



# Guide to the operation of the trade fair media store and the exhibitor portal for trade fair media

Version 1.0

1. Step: generate your access to the trade fair media store (the same access can also be used to maintain your exhibitor directory entry via the exhibitor portal for trade fair media)
2. Step: select additional media services that you would like to use and optimize your trade fair presence
3. Step: maintain your data for the list of exhibitors

### Step 1: Access to the trade fair media store

You will find the link to your trade fair media store in the online ordering system under Services - List of exhibitors / Trade fair media. You will also receive the link in a separate e-mail after your admission as an exhibitor.

**ATTENTION: Access to the online ordering system is not the same as access to the trade fair media store.**

Log in:

Log in as an exhibitor by clicking the “Register as exhibitor” button. You will be redirected to the Leipziger Messe website where you can enter your Media Shop login:

**E-Mail = E-Mail address of the trade fair organizer**

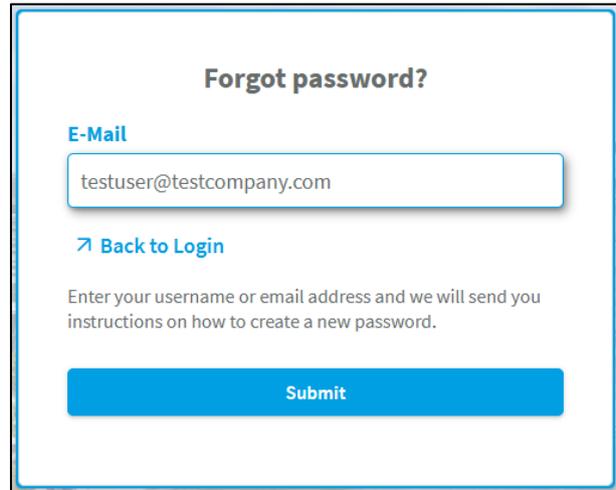
Only one e-mail address is stored in your exhibitor account in the Trade Fair Media Shop. By default, this is the e-mail address of the specified trade fair organizer.

If you are a trade fair organizer responsible for several exhibitors, you only need one access. You can select the respective exhibitors in the trade fair media store and exhibitor portal for trade fair media.

If you have not yet assigned a password for the trade fair media store, use the “Forgot password” button in the login mask to assign a new password or click on the link in the e-mail you received directly to “Assign password”.

Repeat the e-mail address of the trade fair organizer and click “Send”.

Within the next 15 minutes you will receive an e-mail with a link. Click on this link and follow the instructions. This will generate the password for your access for the first time.



## Step 2: Booking of additional media services in the trade fair media store

### Important note: Warning about scammers!

Please note that Leipziger Messe GmbH produces the official trade fair catalog exclusively in-house. Therefore, please only update your data via the official Leipziger Messe channels. If you have come across fee-based offers that are presented as free of charge or have already made payments, please contact Leipziger Messe GmbH or AUMA e.V. directly.

In the trade fair media store, you have the option of purchasing higher-quality media packages or exclusive marketing add-ons. If you have any questions, please contact our sales team. You will find the contact details on the page of the respective trade fair under CONTACT and then under Services in the menu item “Trade fair media”.

Place your desired additional bookings in the **shopping cart**. You can view this in the top right-hand corner.



Test User    €750.00

Assigned To: Test User

Summary		1 Item
Subtotal	€750.00	
<b>Total</b>	<b>€750.00</b>	

Create Order

Subtotal    ...

€750.00    +    ✎    🗑️

**The purchase is only completed when the order is created.** You will then receive a confirmation by e-mail and your services will be available for you to maintain in the Exhibitor Portal for Trade Fair Media. If you have not booked any other services and you only have the basic marketing package, you can also start maintenance for this in the exhibitor portal for trade fair media.

### Step 3: Maintain your data in the exhibitor portal for trade fair media

In the exhibitor portal for trade fair media, you can maintain your own content for the exhibitor directory.

Now log in to the exhibitor portal for trade fair media. You can use the same login as in the trade fair media store. If you are still logged in from a previous session, you will be forwarded directly to the system.

### Login

**E-Mail**

testuser@testcompany.com

**Password**

.....

Remember me    [Forgot password?](#)

Login

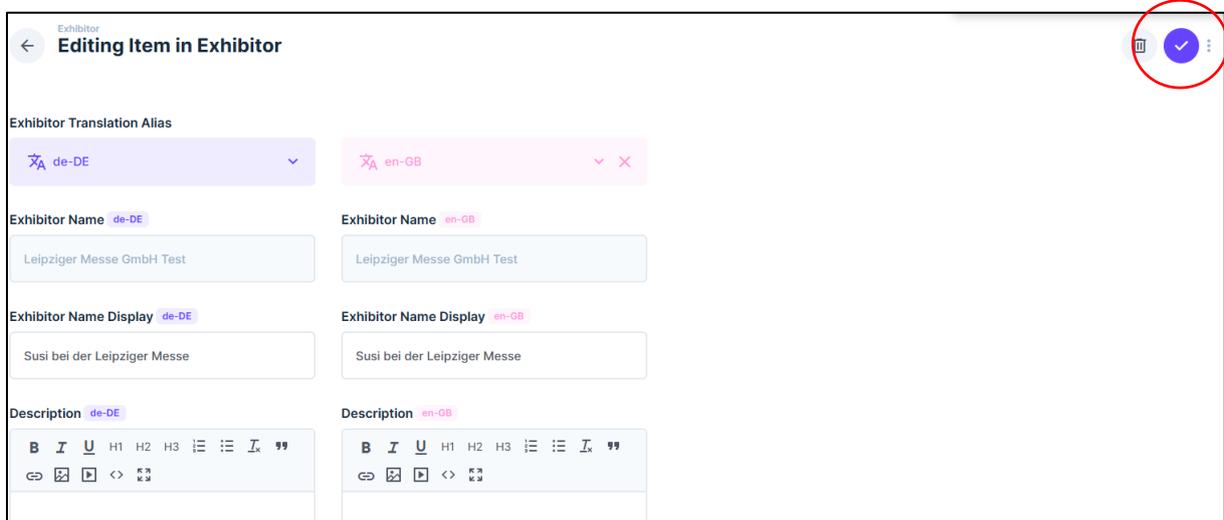
Select your company or the event under “Exhibitor”. **NOTE:** There must be no tick in the first box. If you are registered as an exhibitor at several Leipziger Messe events, you can choose between these events here.



Grayed-out data cannot be adjusted by you. They are already predefined by the exhibitor registration. All data that you can maintain for the event can be viewed on this page. If necessary, please scroll to the bottom of the page. The content you can customize depends on the content of the marketing services you have booked. If you wish to purchase additional marketing services, you can go back to the trade fair media store at any time and book additional services.

### Design and save:

Pflegen Sie Ihre Inhalte, wie Sie sie im Ausstellerverzeichnis. **To avoid losing data, save it at regular intervals by ticking the box in the top right-hand corner.**



### **Publish your design:**

The principle of the exhibitor portal for trade fair media is based on the fact that you first create your content for the exhibitor directory in “Draft” and then “Publish”. You can change this status at the bottom of the page.



A screenshot of a web form element. It features a label 'Status' in bold blue text at the top left. Below the label is a light blue rounded rectangular dropdown menu. The menu is currently open, showing the word 'Draft' in a dark grey font. A small blue downward-pointing chevron icon is located at the bottom right corner of the dropdown menu.

When you publish, the data you have entered will be transferred once a day to the list of exhibitors on the trade fair website. This means that you should be able to check your published entry directly on the trade fair website on the following day at the latest (provided the current list of exhibitors is already online).



A screenshot of a web form element, similar to the one above. It features a label 'Status' in bold blue text at the top left. Below the label is a light blue rounded rectangular dropdown menu. The menu is currently open, showing the word 'Published' in a dark grey font. A small blue downward-pointing chevron icon is located at the bottom right corner of the dropdown menu.

If you would like to adjust data that has already been published, go to the exhibitor portal for trade fair media again and set your entry back to “Draft”. Once you have made and saved all your changes, set the status back to “Publish”. The old data will then be overwritten with the new data.

If you have any questions, please contact our sales team. You will find the contact details on the page of the respective trade fair under CONTACT and then under Services in the menu item “Trade fair media”.