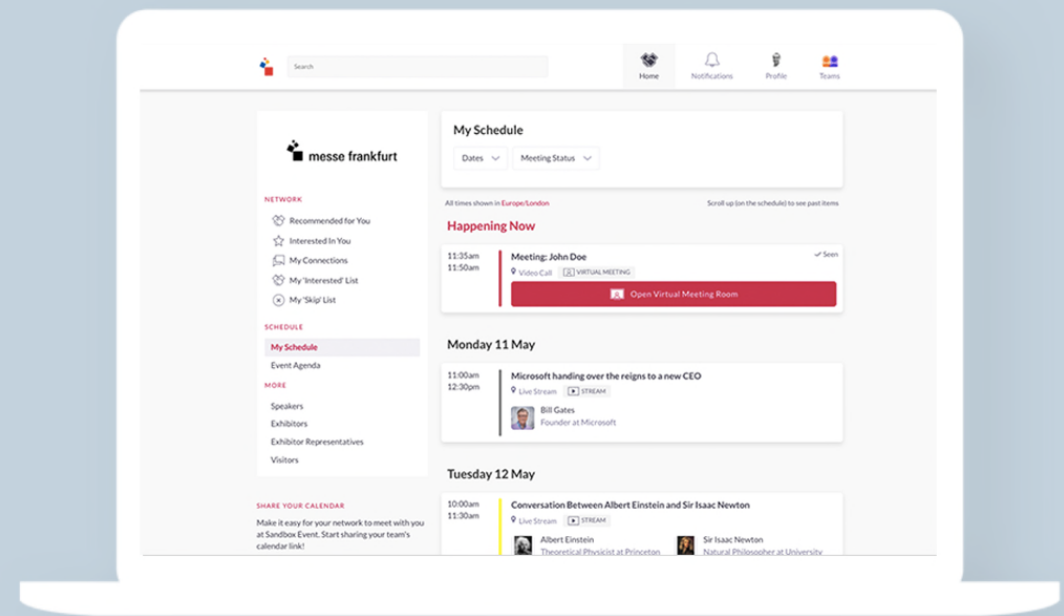


How to get the most of your Digital Experience as an exhibitor

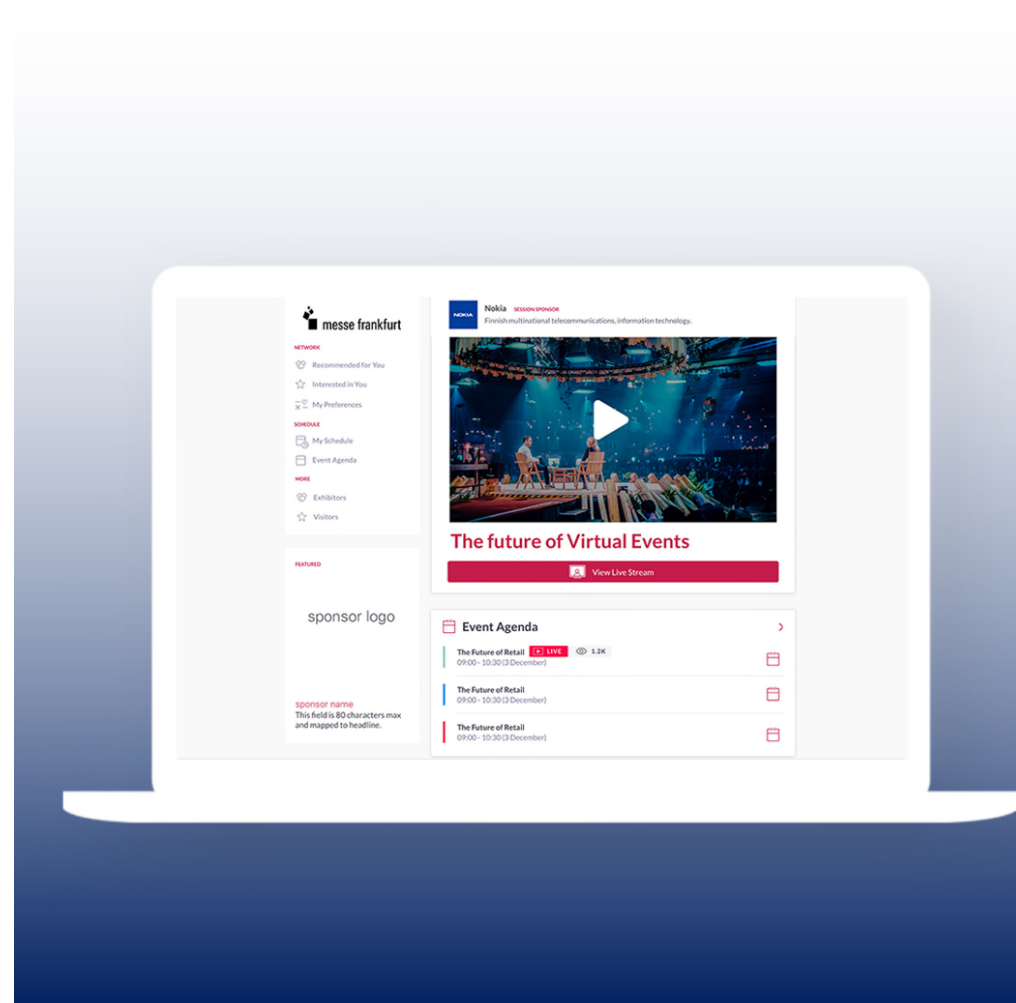


INTRO

Thank you for using the Digital Experience Platform of Messe Frankfurt!

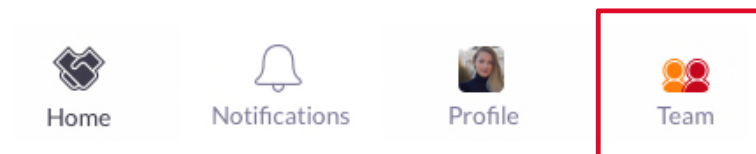
By following a few steps you can turn this platform into a very useful tool to acquire new business contacts and turn them into business.

The following tips will help you make the most of your virtual show for you and your team.



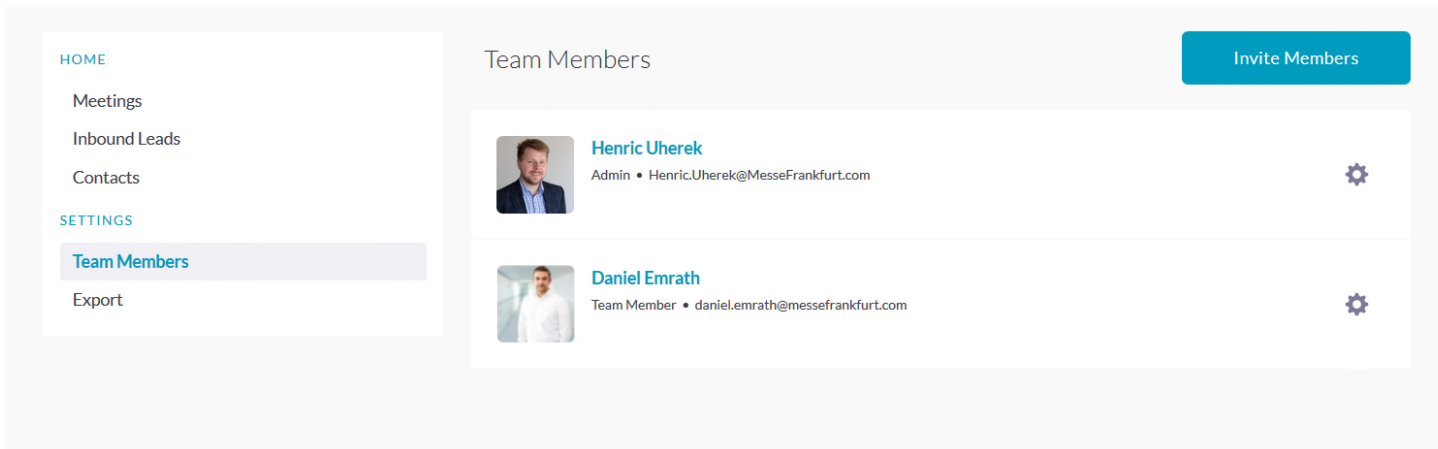
ONBOARDING

- Admin Users are pre installed by Messe Frankfurt
- As Admin user you will receive an email with your Login credentials
- Please follow the instructions on screen to finalize the setup
- After successful login please look to the upper right hand corner and you will find „Team“
- Within teams you can setup other users.



SETTING UP TEAMS

- Using „Teams“ you can invite other users to also be a representative of your company.
- Users can be set up as „Team Member“ or as „Admin“
- Admins have additionally the opportunity to manage the team

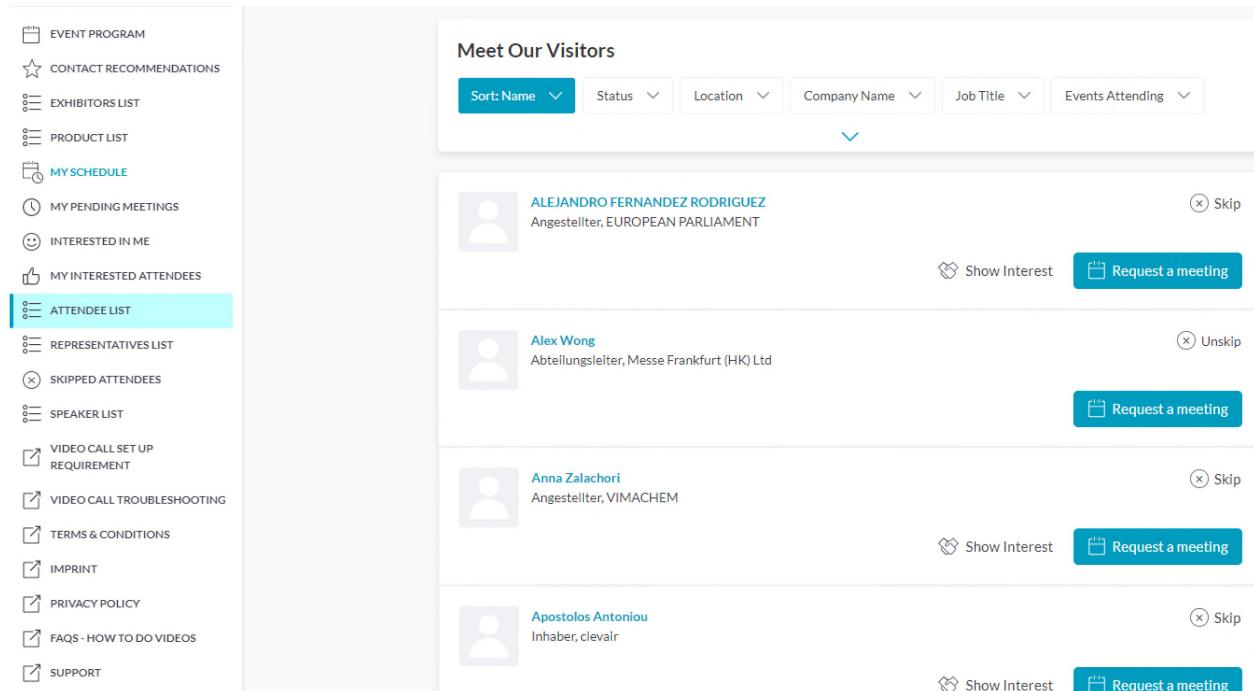


The screenshot displays the 'Team Members' management interface. On the left is a navigation sidebar with sections 'HOME' and 'SETTINGS'. Under 'HOME', there are links for 'Meetings', 'Inbound Leads', and 'Contacts'. Under 'SETTINGS', there are links for 'Team Members' (which is highlighted) and 'Export'. The main content area is titled 'Team Members' and features a blue 'Invite Members' button in the top right corner. Below the title, there is a list of team members, each with a profile picture, name, role, email address, and a settings gear icon.

| Name | Role | Email | Settings |
|---------------|-------------|----------------------------------|----------|
| Henric Uherek | Admin | Henric.Uherek@MesseFrankfurt.com | ⚙️ |
| Daniel Emrath | Team Member | daniel.emrath@messefrankfurt.com | ⚙️ |

FIND AND INTERACTE WITH ATTENDEES (1/2)

- During the Digital Experience show you will interact with attendees who are interested in your offerings
- You can and should click „show interest“ on users, that are interesting to you
- If both, the attendee and you, show interest in each other you will build up your contact list
- When you chat with customers or have a video call please **actively ask** potential customers for their contact details since the platform will only provide names and company names (Unfortunately, for data protection reasons, this cannot be done any other way)



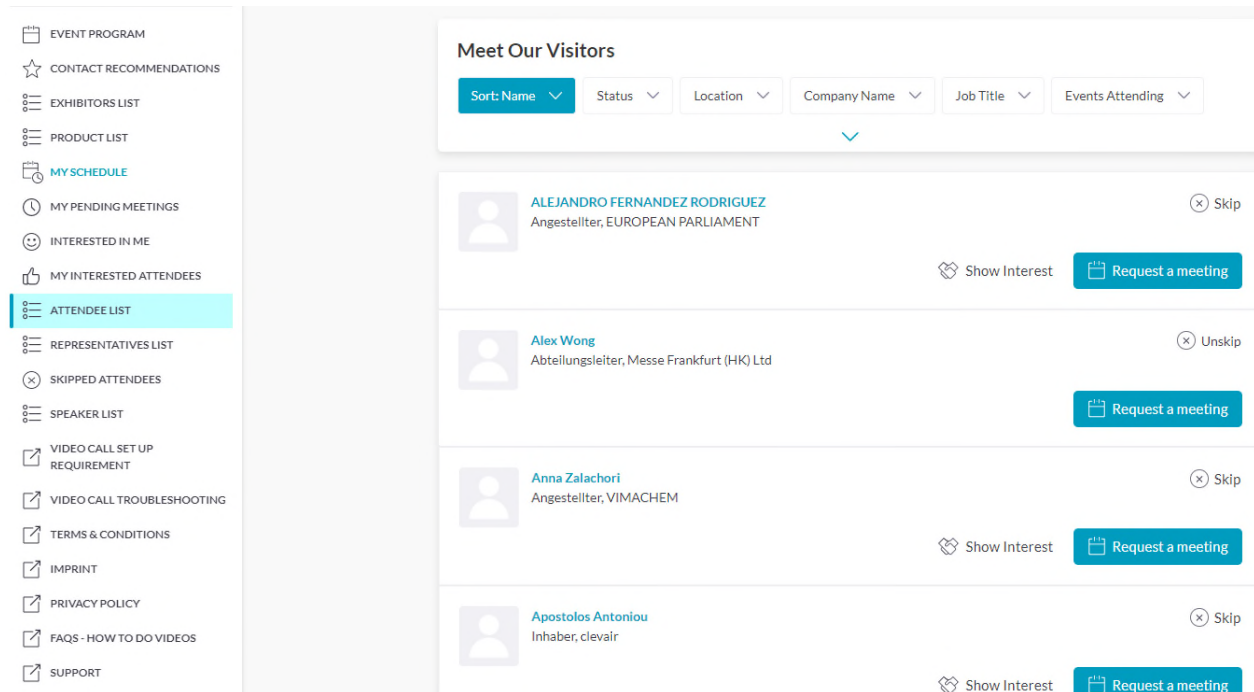
The screenshot displays the 'Meet Our Visitors' section of the digital experience. On the left, a sidebar menu lists various navigation options, with 'ATTENDEE LIST' highlighted in blue. The main content area features a search bar with filters for 'Sort: Name', 'Status', 'Location', 'Company Name', 'Job Title', and 'Events Attending'. Below the search bar, a list of attendees is shown, each with a profile picture, name, title, and company name. The attendees listed are:

- ALEJANDRO FERNANDEZ RODRIGUEZ, Angestellter, EUROPEAN PARLIAMENT
- Alex Wong, Abteilungsleiter, Messe Frankfurt (HK) Ltd
- Anna Zalachori, Angestellter, VIMACHEM
- Apostolos Antoniou, Inhaber, clevalr

Each attendee entry includes a 'Show Interest' button and a 'Request a meeting' button. The 'Request a meeting' button is highlighted in blue. The 'Skip' button is also visible for each entry.

FIND AND INTERACTE WITH ATTENDEES (2/2)

- Of course you can also search and connect yourself with attendees: In the „Attendee List“ you get a complete Overview of all participating attendees
- In „Contact Recommendations“ you will also receive potential contact suggestions based on your preferences



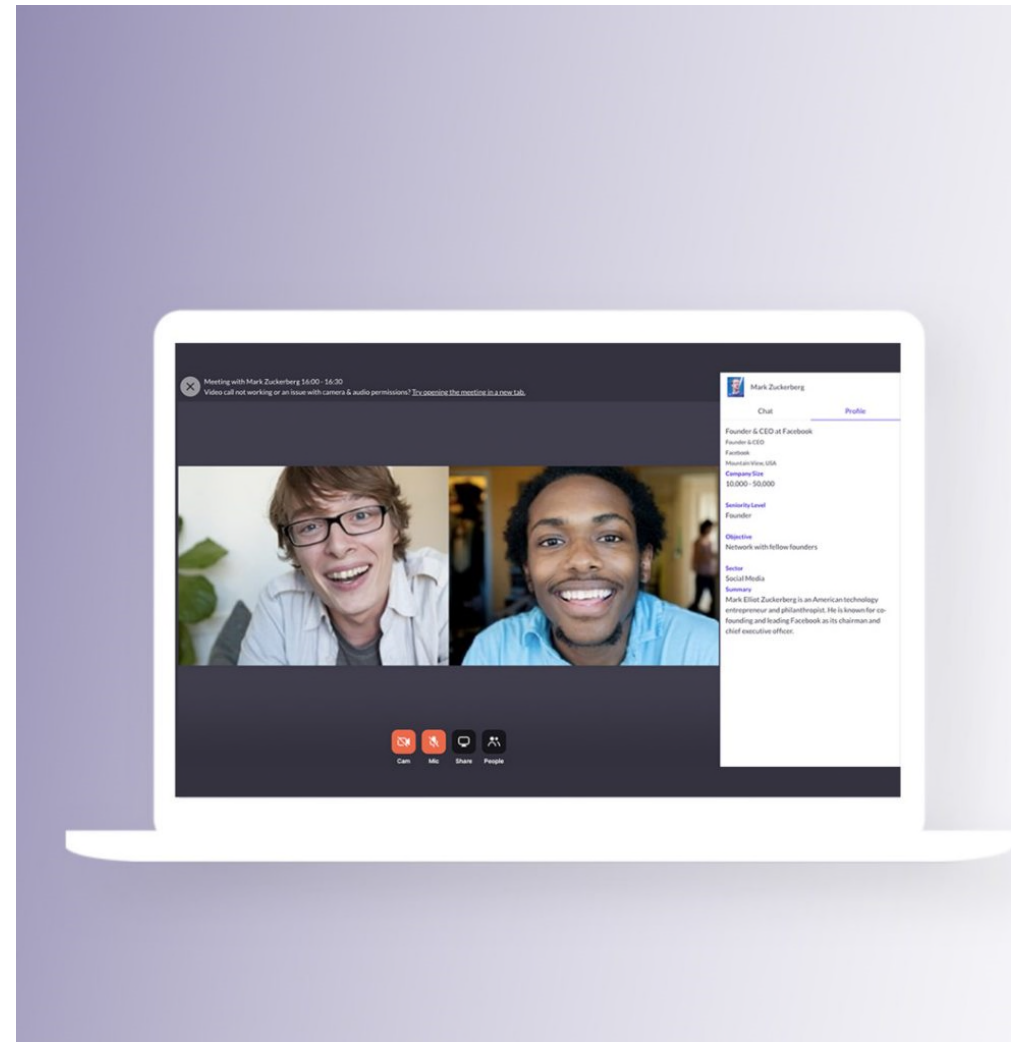
The screenshot displays the 'Attendee List' interface. On the left is a navigation menu with the following items: EVENT PROGRAM, CONTACT RECOMMENDATIONS, EXHIBITORS LIST, PRODUCT LIST, MY SCHEDULE, MY PENDING MEETINGS, INTERESTED IN ME, MY INTERESTED ATTENDEES, **ATTENDEE LIST** (highlighted), REPRESENTATIVES LIST, SKIPPED ATTENDEES, SPEAKER LIST, VIDEO CALL SET UP REQUIREMENT, VIDEO CALL TROUBLESHOOTING, TERMS & CONDITIONS, IMPRINT, PRIVACY POLICY, FAQs - HOW TO DO VIDEOS, and SUPPORT.

The main content area is titled 'Meet Our Visitors' and features a filter bar with the following options: Sort: Name (selected), Status, Location, Company Name, Job Title, and Events Attending. Below the filter bar, there is a list of attendees with the following details:

| Name | Company | Actions |
|-------------------------------|--|--|
| ALEJANDRO FERNANDEZ RODRIGUEZ | Angestellter, EUROPEAN PARLIAMENT | ⊗ Skip, Show Interest, Request a meeting |
| Alex Wong | Abteilungsleiter, Messe Frankfurt (HK) Ltd | ⊗ Unskip, Request a meeting |
| Anna Zalachori | Angestellter, VIMACHEM | ⊗ Skip, Show Interest, Request a meeting |
| Apostolos Antoniou | Inhaber, clevalr | ⊗ Skip, Show Interest, Request a meeting |

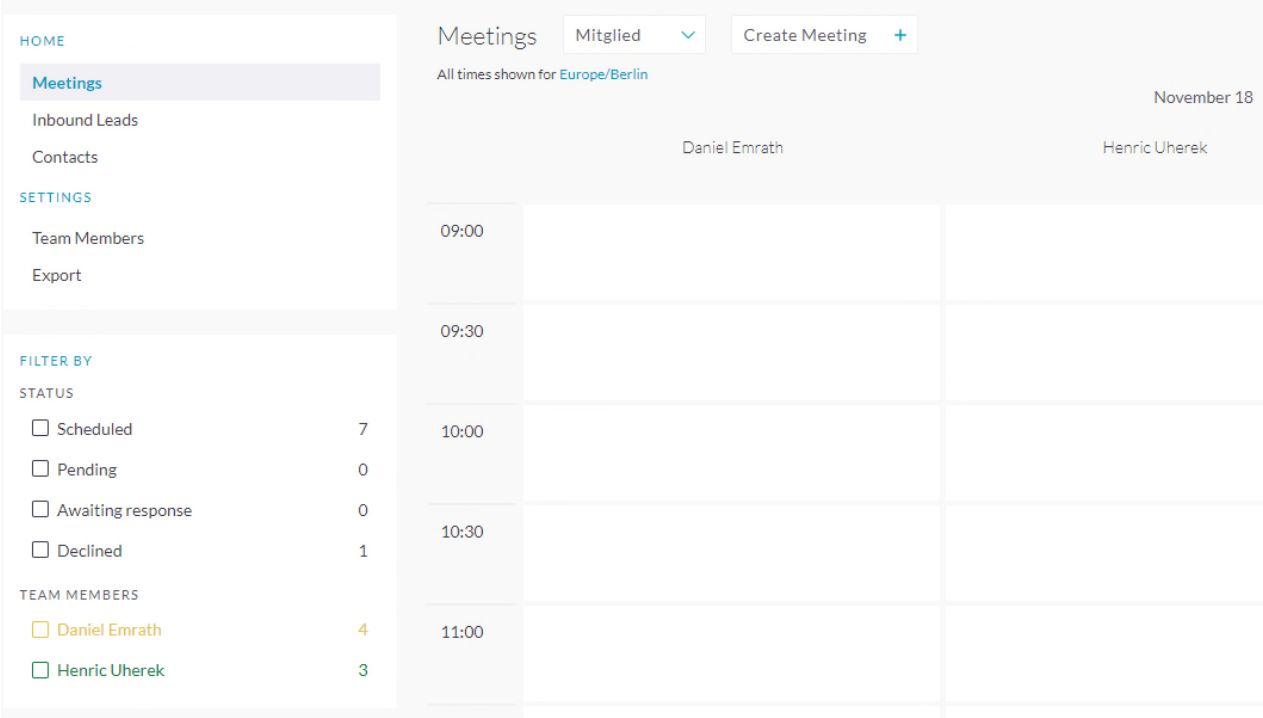
USE VIDEOCALLS

- You can arrange 1:1 calls
- However, it is also possible to invite up to 12 participants to an appointment via camera



ORGANIZING YOUR TEAM

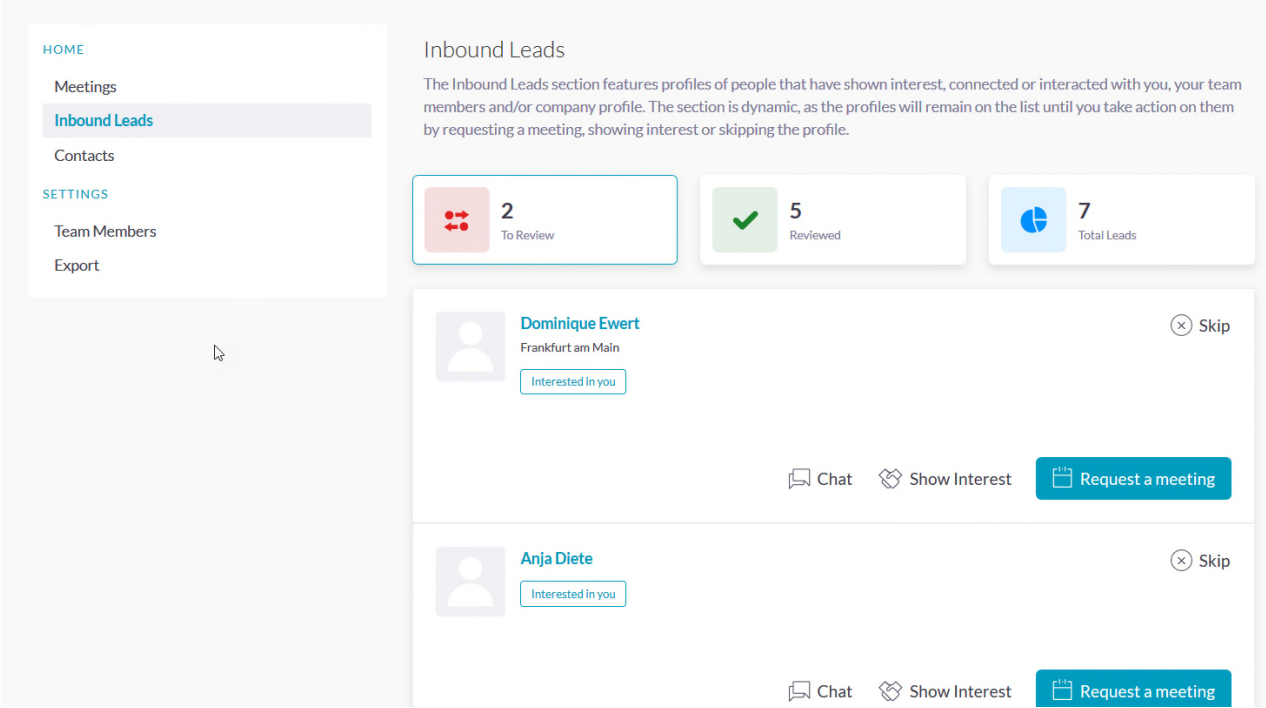
- Attendees and your representatives can request and edit appointments via the respective profiles
- You can see an overview in “Meetings” and manage all availabilities of your team



| Meetings | | Mitglied | Create Meeting + |
|-----------------------------------|---------------|---------------|------------------|
| All times shown for Europe/Berlin | | November 18 | |
| | Daniel Emrath | Henric Uherek | |
| 09:00 | | | |
| 09:30 | | | |
| 10:00 | | | |
| 10:30 | | | |
| 11:00 | | | |

USING TEAMS FOR LEADS

- In „Teams“ you can manage all leads for your company
- Leads are defined as attendee interaction with one of your team members, with you, or your company profile. This is mainly by attendees clicking on „show interest“
- All leads are collected in „My inbound leads“ where they are clustered in „to review“, „reviewed“ and „total leads“
- Leads can be turned into contacts by chatting with them, arranging an appointment or simply by also showing interest
- Contacts can be exported as a csv file for download



The screenshot displays the 'Inbound Leads' section of the Teams application. On the left, a navigation sidebar includes 'HOME' (Meetings, Inbound Leads, Contacts) and 'SETTINGS' (Team Members, Export). The main content area shows a summary of lead counts: 2 To Review, 5 Reviewed, and 7 Total Leads. Below this, two lead profiles are visible: Dominique Ewert (Frankfurt am Main) and Anja Diete, both marked as 'Interested in you'. Each profile has a 'Skip' button and a 'Request a meeting' button. Action buttons for 'Chat', 'Show Interest', and 'Request a meeting' are located at the bottom of each profile card.