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**ILA** BERLIN

PIONEERING AEROSPACE

# ONBOARDING GUIDE

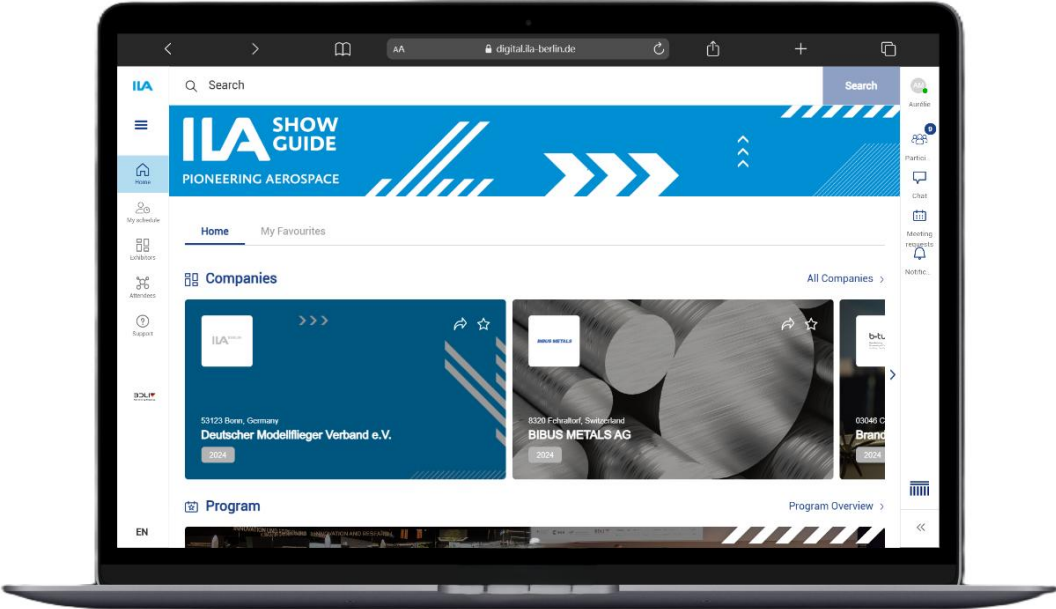
Exhibitor

June 10 – 14, 2026



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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

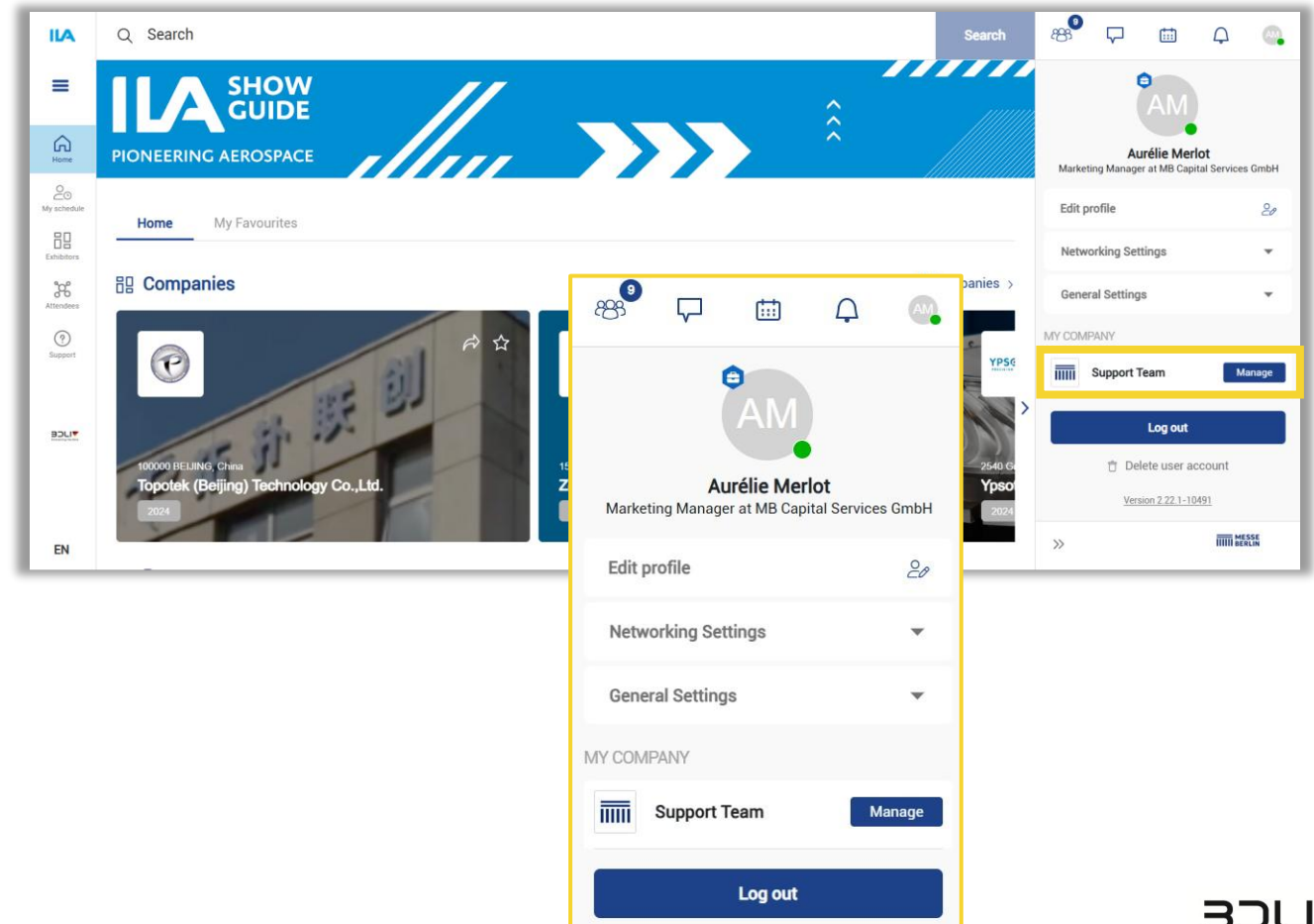
Click on your profile picture or on **Settings** in the top right-hand corner to **edit profile**.

### 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.

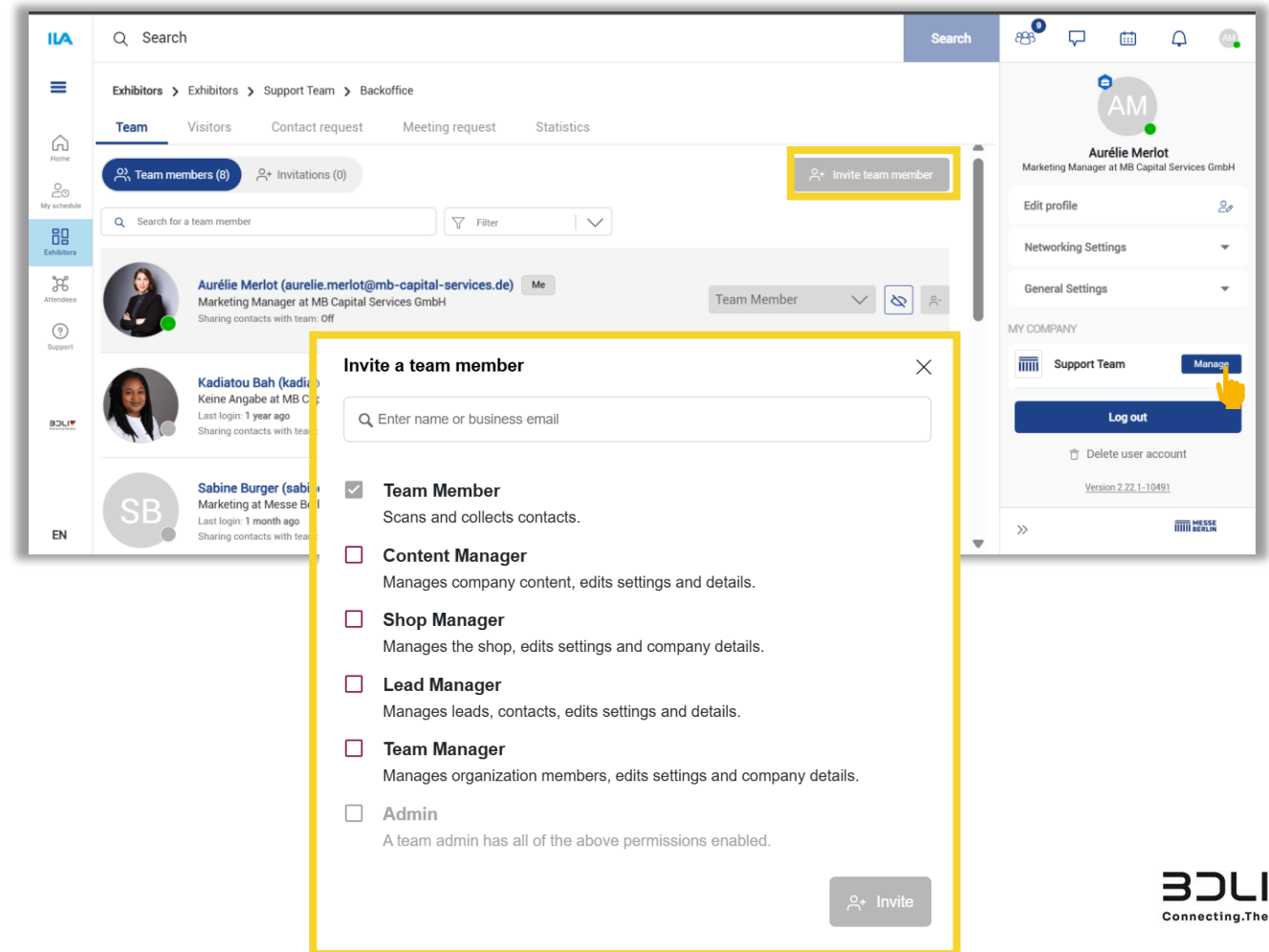
### 2. INVITE TEAM MEMBERS:

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.





## Editing data in the Content Manager

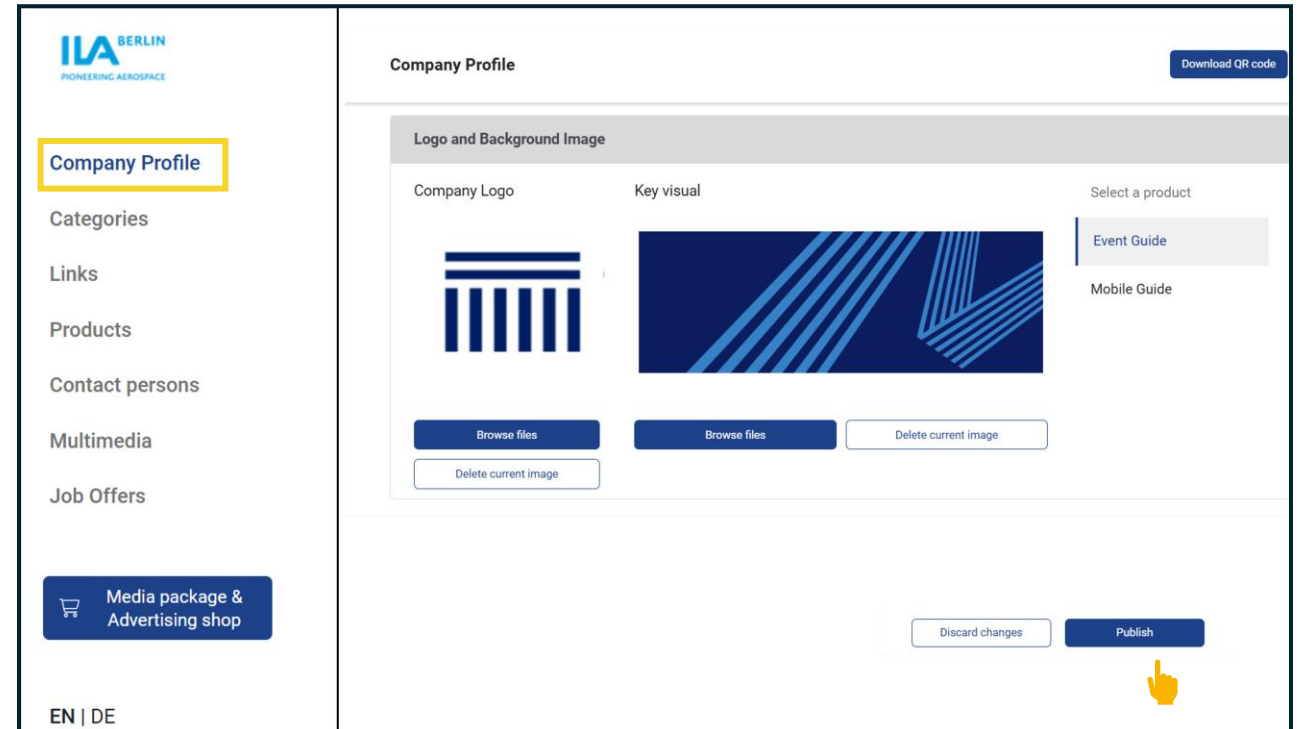
### Home page:

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

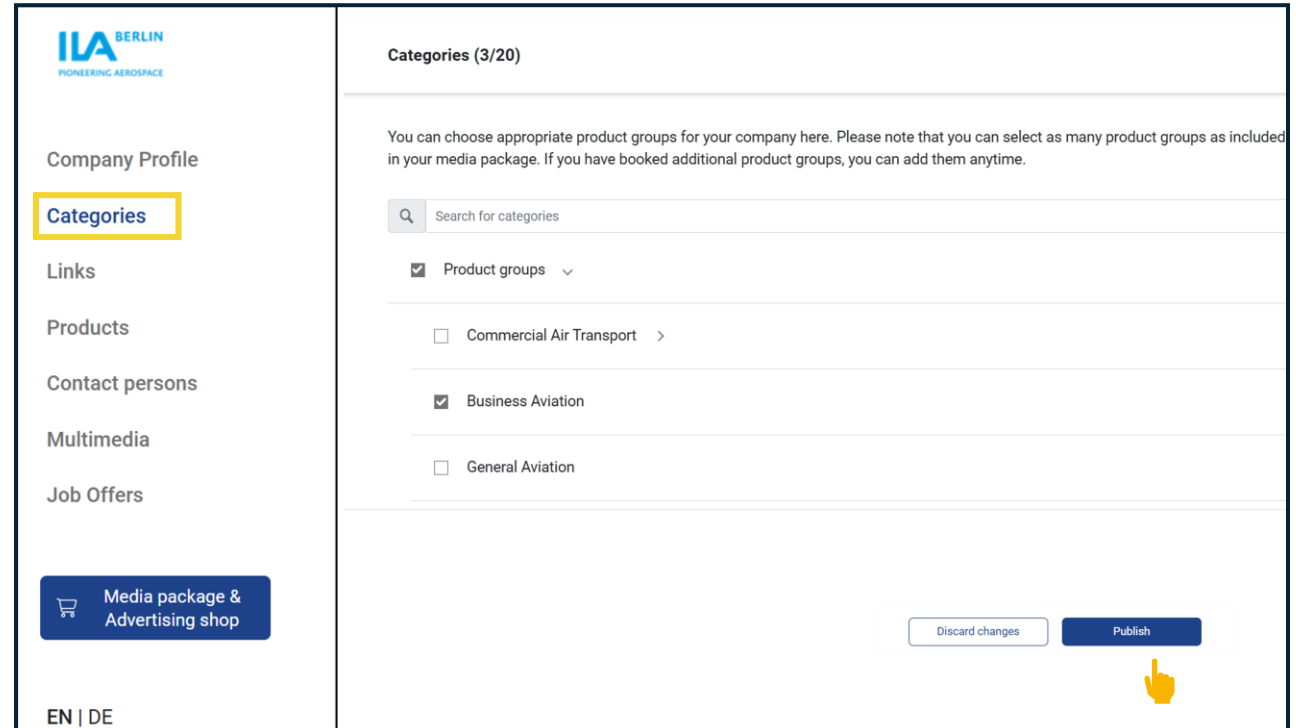
- The background image must be uploaded in different sizes for the platform and the app view.
- We generally recommend using a wallpaper or mood image as the background image.



## 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.



**ILA BERLIN**  
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

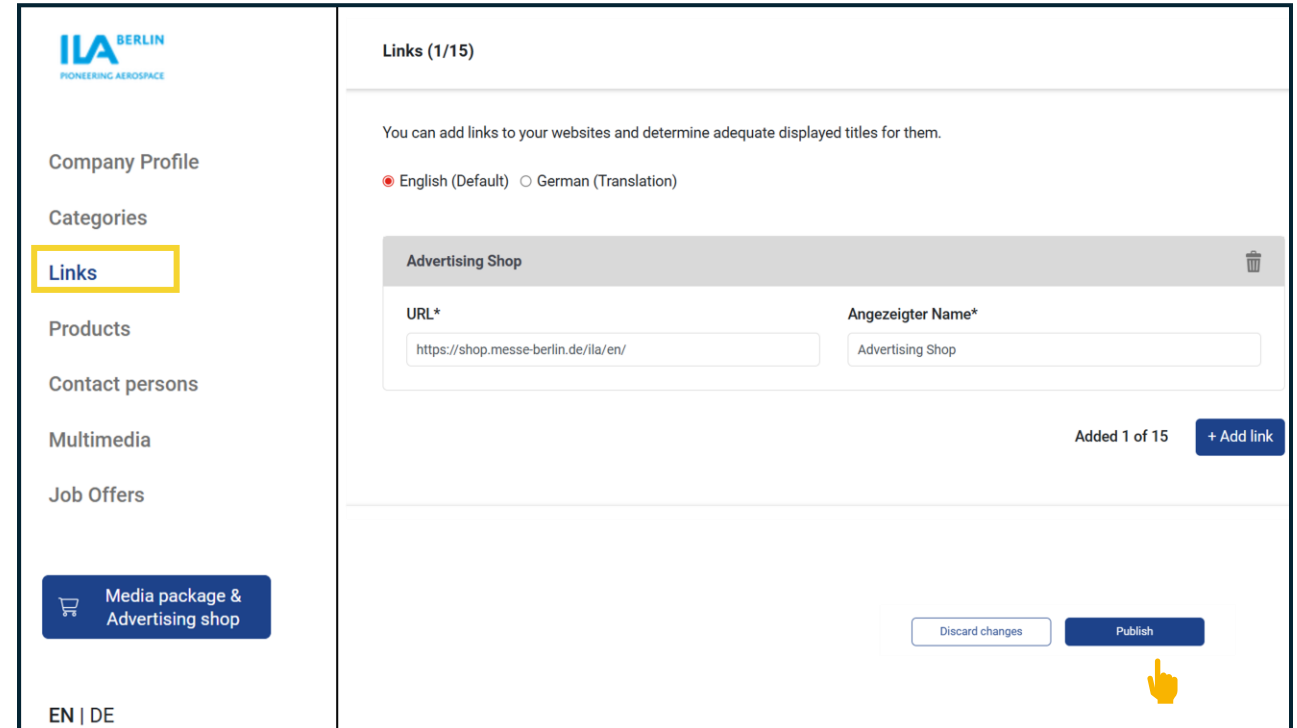
☐ General Aviation

Discard changes Publish

## 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.



The screenshot shows the 'Links' management interface for ILA Berlin. On the left is a sidebar with navigation options: Company Profile, Categories, Links (highlighted with a yellow box), Products, Contact persons, Multimedia, and Job Offers. At the bottom of the sidebar is a button for 'Media package & Advertising shop' and a language selector 'EN | DE'. The main content area is titled 'Links (1/15)' and includes instructions: 'You can add links to your websites and determine adequate displayed titles for them.' Below this are radio buttons for 'English (Default)' (selected) and 'German (Translation)'. A table lists one link titled 'Advertising Shop' with a trash icon. The table has two columns: 'URL\*' and 'Angezeigter Name\*'. The 'URL\*' field contains 'https://shop.messe-berlin.de/ila/en/' and the 'Angezeigter Name\*' field contains 'Advertising Shop'. At the bottom right of the table area, it says 'Added 1 of 15' and a '+ Add link' button. At the very bottom of the interface are 'Discard changes' and 'Publish' buttons. A yellow hand cursor is pointing at the 'Publish' button.



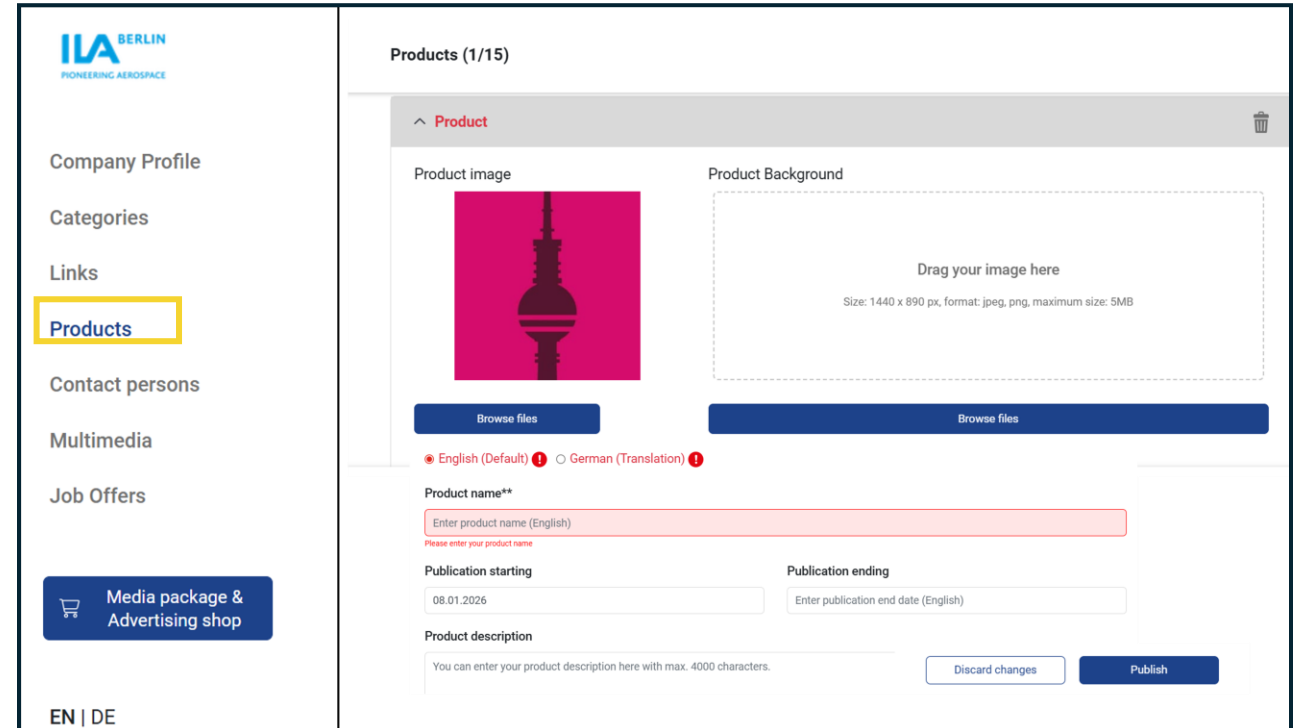
## Editing data in the Content Manager

### 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.



The screenshot displays the ILA Berlin Content Manager interface. On the left is a sidebar with navigation links: Company Profile, Categories, Links, **Products** (highlighted with a yellow box), Contact persons, Multimedia, and Job Offers. At the bottom of the sidebar is a button for 'Media package & Advertising shop' and a language selector 'EN | DE'. The main area is titled 'Products (1/15)' and shows a 'Product' editing form. The form includes a 'Product image' section with a preview of a red rocket and a 'Browse files' button. A 'Product Background' section has a dashed box for image upload with instructions: 'Drag your image here' and 'Size: 1440 x 890 px, format: jpeg, png, maximum size: 5MB', along with a 'Browse files' button. Below these are language selection options: 'English (Default)' (selected) and 'German (Translation)'. The 'Product name\*\*' field has a red border and placeholder text 'Enter product name (English)'. The 'Publication starting' field is set to '08.01.2026'. The 'Publication ending' field has a placeholder 'Enter publication end date (English)'. The 'Product description' field has a placeholder 'You can enter your product description here with max. 4000 characters.' and a character count. At the bottom right are 'Discard changes' and 'Publish' buttons.

Links

Categories


Multimedia

## 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](#)



Company Profile

Categories

Links

Products

Contact persons

**Multimedia**

Job Offers


Media package & Advertising shop

EN | DE

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

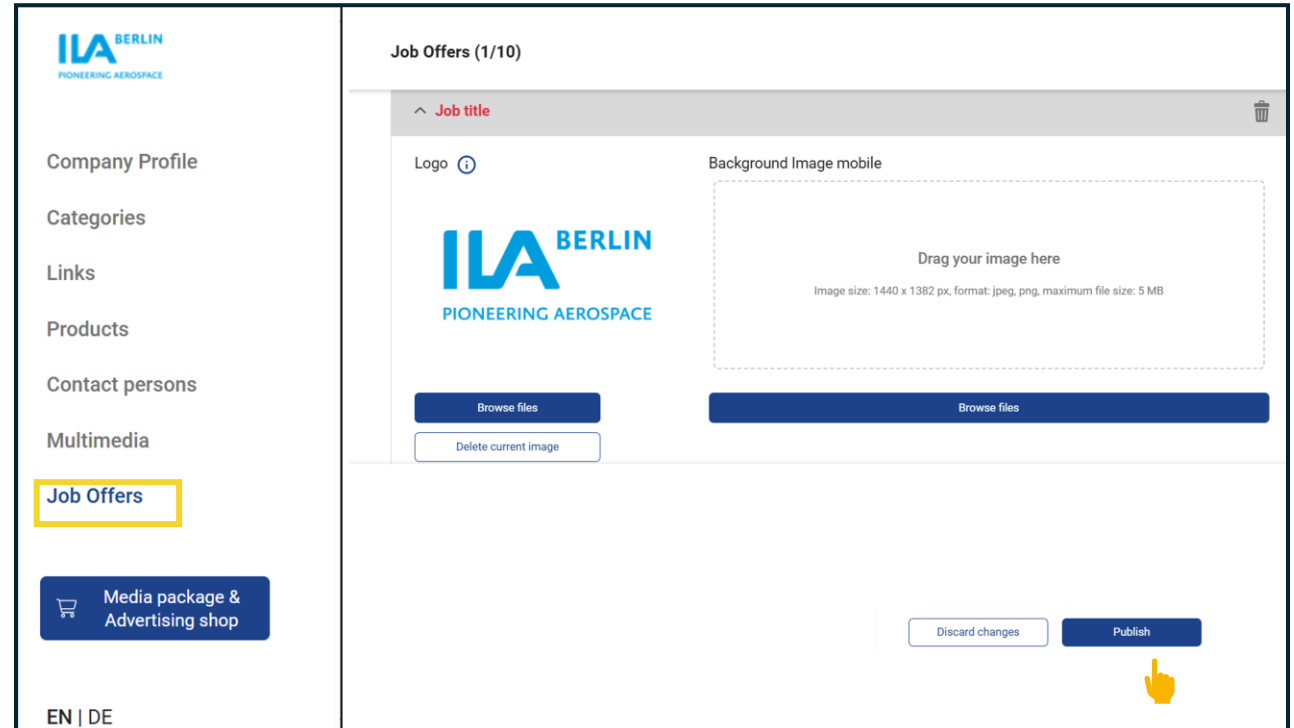
Position	Preview	File
1		<p>ILA BERLIN 2026-Online-Advertising.pdf</p> <p>ILA BERLIN 2026-Online-Advertising</p> <p>Subtitle</p>

Discard changes Publish

## 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.



The screenshot shows the ILA Berlin Content Manager interface. On the left is a sidebar with the ILA Berlin logo and a list of menu items: Company Profile, Categories, Links, Products, Contact persons, Multimedia, and Job Offers (highlighted with a yellow box). Below the menu is a button for 'Media package & Advertising shop' and language options 'EN | DE'.

The main area is titled 'Job Offers (1/10)'. It features a 'Job title' field with a dropdown arrow and a trash icon. Below this is a 'Logo' section with the ILA Berlin logo and a 'Browse files' button. A 'Delete current image' button is also present. To the right is a 'Background Image mobile' section with a dashed box for the image, a 'Drag your image here' instruction, and a note about image size and format. A 'Browse files' button is located below this section. At the bottom right, there are 'Discard changes' and 'Publish' buttons. A yellow hand cursor is pointing at the 'Publish' button.

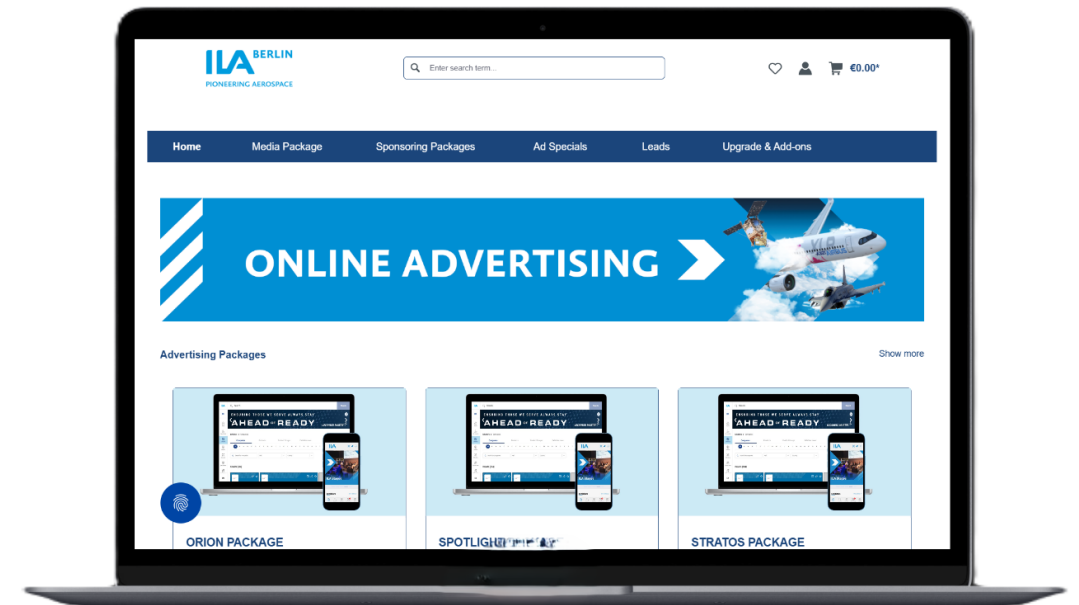
# Advertising Shop

## 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](mailto:support@messe-berlin.de)

Phone: +49 30 3038 2500

**Send your request now:**

[Service Portal](#)

