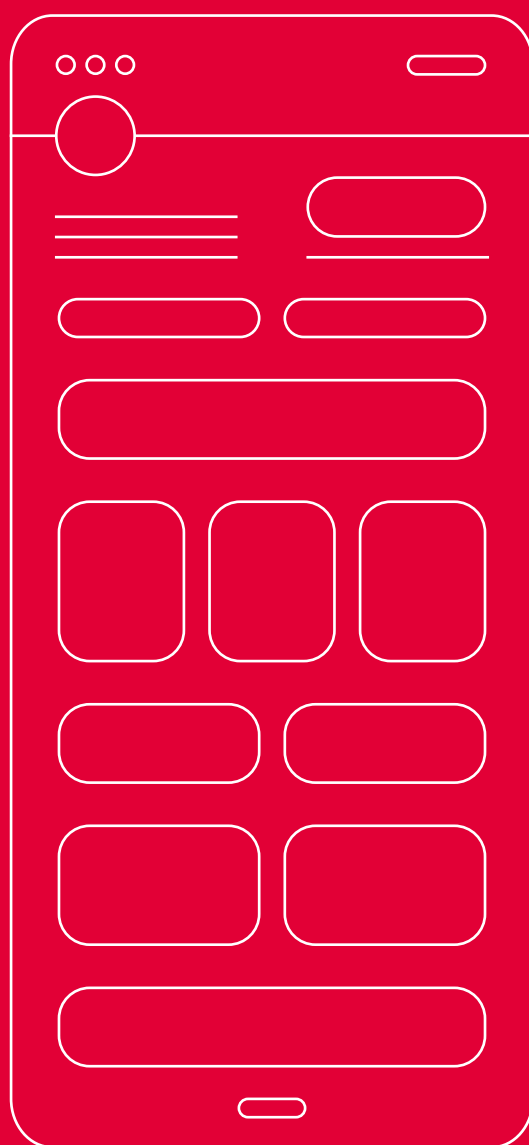


Guide for the Online Company Directory



Recording a company entry in the new Online Company Directory

Dear companies

A new Online Company Directory 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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Online Company Directory

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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Online Company Directory

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 website interface with two states: before and after login.

Before Login: The top navigation bar includes 'Ausstellende', 'Produkte', and 'Programm'. On the right, there are icons for 'Suchen' (magnifying glass), 'Favoriten' (star), and 'Anmelden' (person icon).

After Login: The 'Anmelden' icon is replaced by a circular profile icon containing the letters 'RB'. A dropdown menu is open, listing: 'Mein Profil', 'Mein persönlicher Bereich', 'Meine Favoriten', 'Meine Tickets', 'Meine Firmeneinträge', and 'Abmelden'.

Callouts:

- Login:** You can log in easily using your existing Online Service Center login details.
- Calling up company profile – step 1:** Points to the 'RB' profile icon in the navigation bar.
- Calling up company profile – step 2:** To call up your company profile, click "Exhibitors" and then "My company entries".

Other visible elements include a 'LIKE' button with a thumbs-up icon and a 'Suchen' icon in the top left corner.

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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Online Company Directory

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 online 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 link fields. 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

Social networks

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

28. APRIL - 07. MAI 2023 in BERN

Über diese Veranstaltung Ausstellende

DE

Favoriten Anmelden

Drag & Drop file here
or
Choose File

JPEG, JPG, PNG, WEBP formats supported
Maximum upload size file: 10 MB (rec. 3000x1000px)

Choose File

Zurück zum Übersicht Firmeneintrag

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 in zwei Gebäudekomplexen vereinen rund 40'000 m² Veranstaltungsfläche sowie 100'000 m² Freigelände.

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Gerne sind wir für dich da

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
 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"

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.

Drag & Drop file here
 or
 Choose file
 JPEG, JPG, PNG, WEBP formats supported
 Maximum upload size file - 5 MB (rec. 550x450px)
 Add Youtube Video

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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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 a trade fair. At the top, there is a navigation menu with a 'Microsite' dropdown menu. The dropdown menu is open, showing 'General pages' and 'Exhibitors'. Below the menu, there are several navigation links: 'Über diese Veranstaltung', 'Ausstellende', 'Produkte', 'Programm', and 'Geländeplan'. A red callout box points to the 'Exhibitors' option in the dropdown menu, stating: 'Click "Exhibitors" to return to the overview.'

Below the navigation, there is a section titled 'List of exhibitors'. It includes a search bar with the text 'Search by name or RegiNr' and a dropdown menu set to 'All'. Below the search bar, there is a table of exhibitors. The table has columns for 'ID', 'RegiNr', 'Name', 'Location', and 'Status'. The first row shows '474', '172047', 'BERNEXPO AG', 'Halle 5.1, Stand TEST_Web App', and a toggle switch for 'Status' which is currently turned off. A red callout box points to the toggle switch, stating: 'Activate the booth status by clicking once.'

At the bottom of the screenshot, there is another navigation menu with links: 'Über diese Veranstaltung', 'Ausstellende', 'Produkte', 'Programm', 'Tickets', and 'Live'. There are also icons for 'Suchen' (Search) and 'Favoriten' (Favorites). A red callout box points to the 'Ausstellende' link, stating: '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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5. Further details

5.1 Products and services

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

The screenshot shows a 'Products' section with a header and a list of items. A red button labeled '+ Add New Product' is visible. A pink background behind a product card indicates it is unpublished. Two completed product cards are shown: 'Handtasche SOUNIELLE' and 'Sideboard MIRO'. A 'LIKE' button is at the bottom right.

Products

Add products
Click "Add new product" to add a new product.

Publish, hide or delete product.

+ Add New Product

Product Name

New, empty, unpublished product. Click the red area to edit the product.

Handtasche SOUNIELLE

Sideboard MIRO

Completed and visible product.

LIKE

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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Editing products

Upload product images

- Click "Select file" or place the product image in the box using drag and drop
- Select a product image
- Confirm by clicking "Open"

Drag & Drop file here
or
Choose files

JPEG, JPG, PNG, WEBP formats supported
Maximum uploaded files - 5
Maximum upload size file - 5 MB (rec. 800x600px)

Type description...

Product description

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

Select product type

- Click "Select product type ..."
- Select the relevant product type
- The changes will be saved automatically

[Zurück zum Firmeneintrag](#)

Product Name

Choose product type...

Aussteller: BERNEXPO AG

Ort: Halle 5.1, Stand TEST Web App

ZUM ONLINE-SHOP ↗

☆ ↻

Add online shop/website

- Click "GO TO ONLINE-SHOP"
- Include the link to your online shop or the link to your website
- Confirm by clicking "Save"

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 user interface for managing programme items. At the top, there are three empty circles and a hamburger menu icon. The main heading is 'Programme items'. Below this, there are three main components:

- Left Component:** A grey box with a red button labeled '+ Add New Side Event'. A callout points to this button with the text: '7. Add programme item. Click "Add new side event" and follow the instructions described below.'
- Middle Component:** A pink box representing a new, unpublished item. It contains a red 'X' icon and the text 'BERNEXPO AG' and 'Halle 5.1, Stand TEST_Web App'. A callout points to the top right corner of this box with the text: 'New, empty, unpublished programme item. Click the red area to edit the event.'
- Right Component:** A white box representing a completed and visible item. It features a concert image, the text 'MUSE Konzert', and event details: '12.07.2023, 20:00 bis 23:00 Uhr', 'BERNEXPO AG', and 'Freigelände, Stand H9 204'. A callout points to the top right corner of this box with the text: 'Publish, hide or delete programme item.'

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

Please contact us if you have any questions.



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Edit programme item/event

Date and time

- Click the calendar icon
- Set the start and end dates as well as a time
- Save by clicking "SAVE"

Header

- Click "Select file" or place the header in the box using drag and drop
- Select the header image
- Confirm by clicking "Open"

Drag & Drop file here
or
Choose file
JPEG, JPG, PNG, WEBP formats supported
Maximum upload size file - 5 MB (rec. 3000x1000px)

Name and type

- Click the input field
- Add the event name and type
- The entry will be saved automatically

Programme item description

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

HEUTE 11:21

< Zurück zum Firmeneintrag

Type name...

Choose side event type...

Zeit:

Aussteller: [BERNEXPO AG](#)

Standort: [Halle 5.1, Stand TEST Web App](#)

Type description...

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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