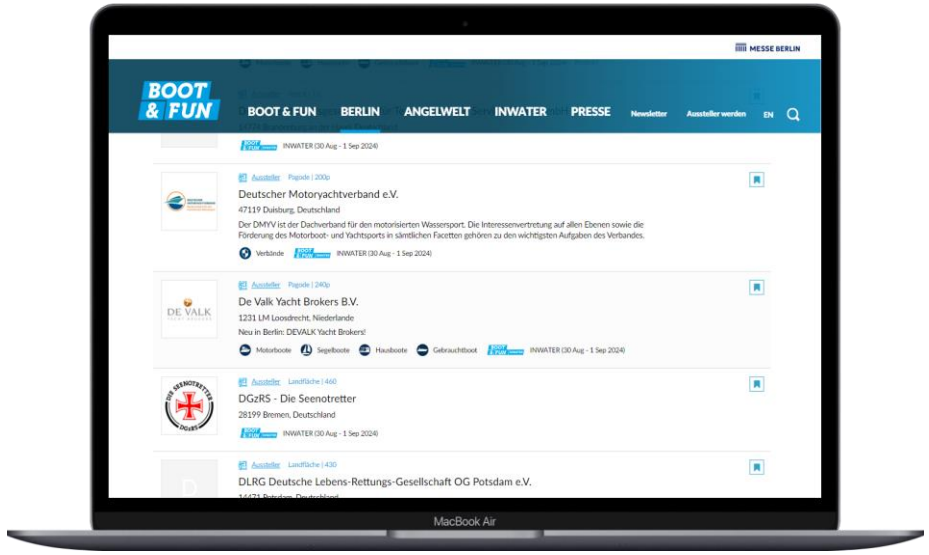
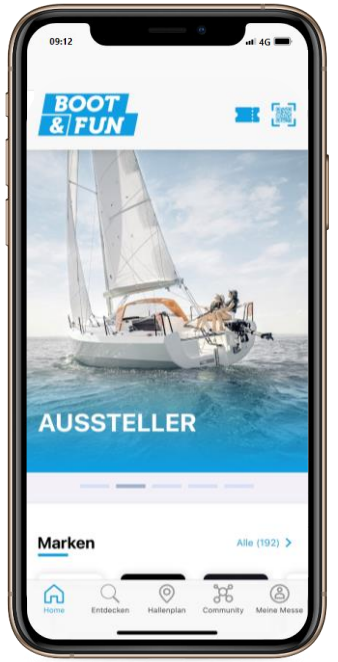
MEDIA-PACKAGE
GUIDE

Your profile - visible on all channels





- ✓ Media Package: your online entry is included with the stand registration
- ✓ A compact version of your profile that is available before, during and after the fair on the Boot& Fun Berlin Website
- ✓ Global reach and open to all participants 24/7

- ✓ The smart companion for trade fair visits
- ✓ Availability for iOS and Android

List of exhibitors

MEDIA PACKAGE - UPGRADES

BOOT & FUN ONLINE

Co-Exhibitors Package included

- ✓ Company entry (company, address, hall/booth)
- ✓ Contact details
- ✓ Link to website
- ✓ 1 Product group

STARTER
Upgrade
99,- **EUR**

Starter Package 99,- EUR

- ✓ Company entry (company, address, hall/booth)
- ✓ Contact details
- ✓ Link to website
- ✓ 1 contact person with picture, telephone number and e-mail
- ✓ Logo & background image
- ✓ Entry in the product group directory
- ✓ Brands
- ✓ Presentation of up to 5 products/boats with text, image and link (max. 4,000 characters per product)

CLASSIC
Upgrade
161,-**EUR**

Classic Package 260,- EUR

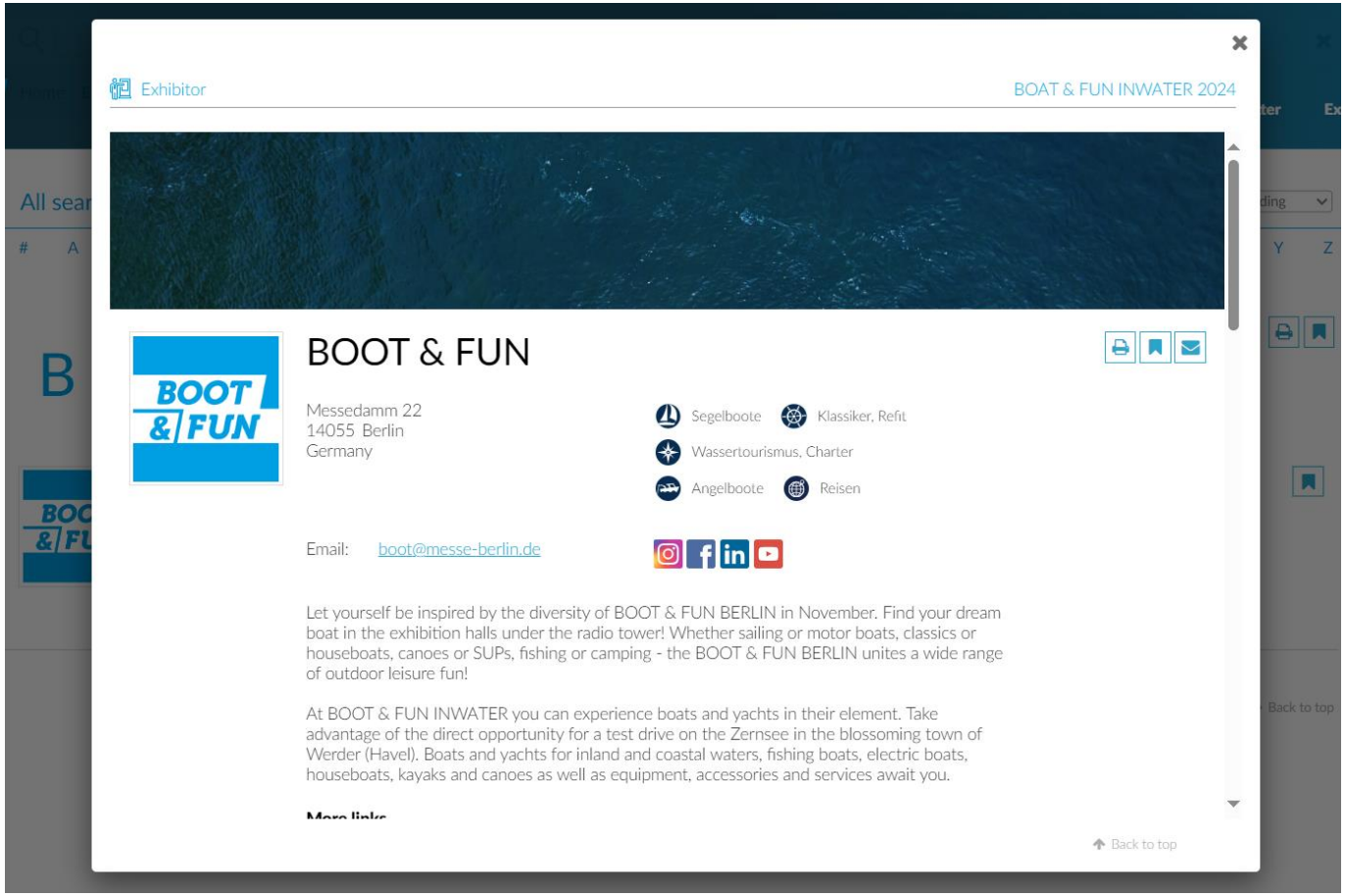
- ✓ Company entry (company, address, hall/booth)
- ✓ Contact details
- ✓ Link to website
- ✓ Link zur Website
- ✓ 3 contact persons with picture, telephone number and e-mail
- ✓ Logo & background image
- ✓ Company portrait (4,000 characters)
- ✓ Link to own social media profiles (Facebook, Twitter, YouTube, etc.)
- ✓ Linking of videos
- ✓ Entry in the product group directory
- ✓ Brands
- ✓ Presentation of up to 10 products/boats with text, image and link (max. 4,000 characters per product)

MESSE BERLIN

1 2 3

Access your Content Manager

- The person named as main contact during the stand registration is given access to the **Content Manager**.
- Click on the link. A screen should open, and now you can fill in your company data as exhibitor.
- The link is only being sent to the main contact.
- Once you have entered your data in the Content Manager, you can check the result in the **List of exhibitors.**
- Changes can be made anytime.

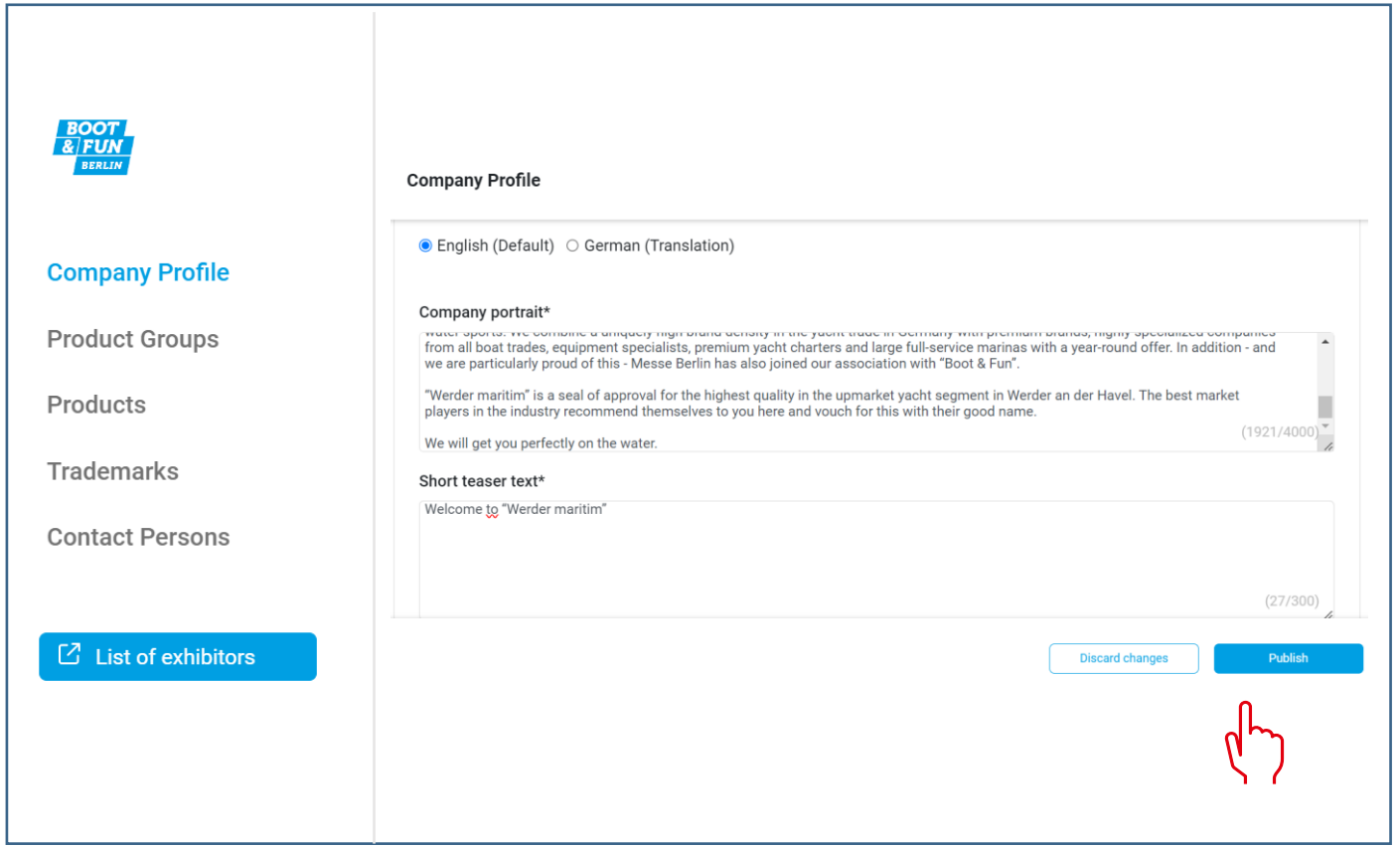


Please note: Only the main contact can see the button Content Manager in the advertising shop.

Edit data in your Content Manager

General tips

- The navigation menu on the left guides you through the various areas that need to be edited in order to complete your entry. You will also find additional links to further information.
- Click on ‘Publish’ in the top right-hand corner after each edit to save the changes.
- 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.



Data in the Content Manager – Start page

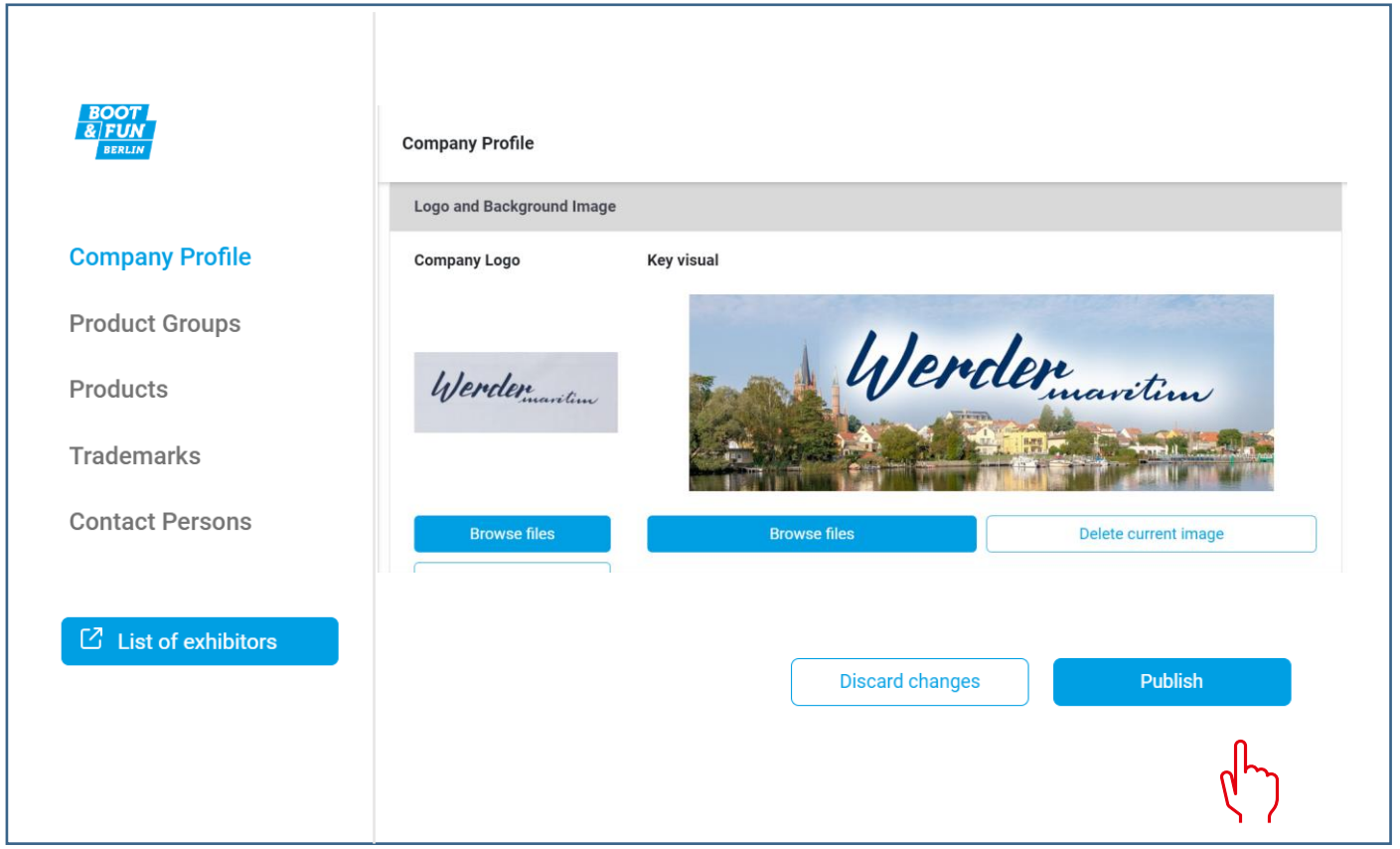
You can customize your main entry on the start page:

- Logo & background image
- Basic data & company description
- Social Media Links

Tips:

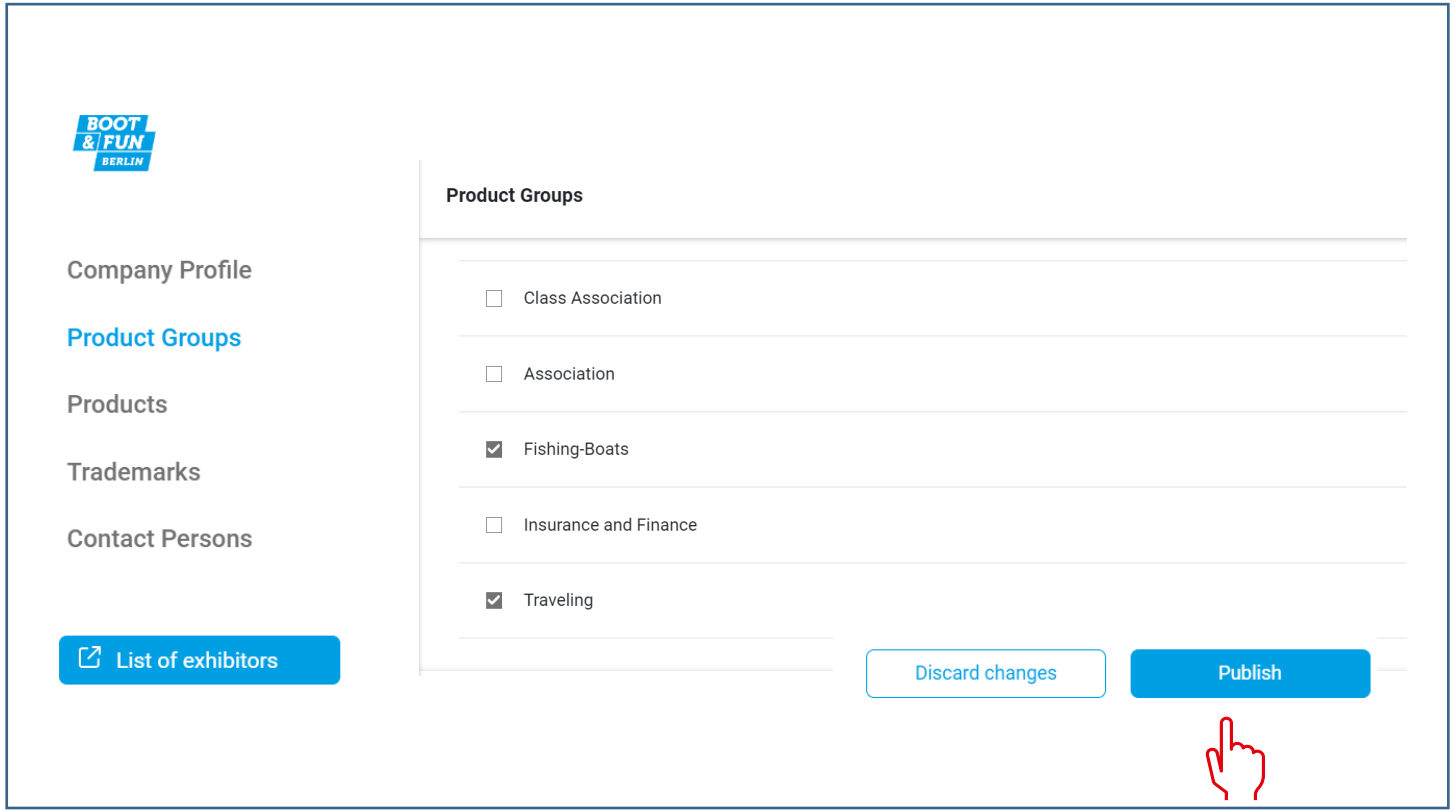
The background image must be uploaded in different sizes for the web and app view so that it looks good on all screens.

We generally recommend using a wallpaper or mood image as the background image and advise against using an image with text.



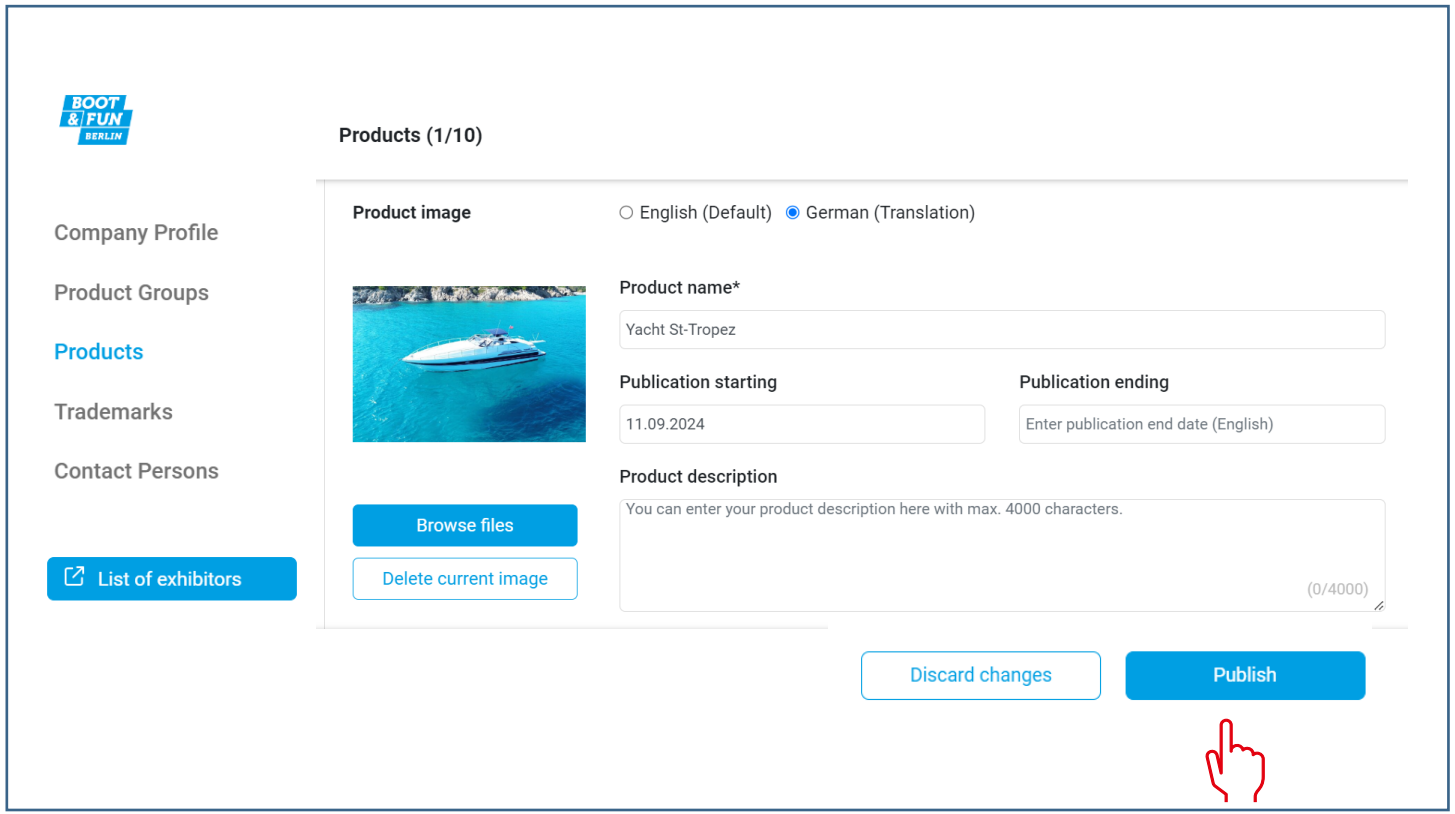
Data in the Content Manager – Product Groups

- Here you can select the product groups that apply to your company. To open the select product groups, please click on the displayed name and not on the adjacent arrow. You can change the selected product groups at any time.
- You can see the number of product groups already selected and those still available at the top right.



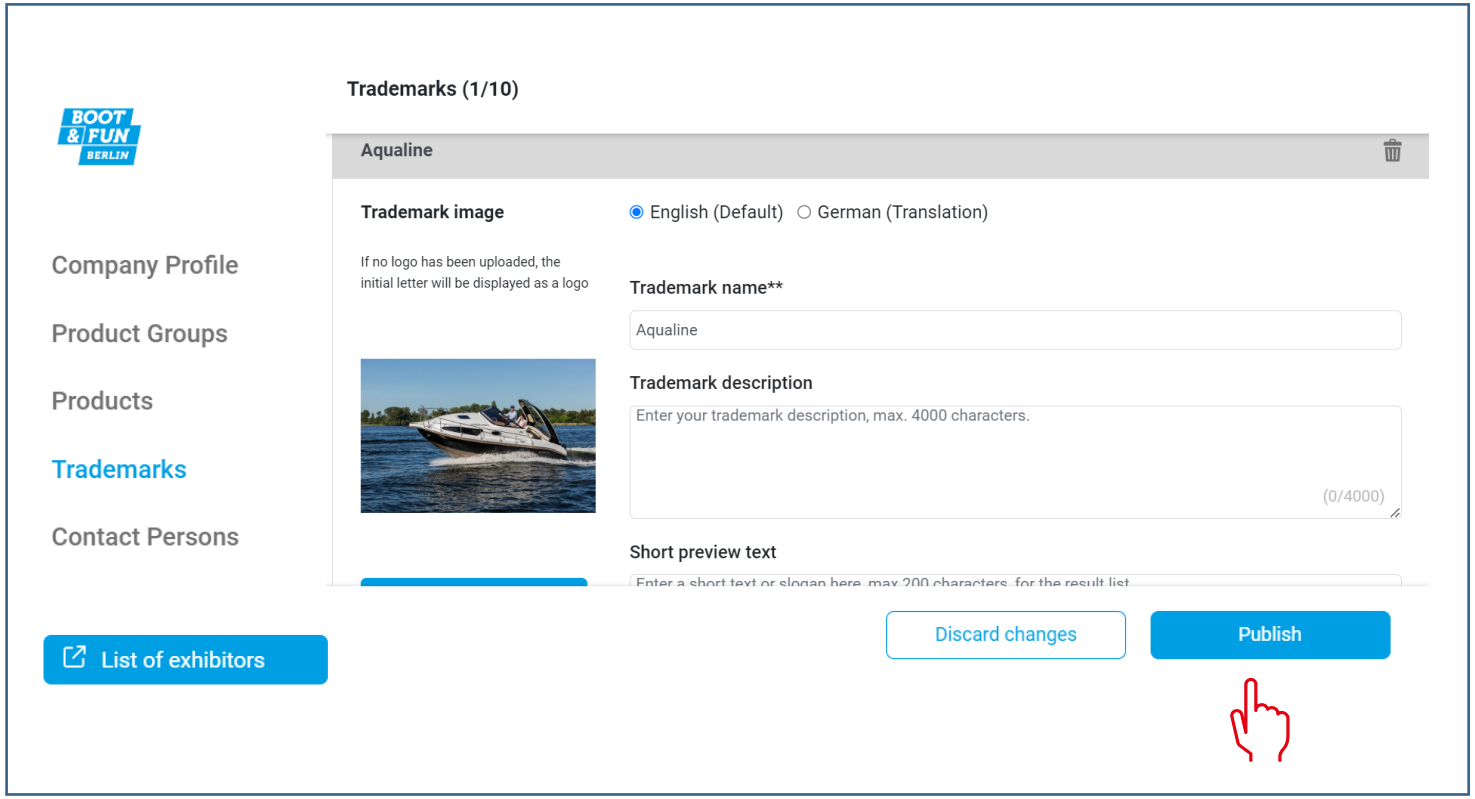
Data in the Content Manager – Products

- 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 more tabs: **Links** – **Product groups** and **Multimedia**
- *Important*: If you already have a completed entry from your participation in the BOOT&FUN Berlin 2023, 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.



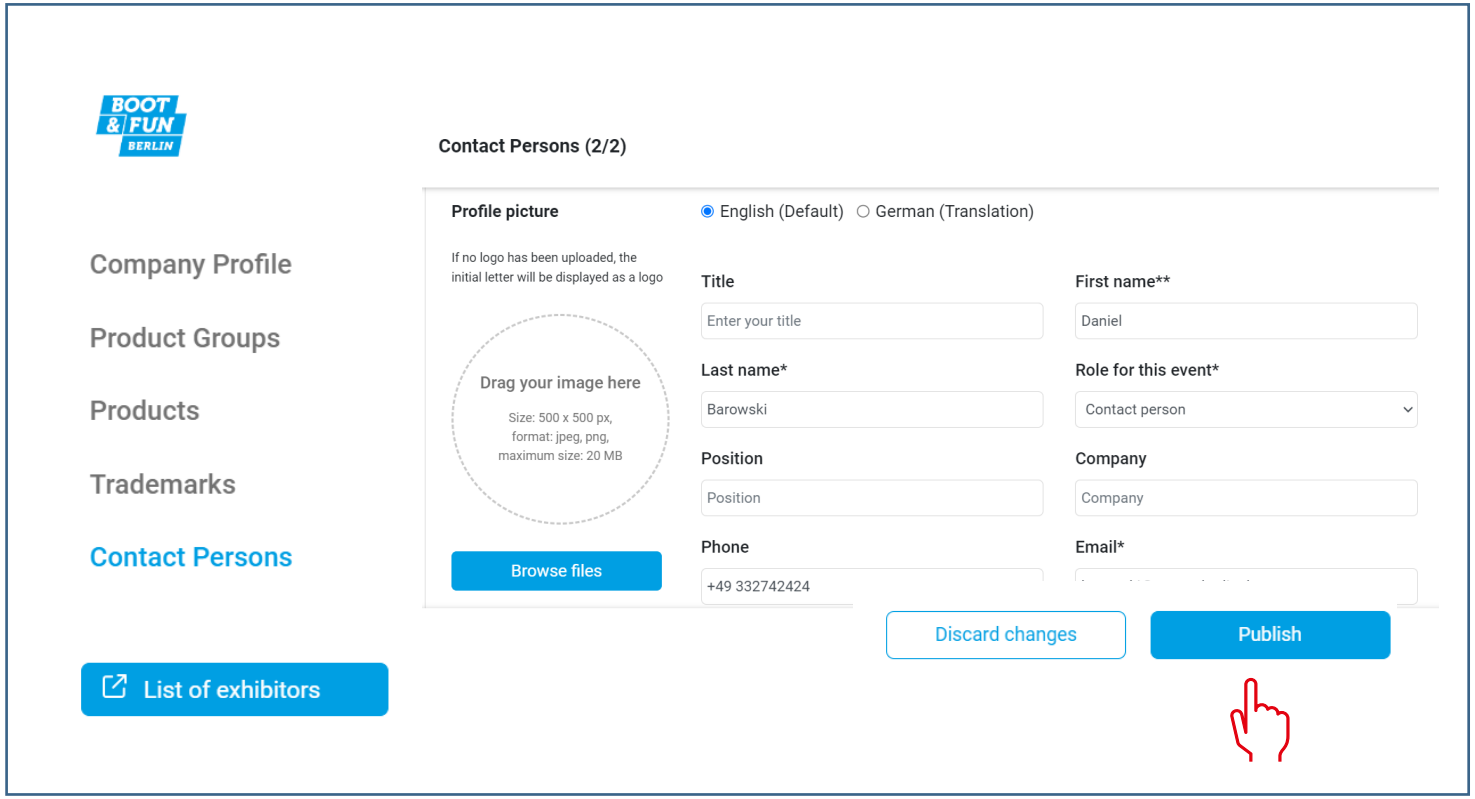
Data in the Content Manager - Trademarks

- Under **Trademarks** you can upload additional information material about your company such as PDFs, images and videos.
- At the bottom of the editing area you will find three further tabs: **Product groups** and **Multimedia**.



Data in the Content Manager – Contact Person

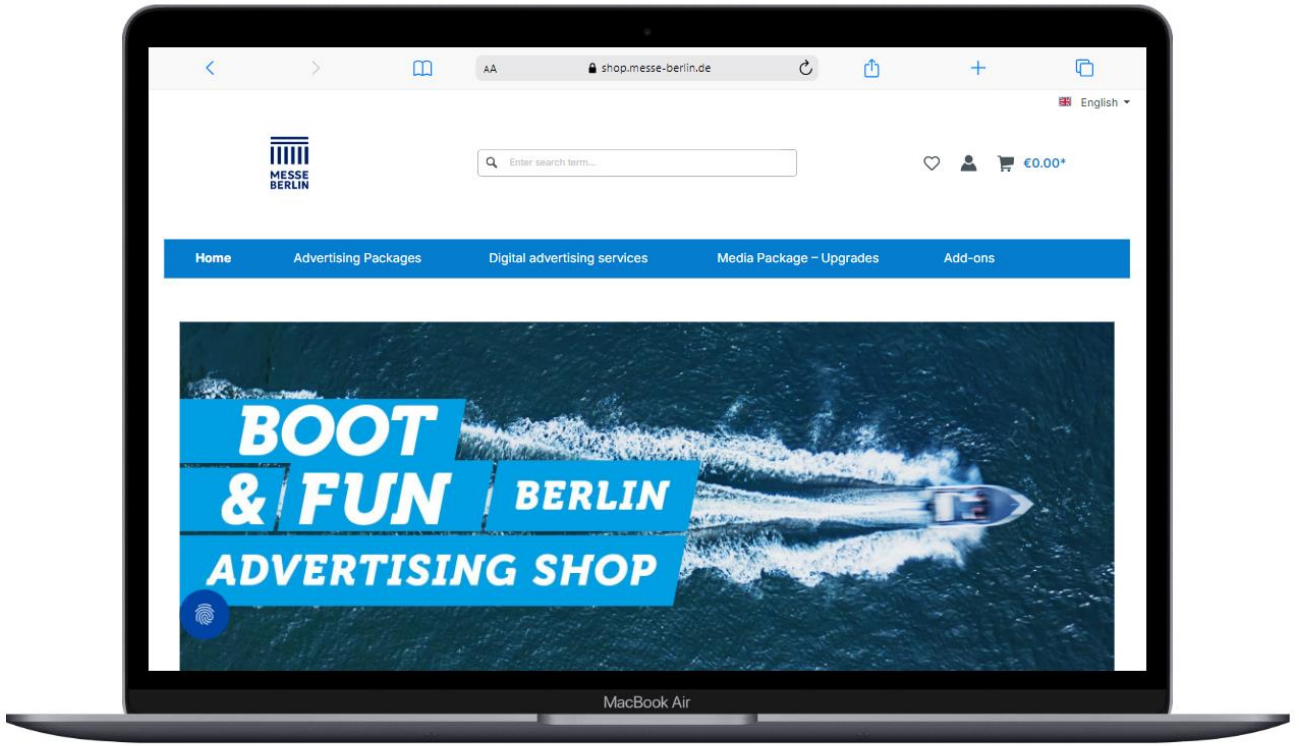
- In the Content Manager, you can add other colleagues as contact persons for the company. They appear then directly on your exhibitor profile.
- Please note that the main contact person is imported and cannot be edited. The person is not visible in the profile but is displayed in the Content Manager.



BOOT&FUN Advertising Shop

More digital presence

- ✓ Attractive packages are still available! Visit our Advertising Shop and find out the best option and stand out from the crowd.
- ✓ To create an account in the advertising store, just click here and enter the E-Mail address that was given during registration for the main contact.
- ✓ You must also enter your customer number. You can find it in the Boot &Fun Berlin Mailing. If you have not yet received this e-mail, do not hesitate to contact our team.



CONTACT & SUPPORT

Online Portal Exhibitors:

- Help Center

Online Team

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

Link to Advertising-Shop:
BOOT & FUN