



App Exhibitor Setup Guide



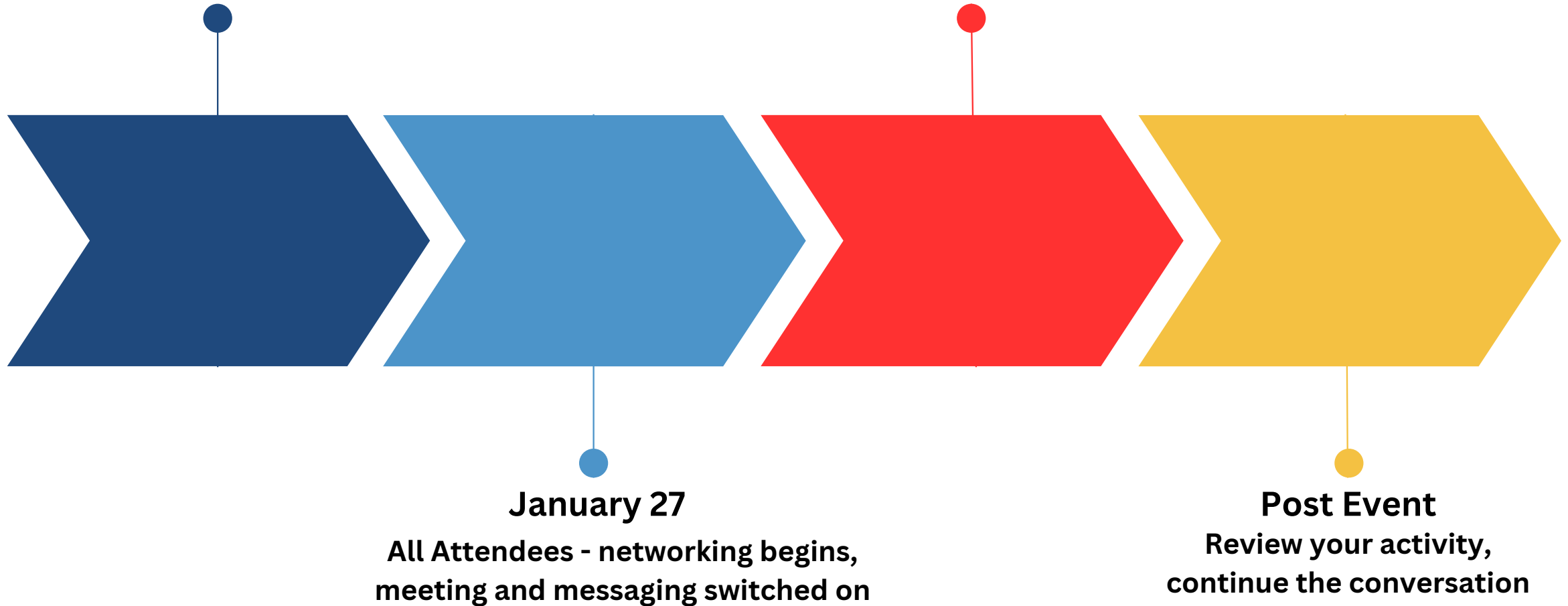
Key Dates and Tasks

January 13

Exhibitor Admins: Setup Profile, Add Products and Team Members

February 10-11

Show Dates: Networking Continues on the mobile app



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

The screenshot displays the MRO AMERICAS website interface. The top navigation bar includes the logo and links for Exhibitors & Products, Attendees, Sessions, My Schedule, and Floor Plan. The breadcrumb trail shows 'Home / People / Mark Thomas'. The profile page is divided into two main sections: 'MY INTERESTS' and 'MATCHMAKING INFO'. The 'MY INTERESTS' section shows a single interest in 'Media'. The 'MATCHMAKING INFO' section is a grid of fields, each with a blue checkmark icon, indicating that the information is complete. The fields include: COMPANY (Aviation Week Network), COUNTRY (United Kingdom), FIRST NAME (Mark), LAST NAME (Thomas), JOB TITLE (Marketing Manager), INTEREST CATEGORIES (Media), INDUSTRY TYPE (PR/Media/Publishing), JOB FUNCTION (Marketing), and JOB LEVEL (Manager). The profile card on the left features a circular profile picture of Mark Thomas, his name, and his title and company.

Logging In

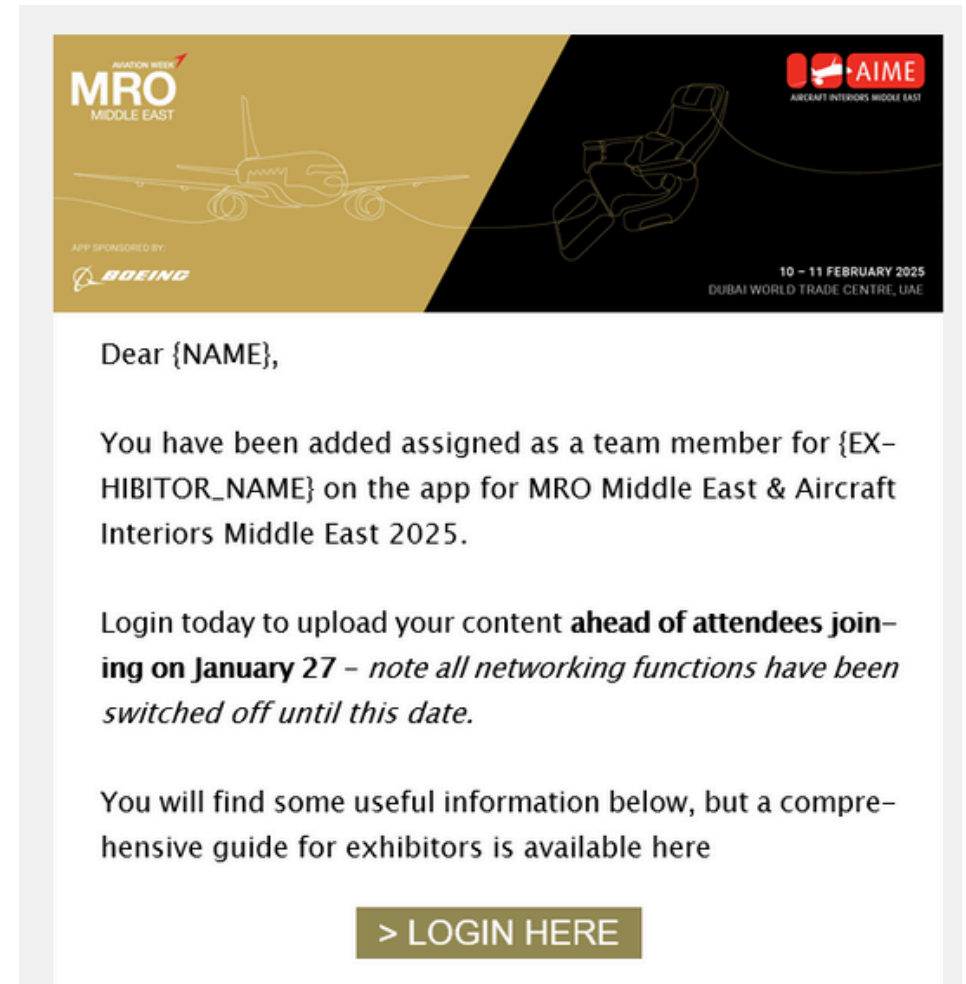
Admin Team Members will be the first to be invited to access the platform. Once additional team members are added by the admin, they will receive their own individual invitation email automatically.

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 “Generate 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

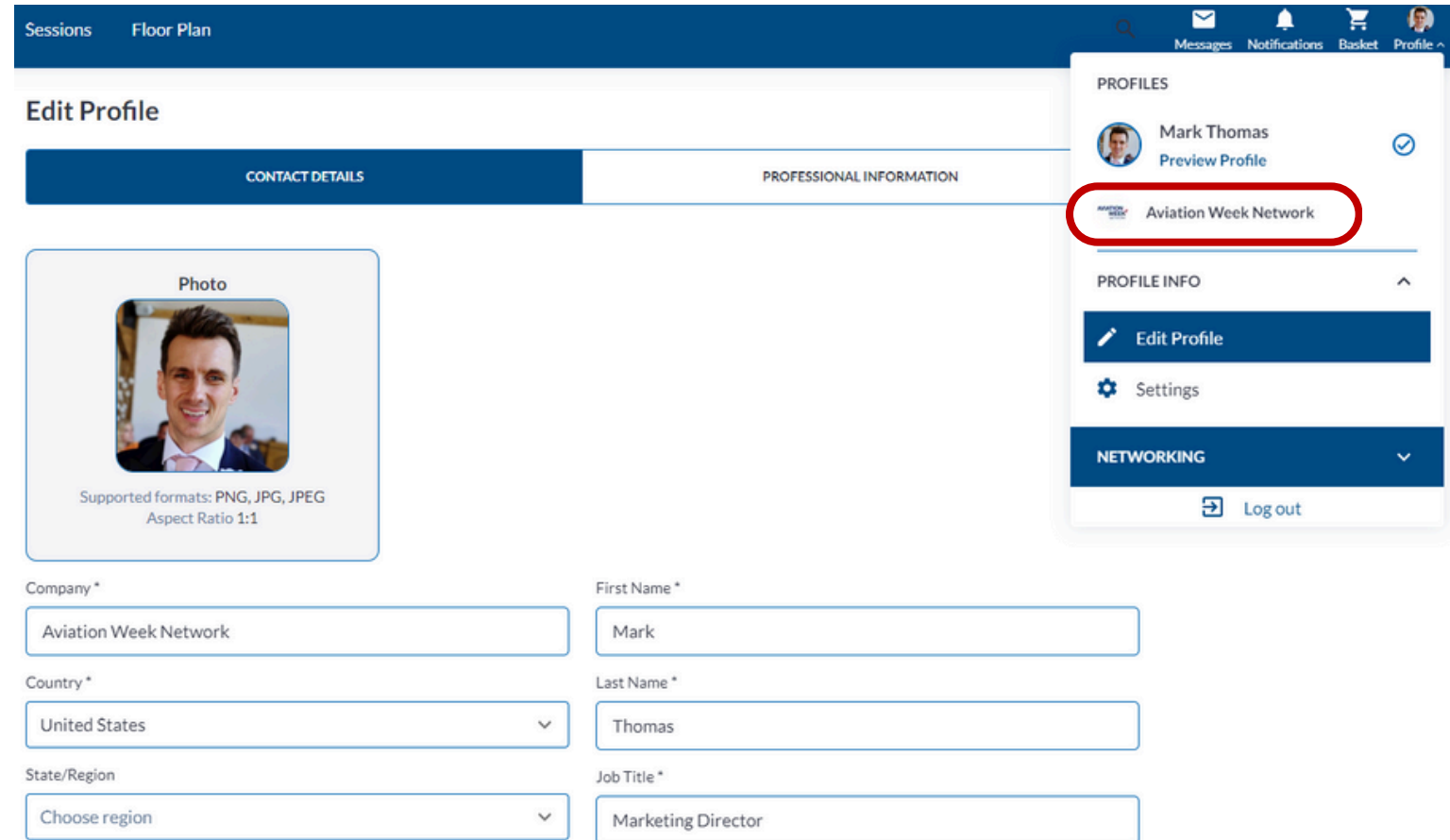
As an admin team member, you can edit and add content to your company profile. Make sure to take the time to create an engaging, informative and appealing profile.

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



The screenshot shows the 'Edit Profile' page with a dropdown menu open. The dropdown menu is titled 'PROFILES' and contains the following items:

- Mark Thomas (with a 'Preview Profile' link and a checkmark icon)
- Aviation Week Network (highlighted with a red circle)

Below the dropdown menu, the 'PROFILE INFO' section is visible, containing the following options:

- Edit Profile
- Settings

The 'NETWORKING' section is also visible at the bottom of the dropdown menu, with a 'Log out' button.

The main form on the page is titled 'Edit Profile' and has two tabs: 'CONTACT DETAILS' (selected) and 'PROFESSIONAL INFORMATION'. The 'CONTACT DETAILS' tab contains a photo upload area with the following text: 'Photo', 'Supported formats: PNG, JPG, JPEG', and 'Aspect Ratio 1:1'. Below the photo area are the following form fields:

Company *	Aviation Week Network	First Name *	Mark
Country *	United States	Last Name *	Thomas
State/Region	Choose region	Job Title *	Marketing Director

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 Description
- Select Product Categories
- Add Products, News, Events
- Add Video and Marketing content

Aviation Week
New York, United States
Profile preview

NETWORKING

PROFILE INFO

Edit Profile

Video and content

Team Members

Products

Settings

PROFILE COMPLETENESS
85%

Edit Profile

COMPANY DETAILS

Company Logo

Supported formats: PNG, JPG, JPEG
Aspect Ratio 1:1

Company Name *
Aviation Week

Email *
erving.dockery@aviationweek.com

Country *
United States

Website
http://aviationweek.com/

Region/State
Ny

City
New York

About the company *

Normal text | **B** | *I* | U | | | | | | |

Aviation Week Network's comprehensive portfolio of products and services serving the global MRO industry provides strategic advantages that enable organizations to make informed decisions, improve strategic planning, operate more effectively, and locate and capture new business to increase revenue. Our MRO solutions include: market leading intelligence & insight, proprietary data, research, and forecast views of future opportunity and risk, forward-looking content on trends, fleet data, transactions, and life cycles, world class, global conferences and exhibitions, results-driven marketing services and advertising, and digital marketplaces. Learn more at AviationWeek.com/productsservices

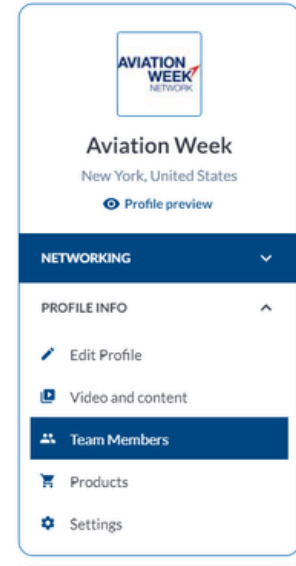
Some elements are limited or restricted depending on your tier status. Speak to your sales rep for clarification.

Adding Team Members

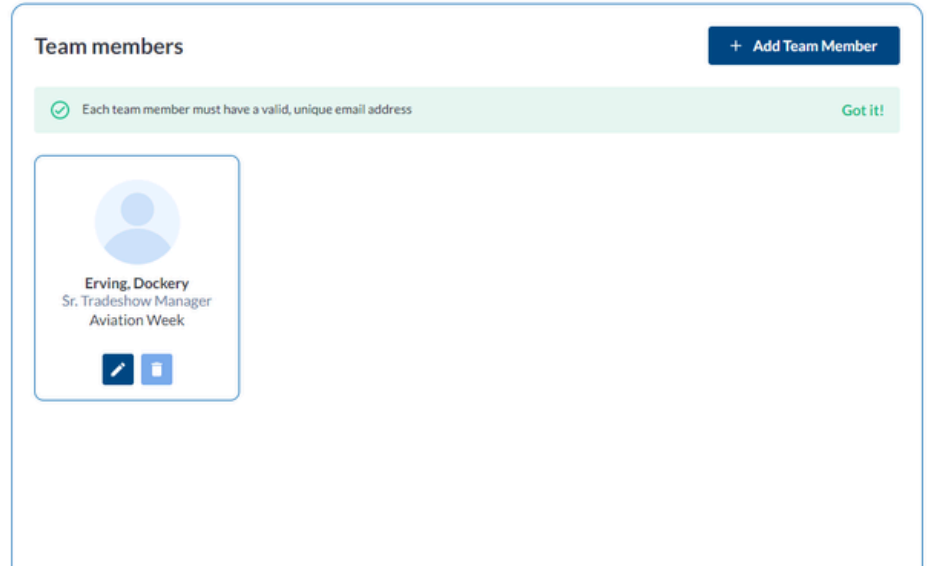
Team Members are automatically added to your profile once colleagues are registered via the exhibitor portal.

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

SCREEN 1:

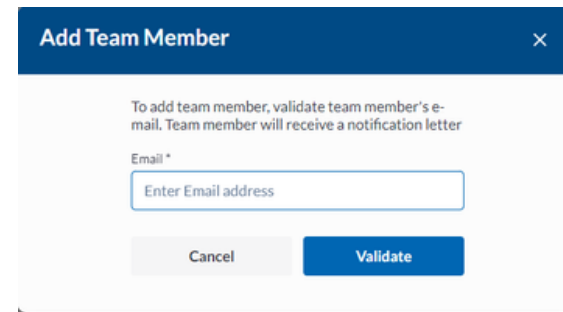


The screenshot shows the Aviation Week profile page. At the top, there is the Aviation Week logo and the text "Aviation Week New York, United States" with a "Profile preview" link. Below this is a navigation menu with the following items: NETWORKING (expanded), PROFILE INFO, Edit Profile, Video and content, Team Members (highlighted), Products, and Settings.



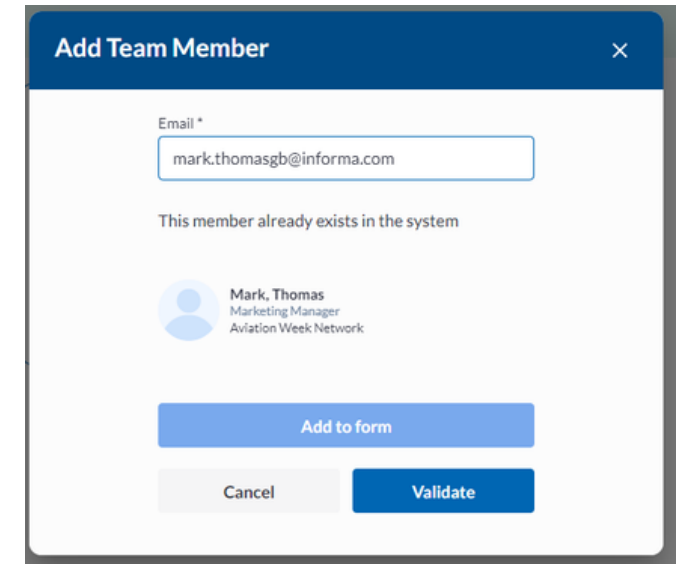
The screenshot shows the "Team members" page. At the top right is a "+ Add Team Member" button. Below it is a green notification bar that says "Each team member must have a valid, unique email address" with a "Got it!" link. The main content area shows a team member profile for "Erving, Dockery Sr. Tradeshow Manager Aviation Week" with edit and delete icons.

SCREEN 2:



The screenshot shows the "Add Team Member" dialog box. It has a title bar with a close button. The main content area contains the text: "To add team member, validate team member's e-mail. Team member will receive a notification letter". Below this is a label "Email *" and a text input field with the placeholder "Enter Email address". At the bottom are two buttons: "Cancel" and "Validate".

SCREEN 3:



The screenshot shows the "Add Team Member" dialog box. It has a title bar with a close button. The main content area contains the text: "Email *" and a text input field with the value "mark.thomasgb@informa.com". Below this is the text: "This member already exists in the system". Underneath is a profile card for "Mark, Thomas Marketing Manager Aviation Week Network". At the bottom are three buttons: "Add to form", "Cancel", and "Validate".

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**

The image shows a user interface for the Aviation Week Network. On the left is a profile card for 'Aviation Week' located in 'New York, United States'. The profile is categorized under 'NETWORKING' and has a 'PROFILE INFO' section with options for 'Edit Profile', 'Video and content', 'Team Members', 'Products', and 'Settings'. Below the profile card is a circular 'PROFILE COMPLETENESS' indicator showing 85%. To the right is the 'Add new product' form. It includes a 'Main picture' upload area with instructions to 'DROP YOUR IMAGE HERE OR CHOOSE FILE up to 5 MB' and supported formats (.png, .jpg, .jpeg) with a 1:1 aspect ratio. The form also has fields for 'Product Name', 'Product Categories', and 'Product Description' (with a rich text editor). At the top right, there is a language selector set to 'EN'. Below the description field, there is a 'Product is active' toggle (checked), a 'Mark as sponsored' checkbox, and an 'Assign to Team Member' dropdown menu. At the bottom, there are radio buttons for 'Product Video' options: 'Embedded Code' (selected) and 'Upload Video'.

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
- Publication 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.

The screenshot shows a mobile application interface with a top navigation bar containing 'EXHIBITORS', 'PRODUCTS', and 'NEWS' (the active tab). In the top right corner, there are icons for a grid, list, and hamburger menu. The main content area is titled 'NEWS' and displays a grid of six news stories. Each story card includes a header image, a date and author, a title, and a short summary.

Date	Author	Title	Summary
11 April 2024	by B&H Worldwide	B&H Worldwide Secures Two-Year Contract with Unical...	B&H Worldwide, a leading provider of aerospace and aviation logistics solutions, today announced a two-year agreement...
10 April 2024	by Air Capital of the World	Happy Hour April 10, 3-4 p.m.	You're invited to the Air Capital of the World's Happy Hour on Wednesday, April 10 from 3 to 4 p.m. at Booth #5231.
10 April 2024	by Perimeter Global Logistics (PGL)	PGL manages Safety Training System Inc. Shipment	PGL manages Safety Training System Inc. Shipment
09 April 2024	by B&H Worldwide	B&H Worldwide leads the way with launch of Carbon...	B&H Worldwide has launched a new reporting tool to provide its customers with visibility of the carbon emissions on their...
08 April 2024	by Perimeter Global Logistics (PGL)	PGL ships Aircraft Seating from UK to the US	PGL handles shipping aircraft seating from the UK to the US.
08 April 2024	by PGL (Perimeter Global Logistics)	PGL Moves Flight Simulator	PGL Partners with TALA to Move Flight Simulator!

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.

Tracks

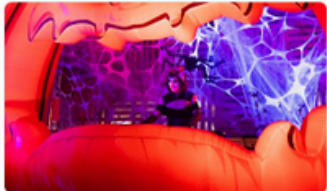
All Tracks Conference Go Live Theater **Exhibitor Events**

OCT 23

YOUR FILTERS: Exhibitor Events ×

Sessions (1)

EXHIBITOR EVENT Exhibitor Events + MY SCHEDULE



ANG Networking Reception

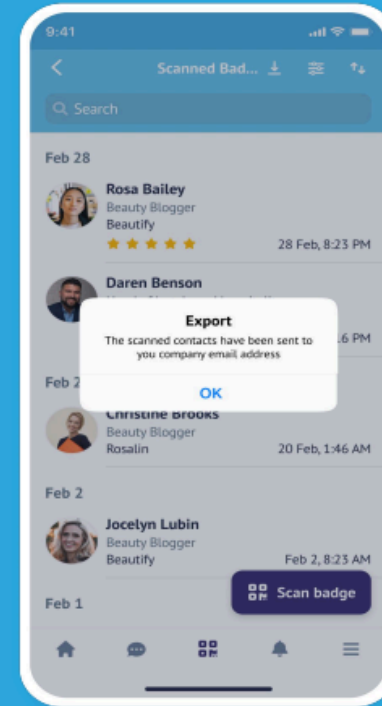
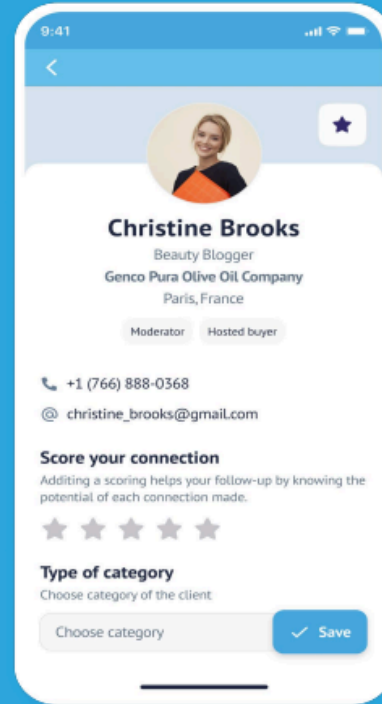
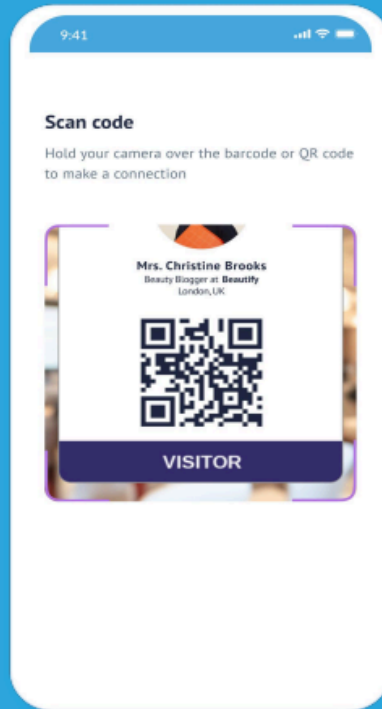
AVIATION WEEK NETWORK Aviation Week Network
New York, United States

Additional Registration Required Experience the ANG Fright Night at Poble Espanyol, Barcelona. Although not an official event reception, Aviation Week Network is a sponsor of the popular networking evening...

📅 Wednesday, 23 Oct 2024
🕒 19:30 - 23:30 | Europe/Madrid
📁 Exhibitor Events
📍 Poble Espanyol
🗣️ English

STARTS IN
5 1 23 50
week days hours min

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:

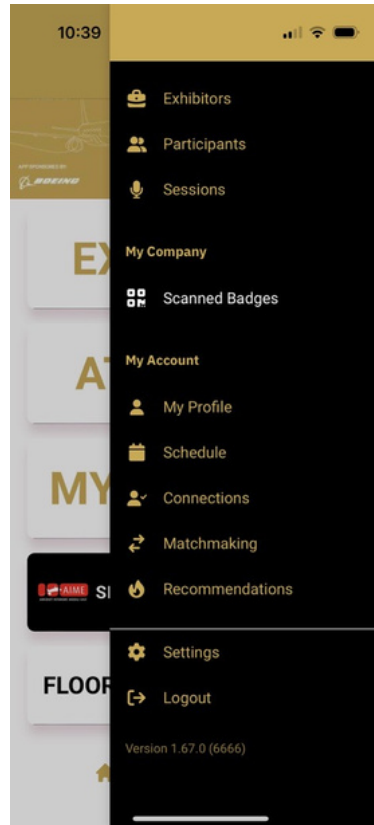
- Dashboard showing who is interacting with your company profile, products and team members
- Ability to scan badges, categorize leads, rate leads and make notes, including offline scanning of badges
- Ability for visitors to scan badges and scan company and product QR codes
- Ability for visitors to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



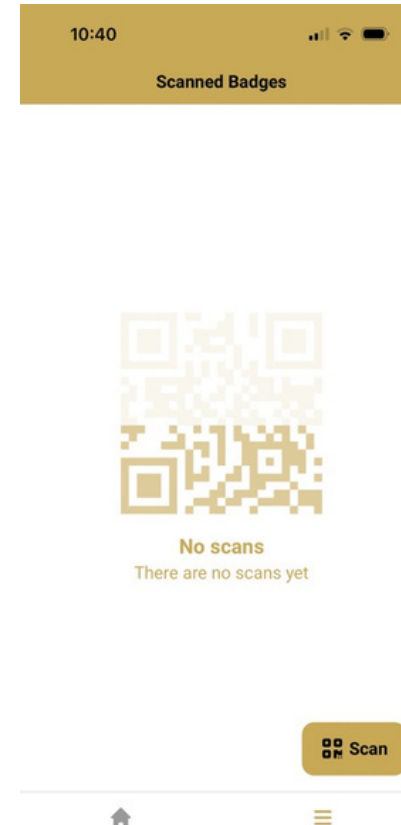
Badge Scanning

- 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.

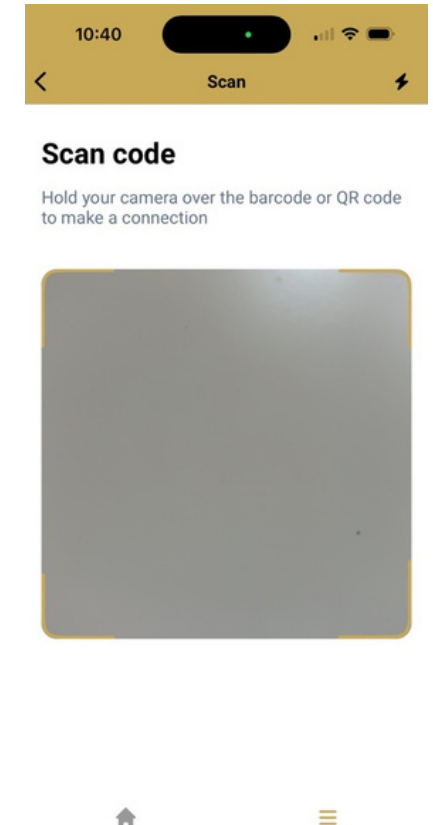
Step 1



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

