AVIATION WEEK MRO MIDDLE EAST

AIME AIRCRAFT INTERIORS MIDDLE EAST

App Exhibitor Setup Guide

Key Dates and Tasks

January 13

Exhibitor Admins: Setup Profile, Add Products and Team Members

January 27

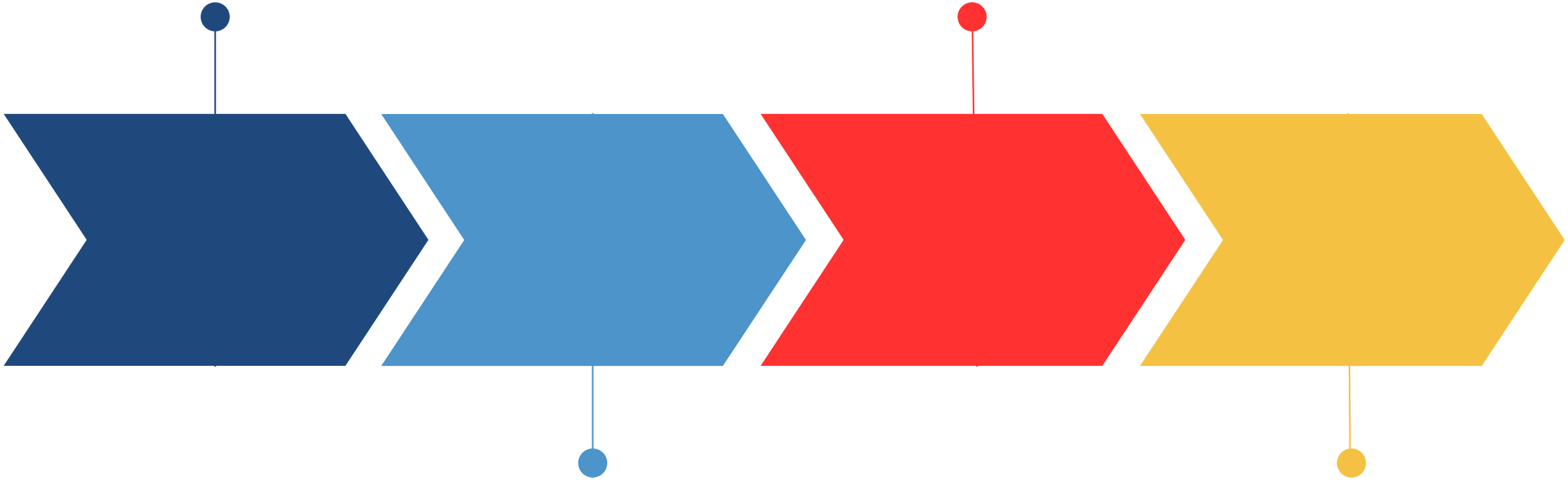
All Attendees - networking begins, meeting and messaging switched on

February 10-11

Show Dates: Networking Continues on the mobile app

Post Event

Review your activity, continue the conversation

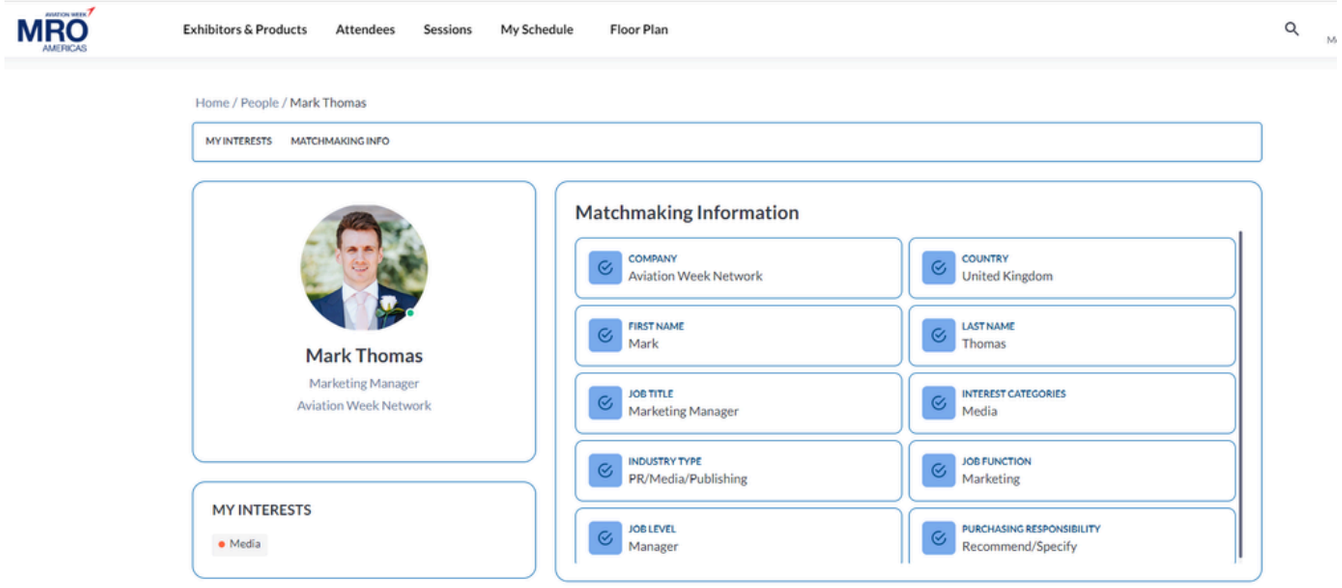


Overview of Profile Types

There are 2 different exhibitor profile types:

- **Admin Team Member**
  - The marketing point of contact (nominated on your booking form) has been auto assigned as the admin team member
  - Admins can update the company profile, adding products, etc.
  - Admins also have a personal profile that can be edited and can interact with others
  - Admins are able to add other team members
  - Admins can view all team members' meeting schedules

- **Team Member**
  - Has a personal profile that can be edited and can interact with others
  - Team Members are listed on the exhibitor profile for visitors to discover them



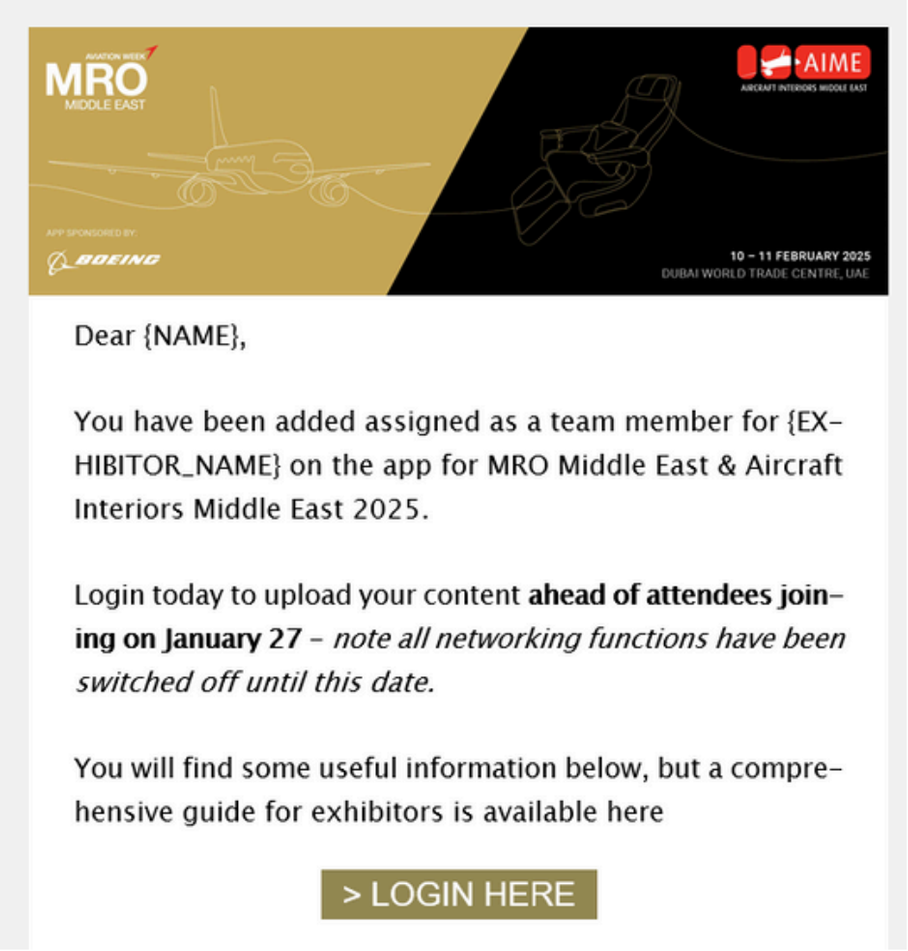
If you wish to check who your assigned admin is or nominate a different/additional admin, please email app@aviationweek.com

Logging In

Admin Team Members will be the first to be invited to access the platform. Once additional team members are added by the admin, they will receive their own individual invitation email automatically.

Look out for an email from: noreply@expoplatform.com for your email.
The app invite will be sent to exhibitor admins on January 13.

1. **Click the login button on the email or visit mromiddleeast.expoplatform.com**
1. **Enter your email address associated with this event and click "Genrate One Time Passcode"**
2. ***Do not close the window* - wait for the email to arrive that contains your passcode, which is valid for 10 minutes.**



Please check your spam folder if you don't see an email in your Inbox. If you haven't received, please email app@aviationweek.com for help

Switch to your Company Profile

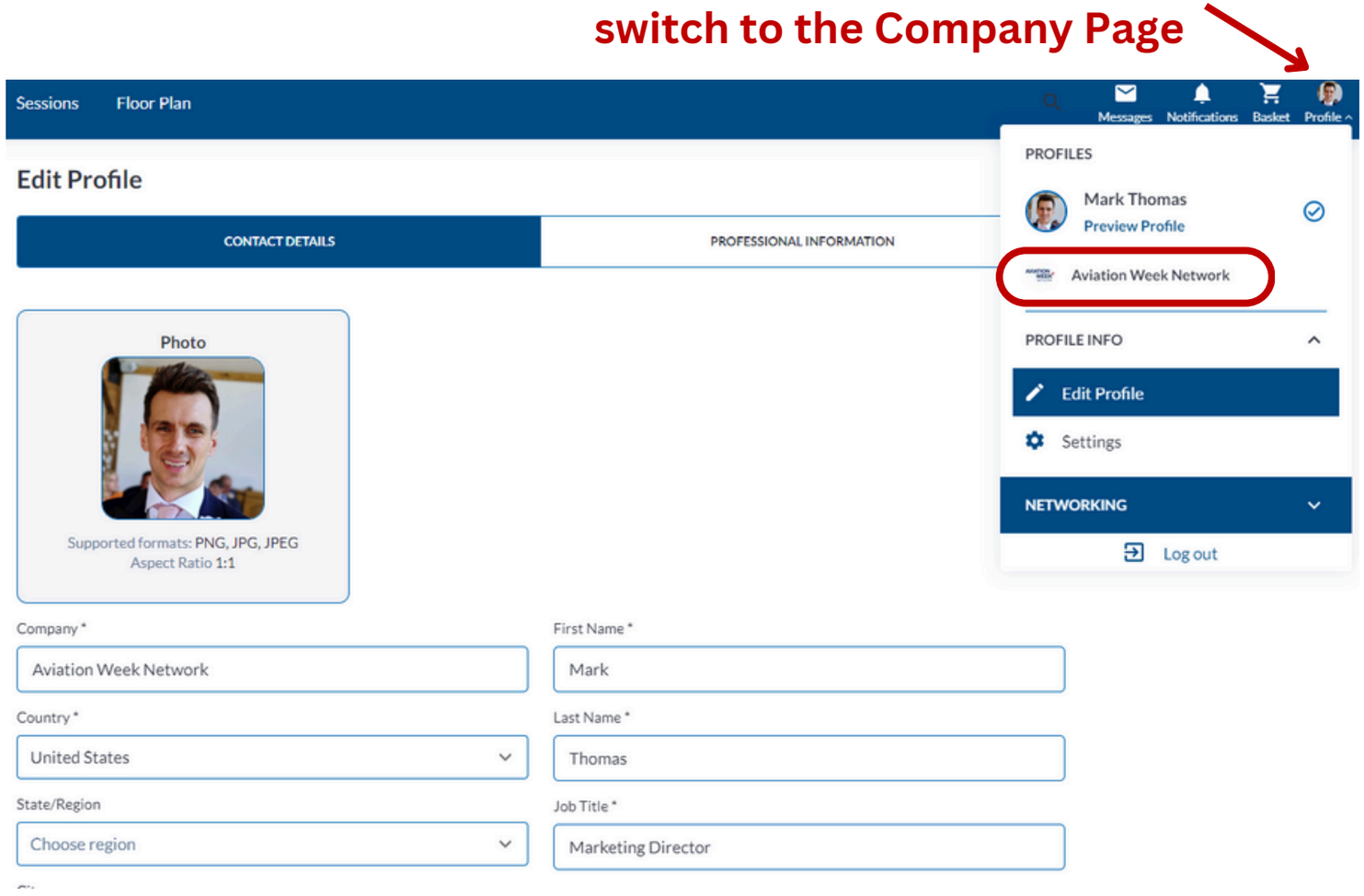
As an admin team member, you can edit and add content to your company profile. Make sure to take the time to create an engaging, informative and appealing profile.

Admin team members can toggle between managing the company profile and its associated functions and managing their personal profile.

To switch from your personal profile to your company profile, click “Profile” in the top right corner and click on your Company Name.

If you don’t see your company name in the dropdown, this means you are not yet associated with a company profile – email **app@aviationweek.com** for assistance.

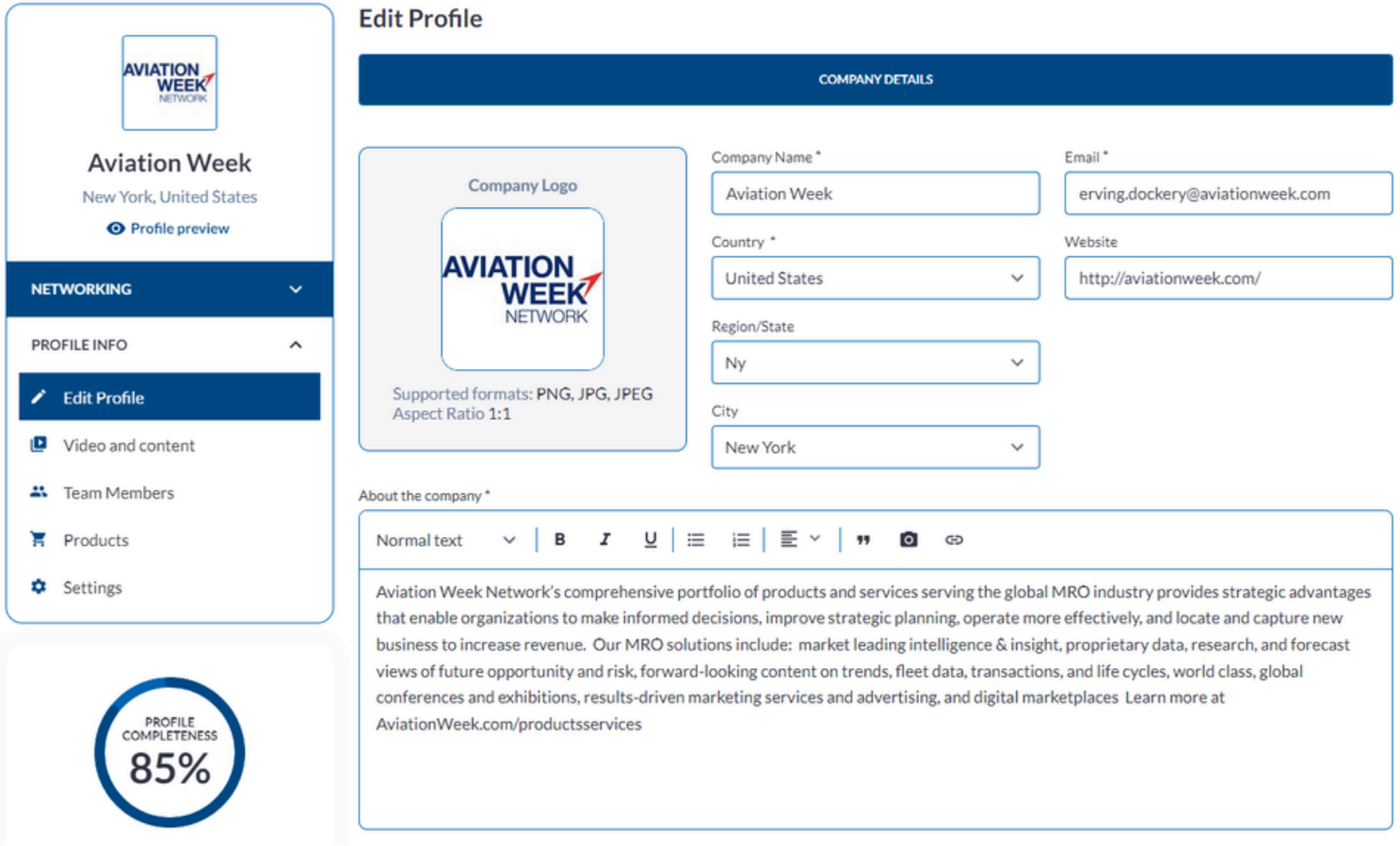
Click profile, then select your company name to switch to the Company Page



Setting up your Company profile

Once in your Company Profile you can take the following actions:

- Upload Company Logo
- Add Social Media Info
- Add a Company Desription
- Select Product Categories
- Add Products, News, Events
- Add Video and Marketing content



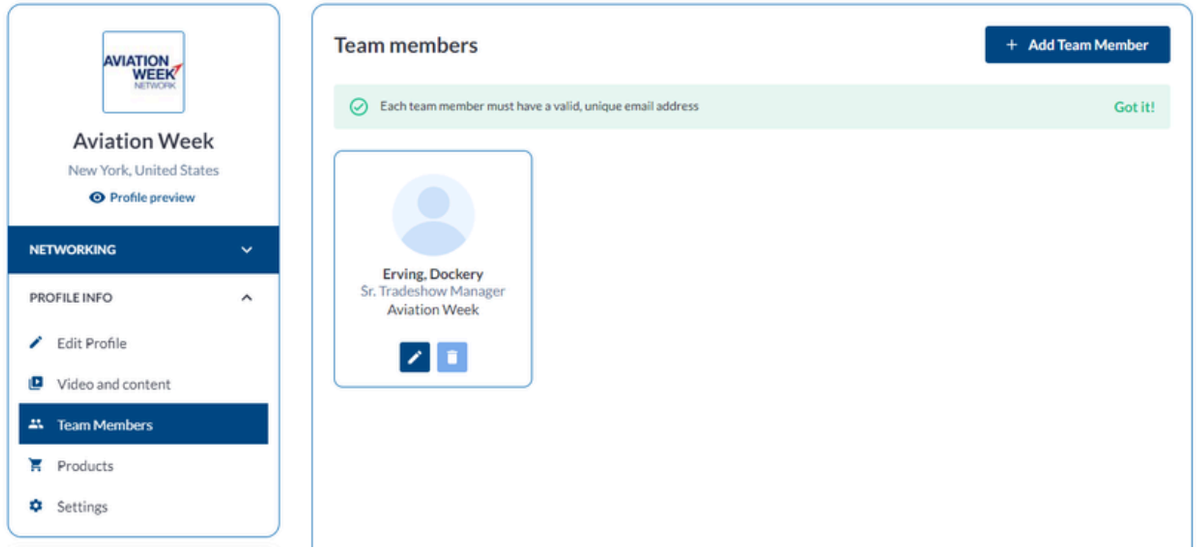
Some elements are limited or restricted depending on your tier status. Speak to your sales rep for clarfication.

Adding Team Members

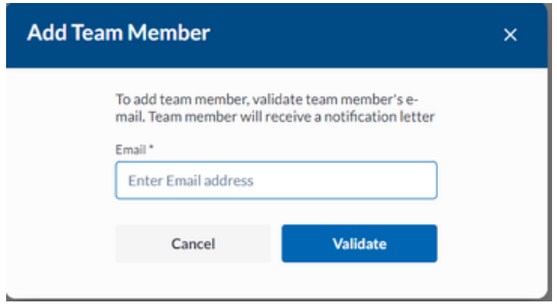
Team Members are automatically added to your profile once colleagues are registered via the exhibitor portal.

However, if you see any missing team members that have registered, follow the steps shown to manually add a team member.

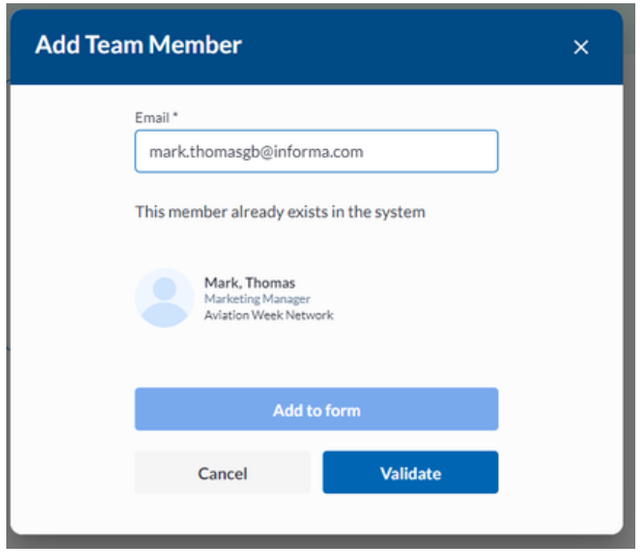
SCREEN 1:



SCREEN 2:



SCREEN 3:

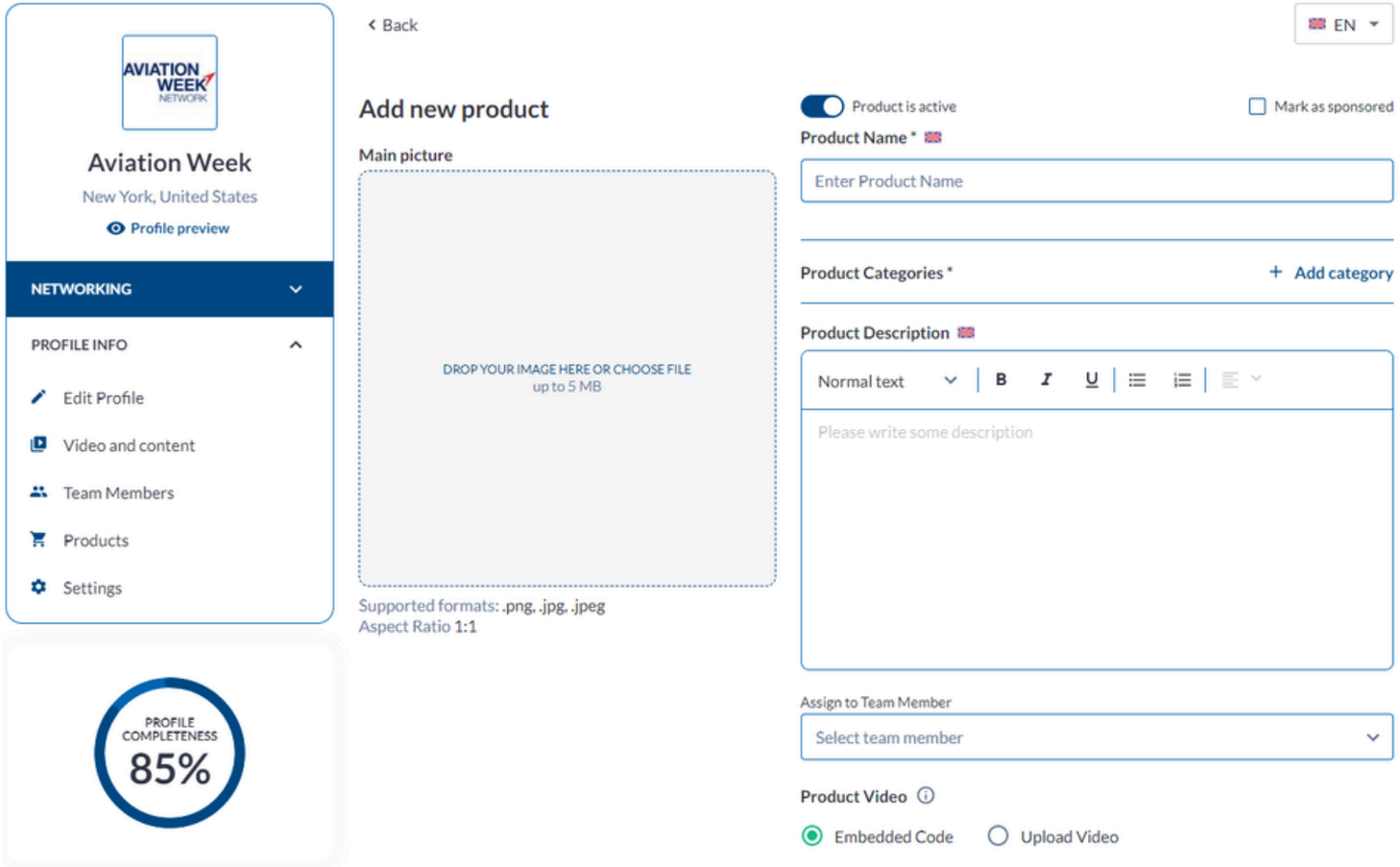


Adding Products

Each product can have:

- A unique name
- Unique product categories
- Unique product description
- Multiple product images
- One product video
- Associated documents
- A team member attached if you have a team member who specializes in this product

  Each product can be toggled to Active status, meaning it is visible to others, or Inactive status, meaning it is visible only to you. Each product's status can be changed at any time.



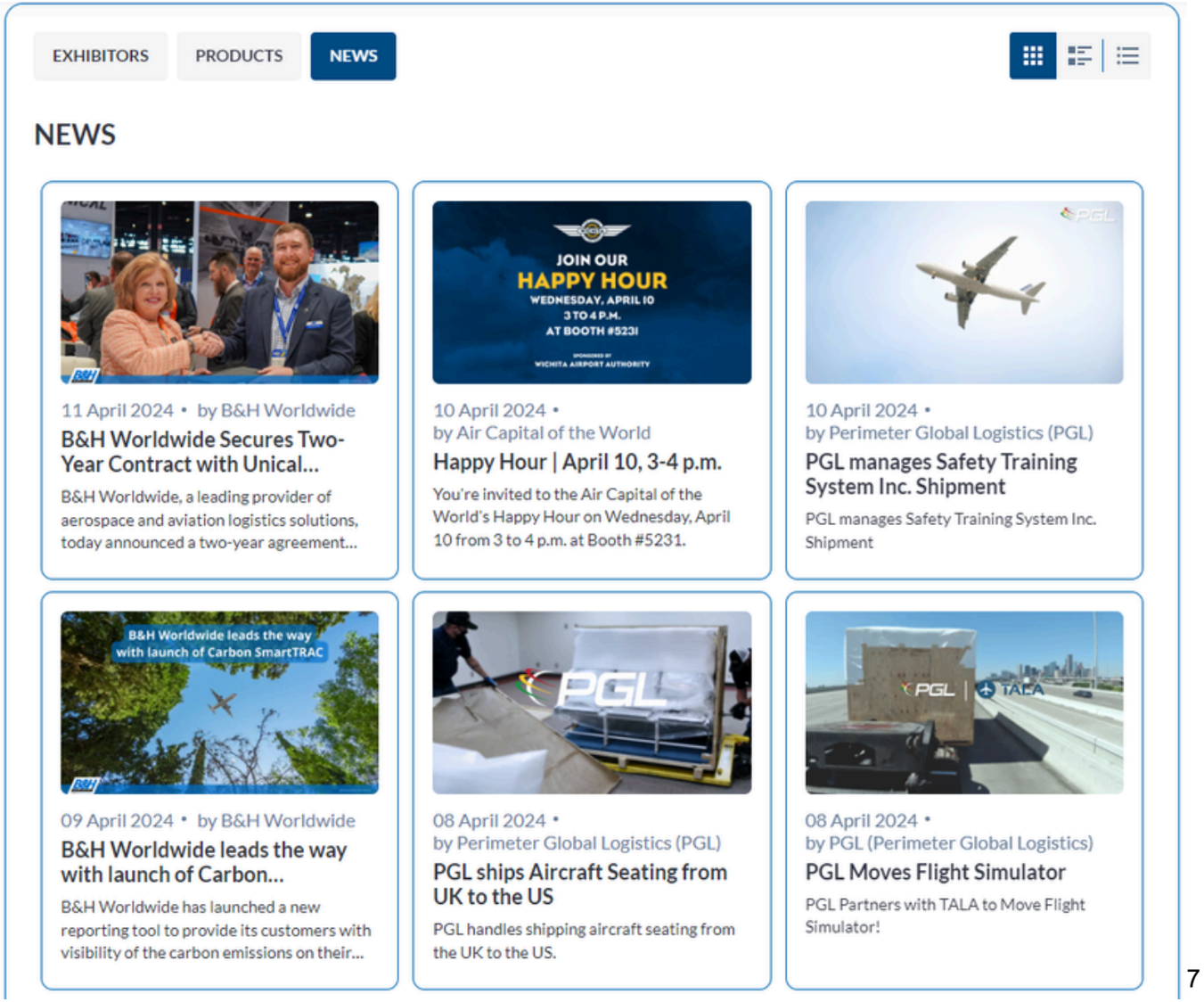
Regular Exhibitors can upload a maximum of **2 products**
Premium Exhibitors can upload up to **10 products**

Adding News

All exhibitors can upload news stories. These appear in both the company profile and on the “News” tab on the exhibitor page. Each news story can contain:

- A main image, 900x560px
- News title
- Piblication Date - this is the date the article will be visible once approved by the organiser
- Header Image (1280x400px)
- Short Summary (200 character limit)
- Main Article (1,000 character limit)

Once submitted the organiser will review. Once approved, the article will appear on the app on the publication date selected.



New Feature
Exhibitor Events

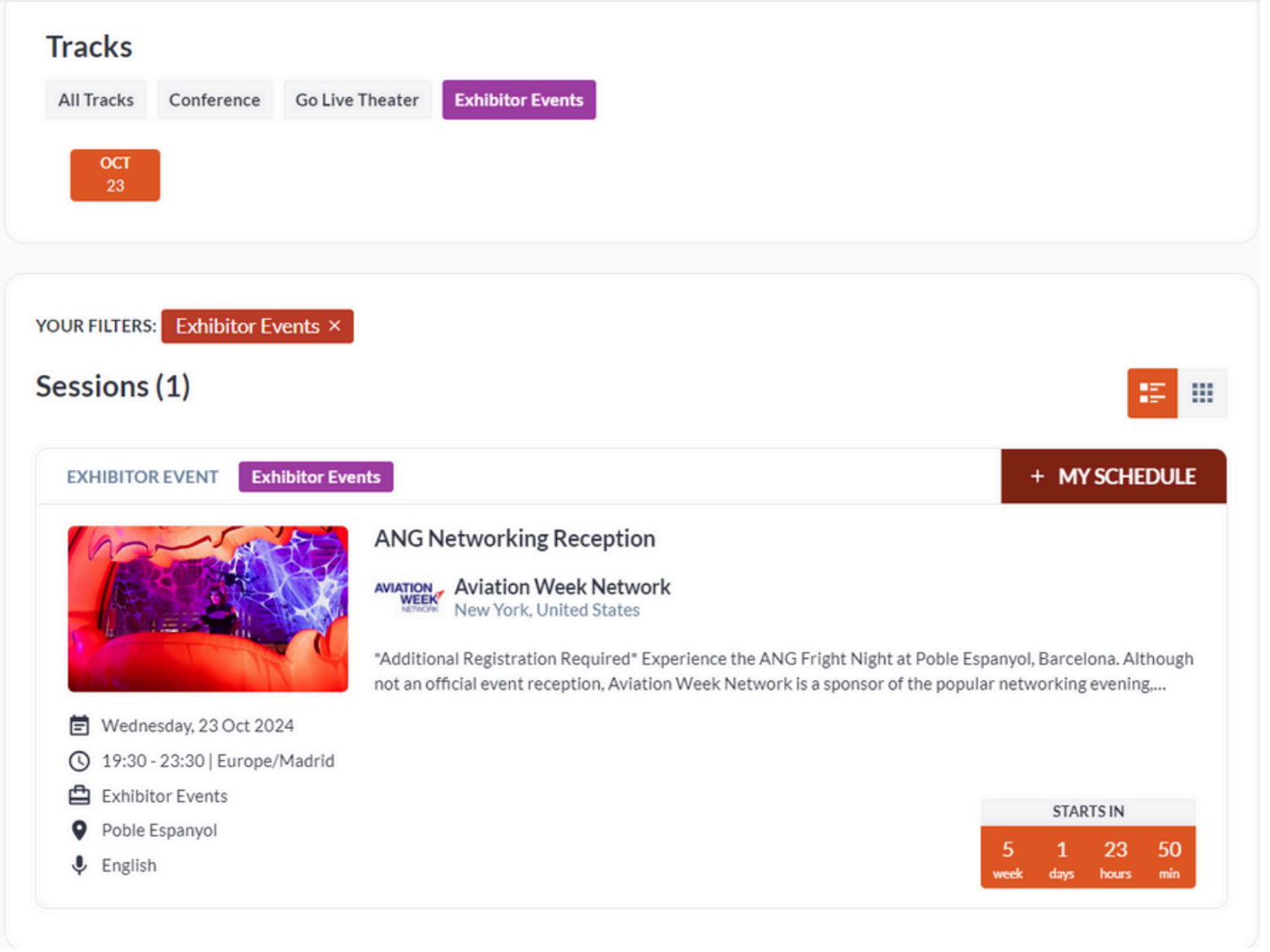
New for 2025, exhibitors can list their own events, perfect to announce receptions, signing ceremonies or timed giveaways.

These appear on your company profile and on the “Exhibitor EVents” tab on the main Schedule once approved.

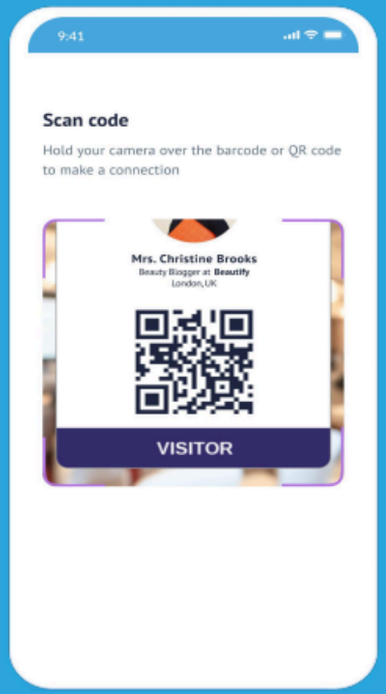
Each Exhibitor Event can contain:

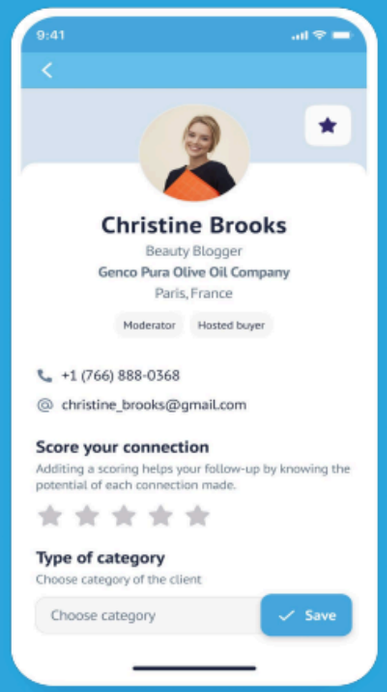
- A main image, 900x560px
- Event Title
- Date and Time
- Location (booth number or custom location)
- Short Summary (200 character limit)

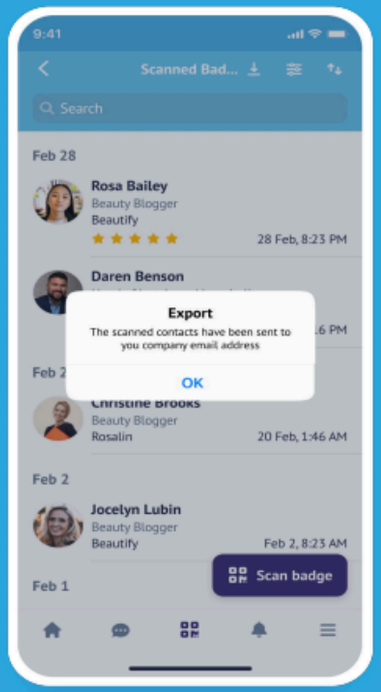
We would recommend only listing events open to all attendees and refrain from listing any invite-only events.



LEAD RETRIEVAL







Lead Retrieval

All exhibitors at MRO Middle East and Aircraft Interiors Middle East can benefit from **free lead retrieval via the mobile app.**

The app is the destination for collecting leads and intel on your prospects and exhibitors can export leads at the touch of a button.

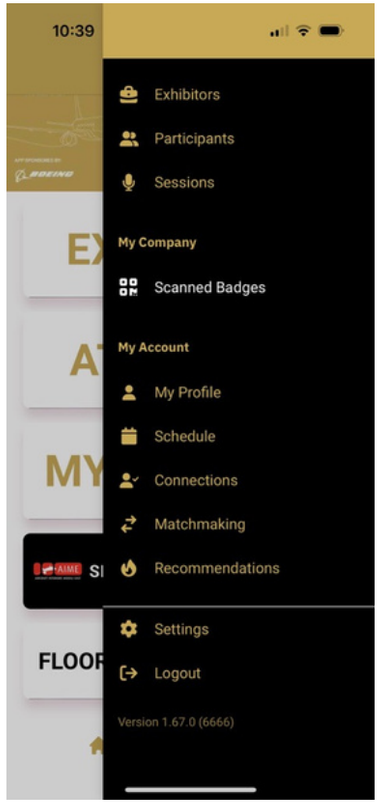
Leads sources:

- Dashboard showing who is interacting with your company profile, products and team members
- Ability to scan badges, categorize leads, rate leads and make notes, including offline scanning of badges
- Ability for visitors to scan badges and scan company and product QR codes
- Ability for visitors to favourite companies and products

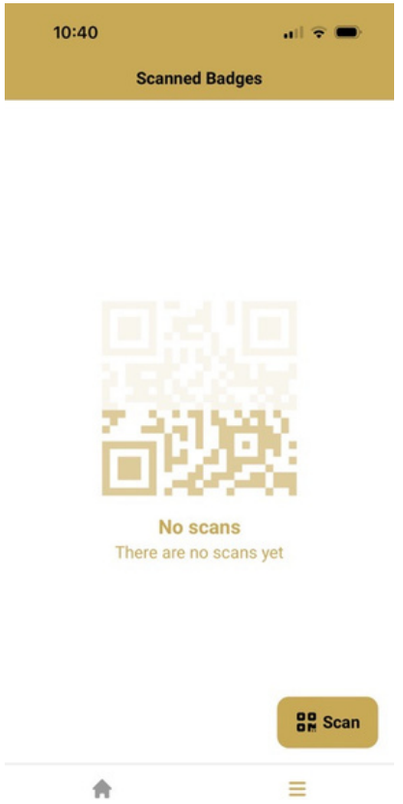
Badge Scanning

- Step 1: Download the event mobile app and log in using your team member credentials.
- Step 2: To scan a badge, choose Scanned Badges from the menu and tap on the scan badge icon on the bottom right.
- Step 3: This will open your camera for you to scan the badge. When the camera is pointed at the badge, it will automatically scan.

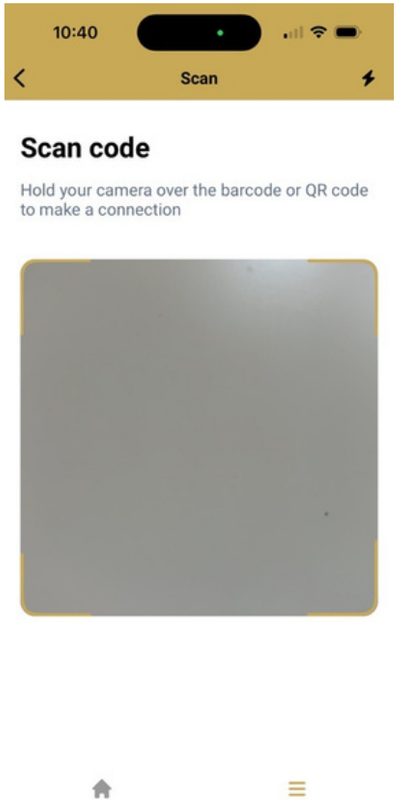
Step 1



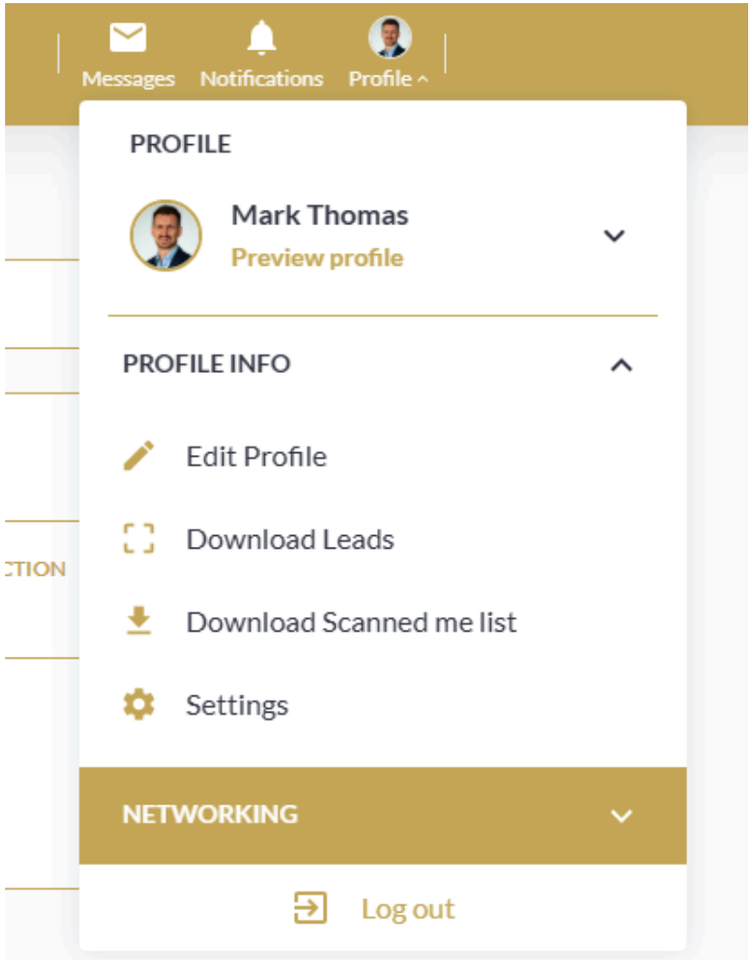
Step 2



Step 3



Exporting Leads

You can export a list of your scanned badges and leads via the app or via desktop. The export will contain:

- Name
- Email
- Company
- Position
- Address
- Phone
- Star Rating
- Notes added
- Products the lead was interested in
- Type of client (new/old)
- Time of scan