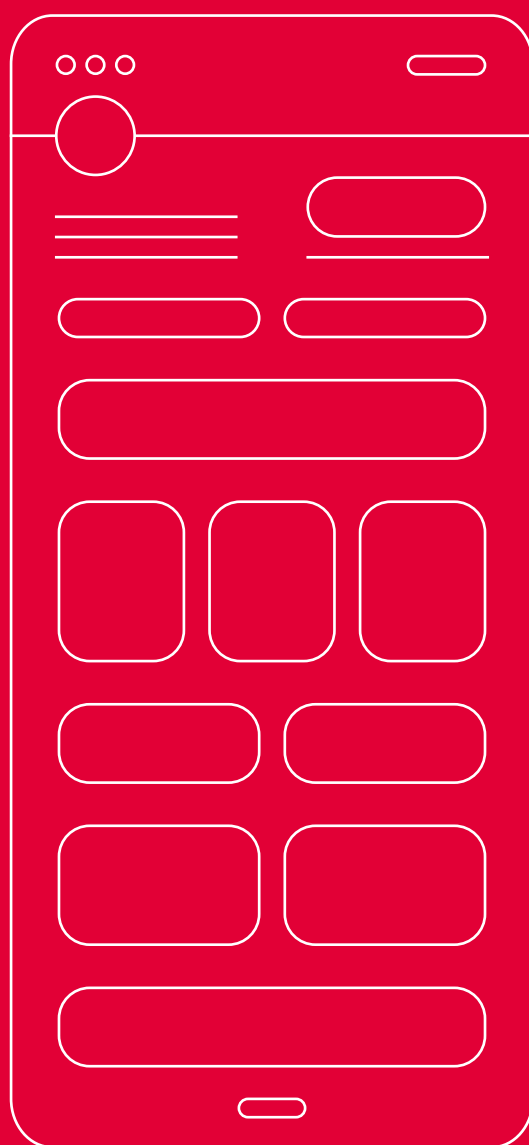


INSTRUCTIONS FOR THE EVENT GUIDE



Recording a company entry in the new Event Guide

Dear companies

A new Event Guide is now available for your company entry.

We are pleased to provide this step-by-step guide for recording your entry, products and services, and events. To help you complete the recording process quickly and efficiently, you'll find all upload options available for each entry. **Please ensure you have the documents listed on the following page ready before recording any details.**

Logo

Brief description

Header image

Change language

Hall plan and booth number

Social media

Contact

Products and services

Programme items

Images and videos

Documents

Please note
All data entered when creating the company profile will remain stored and can also be reused or adapted in subsequent years.

Please contact us if you have any questions.

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Completing the company profile

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3. Creating a company profile in German and French	6
• Header image • Logo • Company description • Social networks • Contacts • Products and services (see 5.1) • Programme items (see 5.2) • Images and videos • Upload documents • Activate appointment booking	
4. Previewing and publishing	9
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• 5.1 Products and services • 5.2 Programme items	

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1. Documents required

To complete your company profile quickly and efficiently, we recommend having the following documents ready in the specified format.

Profile overview

- **Header image**
- **Logo**
- **Description of the company**
German/French max. 600 characters incl. spaces
- **Social networks**
Links to the social networks
- **Contacts (booth staff)**
Last name, first name, job title, e-mail, phone number, LinkedIn link
- **Images**
- **Videos**
YouTube link
- **Documents**
PDF, DOC, DOCX, PPT, PPTX, RTF, XLS, XLSX

Programme items/event

- **Header image**
- **Start and end dates**
- **Event name, type, location and description**
- **Contacts (booth staff)**
Photo/portrait
Last name, first name, job title, e-mail, phone number, LinkedIn link
- **Images**
- **Videos**
YouTube link
- **Documents**
PDF, DOC, DOCX, PPT, PPTX, RTF, XLS, XLSX

Products and services

- **Product image**
- **Product description**
German/French max. 600 characters incl. spaces
- **Images**
- **Videos**
YouTube link
- **Documents**
PDF, DOC, DOCX, PPT, PPTX, RTF, XLS, XLSX

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2. Logging in and calling up the company profile

Log in at the top right using your existing BERNEXPO Online Service Center user name and password. This means you can use the same login details you used when booking the booth.

The screenshot shows the BERNEXPO Online Service Center interface. At the top, there are navigation links: Ausstellende, Produkte, Programm, Suchen, Favoriten, and Anmelden. A red callout box labeled "Login" points to the "Anmelden" link, stating: "You can log in easily using your existing Online Service Center login details." Below this, there are icons for Favoriten, Persönlicher Bereich, and Menü. A red callout box labeled "Calling up company profile – step 1" points to the "Persönlicher Bereich" icon. The main content area features a red banner with a white circle and the text "Herzlich willkommen". Below the banner are four white boxes: "Mein Profil" (with a person icon), "Mein Programm" (with a calendar icon), "Meine Favoriten" (with a heart icon), and "Meine Firmeneinträge" (with a document icon). A red callout box labeled "Calling up company profile – step 2" points to the "Meine Firmeneinträge" box, stating: "To call up your company profile, click 'Exhibitors' and then 'My company entries'." At the bottom right, there is a button labeled "ABMELDEN" with a right arrow icon.

If you do not have a login, please register. Please contact Support to access your company profile. We can enable your profile within a few minutes.

Please contact us if you have any questions.



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Event Guide

3. Company entry

Upload the header, logo, text about the company and social media links.

Please note that you cannot change the **company name** directly here in the company entry. To do this, go to the Online Service Center and then amend the **“Entry in the list of exhibitors”** there.

The screenshot shows the company entry form for BERNEXPO AG. The form includes a header image upload area, a logo upload area, a company description text field, and social media links. Red callout boxes provide instructions for each section.

Change language

- Simply click to change to French
- Images and documents will be copied over automatically
- Add texts and descriptions in French

Logo

- Click “Upload logo”
- Select the logo
- Confirm by clicking “Open”

Header

- Click “Upload header” and place the header in the box using drag and drop
- Select the header image
- Confirm by clicking “Open”

Company description

- Click directly in the text field to edit the text
- Add a description of your company with max. 600 characters
- The entry will be saved automatically

Sociale Netzwerke

FACEBOOK f, LINKEDIN in, TWITTER t

Social networks

- Click on the plus symbol
- Add the links to the social media channels you wish to use
- Confirm by clicking “Save”

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Contacts

- Click "ADD NEW"
- Upload the employee's portrait
- Optionally add a last name, job title, phone number, e-mail and LinkedIn profile link
- Your entry will be saved automatically. Click the red cross at the top right if you wish to delete the entry
- The entry will be saved automatically



Lena Fritschi

Leiterin Verkauf und Marketing

031213 02 xx

lena.fritschi@musterprofil.ch

in Type linkedin url...

+ ADD NEW

Images and videos

Add images

- Click "Upload image" or place the images in the box using drag and drop.
- Select the image you wish to use
- Confirm by clicking "Open"

Drag & Drop file here
or

Choose file

JPEG, JPG, PNG, WEBP formats supported
Maximum upload size file - 5 MB (rec. 550x450px)

Add Youtube Video

Incorporating videos

- Click "Add YouTube video" to incorporate YouTube videos
- Add the YouTube video link
- Confirm the link by clicking "Add"

Important! Copy the URL from the top browser line in YouTube.

Company documents

Drag & Drop file here
or

Choose files

PDF, DOC, DOCX, PPT, PPTX, RTF, XLS, XLSX formats supported
Maximum uploaded file size - 5 MB
Maximum upload size file - 5 MB

CongressHubBern_2023.pdf

Upload documents

- Click "Select file" or place the documents in the box using drag and drop. Use documents in PDF, DOC, DOCX, PPT, PPTX, RTF, XLS or XLSX format
- Select the document you wish to use
- Confirm by clicking "Open"

Please contact us if you have any questions.

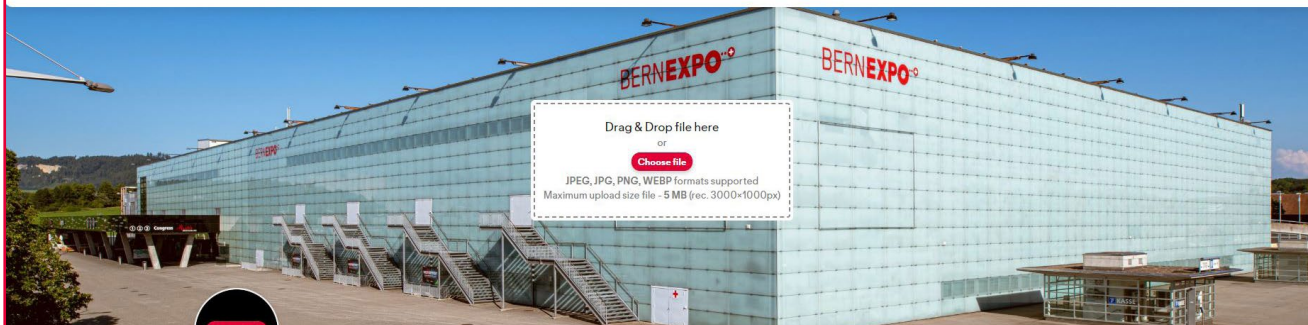


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Choose file

[Zurück zum Übersicht Firmeneintrag](#)

HALLENPLAN LIVE AB 10. JAN 23



BERNEXPO AG

Das Live-Marketing-Unternehmen **BERNEXPO GROUPE** inszeniert jedes Jahr mehr als 30 Eigen- und Gastmessen, über 300 Kongresse und Fachveranstaltungen sowie Event-Engagements jeder Grösse. Durch Live-Kommunikation schafft die **BERNEXPO GROUPE** erlebnisreiche Momente, kreiert Räume der Begegnung und bietet abwechslungsreiche Plattformen. Das **BERNEXPO-Gelände** ist eines der grössten Messegelände der Schweiz: Acht Messehallen, Gebäudekomplexen vereinen rund 40'000 m² Veranstaltungsfläche sowie 100'000 m² Freigelände.

Firmenkontakt

 Mingerstrasse 6
3014 Bern
Bern

+41 31 340 1111

✉ info@bernexpo.ch

 www.bernexpo.ch

TWITTER

Schedule

23 Jan 2024

24 Jan 2024

Activate all

09:00 - 09:20

Available



09:30 - 09:50

Available



 Export booked meetings

Activate appointment booking

- Click on the slider on the right-hand side to the appointment slot is activated. Via «Export booked meetings» you can download an overview of the booked meetings.

Please contact us if you have any questions.



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4. Previewing and publishing

Follow the steps described below to publish your company profile and display a preview.

The screenshot shows a web interface for exhibitors. At the top, there are three empty circles. Below them, the title 'List of exhibitors' is on the left, and a search bar 'Search by name or RegiNr' with a dropdown menu set to 'All' is on the right. A table lists exhibitors with columns 'ID', 'RegiNr', 'Name', 'Location', and 'Status'. The first row shows '474', '172047', a logo, 'BERNEXPO AG', 'Halle 5.1, Stand TEST_Web App', and a toggle switch. A red callout bubble points to the toggle switch with the text: 'Activate the booth status by clicking once.' Below the table is a pagination link '< 1 >'. A horizontal dotted line separates the top section from the bottom navigation bar. The navigation bar includes links: 'Über diese Veranstaltung', 'Ausstellende' (underlined), 'Produkte', 'Programm', 'Tickets', 'Live', 'Suchen' (with a magnifying glass icon), and 'Favoriten' (with a star icon). A red callout bubble points to the 'Ausstellende' link with the text: 'Return to the trade fair website and click "Exhibitors" to view your profile.'

To edit the profile and have a preview ready at the same time, you can open the two pages in different tabs. By doing this, you will always see the effects your changes have on the profile. **Important!** To do this, first set the status to "Active".

Please contact us if you have any questions.

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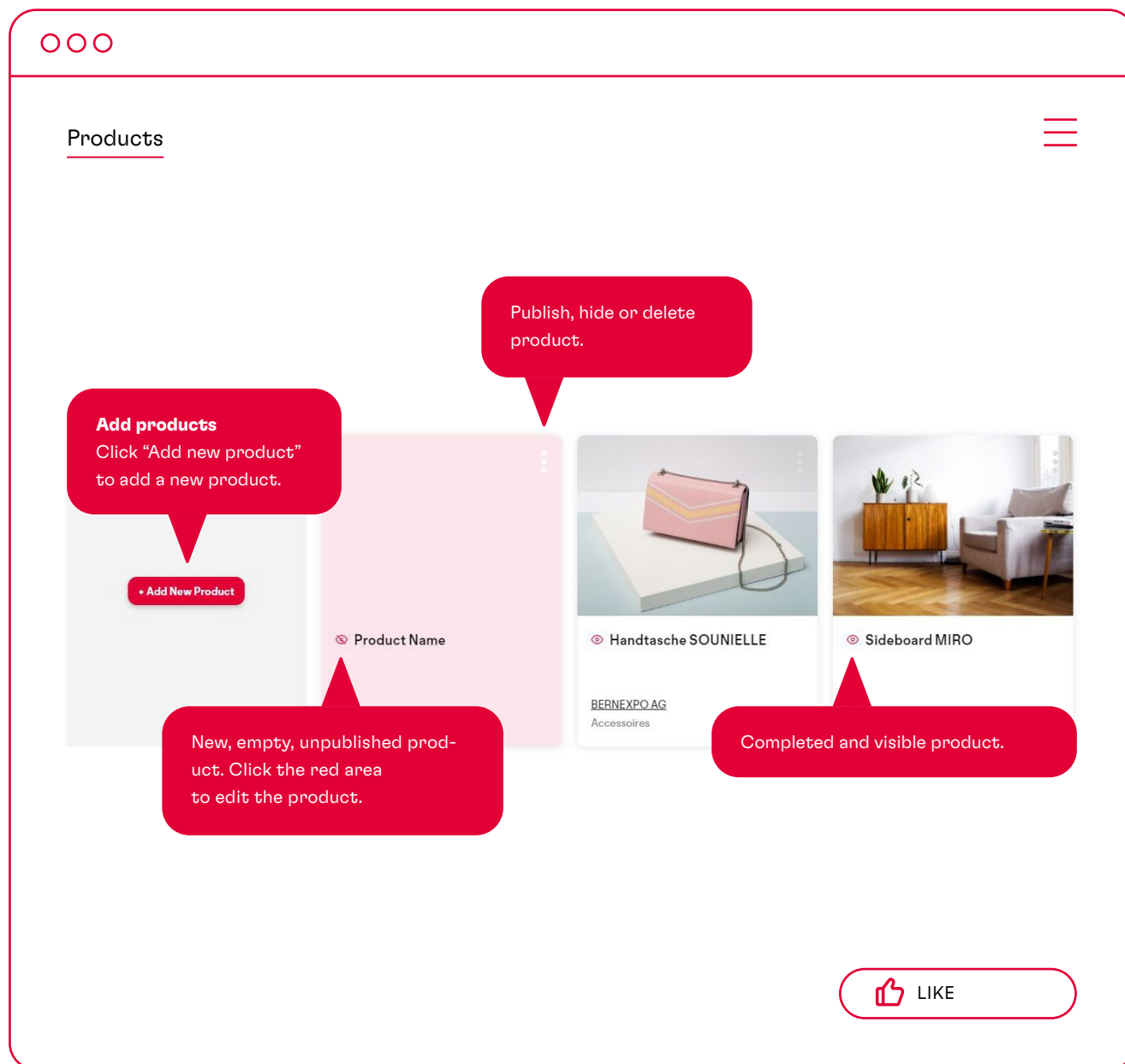
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5. Further details

5.1 Products and services

You can now add your products and services in your company profile.



If the product you added has a pink background, this means it has not been published yet.

Please contact us if you have any questions.

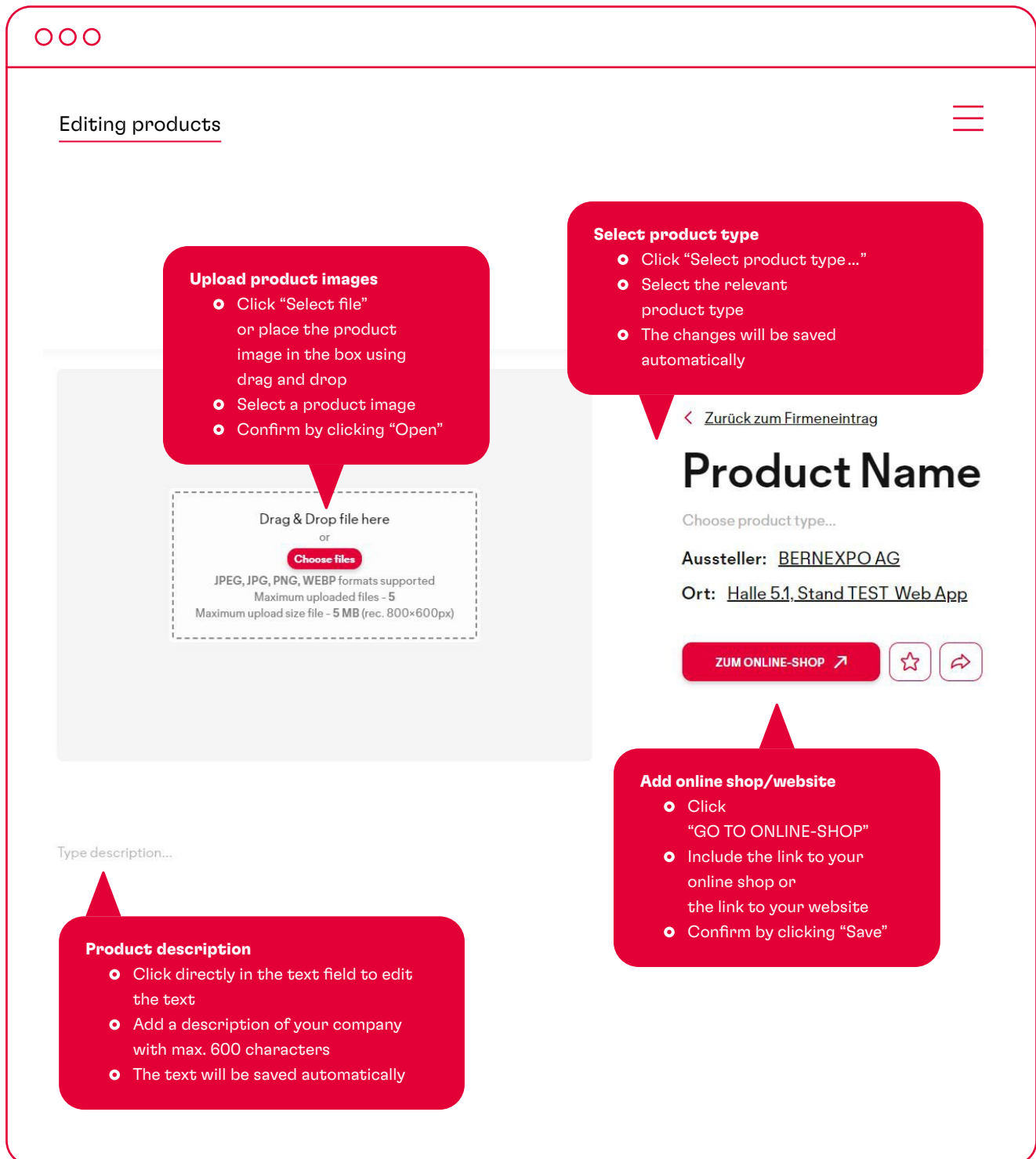


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You can also add images, videos and documents for the products and services. Please see page 7 for more information about uploading these media.

Please contact us if you have any questions.



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5. Further details

5.2 Programme items

You can now add your programme items and events in your company profile.

The screenshot shows a web interface titled 'Programme items' with a hamburger menu icon in the top right. It displays three items in a grid:

- Item 1 (Grey):** A placeholder with a red button labeled '+ Add New Side Event'. A callout points to it: 'New, empty, unpublished programme item. Click the red area to edit the event.'
- Item 2 (Pink):** A placeholder with a red 'X' icon and the text 'BERNEXPO AG' and 'Halle 5.1, Stand TEST_Web App'. A callout points to it: 'Publish, hide or delete programme item.'
- Item 3 (White):** A completed item for 'MUSE Konzert' on '12.07.2023, 20:00 bis 23:00 Uhr' at 'BERNEXPO AG Freigelände, Stand H9 204'. A callout points to it: 'Completed and visible programme item.'

At the bottom right, there is a 'LIKE' button with a thumbs-up icon.

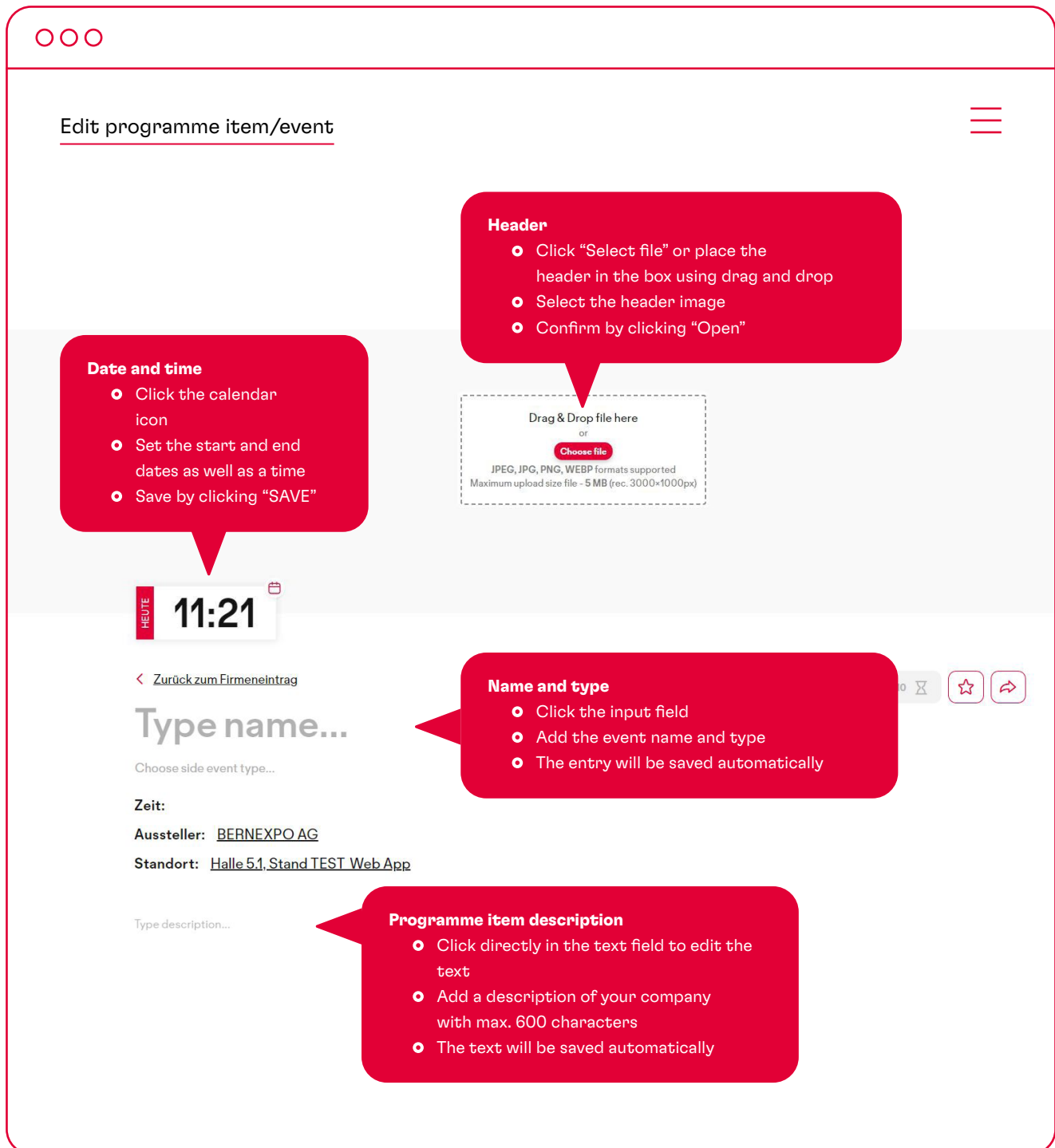
7. Add programme item
Click "Add new side event" and follow the instructions described below.

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You can also add images, videos and documents for contacts in programme items. Please see page 7 for more information about uploading these media.

Please contact us if you have any questions.



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