

MRO Europe

Exhibitor Setup Guide



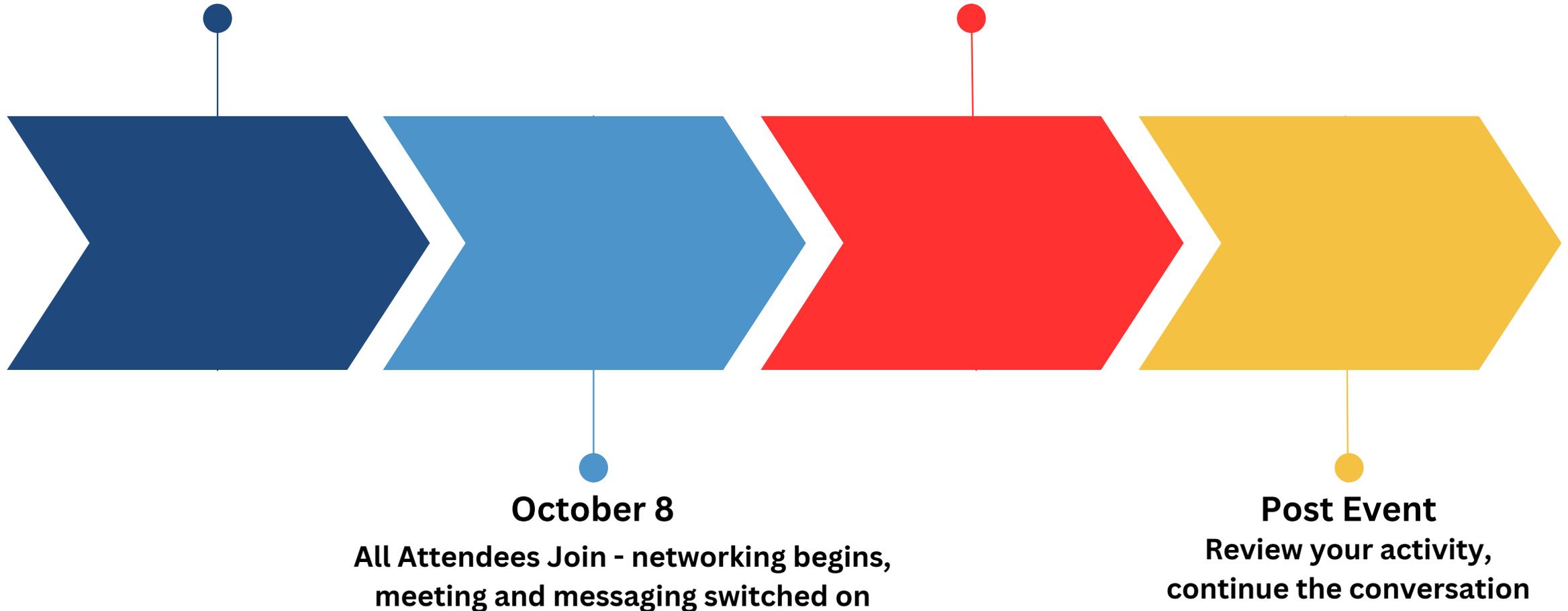
Key Dates and Tasks

September 17

Exhibitor Admins: Setup Profile, Add Products and Team Members

October 22-24

Show Dates: Networking Continues on the mobile app



Exhibitor Profile Types

There are 2 different exhibitor profile types:

- **Admin Team Member**

- The marketing point of contact (nominated on your booking form) has been 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 shows the MRO AMERICAS website interface. The top navigation bar includes 'Exhibitors & Products', 'Attendees', 'Sessions', 'My Schedule', and 'Floor Plan'. The breadcrumb trail reads 'Home / People / Mark Thomas'. Below this, there are two tabs: 'MY INTERESTS' and 'MATCHMAKING INFO'. The 'MATCHMAKING INFO' tab is active, displaying a profile card for Mark Thomas, Marketing Manager at Aviation Week Network, with a circular profile picture. To the right of the profile card is a 'Matchmaking Information' section with a grid of fields, each with a blue checkmark icon:

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
JOB LEVEL Manager	PURCHASING RESPONSIBILITY Recommend/Specify

Below the profile card, there is a 'MY INTERESTS' section with a single tag: 'Media'.

Logging In

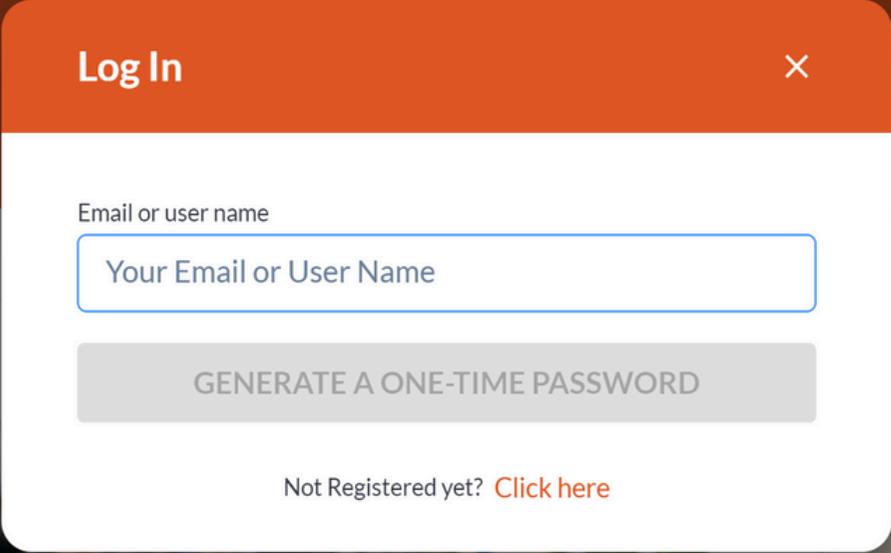
New: One Time Password

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 September 17.

1. **Click the login button on the email or visit <https://mroeurope.expoplatform.com>**
2. **Enter your email address associated with this event and click “Genrate One Time Passcode”**
3. ***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 have any issues logging in, please email app@aviationweek.com



The image shows a 'Log In' modal window with an orange header and a white body. The header contains the text 'Log In' and a close button (X). The body contains a text input field labeled 'Email or user name' with the placeholder text 'Your Email or User Name'. Below the input field is a grey button labeled 'GENERATE A ONE-TIME PASSWORD'. At the bottom of the modal, there is a link that says 'Not Registered yet? Click here'. The background of the slide is a blurred image of a crowd of people, with the word 'ATTENDEES' visible on the left side.

Switch from Personal to 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 the arrow next to your name to reveal the company page

The screenshot shows the top navigation bar of the Aviation Week Network website. The navigation bar includes links for EXHIBITORS, ATTENDEES, SESSIONS, FLOOR PLAN, and MY SCHEDULE. On the right side, there are icons for Messages, Notifications, and Profile. A red arrow points to the Profile icon. A dropdown menu is open, showing the user's profile information: Mark Thomas, with a 'Preview profile' link and an upward-pointing arrow icon circled in red. Below this, the user's name 'Mark Thomas' is shown with a checkmark, and the company name 'Aviation Week Network' is highlighted with a red box. The dropdown menu also includes options for 'PROFILE INFO', 'Edit Profile', and 'Settings'. At the bottom of the dropdown, there is a 'Log out' button. The main content area of the website displays a banner for 'Service above and beyond' and a section for 'PREMIUM EXHIBITORS' with various company logos and names.

Setting up your Company profile

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

- Adding/editing your company logo
- Adding/editing your company description
- Adding/editing your company contact information
- Adding Team Members
- Adding Products
- Add News - *New Feature!*
- Add Events - *New Feature!*

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

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

Adding Team Members

To Add a Team Member, ensure you are on your Company Profile (click into profile in the top right and select your Company Name).

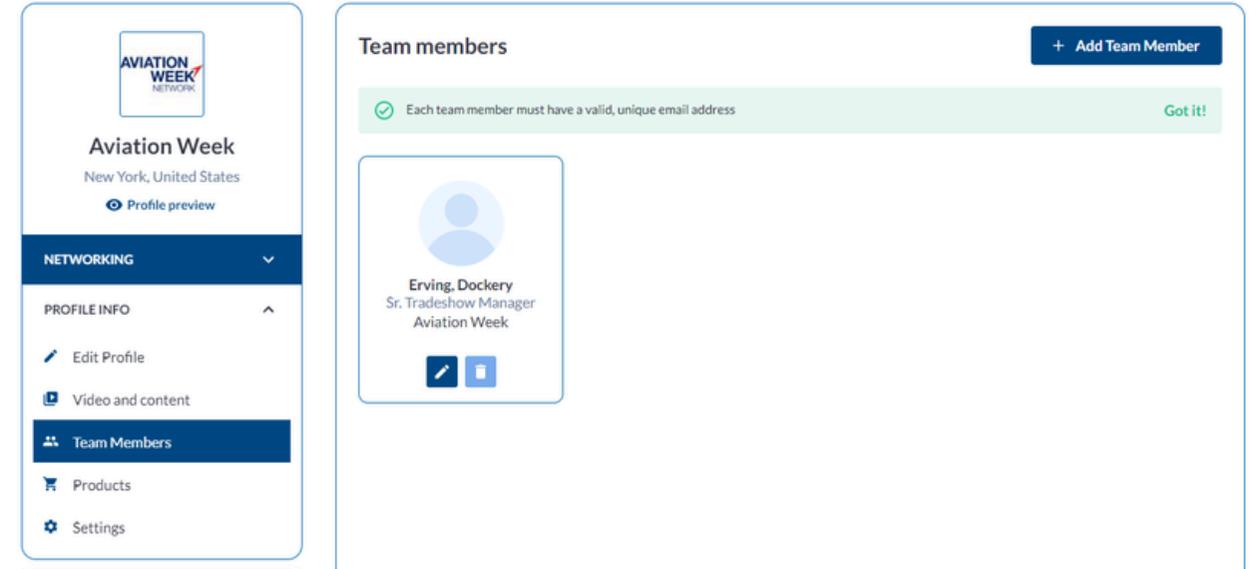
On the left-hand side under the “Profile Info” tab, you will find the Team Members option as shown on Screen 1.

Next enter the Team Member’s email address as shown on Screen 2. Each Team Member must have a unique email address and be registered for the event.

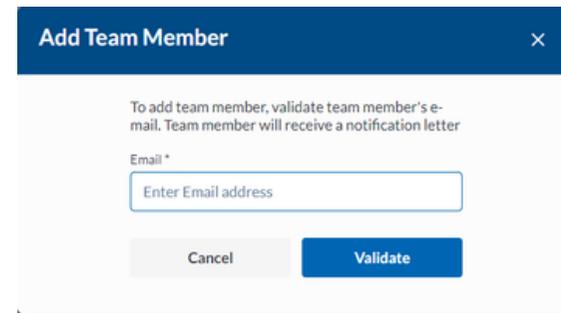
The system will scan the database and find the team member. Click “Add to form”. You can add additional details about that Team Member and choose a role for them. Please refer to page 2 for the important distinctions between the Member role and the Admin role.

Once you click Add Team Member on Screen 3, that person will receive an email invitation to log into the platform to set up their personal profile.

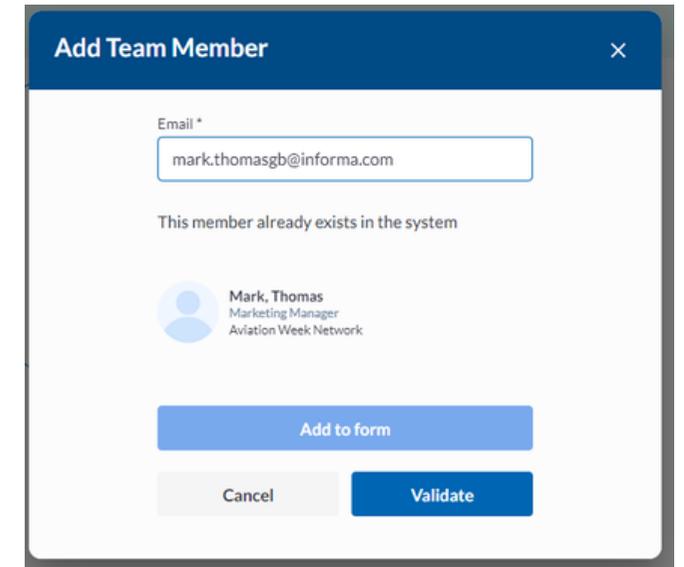
SCREEN 1:



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.

Aviation Week
New York, United States
Profile preview

NETWORKING

PROFILE INFO

- Edit Profile
- Video and content
- Team Members
- Products
- Settings

PROFILE COMPLETENESS
85%

< Back

Add new product

Main picture

DROP YOUR IMAGE HERE OR CHOOSE FILE
up to 5 MB

Supported formats: .png, .jpg, .jpeg
Aspect Ratio 1:1

EN

Product is active

Mark as sponsored

Product Name *

Enter Product Name

Product Categories *

+ Add category

Product Description

Normal text | **B** | *I* | U | [List icons]

Please write some description

Assign to Team Member

Select team member

Product Video

Embedded Code

Upload Video

Regular Exhibitors can upload a maximum of **2 products**
Premium Exhibitors can upload up to **10 products** - speak to your sales rep about upgrading for \$300

New Feature

Exhibitor News

New for 2024, exhibitors can upload news. This is the perfect place for your press releases, new business deals or product announcements.

These appear on your company profile and on the “News” tab once approved.

Each news story can contain:

- A main image, 900x560px (jpeg, png)
- 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)

EXHIBITORS PRODUCTS NEWS

NEWS

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 2024, 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

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