



COMPANY GUIDE

DMEXCO

Digital Event Platform | App

#DMEXCO

Welcome

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Log in to the DMEXCO Digital Event Platform

1. The **main contact person** can log in as soon as the platform is open for exhibitors. Please use the email address **given in your exhibitor application**.
2. All other company employees can log in to the DMEXCO Digital Event Platform if they have a **valid ticket**. The email address from the ticket shop is identical to the email address you will use to login in to the DMEXCO Digital Event Platform.
3. Go to the [DMEXCO Digital Event Platform](#) and click on “Log in”
4. Enter your email address:
 - If you already have a DMEXCO Digital Event Platform account, simply log in with your password* from past event(s)
 - If you don't have a DMEXCO Digital Event Platform account, a magic link will be sent to your email for you to create a password.
5. After logging in, select your event.

*The DMEXCO ticket shop and the DMEXCO Digital Event Platform are two separate systems. However, the e-mail address is the same, you have two separate accounts with possibly two different passwords.

DMEXCO Digital Event Platform at a glance



The screenshot displays the DMEXCO Digital Event Platform interface. The top navigation bar includes the DMEXCO logo, a breadcrumb trail '> DMEXCO', and a home icon. A search bar and a notification bell icon are located on the right. Below the navigation bar, a horizontal menu lists various sections: Home, Community, Companies, Conference Agenda, Speakers, DMEXCO On-Demand, Guided Tours, BVDW Masterclasses, My Event, and Ticket Wallet. A secondary row of links includes Helpdesk, Side Events, BVDW Guided Tours, and Interactive Hall plan. On the left side, a user profile for Jane Doe, Communication Manager at Example Inc., is shown with an 'Edit' link. Below the profile is a link to the 'Exhibitor Center' with the text 'Edit your company information and access advanced features in the exhibitor center.' and a 'DMEXCO - Talk to... Technical Help Desk' button. The main content area features a large banner with the hashtag #DMEXCO. Below the banner is a grid of eight tiles: Community, Companies, Conference Agenda, Speakers, DMEXCO On-Demand, Guided Tours, BVDW Masterclasses, and My Event. On the right side, there is a vertical banner for 'WHERE ASIA'S MARKETING & RETAIL LEADERS ALIGN' with a 'Learn more' button. A red pin icon is visible in the top right corner of the interface.

Link to „Profile“

Link to „Exhibitor Center“

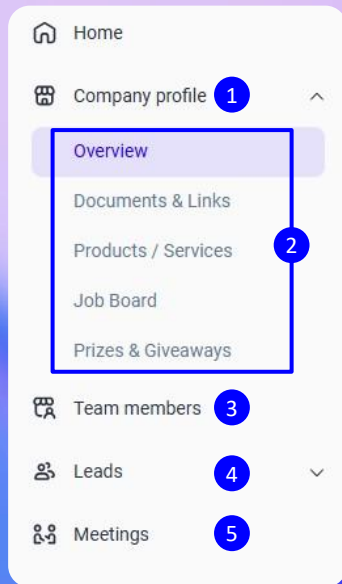
Messages and notifications
A red pin indicates new notifications or messages

Navigation

Edit your company profile



You can customize your company profile via the Exhibitor Center. The main contact person indicated in your registration documents will have access first. She/he must add another team member



- 1 Manage your visual assets (logo, header, profile ad, background) and add information about your company and relevant tags, contact details and social media links.
- 2 Upload documents and showcase your product, services, etc. through offered “items” (the quantity depends on the booked package).
- 3 Manage your team.
- 4 Track the performance of your content and leads generated.
- 5 Manage your meeting availabilities and check your meeting requests.

Visuals specs

Logo

- Image 1MB (400x200px, 2:1 ratio)

Header

- Image 1MB (1200x675px, 16:9 ratio)
- Or video (with video ID) hosted on YouTube** or Vimeo

In-profile ad

(with link to your website/product)

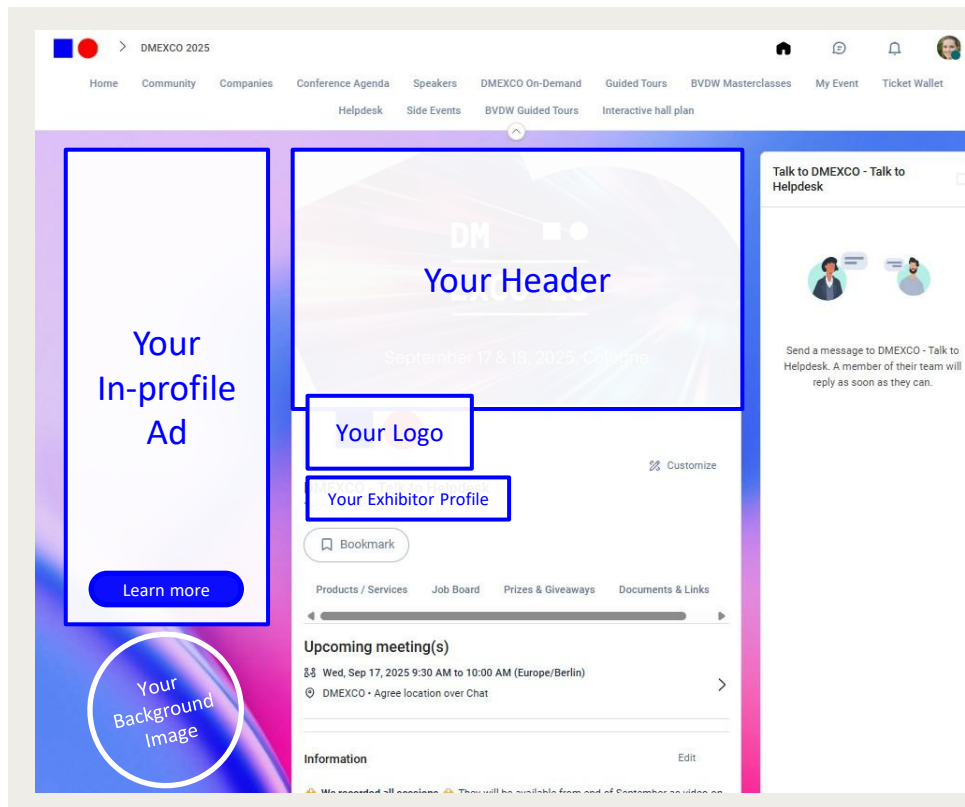
- Image 1MB (1080x1920px, 9:16 ratio)

Exhibitor page background

- Image 1MB (2560x1600px, 16:10 ratio)

„Item“ (Product, Job offer, etc.)

- Up to 20 Images 1MB each (400x400px, 1:1 ratio)
- Description & related tags



**Note: A YouTube video ID is the sequence of characters after "/watch?v=_" in the website link. For example in <https://www.youtube.com/watch?v=mKoi9VNgx4>, the ID of the video is [mKoi9VNgx4](https://www.youtube.com/watch?v=mKoi9VNgx4).

Manage your meetings



A red pin indicates that a notification is pending, so hurry up and see what's going on!

In this section you can:

- Keep your available meeting slots up to date
- View your team's or individual team members' meetings
- Accept or decline meeting requests
- Assign a meeting or change a member of your team assigned to the meeting by clicking on the meeting
- Filter meetings by status
- Export the complete list of your team's meetings.

Leadsboard / Lead reporting

The leadsboard offers you:

- **Basic company analytics**
- View all of **your team's shared contacts** collected by you and your team before, during, and after the event

Note: Only the contacts of your team members who have enabled the contact sharing option will be displayed

- See our [lead generation and reporting booklet](#) for more information on **lead export**
- **Virtual booth visits** displays up to 200 of the most recent visitors to your virtual booth. Clicking on a name will take you to the attendee's profile where you can contact them

The screenshot displays the Leadsboard interface with the following sections:

- Analytics of your company:** A grid of four metrics.

Metric	Value
NUMBER OF VIEWS OF YOUR COMPANY PROFILE	162
NUMBER OF PEOPLE WHO BOOKMARKED YOUR COMPANY	2
NUMBER OF CONTACTS MADE	3
NUMBER OF CONFIRMED MEETINGS	1
NUMBER OF VIEWS OF YOUR ADVERT	120
NUMBER OF CLICKS ON YOUR ADVERT	2
- Export leads report:** A section with a description: "Download a list of people your team interacted with during the event as an Excel file" and a red "Export leads" button.
- Virtual booth visits:** A list of recent visitors.
 - Jane Doe, CEO, Jane Doe Ltd, Visited 20 minutes ago
 - Shadow Zen, Visited 7 days ago
 - Anonymous, Visited Thu, Feb 9, 2023A "See more" link is provided.
- Team's contacts:** A table with a search bar and a list of team members' contacts.

Photo	First name	Last name	Job title	Company	Em
	Matthias	Alt	Sales Manager Digitale Produkte	Koelnmesse	m.a
	Caroline	Freda-Bodensteiner	Salesmanager	Koelnmesse GmbH	c.b
	Anja	Rotering	Product Owner	Koelnmesse GmbH	a.ro

How to add Team Members



- Once you are in the Exhibitor Center, click on **Your team**
- Click on the **Add a member** button located on the right side of the **Your team** tab.
- You will then be prompted to enter the person's email address
- It is important to note that you can only invite someone as a team member if they are **already registered** for DMEXCO

The screenshot displays the Exhibitor Center interface. On the left, a sidebar menu contains five items: 'Home', 'Company profile', 'Meetings', 'Leads board', and 'Your team'. The 'Your team' item is highlighted with a blue circle. The main content area is divided into two sections. The top section, titled 'Your team', lists two team members: 'Chuck Aule' (Master of Knowledge Swapcard) and 'John Doe' (CEO John Doe Inc). The bottom section, titled 'Add your colleagues', contains text explaining that team members can share contacts and data, and a green 'Add a member' button is highlighted with a blue circle.



Networking Possibilities

Contact & Meeting request



From the event home page, you can access lists of speakers and attendees and identify people of interest.

1 To send a connection request to a person, go to the person's profile and click SEND CONNECTION REQUEST. Before sending your connection request, we recommend that you write a message introducing yourself and explaining the reason for your request.

2 You can also schedule a meeting using the time slots appearing directly on people's profiles*.

You can find all your contacts and requested meetings with the people you have been in contact with under the “My Event” tab.

The screenshot displays a user profile for "John Doe". At the top is a circular profile picture of a man. Below it, the name "John Doe" is written. Underneath the name, there is a section titled "Meet John" with the text "Select a time slot to set up a meeting with John." and the date "Tuesday, May 2, 2023". Below this, there are four time slot buttons: "1:00 PM 30 mins", "1:30 PM 30 mins", "2:00 PM 30 mins", and "2:30 PM 30 mins". A blue circle with the number "2" is placed over the "2:30 PM 30 mins" button. Below the time slots is a link that says "See more slots". To the right of the profile is a sidebar titled "Connect with John". It contains a text area with the text "A connection request with a message is three times more likely to be accepted." and a character count "0/1000 Characters maximum". At the bottom of the sidebar is a red button labeled "Send connection request" with a blue circle containing the number "1" next to it.

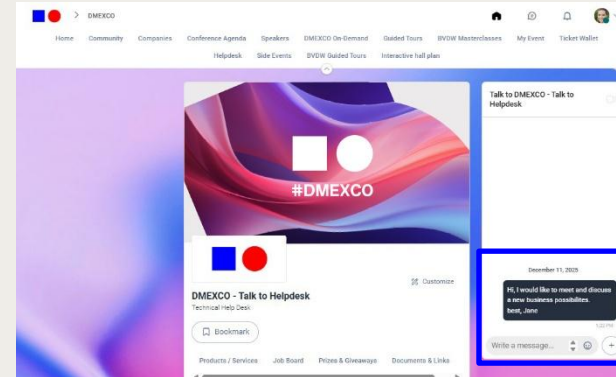
*Attention! A meeting time slot is blocked when a request is made or received, even if it is not yet validated.

Answering messages you received as an exhibitor

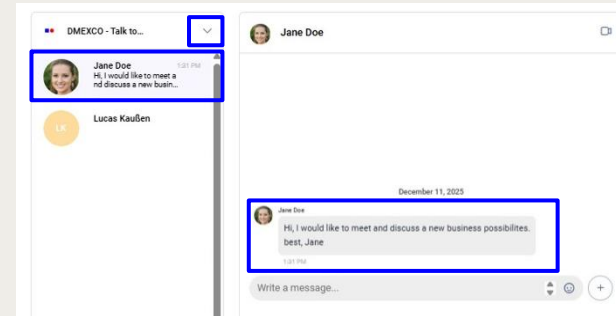


- The exhibitor's inbox is shared with all team members of your company.
- Messages in the inbox are generated when an attendee visits your booth and types a message into the “Talk with...” window.
- For the attendee, the message appears as a 1:1 chat at the booth. For the exhibitor team, the message appears as a message in the exhibitor's inbox.
- To see the exhibitor's inbox, click the bubble icon in the top menu. There you can switch between your personal inbox and the exhibitor's inbox by clicking on the dropdown box under your name on the left side.

Attendee view



Exhibitor view

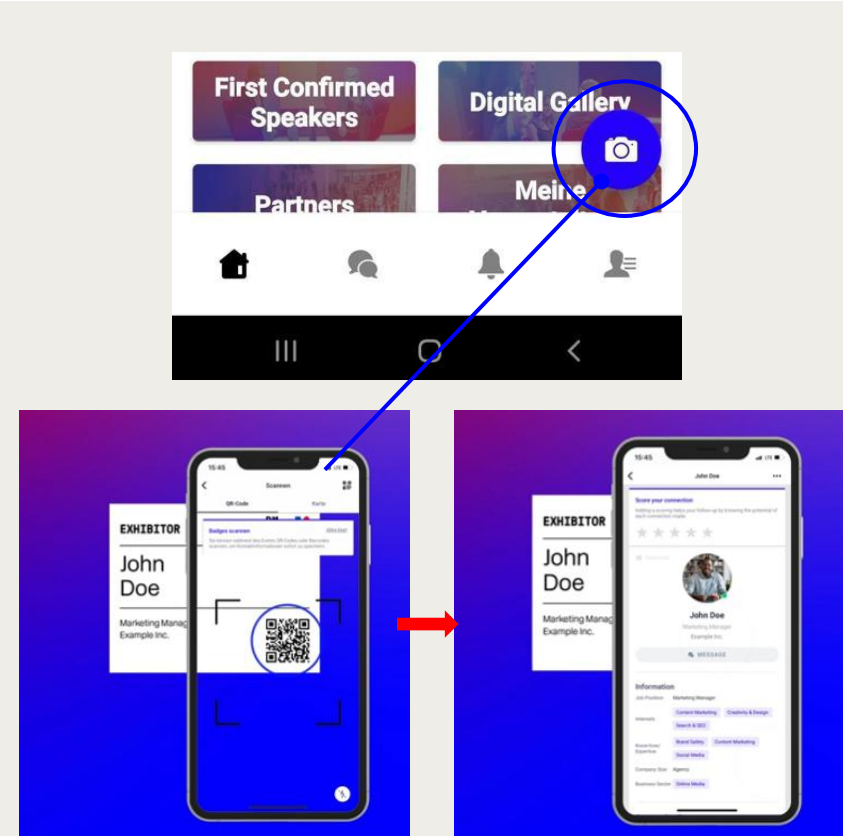


Badge Scanning on site

To scan a badge, click the «Scan» icon on the home screen of the DMEXCO event (please note: this feature is only available in the mobile version, not on desktop).

By scanning the QR Code on an attendee's badge, you automatically add the attendee to your contacts. Vice versa, the attendee will get your contact details as well.

This allows you both to chat, see detailed profile information of each other, and add tags and notes to your contact.





BEST PRACTICE

How to boost visibility and
maximize customer engagement?



Make your Company Profile inevitable

- Add relevant information about your company, products, services and targets as well as whitepapers, info booklets or further appropriate materials
- Use relevant keywords to make sure you can be easily found via full-text search



Draw attention to your content

- Increase your visibility with several add-ons, such as a home page banner ad
- Share your company profile URLs with other visitors during chats to attract visits to your company profile



Schedule meetings and network in advance

- Onboard your team so that you can reach more potential contacts
- Start networking: proactively contact registered attendees and set up meetings before the event. Don't forget to respond to all meeting and contact requests and messages in the company chat.
- Check your session attendees. Contact them before the event to learn their expectations. Don't forget to send thank you notes after the event.



Share and promote your sessions & content

- In addition to promoting your presence on your own communication channels (social media, newsletters, email signatures, etc.), you can also advertise in the DMEXCO newsletter, social media platforms, blog and podcast.
- Further information can be found in the DMEXCO [Marketing Kit](#).



Make the most of the leads you collect

- Use on-site badge scanning to collect new leads
- A large part of leads is generated without your intervention (e.g. company profile visits or bookmarks)
- Just make sure that the collected data is used efficiently after the event.

Get in touch with us!



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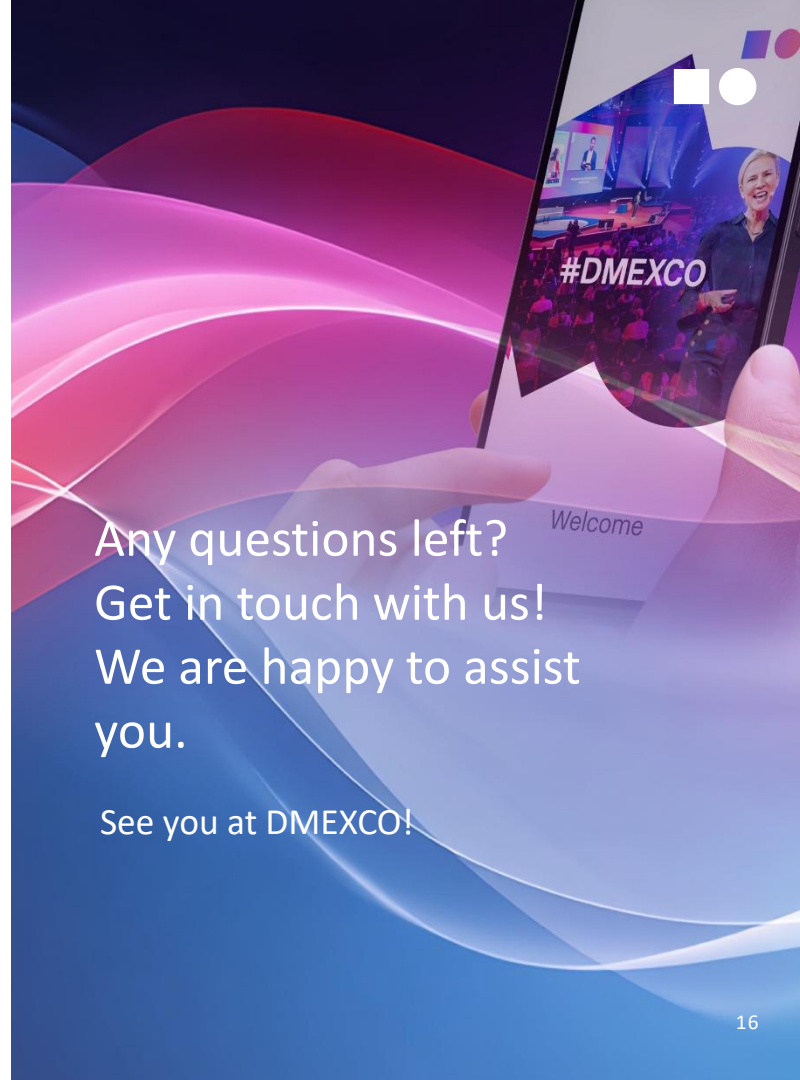
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Any questions left?
Get in touch with us!
We are happy to assist
you.

See you at DMEXCO!