

Onboarding Guide

For Exhibitors

SCCON ONLINE PLATFORM



One company profile – visible on various channels!

SCCON Website



- ✓ Your company profile in a compact version available before, during and after the show
- ✓ Plan and organize your attendance

[Exhibitor List](#)

SCCON Online Platform



- ✓ A full version of your company profile including detailed information and different contact options
- ✓ Networking & Matchmaking

[SCCON Online Platform](#)

SCCON App



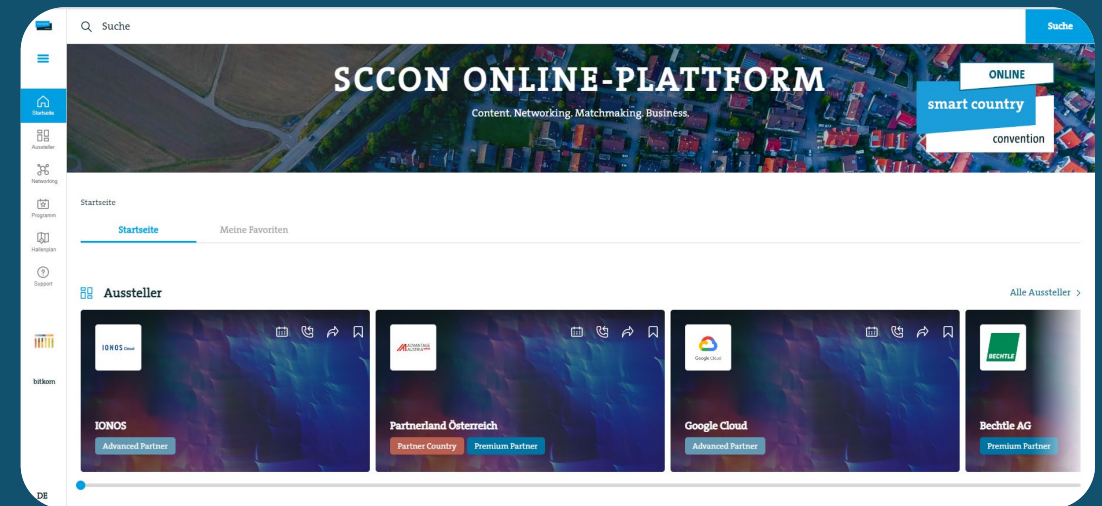
- ✓ The smart companion for the trade show
- ✓ Favorites and network contacts synchronized from the SCCON Online Platform
- ✓ Available for iOS and Android

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





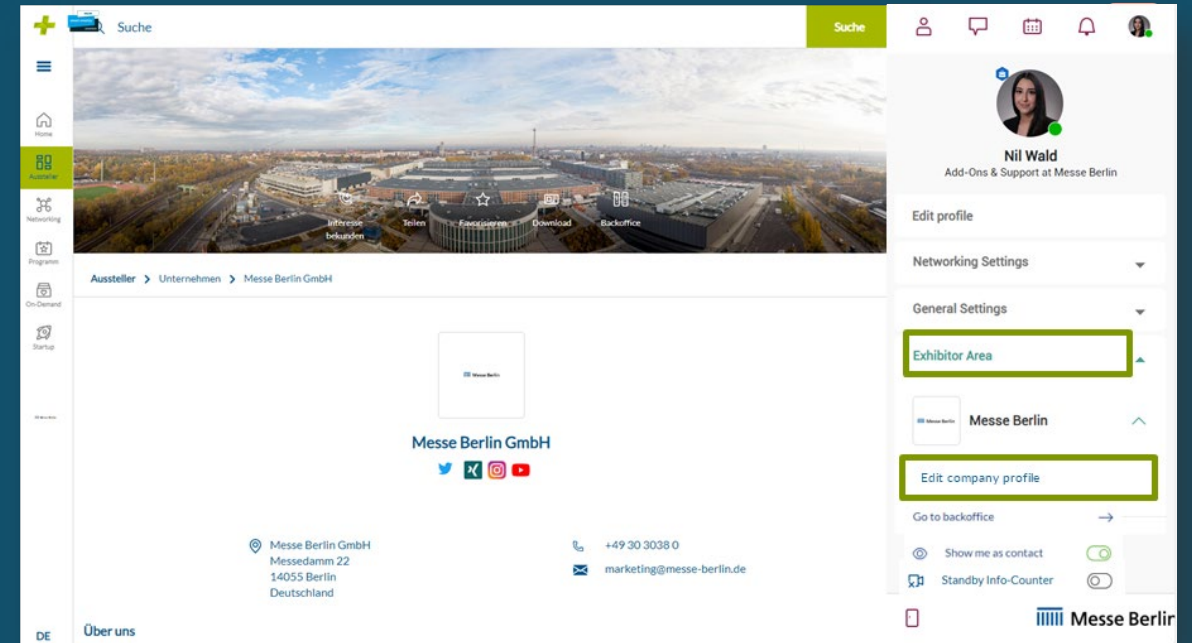
Access to the Exhibitor Area & Content Manager

The person entered as the main contact during stand registration in the exhibitor portal receives access to the Content Manager in the exhibitor area of the SCCON Online Platform.

How to access the Content Manager:

First register on the [SCCON Online Platform](#) – using the e-mail address that you entered under »Main contact« when you registered your stand.

1. Edit your personal profile and save it. Then click on "Settings" at the top right.
2. Open the "Exhibitor area" tab and click on the company logo to go to your company profile.
3. Click on "Edit company profile" to access the Content Manager. This opens a new tab in the browser, and you are directly in the Content Manager, where you can edit your company data.
4. Once you have entered your data in the Content Manager, you can go back to the SCCON Online Platform and check the result. Changes can be made at any time.



Please note: Only the main contact will see the "Edit company profile" button. Other team members will not see this button. If several members are to edit the company profile, the link that opens in the new tab can be shared.

Important: Please reduce the zoom in your browser settings if not all functions are displayed.



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.

ONLINE
smart country
convention

Discard changes Publish

Description

English (Default) German (Translation)

Company portrait*

Berlin has been a trade fair location for 200 years, and one of the most important in the world for many decades.

As the state-owned trade fair company, Messe Berlin makes a major contribution to the city's position. It designs, markets and organizes hundreds of live events every year. Its broad portfolio includes the global brands and leading trade fairs InnoTrans, ITB, FRUIT LOGISTICA and the International Green Week, as well as major conferences and outstanding events, such as the Fan Mile at the Brandenburg Gate. With around 90 offices abroad, Messe Berlin markets its events in over 170 countries. (1037/4000)

Short teaser text*

Berlin has been a trade fair location for 200 years, and one of the most important in the world for many decades. As the state-owned trade fair company, Messe Berlin makes a major contribution to the city's position. (216/300)



Edit your data in the Content Manager

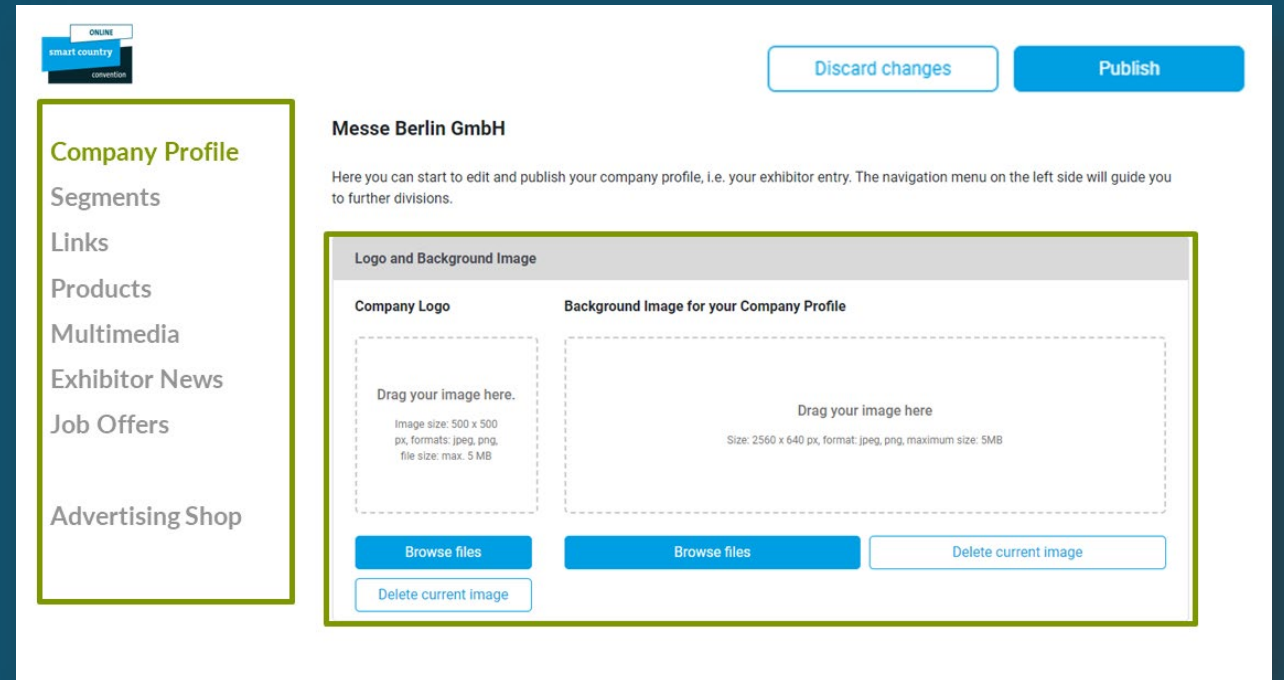
Homepage:

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.

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Änderungen verwerfen Veröffentlichen

Company Profile
Segments
Links
Products
Multimedia
Exhibitor News
Job Offers
Advertising Shop

Categories Added (1) of 8

You can choose appropriate segments for your company here. Please note that you can select as many segments as included in your media package. If you have booked additional segments, you can add them anytime.

Search for segments



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.

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Company Profile
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Links
You can add links to your websites and determine adequate displayed titles for them.
 English (Default) German (Translation)

+ Add link

Links
You can add links to your websites and determine adequate displayed titles for them.
 English (Default) German (Translation)

Link

URL*
Please enter your url

Displayed title*
Please enter your link name

+ Add link

1

2

3

4

5

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 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.

The screenshot displays the 'smart country convention ONLINE' interface. On the left, a navigation menu lists: Company Profile, Segments, Links, **Products**, Multimedia, Exhibitor News, Job Offers, and Advertising Shop. The main area is titled 'Products' and contains the text: '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.' A '+ Add product' button is highlighted with a green arrow and a hand cursor. Below this is a 'Product' editing form with two image upload sections: 'Product image' (500x500 px, max 20 MB) and 'Product Background' (2560x640 px, max 5 MB). Each section has a 'Browse files' button and a 'Delete current image' button. At the bottom, there are radio buttons for 'English (Default)' and 'German (Translation)', a 'Product name*' field with a red border and error message 'Please enter your product name', and 'Publication starting' and 'Publication ending' fields. In the top right corner, 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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Multimedia

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

English (Default) German (Translation)

Drag your file here.
maximum size: 50MB

Position	Preview	File
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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).

Company Profile
Segments
Links
Products
Multimedia
Exhibitor News
Job Offers
Advertising Shop

Jobs

Here you can add your job offers. Please note that you can display as many job offers as included in your media package respectively as many as you have booked separately.

Jobs

Here you can add your job offers. Please note that you can display as many job offers as included in your media package respectively as many as you have booked separately.

Job title

Image English (Default) German (Translation)

Drag your image here
 Size: 500x290 px
 Format: jpeg, png
 maximum size: 20B

Job listing active

Release date * 03.04.2024 **Expiry date** 03.04.2025 **Updated on** 03.04.2024

Job title*
 Enter a job title
 Please enter your job's title

Date of entry* 03.04.2024 **Location** Enter location **Home office possible?** N/A No Yes

Employment type Enter type of employment **Career level** Enter career level **Salary group** -- Please select --

+ Add news



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:

The screenshot shows the SCCON ONLINE-PLATTFORM interface. The main header includes a search bar, the platform name, and user information for Nil Wald. A sidebar on the left contains navigation icons. The main content area shows the Exhibitor Area menu, which is highlighted with a green box. The menu items are: Messe Berlin GmbH, Go to backoffice (with a right arrow), Show me as contact (with an eye icon), and Standby Info-Counter (with a counter icon). A large green arrow points from the 'Go to backoffice' option to a detailed view of the Exhibitor Area settings. This detailed view shows the company name 'Messe Berlin GmbH' and the 'Go to backoffice' option, which is highlighted with a green box and a right arrow. Below it are two toggle switches: 'Show me as contact' (which is turned on) and 'Standby Info-Counter' (which is turned off).



Staff member

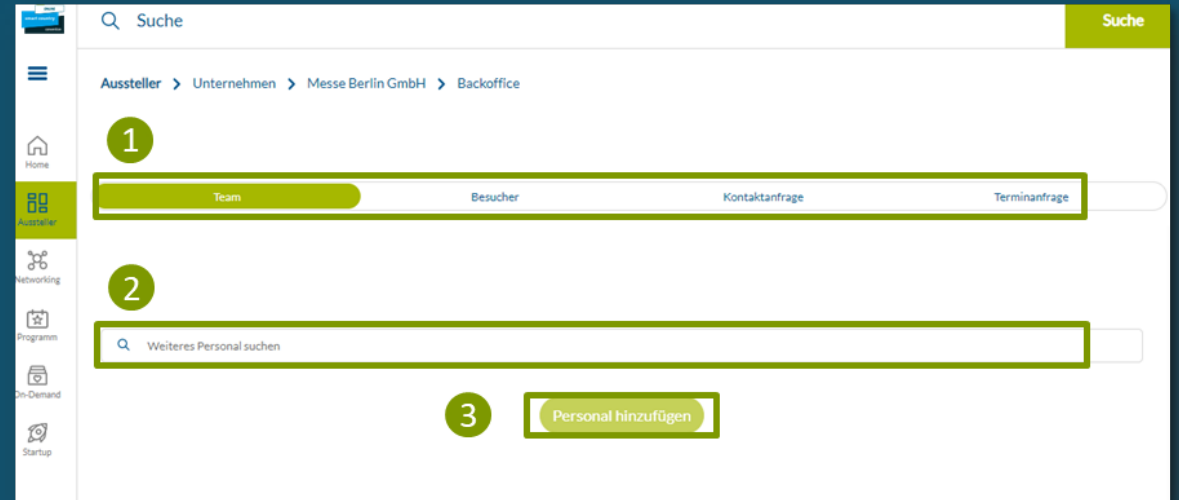
Add staff member via the back office:

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.



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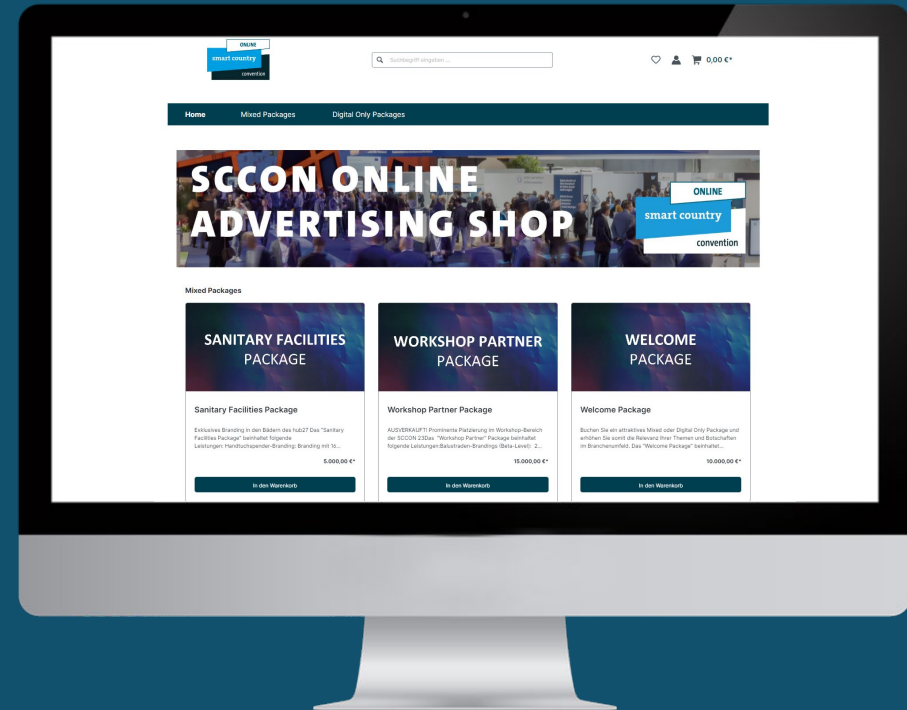
4

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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:
E support@messe-berlin.de
T +49 30 3838 2500

Your contact for advertising opportunities:

MB Capital Services GmbH
Thüringer Alle 12 A
14052 Berlin

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

[Zum Advertising Shop](#)

