

FAQ – Exhibitor area

The exhibitor area is used to configure and control the company's presence on the digital event platform.

What are the tasks of the main contact person (HAP)?

The HAP checks the company profile for completeness of content, adds the company's industry topics for matchmaking and manages the team members on the digital event platform. In addition, it is the HAP's task to administer the lead management. If additional advertising services such as showroom and/or matching banners have been booked, the HAP can maintain these in the exhibitor area.

Welcome

What do the short statistics tell me?

The short statistics informs you of the following data:

- Total views of the exhibitor profile by attendees and exhibitor representatives
- Received business cards by attendees and exhibitor representatives
- Total number livestream views and views for video on demand*
- Total number of accepted contact requests in the networking area
- Number of video calls for confirmed appointments
- Total number of chats with individual attendees and exhibitor representatives

*This only includes videos on the event stages. Exhibitor presentations in the Product and Service Stream are excluded.

Company profile

How do I create and edit my company presence on the digital event platform?

The data in your company profile is transferred from the Media Package Manager (MPM) for your company presence on the digital event platform. Under **Company Profile** you will find your personal link to the MPM to complete and edit your company profile.

How can I promote my exhibitor profile in social media?

On your exhibitor profile in the exhibitor search, you have the option of sharing the page in social networks (Facebook, Twitter, Xing, LinkedIn) as well as sending it by e-mail. To do so, use the "Share" button in your exhibitor profile on the digital event platform. The keyvisual of the event will be automatically attached and a link to the exhibitor profile will be generated. Please understand that we do not pre-configure any individual texts.

How do I participate in the matchmaking as an exhibitor?

In order for your company to be suggested to visitors in a targeted manner, please maintain the industry topics in the **Company Profile** submenu. The matchmaking algorithm will match your industry topics with the interests of the visitors. Please note that the sector topics differ from those in the MPM.

Team

How are employees managed on the digital event platform?

All employees who have a valid exhibitor ticket can log in to the digital event platform with their Messe-Login and are automatically assigned to the company as a team member.

In the exhibitor area under the submenu **Team** you will find all employees who have logged in at least once on the digital event platform with their Messe-Login and have gone through the onboarding process.

As the company's main contact person, you can activate and manage the employees for the digital event platform.

How do I activate employees as contact persons on the digital event platform?

In order for employees to be visibly listed as contact persons on the company profile, you must activate the respective team members in the **Team** submenu. To do this, click on the checkbox in the column "Live contact visible". Please note that the employees must have activated themselves as "Employees online" during the onboarding or under "My profile – Further options".

Can I appoint deputies to the main contact persons?

In the **Team** submenu, you have the option of appointing employees of your company as deputies. To do this, click on the checkbox in the "Deputy" column. Deputies have the same rights and duties on the digital event platform as the main contact person. Deputies can also manage deputies.

Showroom*

How can I activate my Showroom?

If you would like your digital showroom to be linked, you must have it activated by Messe Frankfurt Media Services. Once it is activated, you can easily set it up and maintain it yourself in the exhibitor area under **Showroom**.

Contact: advertising@messefrankfurt.com

In addition to general and specific description texts, you can also enter up to two links (in German and English).

You can also upload a showroom banner image with the following format to the platform:

Rectangular, min. 1140x500px as JPG (height variable).

Please note that a transparent background will be displayed in black.

Matchmaking-Banner*

This is a chargeable product of Messe Frankfurt Media Services.

Contact: advertising@messefrankfurt.com

How can I activate my matchmaking banner?

If you have booked the matchmaking banner with Messe Frankfurt Media Services, you can easily set it up and maintain it yourself in the exhibitor area under **Advertising**.

In addition to a description text in German and English, you can also add a logo with the following format to the platform:

Square, min. 174x174px as JPG.

Please note that a transparent background will be displayed in black.

Leadmanager

How does the lead manager work?

With the Leadmanager you can qualify your contacts and leads during and especially after the event. To open the lead manager, please press the button "Lead Manager" in the exhibitor area. Your worklist will contain a list of all potential business contacts who, among other things, have looked at your company profile or that of your employees, viewed your company presentation or had an interactive exchange (video call, chat) with team members. You can manage your leads at any time on the platform by prioritising, commenting, editing or assigning them to other employees. You can also export the entire lead list as an Excel file.

Below you can see an overview of the type of contact for which the lead's email address and/or phone number is available:

Type of contact	Email address	Phone number
Visit of exhibitor profile	no	no
Participation programme	no	no
Instant video call	no	no
Chat	no	no
Appointment	yes	yes
Interest in an employee	yes	yes
Interest in the company	yes	yes
Confirmed contact requests	yes	yes

My profile

What do team members maintain in their profile?

When logging in for the first time, all employees go through an onboarding. In addition to (voluntary) personal data such as telephone number, function, etc., topics for the matchmaking are also requested. In the last step of the onboarding, employees can maintain their **Status of presence** and thus provide visitors with information about their availability on the digital event platform.

As an "Employee online", participants can contact you via video call or chat. As an "Employee onsite", you are only available for personal meetings onsite. As a hybrid employee (all checkboxes are filled), both types of appointments can be arranged.

In addition, employees can enter their personal **Field of expertise**. This information appears together with the respective employee contact in the company profile under "Meet us 1:1".

This information can be changed at any time in the employee's personal profile under **Other options**.

Interactive features such as chat, video call & calendar

Where can I find the chat?

You can start the personal chat with other participants via their profile with the button "Chat". The chat overview, contact requests and messages as well as your schedule can be accessed via the icons on the right side of the screen.

How do I start a video call?

Once the appointment for the video call has been made and confirmed, you can start or join the meeting under **My schedule** via the "Join" button from 10 minutes before the start time.

When testing with colleagues, please note that the video and microphone are only available to one application at a time. If you are in a call with your colleagues at the same time, your video and/or microphone may not work.

What is an instant video call?

Employees can make themselves available for instant video calls and thus be contacted by visitors via video call without an appointment. This feature is available from the first day of the event. If a visitor requests you for an instant video call, you will receive a red push notification. You can join the instant video call by clicking the "Accept" button in the notification or in your waiting list under **My Schedule**. If you are already in another video call or receive several requests at the same time, the requesting visitors will also be added to your waiting list.

How do employees activate the instant video call?

Activation/deactivation takes place under **My Schedule**, which can be found via the icon on the right side of the screen.