

Onboarding Guide For Exhibitors

SCCON ONLINE PLATFORM

ONLINE

smart country

convention

One Profile – Many ways to connect!

Exhibitor List



- ✓ Your company profile in a compact version available before, during and after the show
- ✓ Plan and organize your attendance
- ✓ Global reach and open for everyone 24/7

Online Platform



- ✓ A full version of your company profile including detailed information and different contact options
- ✓ Networking & Matchmaking
- ✓ A backoffice to manage team members, contact persons and control visibility

App



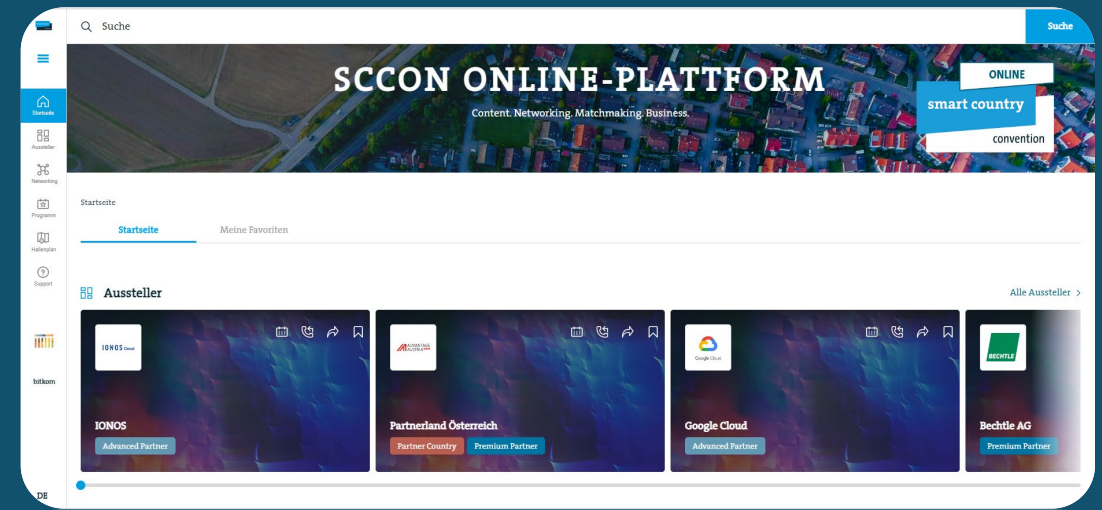
- ✓ Favorites and network contacts synchronized from the SCCON Online Platform
- ✓ Stay connected and up to date on the go
- ✓ Available for iOS and Android

Your Media Package

The following services are part of your company profile

SCCON Online Platform

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



That's how:

Editing your company profile



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1. Receive Content Manager Link

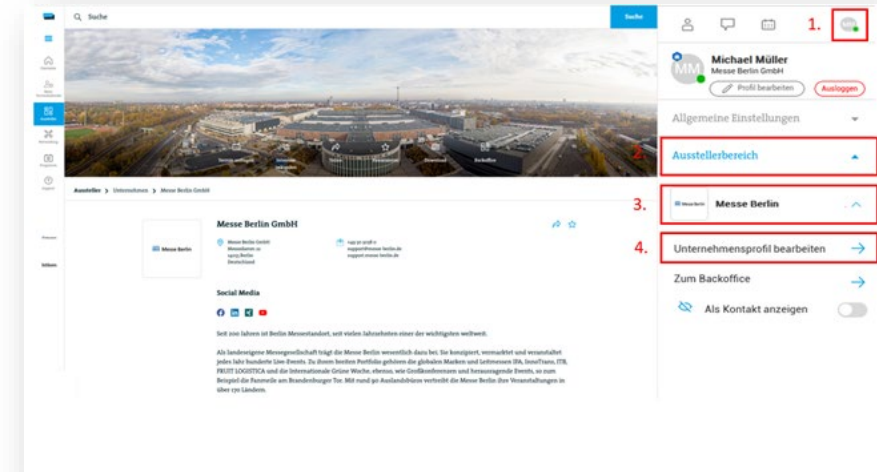
The main contact that was indicated during your stand registration will receive the following:

- ✓ An email with a link to the SCCON Online Platform.
- ✓ An access to the Content Manager – the editing area of your company profile.

How to access the Content Manager:

First you need to login on the SCCON Online Platform: [To the registration](#).

1. Edit your personal profile and save it. Then click on the button „Settings“ which is located in the upper right corner.
2. Open the tab „Exhibitor Area“.
3. Click on the company logo, if you want to access your company profile.
4. Click on „Edit company profile“, if you want to reach the Content Manager. With a click on that button, a new tab will open and you will be forwarded directly to the Content Manager.



Please note: Only the main contact will be able to view the „Edit company profile“ button. Other team members will not see this button. The Content Manager link can be forwarded, if several members are supposed to edit the company profile (see step 4).

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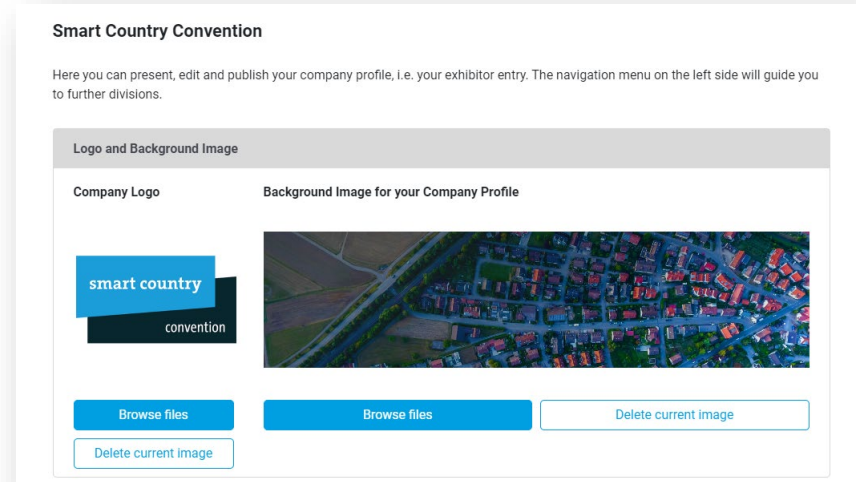
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2. Edit Company Profile

Upload company logo and background image

1. Upload the logo and the background image under the navigation item „Company profile“.
2. Click on "Browse files" and upload the corresponding image. You can change the logo or the background image any time by clicking on "Delete current logo".
3. The logo will be displayed on the SCCON Online Platform and in the exhibitor directory.
4. The background image will be shown on the SCCON Online Platform and in the app.
5. We recommend a wallpaper or neutral image for the background image and strongly advise against using images containing large texts, as these may be cut off in the tile view later on.
6. Upload your logo and the background image in the correct format for optimal results.



Logo:

Image size: 500 x 500 px
Formats: jpeg, png
File size: max. 5 MB

Background image:

Image size: 2560 x 640 px
Formats: jpeg, png
File size: max. 5MB

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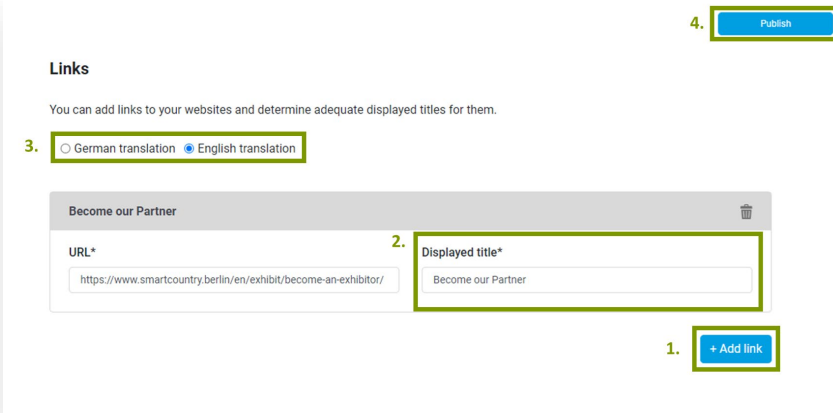
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2. Edit Company Profile

Links, Products, Brand, Multimedia, Press Releases & Job Offers

Editing the respective topics works on the same principle!

1. Click on "+ Add link" and a field will open where you can add the data. Don't be confused by the red exclamation mark . If you do not want to edit the field at first, click on the rubbish bin at the top right and the red exclamation mark will disappear.
2. To start editing, please fill in the mandatory fields. These are indicated with an asterisk*.
3. Please complete the mandatory fields in both the English and German.
4. Click on "Publish" to save the data you have entered.



Please note: Please ensure that you also include a contact person for job offers. You can find them on the job offer section below under the tab „Contact person“.

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3. Check Company Profile

Check your company profile on the SCCON Online Platform

After you have entered your information in the Content Manager, you can check it on the SCCON Online Platform.

1. First you need to register on the SCCON Online Platform: [To the registration](#)
2. Enter your email addresses and accept the terms and conditions.
3. After you have entered your email address and agreed to the terms of use, a token will be sent to you. Enter the token to access the platform.
4. When you access the platform for the first time, a window will automatically open where you can set up your personal profile. Please fill in the mandatory fields. Everything else can also be entered later.
5. To check your company profile, click on "My company" in the white menu bar on the right. See page 9 for illustration.



Please note: No password is required for the platform. When you access it again, a new token will be sent to you.

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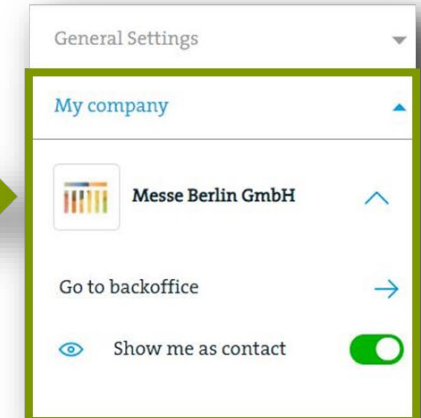
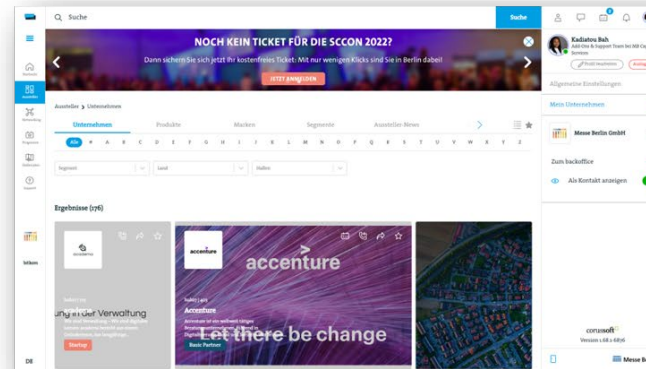
4. Backoffice & Contact Person

My Company, Backoffice and Visibility

1. After you have logged in, you will find a white menu bar on the right. Clicking on „My company“ will take you to your company profile and to your backoffice section.
2. If you do not want to be visible in the company profile, you can control this with „Show as contact“.

Further functions:

- ✓ You can see who has clicked on your company profile under the „Visitors“ section in the backoffice.
- ✓ Under the tab „Contact request“ and „Appointment request“ you will find your contact requests from visitors or companies who would like to network with you.



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4. Backoffice & Contact Person

Add contact person through the backoffice

1. In the backoffice, you can add your colleagues under the „Team“ tab using the search bar.
2. Enter the name of the person in the search field. It is important that the person has already logged in once to the SCCON Online Platform and that both you and the person have activated the networking function.
3. Select the person and click on „Add staff“.
4. The person then appears in the company profile as a contact person and can get in touch with other participants and make appointments for the trade fair.



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5. SCCON Online Advertising Shop

Greater presence

- ✓ Book a package in addition to your basic package and increase the relevance of your topics and messages in the sector environment!
- ✓ Take a look: [SCCON Advertising Shop](#)





Your contact for advertising opportunities:

MB Capital Services GmbH
Thüringer Alle 12 A
14052 Berlin

E advertising@messe-berlin.de
T +49 30 3038 2525

To the Advertising Shop: [Here](#)

CONTACT & SUPPORT

Your contact for questions regarding the platform:
E support@messe-berlin.de
T +49 30 3838 2500

