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# ILA BERLIN
PIONEERING AEROSPACE

ONBOARDING GUIDE
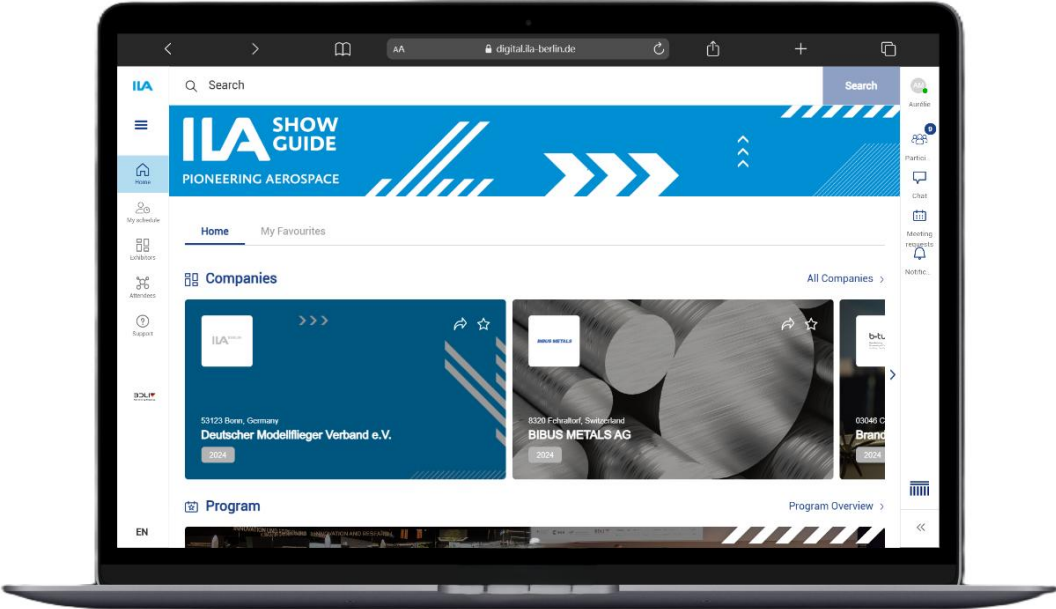
Exhibitor

June 10 – 14, 2026

3DLI / German Aerospace Industries Association

MESSE BERLIN

BER BERLIN BRANDENBURG AIRPORT

BERLIN

LAND BRANDENBURG

European Commission

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Contents

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

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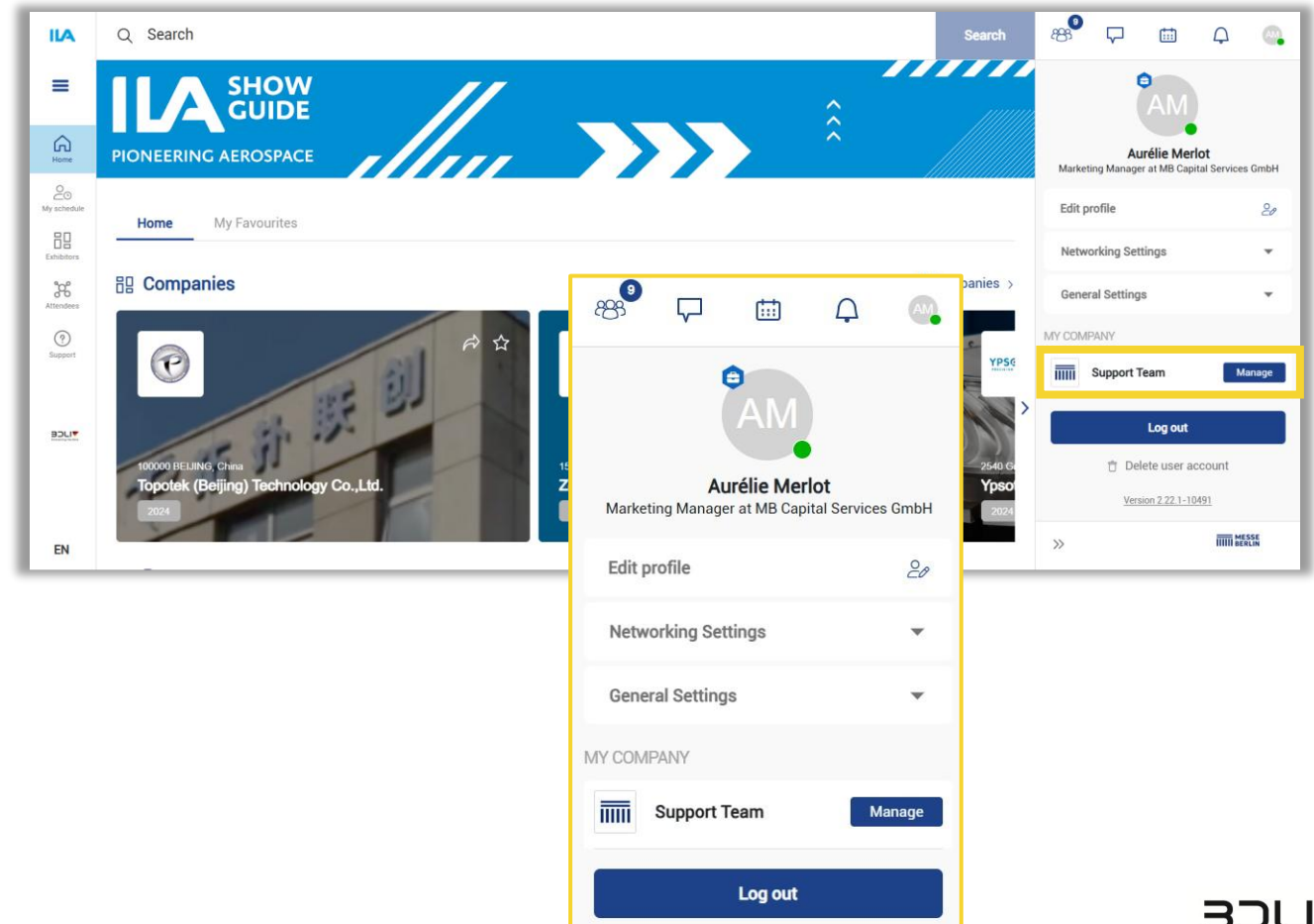
2. USER PROFILE
Click on your profile picture or on **Settings** in the top right-hand corner to **edit profile**.

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.

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.
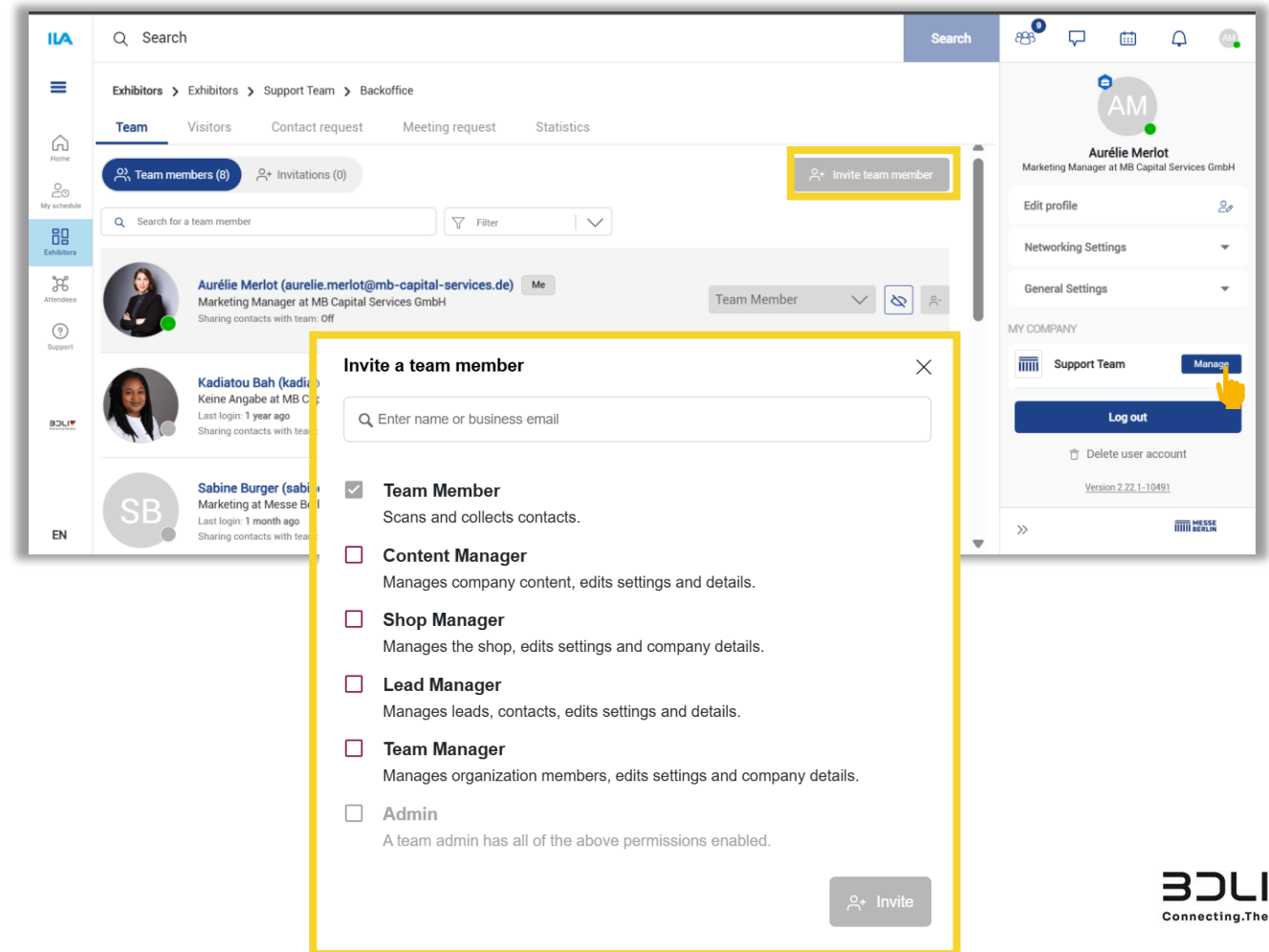
Editing data in the Content Manager

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
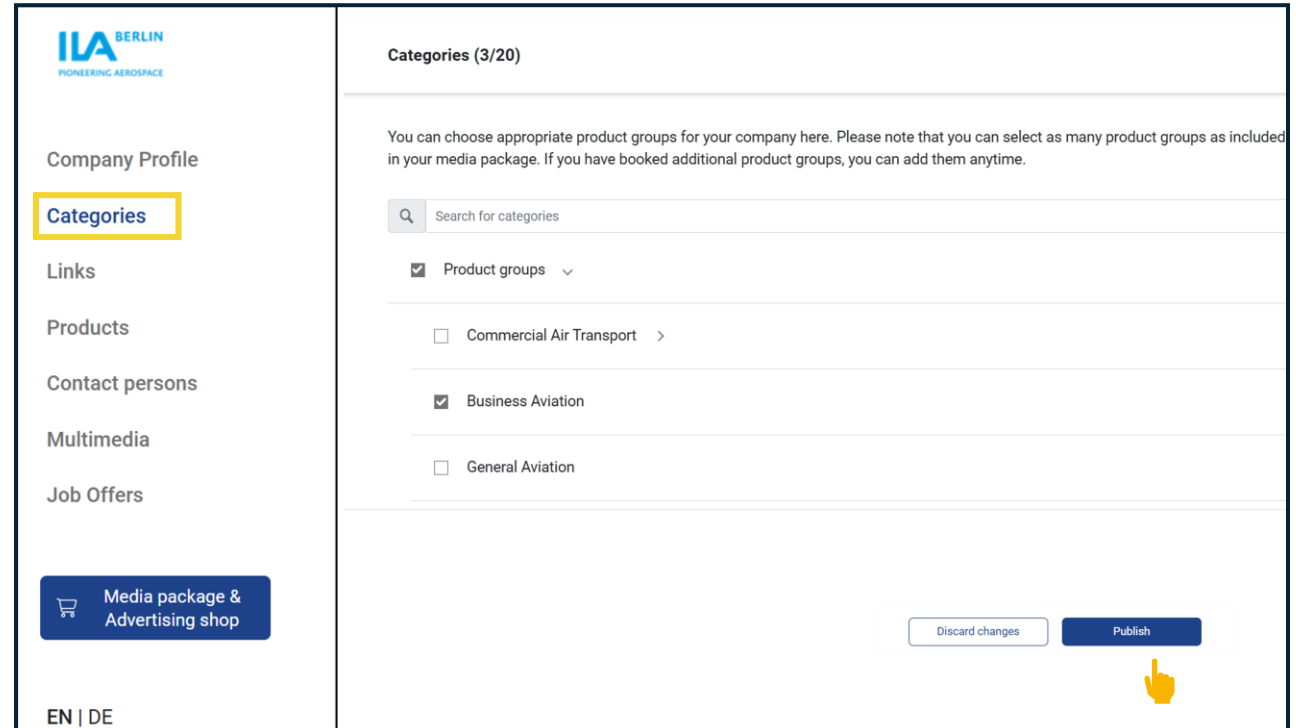
- The background image must be uploaded in different sizes for the platform and the app view.

- We generally recommend using a wallpaper or mood image as the background image.
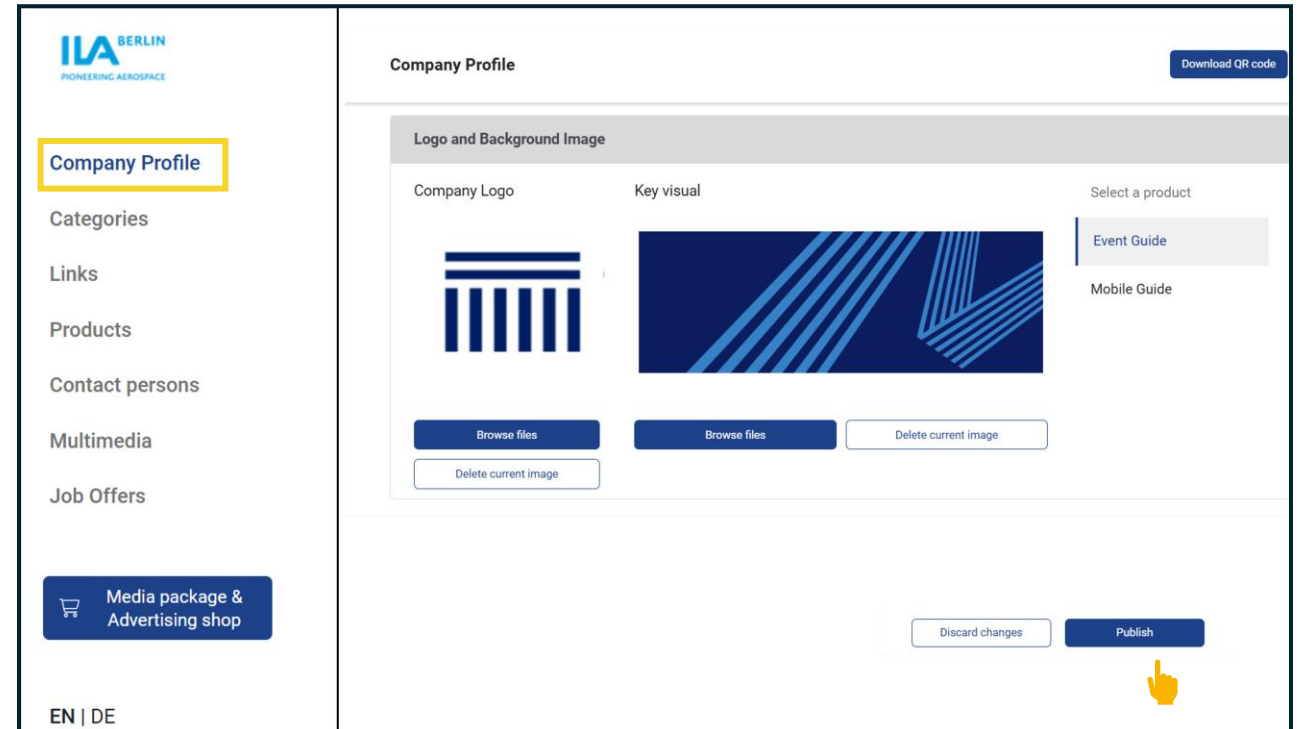
Editing data in the Content Manager

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.
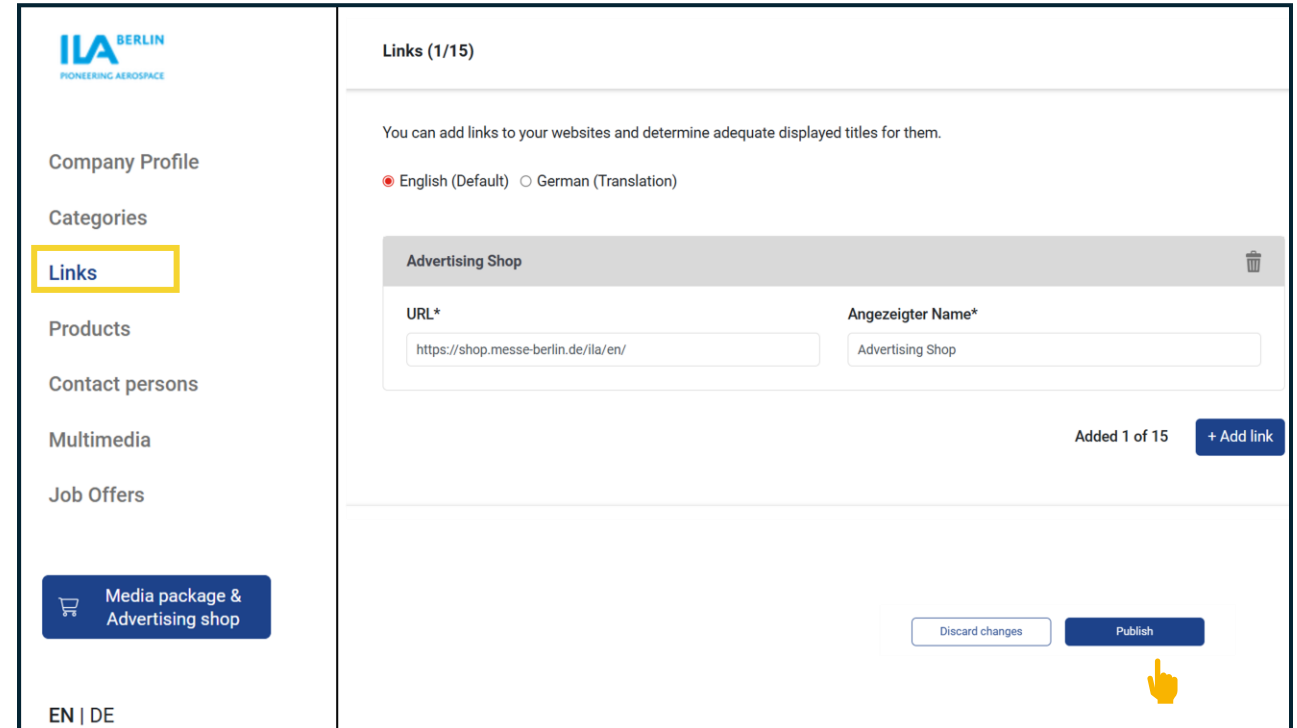
Editing data in the Content Manager

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.

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.

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
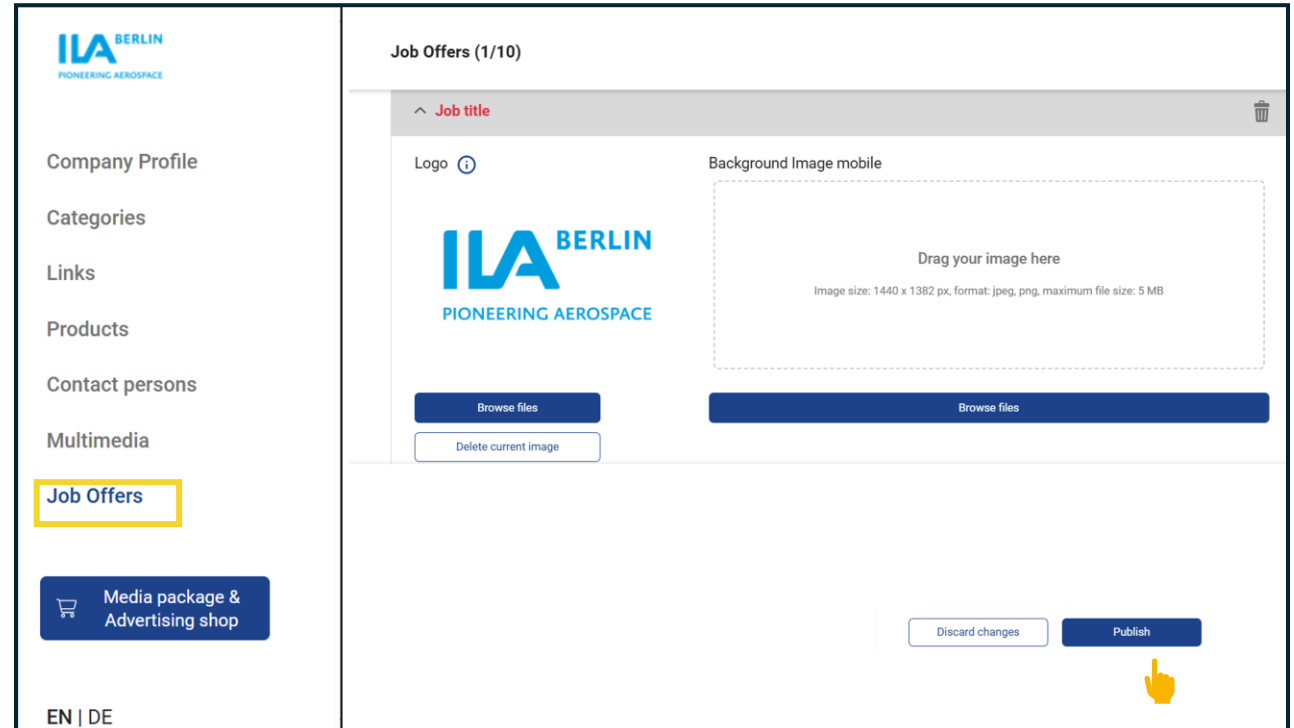
Editing data in the Content Manager

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!
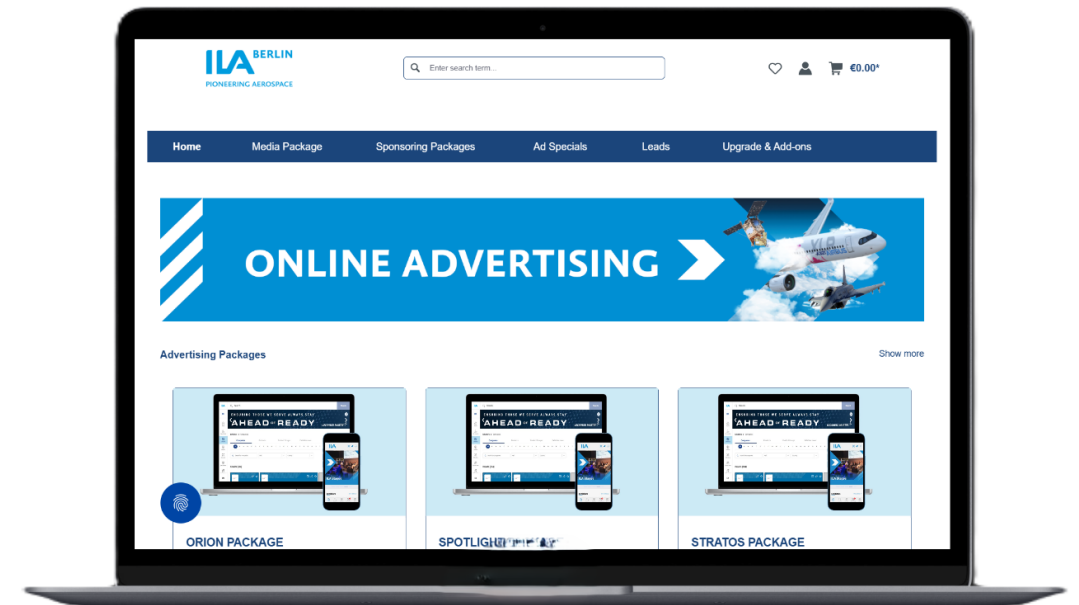
CONTACT & SUPPORT

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