

Your presence in tradeshow media

---

# Exposure in tradeshow media – Media Service

## Creating and maintaining your company / product profile

With our Exhibitor Content Management System (German acronym: ACMS), you're always in control. The ACMS is a powerful tool that lets you go online with your company profile and key information about your exhibition stand and your products and services. The more information you have online, the more contacts you're likely to make at the fair!

All the information you load via the ACMS is placed on the relevant trade fair websites and is searchable all year round using the exhibitor and product search function. Potential customers will be able to find you quickly and easily – before, during and after the fair.

What's more, all of the listings you provide are also available during the event at up to 50 "EBI" visitor information terminals across the exhibition grounds, giving visitors quick and convenient access to information on the exhibitors, products and services they're interested in, and leading them straight to your stand.

Our subsidiary Deutsche Messe Interactive GmbH (DMI) and its media service will provide all the help and support you need to maintain your online exhibitor profile. Read on to find out more about using the ACMS and all the other services we offer to maximize your exposure as an exhibitor.

---

**Note:** Your obligatory marketing fee includes the following essential services at no extra charge:

- Company information including logo, pertinent facts, corporate profile, links and PDF
  - Product overview, linked to up to five product descriptions, entered free of charge by our editorial team (you can place additional texts online on a "self-serve" basis)
  - PDF downloads and assignment to the appropriate product categories
  - Stand information during the show
  - Extended reach, thanks to cooperative arrangements with specialist portals
  - Entitlement to participate in the online Match & Meet contact exchange
- 

### Contact:

Deutsche Messe Media Service

Tel.: +49 511 89-35550

[media-service@messe-interactive.de](mailto:media-service@messe-interactive.de)

## Using the ACMS

With the Exhibitor Content Management System (ACMS), you'll have a first-rate profile of your organization loaded up on the relevant trade fair websites in next to no time.

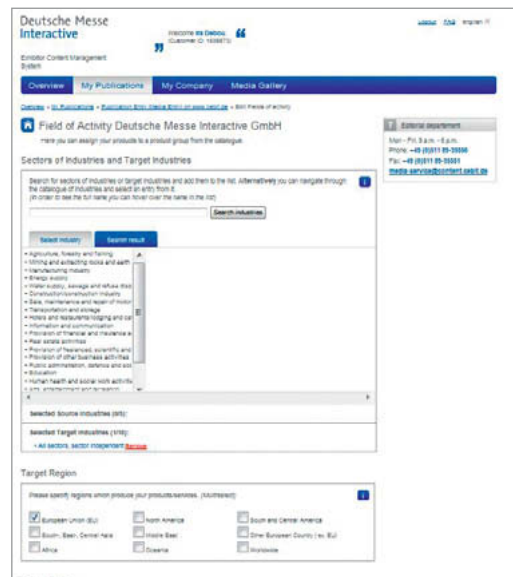
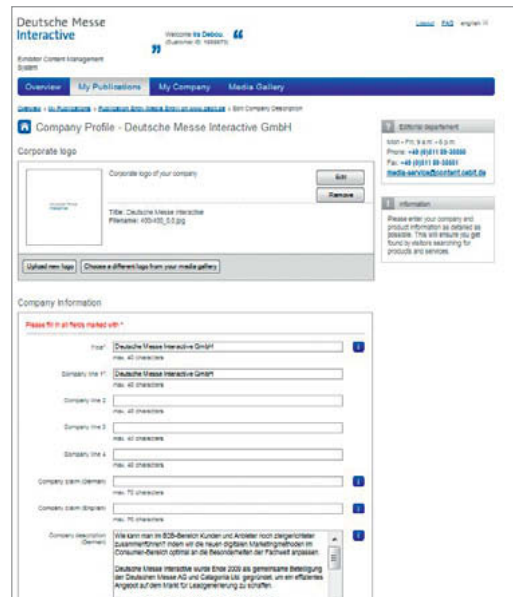
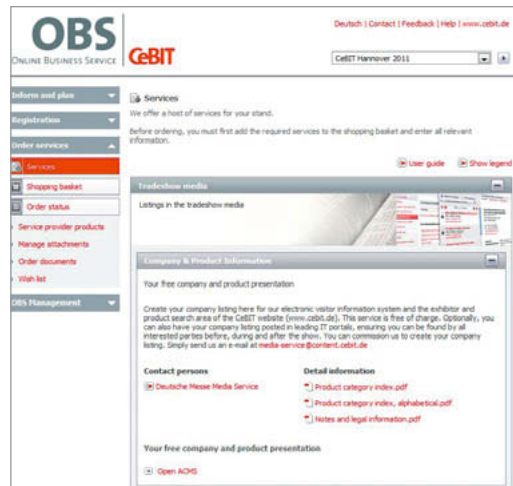
### To create your profile in the ACMS

To access the ACMS, log in at [www.obs.messe.de](http://www.obs.messe.de) using your OBS username and password. From there, go to the "Services" area and select "Tradeshow media".

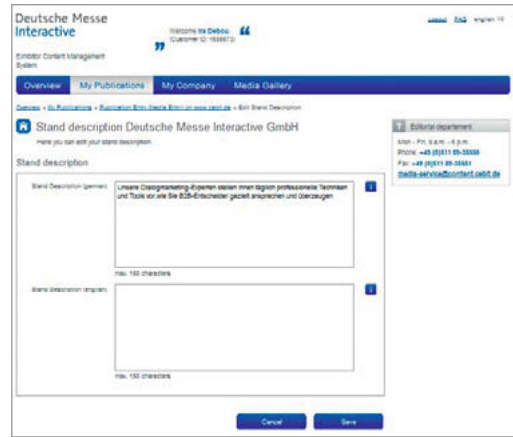
### Here you will find five main input areas:

1. The company description is where you record all relevant details about your company. In addition to company name and description, you can add your company logo, claim, contact details and a hyperlink to your company homepage or other sites. You can also make up to 3 PDF files about your company available for download. All descriptive entries about your company can be added in both English and German.

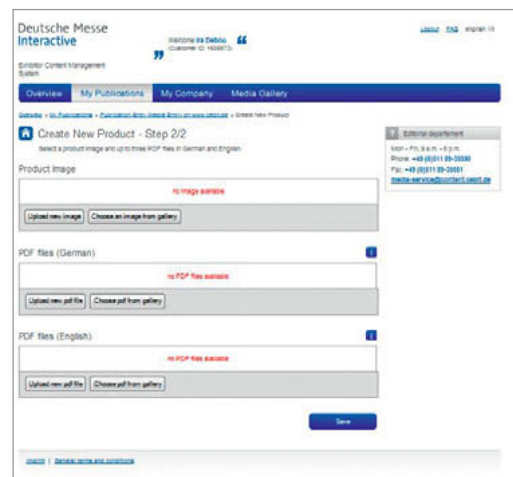
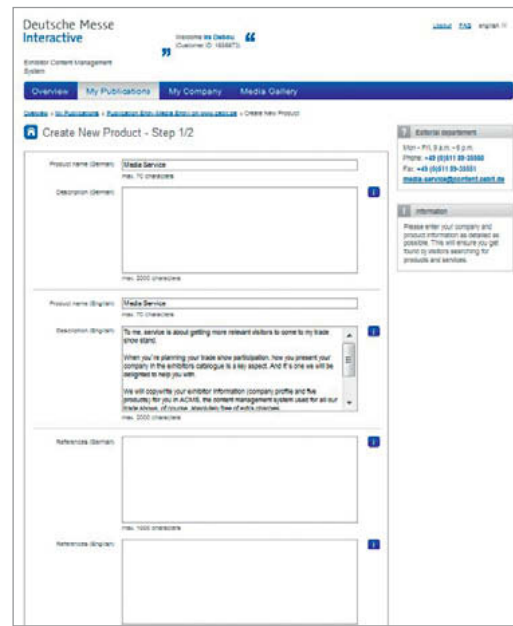
2. The "Fields of business activity" section is where you record your source industries (your industry background) and target industries. This will make it much easier for potential customers to find you on the trade fair web pages. You can add up to five source industries and ten target industries by clicking on items in the list provided. You can also specify relevant target regions and countries.



3. In the “Stand description” section you can increase the chances of trade visitors finding you at the fair by adding a succinct description of what’s in store for them at your stand. The information provided here will feature prominently on the tradeshow website.



4. Your product description is just as important as your company description. A good write-up of your products will increase your company’s visibility enormously because tradeshow visitors very often find exhibitors by searching the show’s index of display categories. In the “Products” input area of the ACMS, you can post product descriptions and product images and assign these to up to four product groups. The more information you provide here, the easier it will be for potential customers to find you. For each product you can also display references and upload PDFs. You can also include hyperlinks to your own homepage.



5. The “Contacts” section is where you input the details of your primary contact persons. This is important, because many potential customers and partners will use the trade fair website for their pre-fair planning and will want to contact you before the fair begins to find out more about your products and possibly arrange a meeting at your display stand.

Once you have completed all the relevant entry fields and saved your changes, you can click on the “Check and publish” button to preview your exhibitor profile. If you’re happy with your profile, you can then click on the “Publish” button to submit your entries to the DMI Media Service. Your profile/profile updates will then be proofed and published within four working days.

#### **Other services offered by our Media Service**

Deutsche Messe’s Media Service provides editorial support for profile information submitted via the ACMS. This includes proofreading and publishing your profile. Other services are also available. For instance, on request, the Media Service will take care of the entire ACMS exhibitor profile creation process for you. Simply send the information and image material mentioned in 1 to 5 above to the Media Service and we’ll do the rest!

The screenshot displays the 'Deutsche Messe Interactive' Exhibitor Contact Management System. The main heading is 'Edit Contact Partner'. The form includes several fields for contact information, each with a character limit: 'File (Bilder, Logo)' (max. 10 characters), 'First name' (max. 30 characters), 'Last name' (max. 30 characters), 'Function' (max. 30 characters), 'Position (Germany)' (max. 30 characters), 'Phone' (max. 100 characters), 'Fax' (max. 100 characters), 'Mobile' (max. 100 characters), and 'E-Mail address' (max. 100 characters). There are 'Cancel' and 'Save' buttons at the bottom. On the right, there is a 'Contact information' box with contact details for the Media Service and an 'Information' box with instructions for profile completion.

# Enhanced coverage for your corporate profile and product descriptions

Your exhibitor profile opens up a whole range of new and innovative services. It optimizes your presence on the websites of the events you're exhibiting at. What's more, it enables you to pitch your organization as a provider of first choice to a wide industry audience and hence generate contacts with potential new customers all year round.

## Industry-wide positioning as key service provider

We can leverage our relationships with leading industry Web portals to place your company information on relevant third-party websites. We don't use conventional online ads for this; instead, we let your company details "speak for themselves" by contextualizing them with industry-specific editorial content. For instance, we can place a specially developed "infobox" on online portals that are relevant to what you sell.

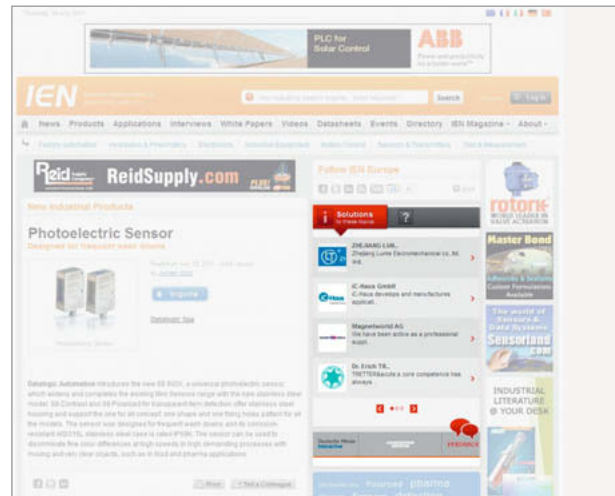
## Benefits to you

Online industry portals are often the first ports of call for companies looking for advice and solutions to specific problems. In other words, users of these kinds of portals are already interested in the kinds of solutions you have to offer. It is therefore a simple matter of positioning yourself in this space as a provider and letting potential customers seek out your products and services. It's pull marketing at its effective best!

## Just one thing:

### you need an up-to-date exhibitor profile

DMI's cutting-edge marketing services require a comprehensive, information-rich pool of data to draw on. So be sure to update your profile in the Deutsche Messe exhibitor and product search database to get the most out of our expanded publication channels. DMI has strong relationships with wide-reach online industry portals like [www.computerwoche.de](http://www.computerwoche.de) and [www.maschinenmarkt.de](http://www.maschinenmarkt.de) and is constantly growing its cooperation network. Talk to us about the online presentation options in your industry and use our pull marketing services to extend the reach of your company and products. The Media Service would be delighted to help you create and maintain your exhibitor profile. Just ask!



## Contact:

Deutsche Messe Media Service

Tel.: +49 511 89-330601-11

[media-service@messe-interactice.de](mailto:media-service@messe-interactice.de)