

Prepare your exhibitor profile!

Your company's contact person can easily and conveniently maintain and design **the content of the extended exhibitor profile** via a so-called "self-service link". As of now, you can use this access to configure your exhibitor profile and upload content. Up to the beginning of Interzoo 2022 and even during the event, you can change and exchange content as often as you like. The data import will be done twice a day, so you can also see your changes in the app quickly.

Which settings can be individually modified in the exhibitor profile via the self-service link?

- Customizable header in the exhibitor profile (1,440 x 1,382 px)
- Social media: Facebook, Twitter, Instagram, Pinterest, Xing, LinkedIn, YouTube
- Company description: max. 10,000 characters (ENG/GER)
- Additional information (founding year, company size, industry)
- Links (e.g. to the homepage, shops, blogs, or videos)
- Multimedia (up to 500 MB each, e.g. images, PDFs including short description)

- **Trademarks (per trademark) max. 15 trademarks:**
 - Trademark name
 - Trademark image (1 main image per trademark)
 - Trademark description in detail (max. 4,000 characters ENG/GER)
 - Trademark description short (300 characters ENG/GER)
 - Multimedia (up to 500 MB each, e.g. images, PDFs including short description)

- **Exhibitor News:**
 - Title (ENG/GER)
 - Date of publication
 - Image motif: 1,440 x 720 px.
 - Content (max. 4,000 characters ENG/GER)
 - Subtitle (max 300 characters ENG/GER)

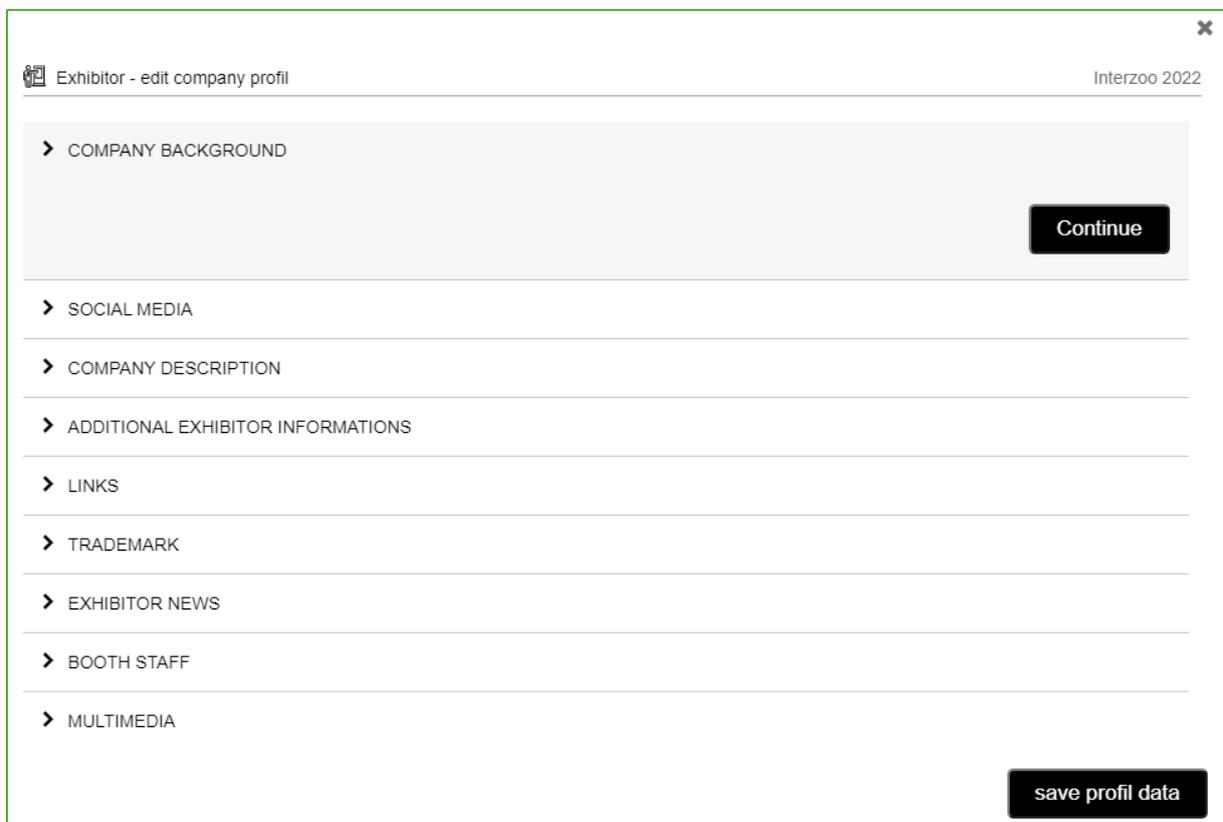
- **Booth staff (per employee):**
 - Name, role, profile picture, contact data, description
 - *Please note that the e-mail addresses of your booth staff stored in the self-service link have to be identical to the e-mail addresses used for the registration in the TicketShop.*

How can I imagine the principle of self-service?

The self-service link works in a similar way to the maintenance of a social media profile. You can fill in images via simple "drag-and-drop" and text fields either manually or via "copy-and-paste". Using the ready-made navigation, you can be sure not to forget any content. Changes can be made at any time and as often as you like. You can also create the profile step by step and save it at any time.

What does the self-service link look like?

The single navigation points, such as trademarks, exhibitor news, etc., guide you through the self-service. Clicking on the respective field opens a window for editing. Fields marked with an asterisk are mandatory.



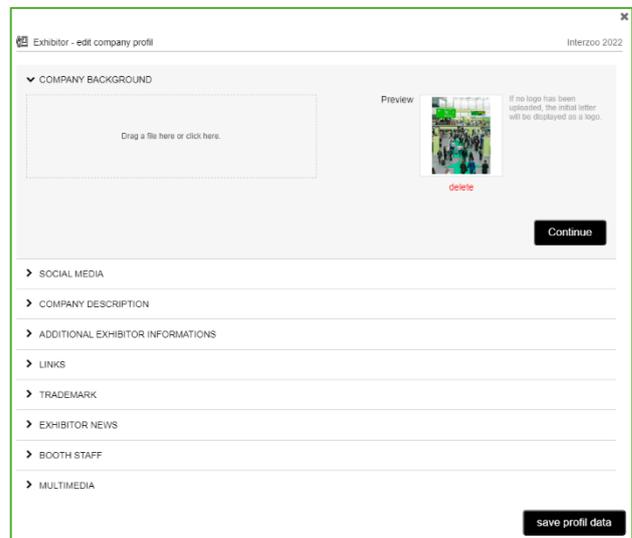
Exhibitor - edit company profil Interzoo 2022

- > COMPANY BACKGROUND Continue
- > SOCIAL MEDIA
- > COMPANY DESCRIPTION
- > ADDITIONAL EXHIBITOR INFORMATIONS
- > LINKS
- > TRADEMARK
- > EXHIBITOR NEWS
- > BOOTH STAFF
- > MULTIMEDIA

save profil data

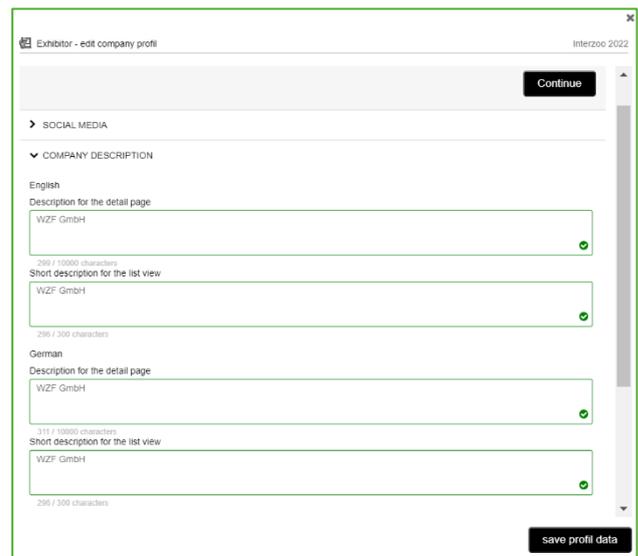
How can media (images or PDFs) be uploaded?

Media are inserted via "drag-and-drop". You only need to drag the image file into the respective field. Please keep the size of the file in mind (500 MB per medium including short description).



How can texts be added?

You have the option of filling the text fields in English and German separately. You can do this via "copy-and-paste" or manually. Depending on the language selection of the user's mobile phone, the participant is shown either the German or the English page.



How can I update my basic data, such as address or products?

Changes of the **basic data**, such as company logo, address or products can only be made via the exhibitor and product database. Updates in the exhibitor and product database will be automatically transferred to the Interzoo App. You can still change or complete your entry in the exhibitor and product database.