



ILA BERLIN

PIONEERING AEROSPACE

ONBOARDING GUIDE

Exhibitor

June 10 – 14, 2026



BDLIV German Aerospace
Industries Association

MESSE
BERLIN

BER BERLIN
BRANDENBURG
AIRPORT

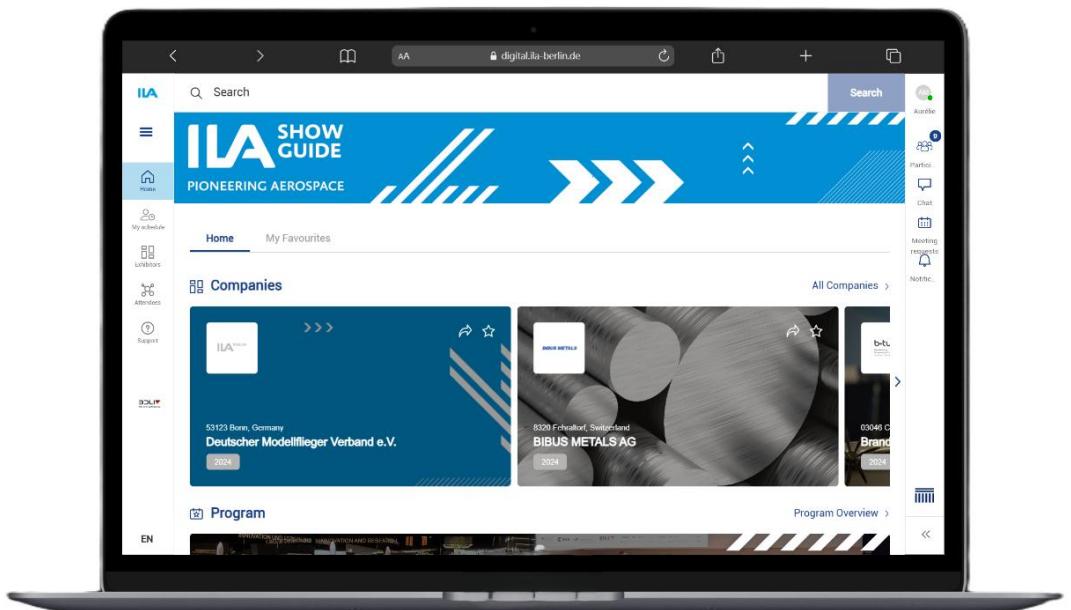
BERLIN

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BRANDENBURG

European
Commission

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ILA SHOW GUIDE

Media Package – the digital marketing package 2026

Your exhibitor profile is identical in all channels. The Media Package includes an extensive presence in the digital media of ILA.

ILA SHOW GUIDE: On the event platform, you can find the exhibitor directory, all participating companies and products.

MOBILE APP: for iOS and Android – the smart companion for the on-site visits.

With the Media Package, Messe Berlin offers its **exhibitors** a package of selected **marketing tools** to optimize their trade fair participation and market presence.

Basic company entry (company name, address, hall and booth number), entry in the main product categories of the product group directory.

Company profile: telephone number, email address, logo, link to website, contact person with photo and contact details, and link to social media profiles.

MY COMPANY

1. Registration: Use the email address provided during your stand registration as the main company contact.

EXHIBITOR LIST

2. Content Manager: Edit your Company Profile and update products and data in the Content Manager.

3. Manage: View users and visitors in the Backoffice and handle contact requests and meetings.

4. Team Members: Invite your Team to join the platform and show them as contact persons on your company profile.

Advertising Shop: Achieve maximum visibility and present your brand effectively.

SPONSORING PACKAGES

1

Edit Your Company Profile

The main contact person entered during stand registration in the exhibitor portal has first access to the “**MY COMPANY**” tab in Settings.

1. LOGIN & CONTACT

Register with the same email address as both the contact person and in the exhibitor portal.

2. USER PROFILE

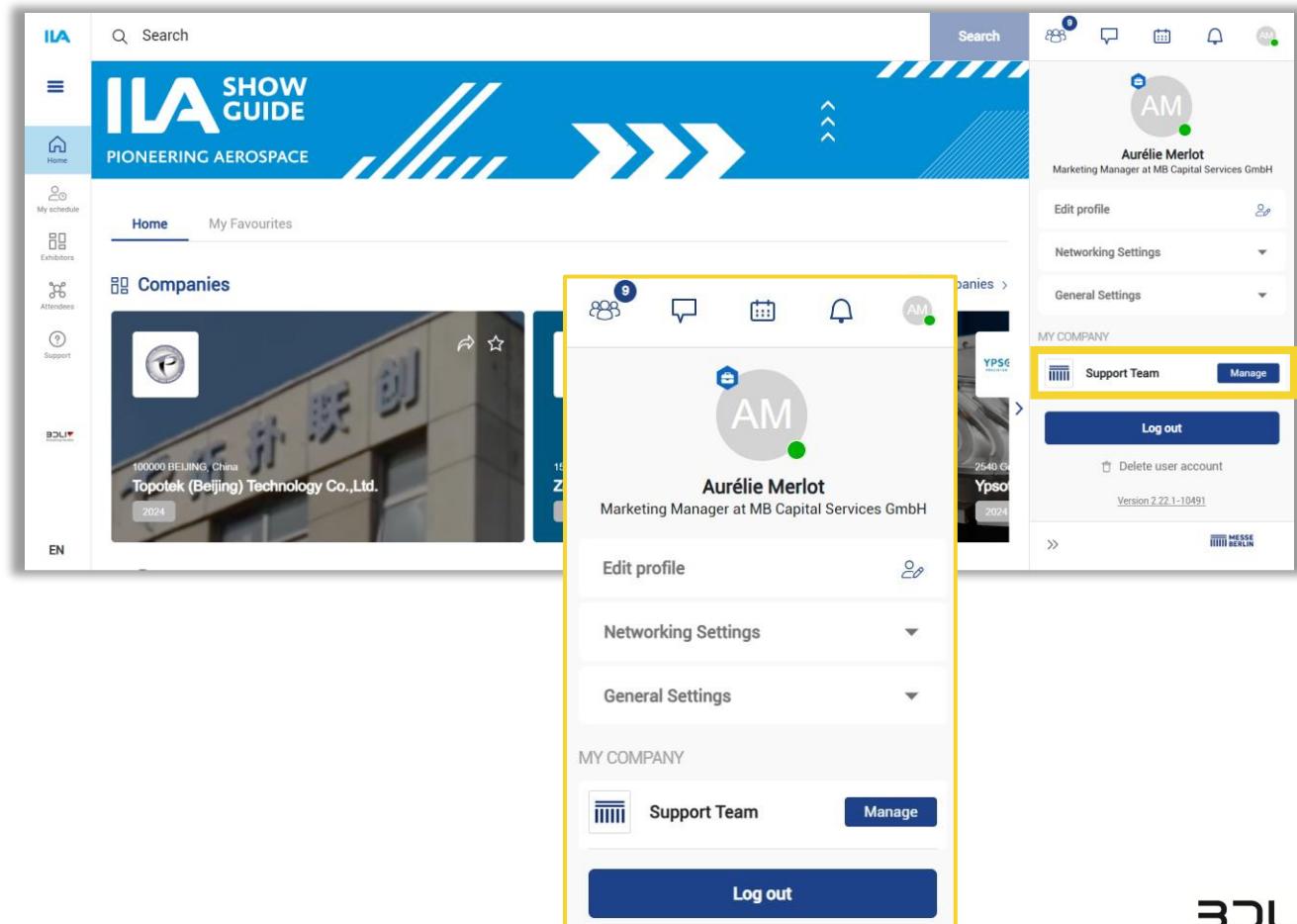
Click on your profile picture or on **Settings** in the top right-hand corner to **edit profile**.

3. MY COMPANY

The tab **MY COMPANY** in your communication center takes you to the Backoffice through the **Manage** Button.

4. EDIT COMPANY PROFILE

You can find the **Content Manager** either directly on your company page or in the **Backoffice**. There you can edit the company profile.



2

Add Team Members

The main contact person can edit the exhibitor profile, team management, and other company data via the backoffice.

1. SEARCH FOR TEAM MEMBERS:

First, invite your colleagues to create a user profile. You can then **search for team members** using the search bar.

2. INVITE TEAM MEMBERS:

Alternatively, you can enter an **email address** and invite people to create a profile on the platform.

3. ROLE & PERMISSIONS:

Select the appropriate permissions for each person. The following roles are available:

Team Member, Content Manager, Shop Manager, Lead Manager, and Team Manager.

IMPORTANT: Only **Admins** and **Team Managers** can edit their own permissions in the Backoffice.

The screenshot shows the IIA Backoffice interface. The main menu on the left includes Home, Exhibitors, Attendees, and Support. The current view is 'Exhibitors > Exhibitors > Support Team > Backoffice'. The 'Team' tab is selected. On the left, there are buttons for 'Team members (8)', 'Visitors', 'Contact request', 'Meeting request', and 'Statistics'. A search bar at the top right contains the placeholder 'Search for a team member'. Below the search bar is a 'Filter' button. A yellow box highlights the 'Invite team member' button in the top right corner of the main content area. The main content area displays a list of team members with their names, email addresses, and roles. One member, Aurélie Merlot, is highlighted with a yellow box. A modal window titled 'Invite a team member' is open, containing a search bar and a list of roles with checkboxes. The 'Team Member' role is checked. The modal also includes a 'Manage' button in the top right corner of the sidebar and a 'Logout' button at the bottom. The sidebar on the right shows the user profile of Aurélie Merlot, her company (Marketing Manager at MB Capital Services GmbH), and various settings like Networking and General Settings. A yellow box highlights the 'Manage' button in the sidebar.

3

Editing data in the Content Manager

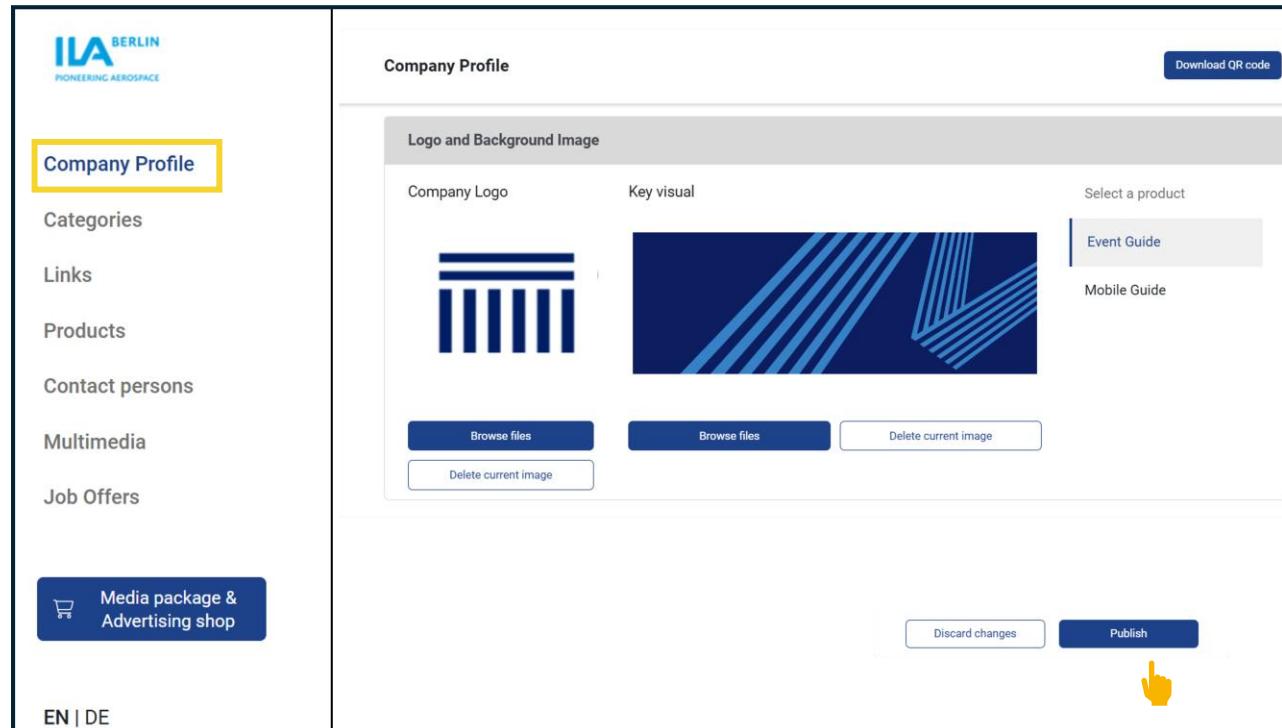
Home page:

On the start page, you can edit your exhibitor profile:

1. Logo & background image
2. Basic data & company profile
3. Social media accounts

Tips for the start page

- The background image must be uploaded in different sizes for the platform and the app view.
- We generally recommend using a wallpaper or mood image as the background image.



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Company Profile

Download QR code

Company Logo Key visual

Select a product

Event Guide

Mobile Guide

Logo and Background Image

Browse files Browse files Delete current image

Discard changes Publish

Media package & Advertising shop

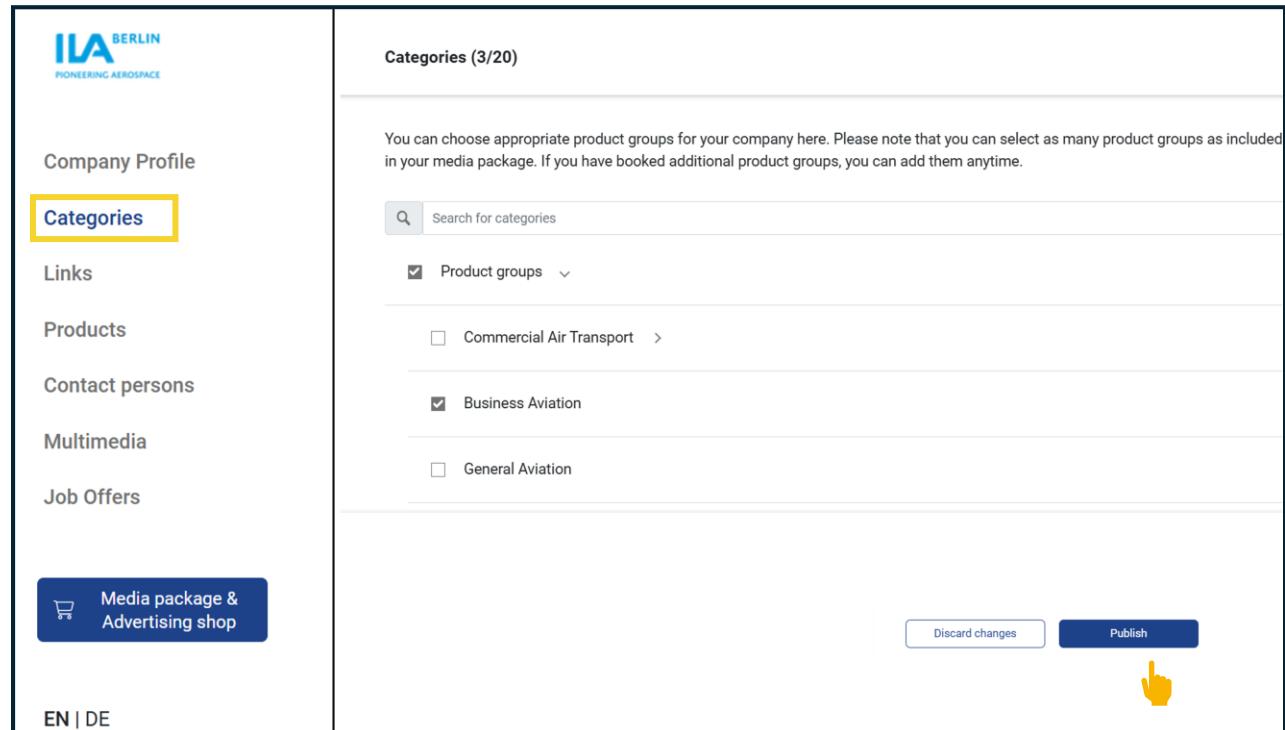
EN | DE

4

Editing data in the Content Manager

Categories:

- During registration in the exhibitor portal, you can select the **product groups** that apply to your company, which will then be imported into your contact manager.
- To open the selected categories, please click on the name displayed and not on the adjacent arrow.
- You can see the number of categories already selected and those still available in the top right-hand corner.



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PIONEERING AEROSPACE

Company Profile

Categories

Links

Products

Contact persons

Multimedia

Job Offers

Media package & Advertising shop

EN | DE

Categories (3/20)

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

Search for categories

Product groups

Commercial Air Transport

Business Aviation

General Aviation

Discard changes

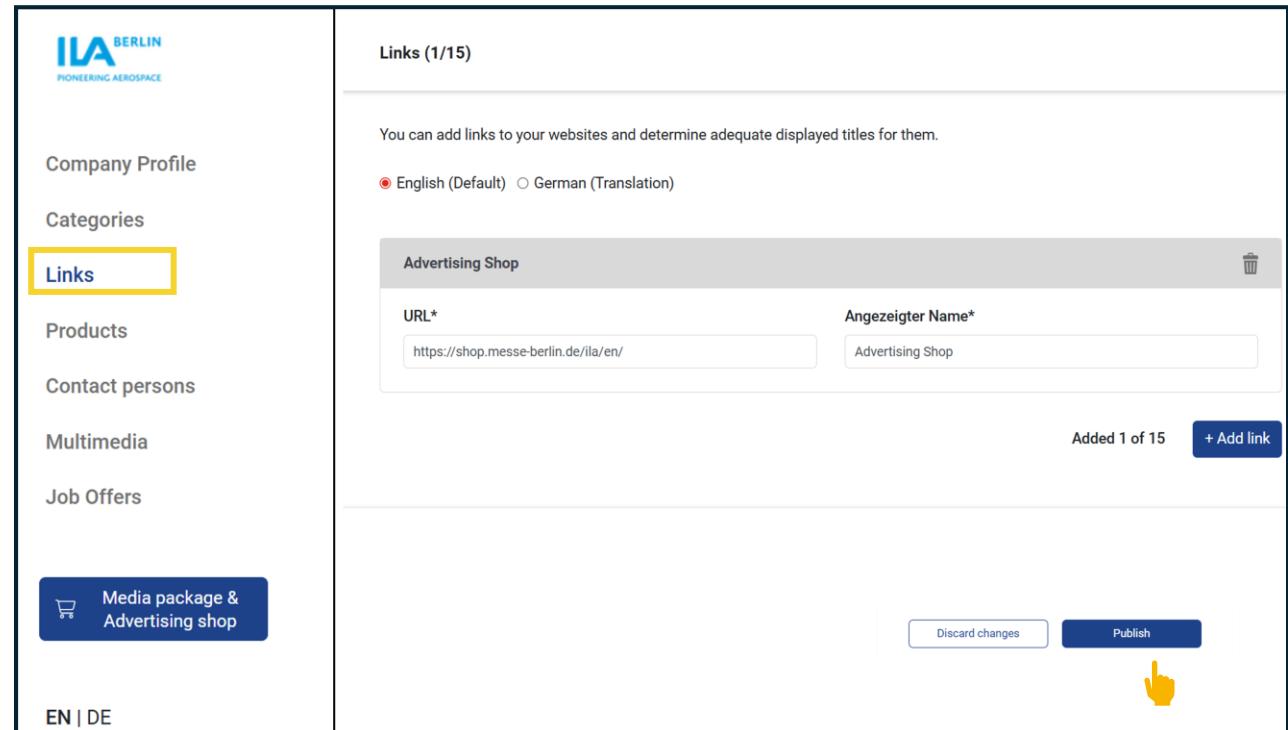
Publish

5

Editing data in the Content Manager

Links:

- Click on **Add link** to open the editing area, where you can enter and name a link.
- Please note that content should be provided in both languages – English and German.



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Company Profile

Categories

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Links (1/15)

You can add links to your websites and determine adequate displayed titles for them.

English (Default) German (Translation)

Advertising Shop	Alle
URL*	https://shop.messe-berlin.de/ila/en/
Angezeigter Name*	Advertising Shop

Added 1 of 15 **+ Add link**

Discard changes **Publish**

5

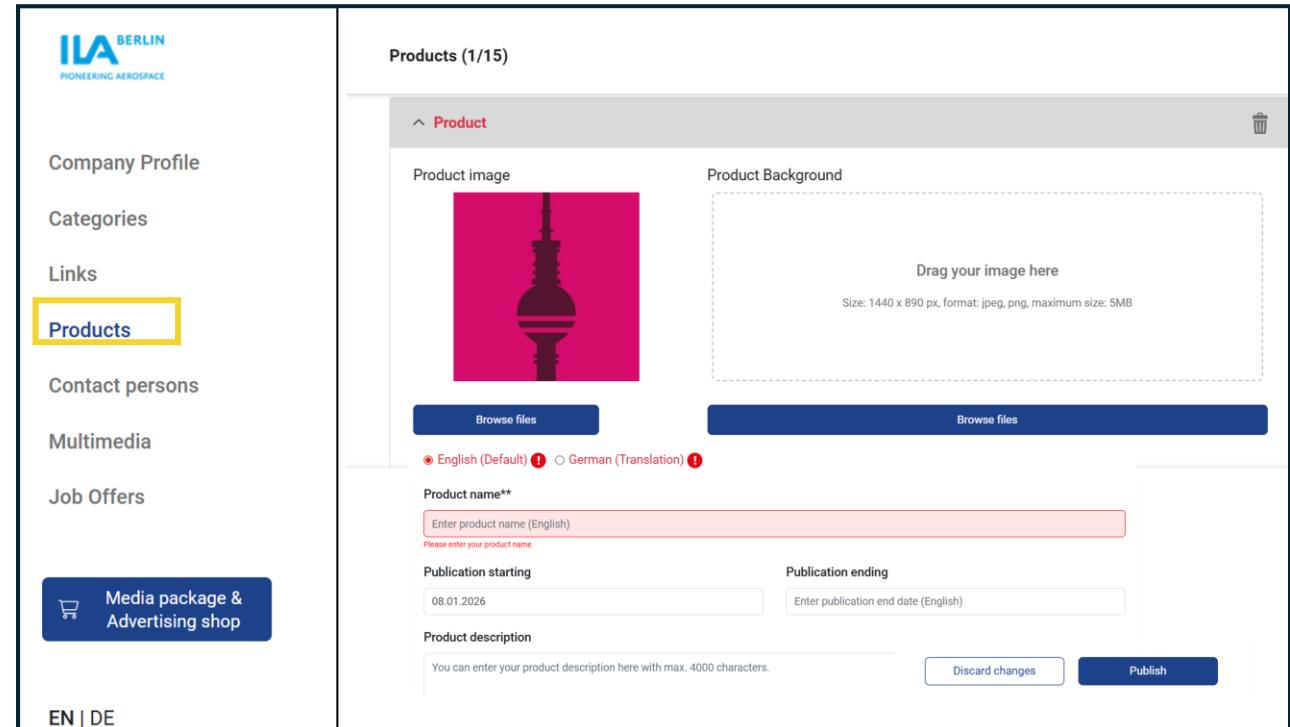
Editing data in the Content Manager

Products:

- Click on **Add Product** and then on **Product** to open the editing area where you can edit the product information.
- At the bottom of the editing area, you can find three additional tabs: **Links**, **Product Groups**, and **Multimedia**.

Please note:

If you already have a completed entry from your participation in ILA Berlin 2024, please review the product groups assigned to your products. These groups play a significant role in your products' visibility.



Links Categories Multimedia

5

Editing data in the Content Manager

Multimedia:

- Under **Multimedia**, you can upload additional information about your company, such as PDFs, images or videos.
- Please note that content should be provided in both languages – English and German,

UPGRADE & ADD-ONS

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Multimedia (1/15)

Drag your media here or click here (14 uploads available)
Data format: JPG, PNG, MP4, PDF, Word, Excel, PowerPoint, maximum file size: 50 MB

Position Preview File

ILA BERLIN 2026-Online-Advertising.pdf

ILA BERLIN 2026-Online-Advertising
Subtitle

Discard changes Publish

1

Media package & Advertising shop

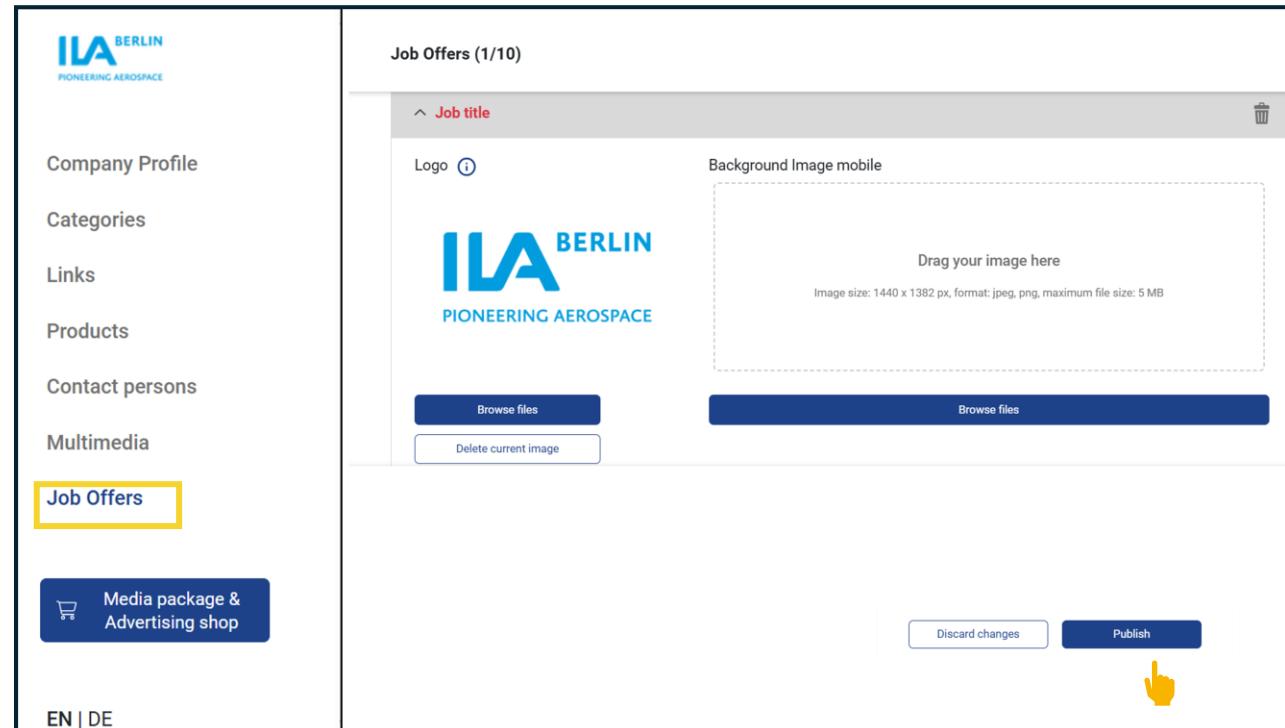
EN | DE

5

Editing data in the Content Manager

Job Postings:

- Under **Job Offers**, you have the option to present one of your open positions in a targeted way.
- A job posting includes a description text, a link, an image, and a contact person with contact details. Your job posting will be published on your profile on the platform and in the app.
- Updates can be made at any time.



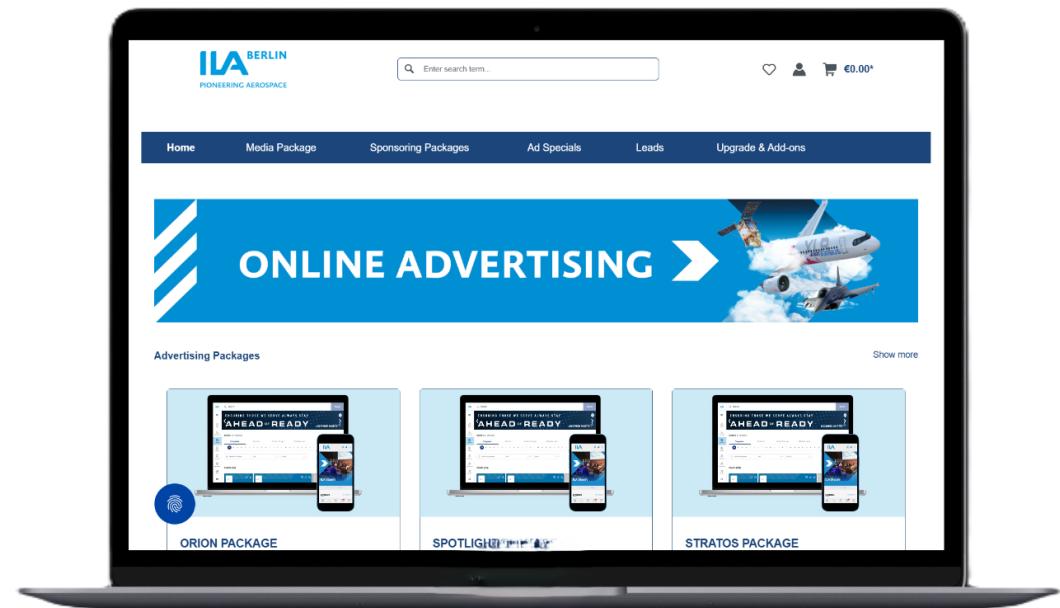
Advertising Shop

Maximum Visibility for Your Company

Highlight your brand and achieve maximum visibility with our features. Leverage ILA channels to stand out from the crowd.

You can access the Shop directly on the platform. Team members assigned the Shop Manager role can also place orders for your company on their own.

You are welcome to visit our [Advertising Shop](#) now!



CONTACT & SUPPORT



ONLINE TEAM

Please do not hesitate to reach out to us directly.
We are happy to help!

support@messe-berlin.de

Phone: +49 30 3038 2500

Send your request now:

[Service Portal](#)