

ISH digital platform

First steps for exhibitors



Agenda

01 Login to the platform

- Receipt of your login details
- Login
- Questions about preferences

02 Your Profile

- Completion of your profile
- Manage availability
- Change email & password
- Manage notifications

03 Teams-Function

- Management of your team members
- Overview of all meetings
- Inbound leads

04 Meetings

- Arrange meetings
- My calendar
- Attend meetings

Login to the ISH digital platform First steps

01

Your login details by email



- As soon as the ISH digital platform is open and you have an exhibitor ticket, you will receive an email with your personal access data:
 - Your email address
 - An initial registration ID
- Click on the blue button to get to the platform



First login on the ISH digital platform Enter your email address



- By clicking on the *blue button* in the email with your access data, you will be taken directly to the registration page of the ISH digital platform. Alternatively, you can follow this link: <u>www.ish.messefrankfurt.com/digitalplattform</u>
- In the field *email*, enter the email address from the access data sent to you





First login on the ISH digital platform Enter your registration ID

 After you have entered your email address, enter your registration ID for verification, which you received in the email with your access data



Choose your personal password



- After you have entered your login data successfully, you will be asked to create a *personal password* - it must be at least 6 characters long
- This is now required together with your *email address* - to login to the platform and replaces the initial registration ID



Import your profile information from LinkedIn



- When you login for the first time, you have the option of importing your profile data (photo, name, profession) from your existing *LinkedIn account*
- If you don't want that, just click on *Next* at the bottom right and fill out your profile data manually on the ISH digital platform

	in the second						
	Search for people, products or other items			Home	Notifications	8 Profile	Tearrs 🔘 en
						Conneccions	
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EXHIBITOR REPRESENTATIVES						$\langle \mathcal{C} \rangle$	
A PRODUCTS		•				\sim	
	digita	Import your profile information from social media			No	connections y	et
MY CALENDAR	uigitu	Connect with social media to automatically populate your user profile! Please note, you can			Show interest i	n others, schedu	ile meetings or
		onry import your prome now. This teature is not available once we've created your profile.			start a chat to co selected some p	innect to other p irofiles you migh	eople. We have it be interested
		in Connect with Linkedin				in.	
IN MY CONTACTS					2400	Recommendati	DITN.
CONTACTS INTERESTED IN ME							
CONTACTS REQUESTED BY ME	🗐 Conference		>				
MY SKIPPED ATTENDEES			_				
2 PARTICIPANTS UST	Exhibit y		1 N				
			· /				
FAQ/HOW/TO VIDEOS							
SISH TECHNOLOGY AND ENERGY FORUM	🛅 Exhibitor F		>				
D POP UP MY BATHROOM	and the second se						
ishweesme	🛅 Produc <mark>i</mark> s		>				
GENERAL TERMS AND CONDITIONS		Next >					
(+) IMPRINT	E Sponsors		>				

Choose your preferences (1/2)



9

- In the next step, your preferences will be requested
- These help our intelligent matchmaking, among other things, to offer you targeted contact recommendations
- A selection opens with a click
- You can edit and add information in your profile at any time
- Preferences include:
 - Your time zone (e.g. London)
 - Countries operating in (selection of countries in which you are responsible for sales)

С	omplete your profile	2
Pl be	ease complete your profile as thoroughly as possible. The more we know about you, the itter we can match you to the best people to meet.	
M	Timezone	
Lo	indon 🧭	
C	eration Region ick to update 0	
Se	tor Provided	
In	dustry/ processing industry, Commerce	
Bu	siness Deals Looking For Jutions for dealing with the current pandemic, Trade agency partnerships, Products	
Lo Sc	sking to Meet with slutions for dealing with the current pandemic	
G	untries Operating In armany, USA, Great Britain	
	Next >	

Choose your preferences (2/2)



- Preferences include
 - Visitor target group
 - Looking to meet with
 - Offers

×	Industry/ pro	ocessing industry	X Comm	erce
wail	able Options (a	dd as many as you like	.)	
+	Architectura	l/engineering/desig	n services	
+	Educational	institutions/ researc	ch institutes	+ Other sec

Looking to Meet with

Available Options (add as many as you like)

- + Independent entrepreneur, co-owner, freelance worker
- + Managing director, board member
- + Area manager, operations manager, plant manager, branch manager
- + Department head, group leader
- + employee, skilled worker
- + Lecturer, teacher
- + apprentice, Student
- + Other



Visibility and sharing of your contact details

- In this setting you can specify with whom you would like to share your contact details (email address, telephone number) during the event
- Adjust your visibility settings so that others can see these information details on your profile page and in their data exports
- For maximum visibility, we recommend that you as an exhibitor set this to *public*
- Your contact details and visibility settings are available on your profile page and can be changed at any time



SH digital

Privacy policy

 As soon as you have agreed to our privacy policy, you can start networking and use the platform to its full extent



Intelligent Matchmaking and your personal information

Messe Frankfurt Exhibition GmbH processes registration data and the actions taken in the platform and your social media accounts if you authorized the access, the details you gave us when you registered and from your use of this app for Intelligent Matchmaking.

It means we use the data to intelligently enable matchmaking with other users and to provide you with a personalized experience.

If you consent to statistics and analysis about usage, we will aggregate data about everyone's usage - this will not identify you individually.

You have the right to revoke your consent at any time with effect for the future. To do so or if you have any questions, please email us at privacy@messefrankfurt.com. Further information according to article 13 and 14 GDPR please find at our <u>Privacy Notice</u>.

By choosing Start Networkingyou agree to our Terms & Conditions.



I consent to you aggregating my usage data on an anonymous basis with other users' data for statistical and analysis purposes

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Welcome page of the ISH digital platform





Your Profile Complete information

02

At the top right you will find your "Profile"





Your Profile



- We recommend completing your profile when you login for the first time
 - this increases the chance of generating more qualified leads
- For example, under *Edit Profile* you have the option of adding a profile picture, your job title and contact details
- In the heading field, please indicate your area of responsibility, e.g. "Sales EMEA" or "Sales Product Group"

NAVIGATION	Edit Profile			
Edit Profile	View profile			
Manage My Availability Change Email Change Password Manage Notifications MORE About this Solution User Feedback	Exhibitor Representative Headline			
Sign Out	Contact Details These are the contact details that you information on your profile page and t	can share with others in the event. C heir event exports. Your contact deta	hange your visibility preferences, so that o iils and visibility settings will be always ava	thers can see this ilable on your
Export the data for your accepted meetings at this event.	'Edit Profile' page. _{Email} john.doe@email.com	Phone Number	Visibility Public	~
CHICK TO GENERATE CSV	_			
Delegate meetings to team members. See who has viewed your team. Send clients a scheduling link.	(Most Recent) Job Title (Most Recent) Company			
Create Your Team				

Manage your availability



- Under the navigation item Manage my availability you can select times when you will not be available for meetings during the event. This can be a whole day or just individual slots
- Click on Save at the bottom to apply your changes
- By default, you are considered available throughout the event



Change email address



- You can change your email address under this navigation point
- From now on, this will also be used for your login

NAVIGATION	Edit Profile			
Edit Profile	View profile			
Manage My Availability Change Email Change Password Manage Notifications MORE About this Solution	Evhibitor Representative	First name John Last name Doe Headline	Enter your new email address Email contact@john-doe.com Re-confrm your email	×
Sign Out	Contact Det	tails	contact@john-doe.com Save	
EXPORT MEETINGS Export the data for your accepted meetings at this event. Click to Generate CSV	These are the information or 'Edit Profile' p Email john.doe@em	contact det ils that : n your profi e page a age. nail.com	Cancel	so that of hers can see this ways available on your
MANAGE MEETINGS Delegate meetings to team members. See who has viewed your team. Send clients a scheduling link.	(Most Recent) Jo	ob Title ompany		

Change password



- You can set a new password here at any time
- From now on, this will also be used for your login

Edit Profile		
View profile		
First name John La: Ch Exhibitor Representative	ange password ose a new password for your account. You'll need this password whenever you log in to the ISH	×
He Curr	ent Password	-
Contact Detail:	Irm Password	n see this — 1 your
Email john.doe@email.	Save Password	v
(Most Recent) Job Title (Most Recent) Company		
	Edit Profile View profile	Edit Profile View profile First name John Change password Choose a new password for your account. You'll need this password whenever you log in to the ISH These are the con- information on you Edit Profile page Email john.doe@email. Most Recend Job Title Most Recend Company

Manage notifications



- By default, you will receive an email for every incoming chat message
- If you no longer want this, you can switch off this notification here
- We recommend to activate *Desktop Notifications* in order to receive interesting and relevant information about the event

NAVIGATION	Edit Profile				
Edit Profile	View profile				
Manage My Availability Change Email		First name John			
Manage Notifications	Exhibitor Representative	Last name Doe	Manage Notifications	_	×
About this Solution User Feedback		Headline	Chat Messages		
Sign Out	Contact Det	tails	Desktop Notifications Push Notifications		
EXPORT MEETINGS Export the data for your accepted meetings at this event.	These are the information or 'Edit Profile' p Email	contact details that n your profile page a age.	Cancel	Save	so that others can see this ways available on your
Click to Generate CSV	john.doe@em	nail.com		Public	~
MANAGE MEETINGS					
Delegate meetings to team members. See	(Most Recent) Jo	ob Title			

Additional navigation points

- By clicking on Sign out you will be logged out from the ISH digital platform - you can login again with your data at any time
- Click on *Generate CSV* to export all the data of your agreed meetings on the platform, such as day, time and name of all participants
- Please note: Due to the GDPR, email and / or telephone numbers are only released for users who have decided to provide their contact details
- All CSV files can of course be converted, using known methods, e.g. in Excel format
- Clicking on Create Your Team will take you to the Teams section -this will be explained in more detail in the next article

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NAVIGATION	
Edit Profile	
Manage My Availability	
Change Email	
Change Password	
Manage Notifications	
MORE	
About this Solution	
User Feedback	
Sign Out	
EXPORT MEETINGS	
Export the data for your accepted meetings at this event.	
Click to Generate CSV	
MANAGE MEETINGS	
Delegate meetings to team members. See who has viewed your team. Send clients a scheduling link.	
Create Your Team	

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Teams-Function Management of your team members

03

At the top right you will find the "Teams" function



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Teams overview

- In *Teams* you have an overview of all your team members on the platform, your scheduled, pending and declined meetings as well as potential leads
- The start page of the *Teams* function is automatically the navigation point *Meetings*

IOME		Meetings	Calendar 🗸	Create Meeting	+		
Meetings		All times shown	for Europe/Berlin			5-1	
Inbound Leads						February 16 - February 18	$\leftarrow \rightarrow$
Company Chat			Tuesday February 16		Wednesday February 17	Thursday February 1	2
Contacts							
ETTINGS		10:00	Meeting 10:00 - 10:30				
Team Members				ac)			
Company Profile		10-20					
Export		10:30					
ILTER BY		11:00					
TATUS							
Scheduled	12			Meeting			
Pending	3	11:30		11:30 - 12			
Awaiting response	3						
Declined	3	12:00					
EAM MEMBERS							
Daniel Emrath	10						
Henric Uherek (Messe)	9	12:30					
Stefan Seitz	4						
Ellen Matheis	2	13:00					
Exhibitor Rep Test	0						
Stefan Miller	о						
		13:30					



Meetings



- Here you get an overview of all meetings of your team members
- You can also use the filters at the top and on the left to filter by day, status and team member. You can also choose a list view
- By clicking on a meeting in the calendar, you can view the meeting details such as date, time and participants

HOME Meetings		Meetin. All times sho	gs Calendar V Creat	e Meeting +	February 16 - February 18 🥢 🛁
Inbound Leads			Tuesday	Wednesday	Thursday
Contacts			February 16	February 17	February 18
SETTINGS		10:00	Meeting 10:00 - 10:30		
Team Members			K	D	
Company Profile Export		10:30			
FILTER BY		11:00			
STATUS					
	12	11:30		Meeting	
Pending Awaiting response	3			11.50* 12.00	(0)
	3	12:00			
TEAM MEMBERS					
Daniel Emrath	10				
Henric Uherek (Messe)	9	12:30			
Stefan Seitz	4				
Ellen Matheis	2	13:00			
Exhibitor Rep Test	0				
Stefan Miller	0	13:30			

Inbound Leads



- Here you will find profiles of people who have shown interest, connected or interacted with you, your team members and / or your company profile
- The section is dynamic, as the profiles will remain on the list until you take action on them by requesting a meeting, showing interest or skipping the profile

Inbound Leads The Inbound Leads section features profiles of people that have shown in members and/or company profile. The section is dynamic, as the profiles by requesting a meeting, showing interest or skipping the profile.	nterest, connected or interacted with you, your team will remain on the list until you take action on them
To Review	Total Leads
Annette Milkereit Has viewed Ellen	(X) Skip
2 3	Show Interest Hard Request a meeting V
CLICK TO LOAD MORE	
+	
	Inbound Leads The Inbound Leads section features profiles of people that have shown in members and/or company profile. The section is dynamic, as the profiles by requesting a meeting, showing interest or skipping the profile 1 1 1 1 1 1 1 1

Company Chat



- Users can send messages directly to your Company through its profile page
- All incoming messages appear here
- All team members have access to the company chat and can answer messages and arrange meetings for themselves or others

HOME	Company Chat
Meetings	Event attendees can send messages directly to your Company through its profile page. Any team member can reply to the
Inbound Leads	messages as the Company.
Company Chat	
Contacts	No messages yet
SETTINGS	
Team Members	
Company Profile	
Export	

Contacts



- Contacts contains profiles

 of people who have contacted
 you and your team members or
 who have scheduled a meeting
- You can also use the filters at the top to filter by *lead status* (*connected or meeting*), your team members or source (where the contact was made)

HOME Meetings Inbound Leads	Contacts The Contacts section fe members.	atures profiles of people th	at have connected or sc	heduled a meeting with any of the team
Company Chat Contacts	Lead Status 🗸	Team Members 🗸 🗸	Source 🗸	
Team Members	Name	Company	Source	Status
Export	Adam Vass		Event Matchmaking	Has a meeting with Henric Has a meeting with Stefar
	Felix Pauli felix.pauli@messefrankfu	Messe Frankfurt Exhibitic	Event Matchmaking	Has a meeting with Henric Has a meeting with you
	Henric Uherek Henric.Uherek@MesseF	Messe Frankfurt Exhibito	Event Matchmaking	Has a meeting with you
	Henric Uherek (ig) igel1@gmx.de		Event Matchmaking	Has a meeting with you
	Martina Test		Event Matchmaking	Has a meeting with Stefan Has a meeting with Henric
	Max Mustermann test@email.com		Event Matchmaking	Has a meeting with you
n de la desta de la companya de la c	Philipp Mock		Event Matchmaking	Has a meeting with Stefan Has a meeting with Henric
	Stefan Seitz stefan.seitz@messefrank		Event Matchmaking	Has a meeting with you
	Stefanie Stapper	Messe Frankfurt Exhibitic	Event Matchmaking	Has a meeting with you Has a meeting with Henric

Team members



- Here you have an overview of all team members that are connected with your exhibitor profile
- You create team members in the Messe Frankfurt exhibitor ticket portal by generating an exhibitor ticket there
- The persons appear as exhibitor representatives in your company profile on the ISH digital platform and are listed between your company description and your product profiles

```
Team Members
  HOME
   Meetings
   Inbound Leads
                                                                         Henric Uherek (Messe)
                                                                         Admin • Henric.Uherek@MesseFrankfurt.com
   Company Chat
   Contacts
 SETTINGS
                                                                         Daniel Emrath
   Team Members
                                                                         Team Member • daniel.emrath@messefrankfurt.com
   Company Profile
   Export
                                                                        Exhibitor Rep Test
                                                                        Team Member • soulmaz10@intros.at
                                                                        Stefan Miller
                                                                        Team Member • soulmaz11@intros.at
                                                                        Stefan Seitz
                                                                        Admin • stefan.seitz@messefrankfurt.com
                                                                        Ellen Matheis
                                                                         Team Member • ellen.matheis@messefrankfurt.com
Messe Frankfurt - Test
Frankfurt, Germany
```

Team members



Attention:

- The button *"Invite Members"* is not active
- Team Members will be automatically all persons that receive an exhibitor ticket and have registered at ISH digital platform.
- Exhibitor tickets will be created from the main contact person of your company at Messe Frankfurt (in the exhibitor ticket portal)



Company profile



- In your company profile, you can see your current information, which has been transferred to the platform via the Messe Frankfurt media package manager
- All changes are made exclusively via the media package manager
- Here you only have the option of changing the individual header graphic
- Changes must always be saved by selecting the Update Profile button

HOME	Com	npany Profile
Meetings		
Inbound Leads		
Company Chat		t m in the second
Contacts		
SETTINGS		
Team Members	inter a	
Company Profile	(all a	
Export	Sec. 1	
	-	
-		
	an a	Name
		Messe Frankfurt - Test
	igen op die produktien op die state Die strategie auf die state	Ø Headline
	open property and	Messe Organisation Trade fair Organizer
	and the state of the	Location
		Frankfurt, Germany
a transfer a	and a second second	Summary
and the second second	and the second second	This is the description of Messe Frankfurt. Dies ist die Firmenbeschreibung.
and the second	and the second se	

Export of meetings and contacts

ISH digital

- You have the option of exporting all accepted meetings of your team as CSV
- You can also export a CSV file with the details of your contacts (all meetings and connections on the ISH digital platform)
- All CSV files can of course be converted, using known methods, e.g. in Excel format
- Due to the GDPR, the first and last name and company name of the contact person are displayed. Email addresses and / or phone numbers are only shared with users who have decided to share their contact details

HOME Meetings	Export
Inbound Leads Company Chat Contacts SETTINGS	Export Meetings Click to Generate CSV This will generate a CSV file of all of your team's accepted meetings at ISH.
Team Members Company Profile Export	Export Contacts Click to Generate CSV This will generate a CSV file with the details of your contacts from ISH. Contacts are all Meetings and Connections on the event platform. Please note: Due to GDPR email and/or phone numbers will be shared only for the users who decided to share their contact details.

Meetings Arrange and manage

04

Arrange Meetings (1/2)



- If you would like to arrange a meeting with a person - who you have found in the list of participants or was suggested in your contact recommendations, for example click on the respective profile
- In addition to the selected person, you can also invite other people to the meeting by clicking on the *small, blue plus*. Up to 50 people can be invited, 12 of whom can use the camera and microphone functions at the same time

aniel.emrath@messefrankfurt.com	Request a meeting Invitees Daniel Emrath
	Date Thursday 25/03/2021
Details	Time 08:00 - 08:30 (Europe/Berlin)
My Timezone Serlin	Location Virtueller Meetingraum
	Personal Message Dear Mr. Emrath,
	l <u>would</u> like <u>to talk to you</u> . Looking <u>forwa</u> Best <u>regards</u> John Doe
	20 meeting requests left until you reach th pending meeting limit.
	Cancel Send

Arrange Meetings (2/2)



- The invitee receives an email about this meeting request and can edit it on the platform under *My pending appointments*
- A maximum of 20 appointment requests can be open at the same time
- You can send a message to the invited person in the comment field
- As long as the meeting has not yet taken place, you can also add or change other people later



Open meeting requests Point of view: invitee

- The person who has been invited can *decline* the meeting, *reschedule*, (suggest a different time), *send a message* to the meeting organizer, or *accept* the meeting directly
- If the meeting has been accepted, it will appear in the navigation under *My Calendar*

ISH digital	Search for people, products or other items	
CONFERENCE PROGRAM	All times shown for Europe/Berlin Tuesday 23 March	Scroll up (on the schedule) to see past items
	06:00 - 06:30 MEETING IVirtual Meeting	Pending
MY CALENDAR		
	Organizer Invite: 100 Decline Reschedule Message Organizer Accept	
CONTACTS INTERESTED IN ME	Thursday 25 March	
양 PARTICIPANTS LIST	08:00 - 08:30 MEETING II Virtual Meeting	Pending
FAQ/HOW-TO VIDEOS ISH TECHNOLOGY AND ENERGY FORUM	Organizer You	
POP UP MY BATHROOM ISH WEBSITE	Decline Reschedule Message Organizer Accept	
CENERAL TERMS AND		

Open meeting requests Point of view: inviting person

- The person who created the meeting can also see the status of the appointment under *My pending* appointments
- By clicking on *Reschedule* you can reschedule the meeting, but also invite other people to the appointment afterwards
- The meeting request is deleted by clicking on *Cancel*

ISH digital	Search for people, products or other items Q
CONFERENCE PROGRAM	All times shown for Europe/Berlin Monday 22 March
문자HIBITOR REPRESENTATIVES 한 PRODUCTS 을 SPONSORS	07:30 - 08:00 MEETING If Virtual Meeting Image: Wirtueller Meetingraum Pending
MY CALENDAR MY PENDING APPOINTMENTS FOT CONTACT	Organizer You
RECOMMENDATIONS MY CONTACTS CONTACTS INTERESTED IN 1	Decline Reschedule Message Organizer Accept
QUESTED BY ME	Thursday 25 March
않 PARTICIPANTSLIST ☆ SUPPORT HOTLINE	08:00 - 08:30 MEETING IVirtual Meeting Awaiting Response
ISH TECHNOLOGY AND ENERGY FORUM	Organizar Invitee (You)
III POP UP MY BATHROOM ISH WEBSITE	Cancel

My calendar Point of view: invitee

- All agreed meetings are listed under *My Calendar*
- You can edit any meeting at any time (cancel, reschedule or add people as well as send a message to the organizer)
- 5 minutes before the start of the meeting, you can enter the meeting room by clicking on Open Virtual Meeting Room

ISH digital
EXHIBITOR LIST
EXHIBITOR REPRESENTATIVES
PRODUCTS
8 SPONSORS
B MY CALENDAR
℅ MY CONTACTS
⊘ CONTACTS INTERESTED IN 1
CONTACTS REQUESTED BY ME
MY SKIPPED ATTENDEES
201 PARTICIPANTS LIST
SUPPORT HOTLINE
FAQ/HOW-TO VIDEOS
ISH TECHNOLOGY AND ENERGY FORUM
D POP UP MY BATHROOM
GENERAL TERMS AND

Attending a meeting

- When you enter a virtual meeting room for the first time, the browser usually asks you whether access to the microphone and camera can be granted
- We recommend allowing both in order to be able to communicate with one another without any problems
- The respective participants appear on the left, ideally with a camera image
- On the right side you also have the opportunity to *chat* with each other
- At the bottom of the screen, you can switch your camera and microphone on and off and share your screen

Technical system requirements

- The embedded video conferencing tool on the ISH digital platform is based on the software Whereby (www.whereby.com)
- Please test in advance whether this software has been approved by your IT department and make sure that the sound- and video connection is configured correctly
- Please use the current Internet browser from Google Chrome or Mozilla Firefox for the ISH digital platform

Messe Frankfurt Exhibition GmbH

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