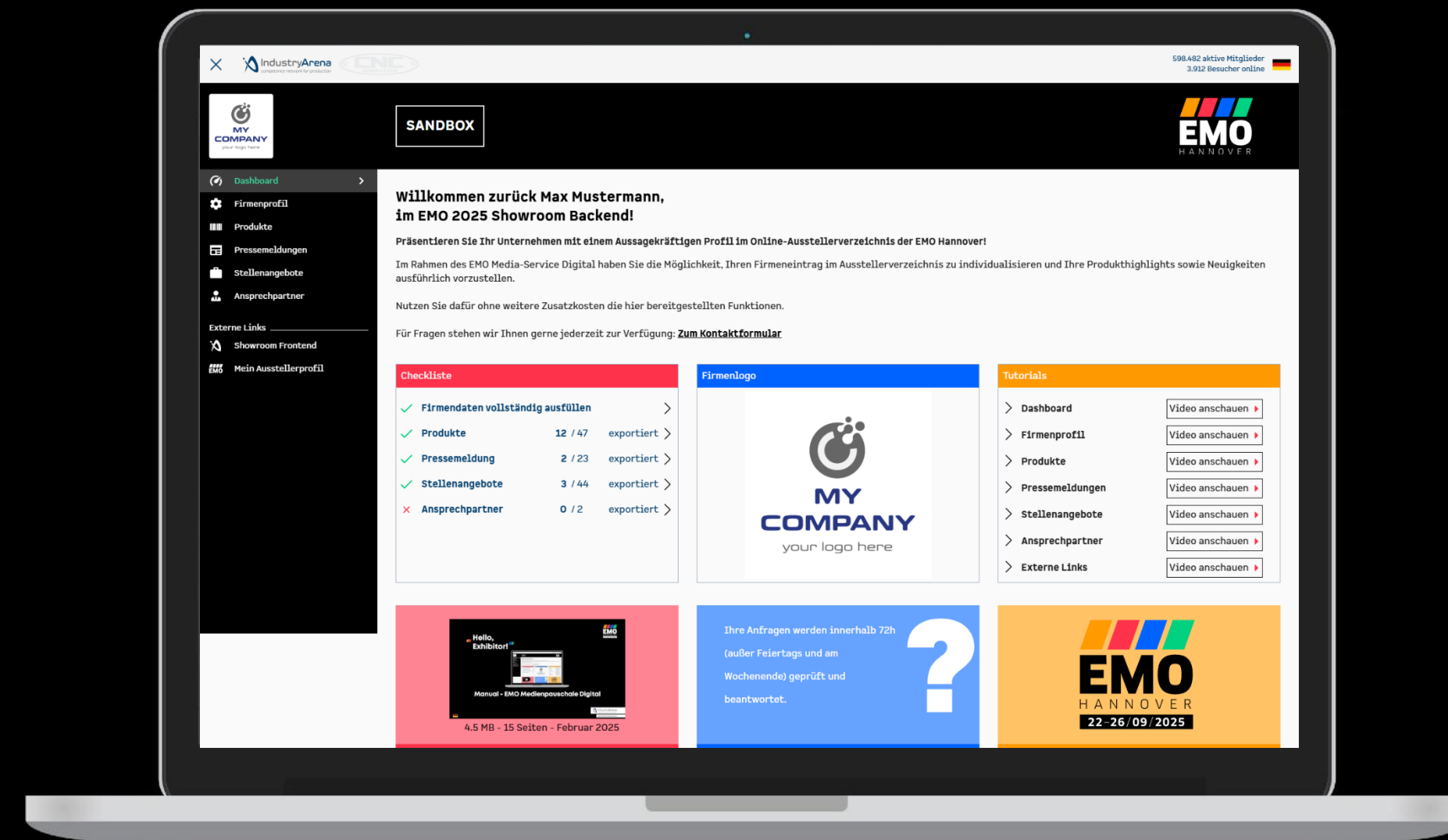


# Hello, Exhibitor!



## Showroom Manual

Data export to the EMO 2025 exhibitor index



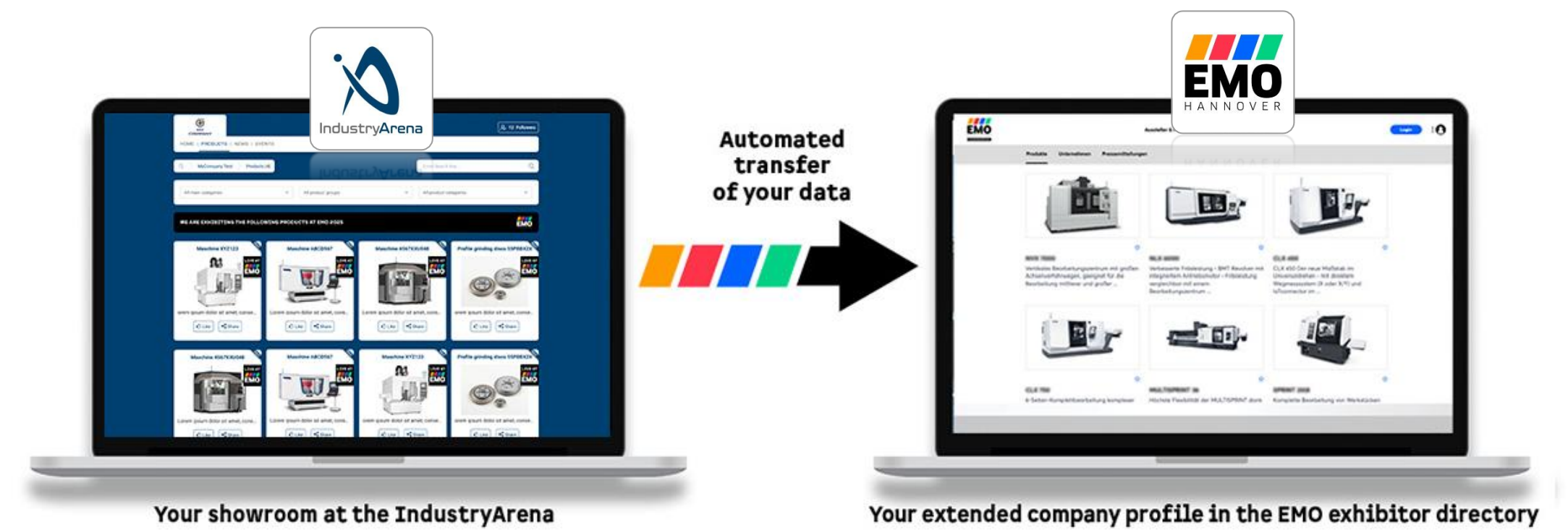
## // **Start your showroom!** //

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With the EMO Media Service Digital for EMO Hannover 2025, you can customize your company entry, present product highlights and much more - free of charge via your Digital Showroom on IndustryArena.com with automated data transfer to the EMO website.

## The services and advantages of the EMO Media Service Digital:

- ✓ Company profile in the online exhibitor index of EMO Hannover 2025
- ✓ Additional online presence in the high-reaching IndustryArena network
- ✓ Publication of company information, logo, image video and social networks
- ✓ Presentation of your product highlights and trade fair exhibits
- ✓ Detailed information on your EMO contact persons and the option to reach them directly
- ✓ Distribution of press releases
- ✓ Placement of job offers



Get started and complete your company profile in the IndustryArena showroom (microsite). The data is then automatically exported to the EMO online exhibitor directory according to your specifications and displayed with all other exhibitor information.



# 2.0 – Login & Registration

As an exhibitor at EMO 2025, you will receive access to the EMO dashboard, where you can manage your \*company information and add relevant\* content. We will show you step by step how to successfully register and use the dashboard.

**Register as new member:**

Salutation\*  
Mr

First name\*  
Max

Last name\*  
Mustermann

Username\*  
maxmudtor2345

Email address\*  
[Empty]

Password\*  
[Empty]

Country\*  
United States

Phone\*  
+1 123456789

Please use your VDW order number which you received by Email with the booking confirmation for EMO.  
If you do not have the number, please contact: [emo@vdw.de](mailto:emo@vdw.de).

VDW order number\*  
40123

Registered exhibitor\*  
MyCompany Test Ltd.

I have read and accept **IndustryArena Rules, Privacy Statement and Disclaimer.**

I have read and accepted the **Information about contacting**. I have read the **privacy information** according to Article 13 GDPR.

You will receive a confirmation e-mail after submitting the form.

[sign up now >](#)



Dear Mr. Mustermann,

We are pleased that you are making use of the EMO Media Service Digital! Enclosed you will find all necessary information for the login to the showroom dashboard.

1. The following link will take you to the showroom dashboard:  
<https://en.industryarena.com/mycompany/dashboard/emo>
2. Your data for the login:  
Email: maxmustermann@mycompany-test.com  
Username: maxmuster2345

You can add all important company information and content in the showroom dashboard and transfer it to the exhibitor index on the EMO Hannover website.

**ADVICE:** For the international audience, information is valuable both in German and English. To change the language, select the desired language version by clicking the appropriate flag-icon in the upper right corner in the user bar.

If you have any further questions, please do not hesitate to contact us.

Best regards  
Your IndustryArena-Team

## 1. apply for access as an EMO exhibitor

To prepare your data for transfer to your EMO exhibitor profile on the EMO Hannover website, it is necessary to link your IndustryArena user account with your VDW order number..

Please use the form at: <https://en.industryarena.com/emo2025-mediaservice>

If you already have an IndustryArena account, please log in before completing the form.

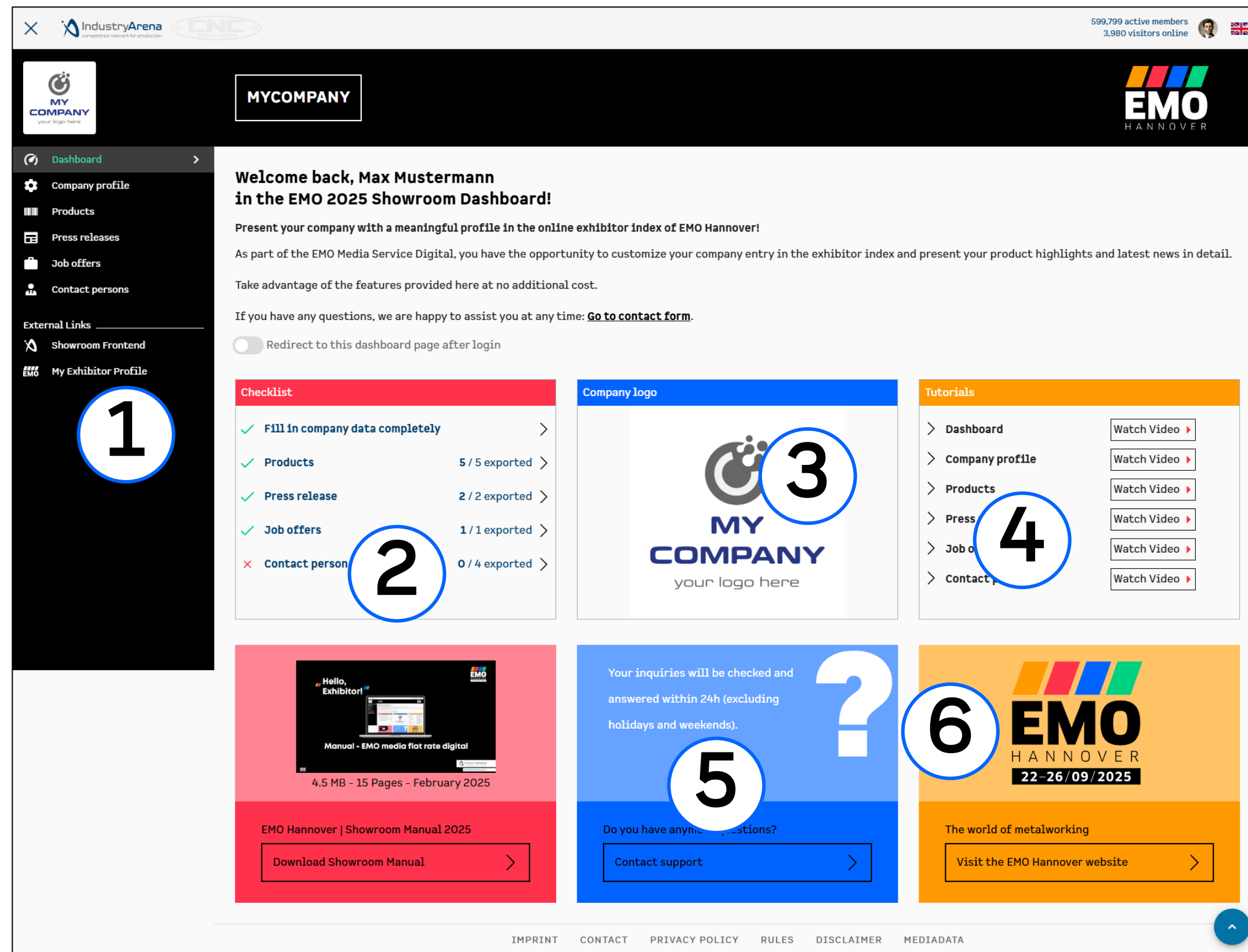
## 2. get access to the dashboard

After submitting your registration, we will check the details and verify your data. After successful verification, we will provide you with the Showroom Dashboard.

You will receive an e-mail with access to the dashboard within 24 hours.

# 3.0 – EMO Showroom Dashboard

After logging in, you will be guided directly in the dashboard - your central control for all important functions.



## 1. Dashboard Menu

Use the menu on the left to access everything you need for a successful trade show appearance – from your company profile and products to press, jobs, and contact persons.

## 2. Checklist

Here you'll find a checklist that guides you step by step through the setup process.

## 3. Logo

Haven't uploaded a logo yet? Now's the time! You can add it via the EMO Exhibitor Portal to ensure a professional appearance.

## 4. Tutorials

Here you'll find compact guides for all key features – from your company profile to product uploads.

## 5. Support

Questions? Here You can contact the support team directly. Response time: max. 24 hours – excluding weekends and public holidays.

## 6. EMO Hannover Website

Stay up to date! Here's the direct link to the official EMO website with the latest information about the trade fair.

Showroom Manual

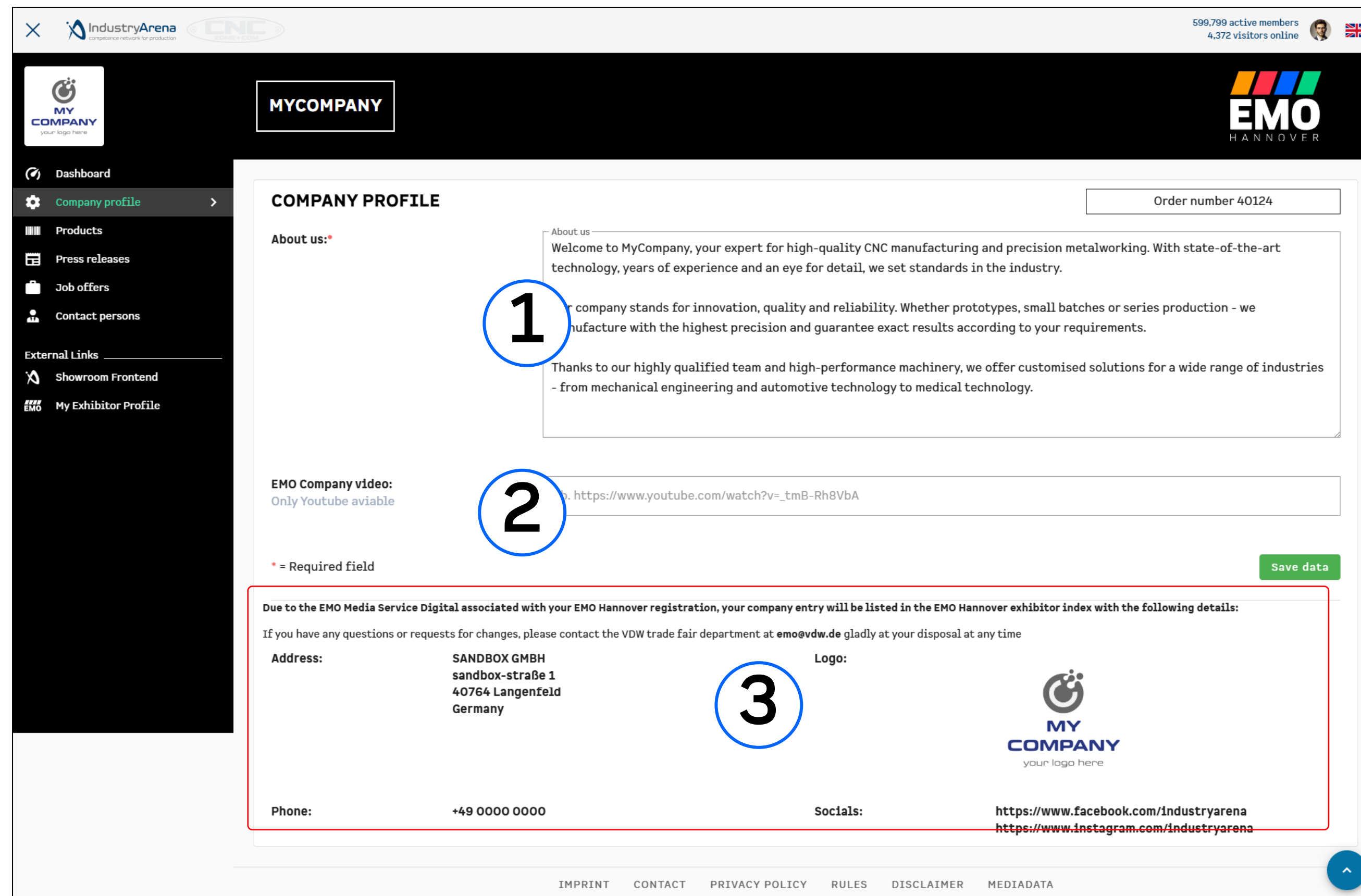
Do you have questions about the individual functions of your showroom? No problem, our team will be happy to help you at any time. your requests will be checked and answered within 24h (except holidays and weekends).

Contact support



# 4.0 – Company profile

Your company profile is your digital business card at EMO. Enter important information about your company so that potential customers and partners can find and contact you quickly.



The screenshot shows the 'MYCOMPANY' profile editing page. The left sidebar contains navigation options: Dashboard, Company profile (selected), Products, Press releases, Job offers, Contact persons, External Links, Showroom Frontend, and My Exhibitor Profile. The main content area is titled 'COMPANY PROFILE' and includes an 'Order number 40124' field. The 'About us' section has a text area with a circled '1' indicating the 'About us' label and the text input field. Below it is the 'EMO Company video' section with a circled '2' indicating the video URL input field. A 'Save data' button is visible. A red-bordered box highlights the 'Company Data' section, which includes a disclaimer, a 'Required field' note, and fields for Address, Phone, Logo, and Socials. A circled '3' is placed over the 'Logo' field. The footer contains links for IMPRINT, CONTACT, PRIVACY POLICY, RULES, DISCLAIMER, and MEDIADATA.

## 1. About us

Describe your company briefly and concisely here. Keep it clear, professional, and use keywords that appeal to your target audience!

## 2. Company Video

Simply enter the YouTube link of your company video – this will boost your visibility!

## 3. Company Data

Check whether your address and telephone number have been entered correctly. Upload your logo via the EMO exhibitor portal and, if you have social media channels, you can link them here.

**Important:** These changes can only be made by the trade fair department of VDW. If you have any requests for changes, please contact the responsible person at [emo@vdw.de](mailto:emo@vdw.de).



Create your products and trade fair exhibits. Maximize your visibility, inspire visitors and attract new customers at EMO Hannover 2025!

Create new product

## 1. Create product

To add a new product, simply click on "Create new product".

## 2. Select category

Select up to 5 categories and click on „Next“.

## 3. Add Product

Enter the product name, the manufacturer, and optionally the article number. Write a short, concise description of the product and add translations.

If available, you can add a product link.

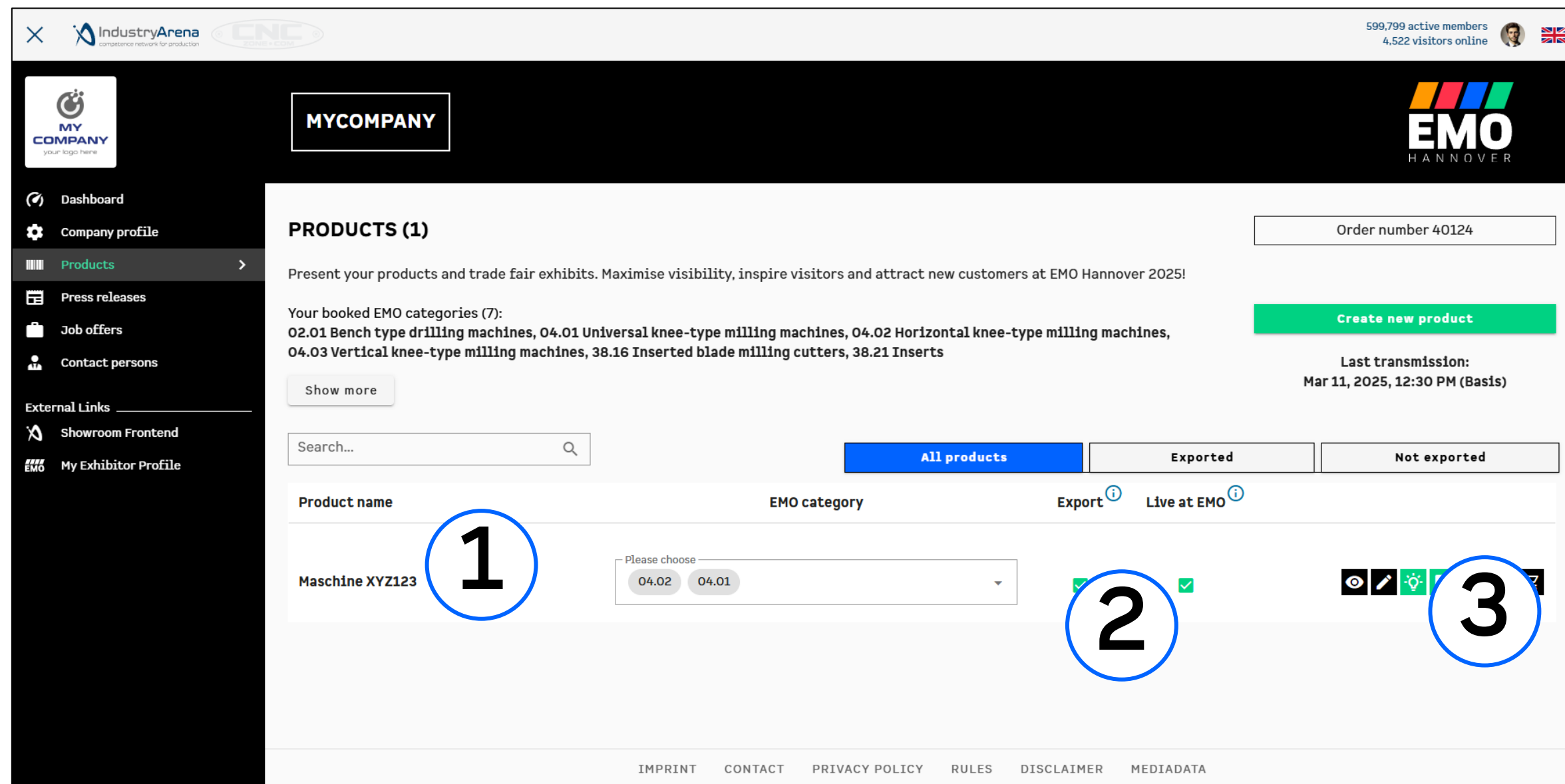
Finally, click on „Save data“.

On the next page, upload a cover image in 4:3 format.



Additionally, you can optionally add more product images, product videos, or product documents.





## 1. Product overview

In the product overview, you can see all previously recorded products. You can search specifically for products, view the status of a product, and manage or edit them.

## 2. Export & trade show exhibits

Transfer your product portfolio to your EMO exhibitor profile. Check the "Export" box to start the transfer.

- Product is already visible in the EMO profile.
- Product is not yet visible in the EMO profile.
- In Progress Product will appear in the EMO profile shortly.

If your product should not only appear in your EMO exhibitor profile but also be shown onsite at the trade show as an exhibit, check the box  for 'Live at EMO'.



Products with this status will be specially marked for visitors as live exhibits at the trade show.

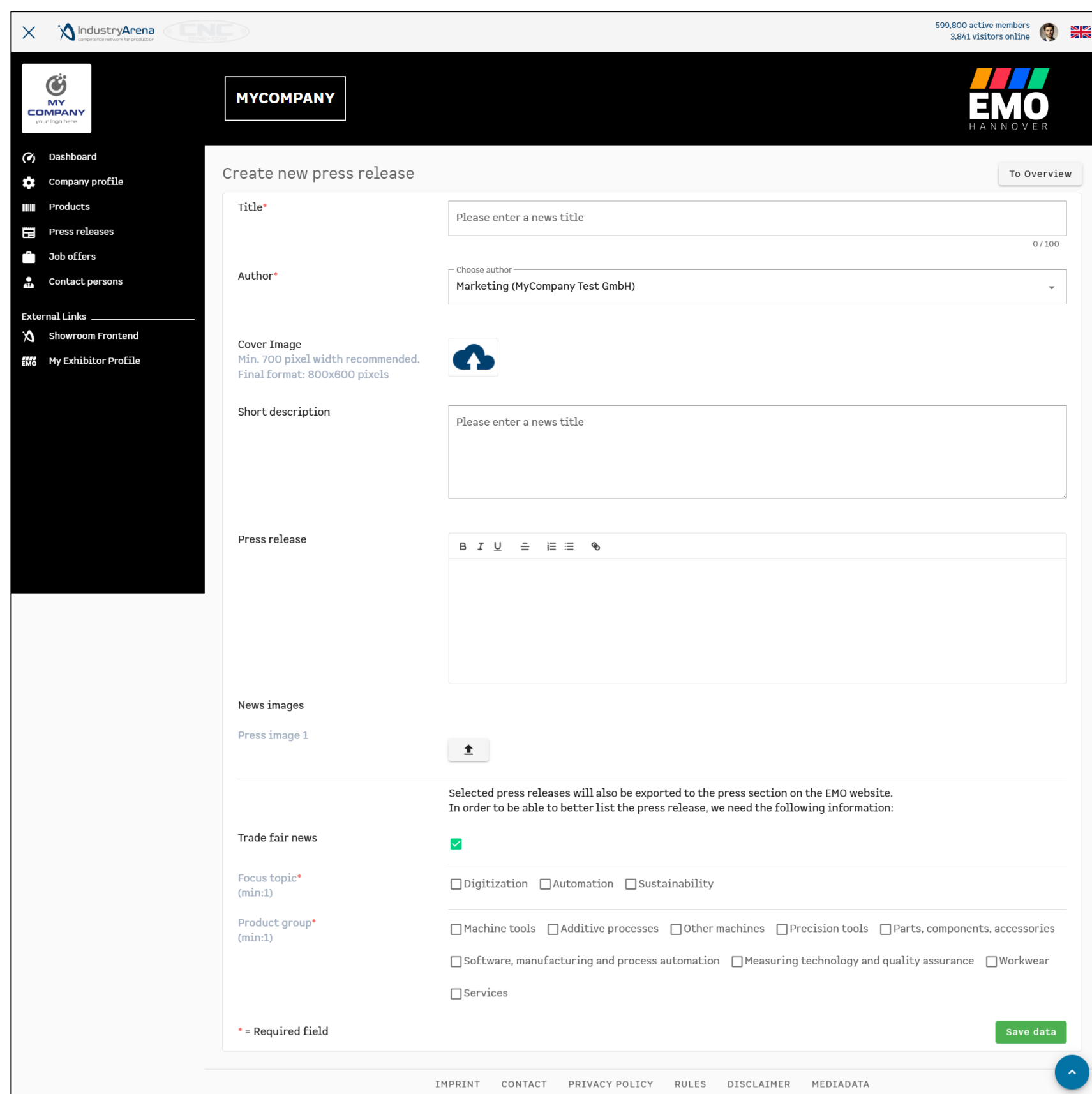
## 3. Edit product

On the right, you will find icons that allow you to edit entries and add additional media.

You also have the option to offer products for free at BuyMachines.com – the marketplace for new and used machines, tools, components, and software!

# 6.0 – Create press releases

Create and manage your press releases and news articles. Provide visitors and press representatives with information worth reading about your trade fair presence at EMO Hannover 2025.



The screenshot shows the 'Create new press release' form in the IndustryArena system. The form includes the following fields and options:

- Title\***: A text input field with a placeholder 'Please enter a news title' and a character count '0 / 100'.
- Author\***: A dropdown menu with the selected option 'Marketing (MyCompany Test GmbH)'.
- Cover Image**: An upload button with a cloud icon. Below it, text reads: 'Min. 700 pixel width recommended. Final format: 800x600 pixels'.
- Short description**: A text input field with a placeholder 'Please enter a news title'.
- Press release**: A rich text editor with a toolbar containing icons for bold, italic, underline, list, and link.
- News images**: A section for 'Press image 1' with an upload button.
- Trade fair news**: A checkbox that is checked, with a note: 'Selected press releases will also be exported to the press section on the EMO website. In order to be able to better list the press release, we need the following information:'.
- Focus topic\* (min:1)**: Radio buttons for 'Digitization', 'Automation', and 'Sustainability'.
- Product group\* (min:1)**: Checkboxes for 'Machine tools', 'Additive processes', 'Other machines', 'Precision tools', 'Parts, components, accessories', 'Software, manufacturing and process automation', 'Measuring technology and quality assurance', 'Workwear', and 'Services'.
- A 'Save data' button at the bottom right.
- A footer with links: IMPRINT, CONTACT, PRIVACY POLICY, RULES, DISCLAIMER, MEDIADATA.

Create new press release

## 1. Press Release

To create a new press release, click on "Create New News Post".



## 2. Create Press Release Content

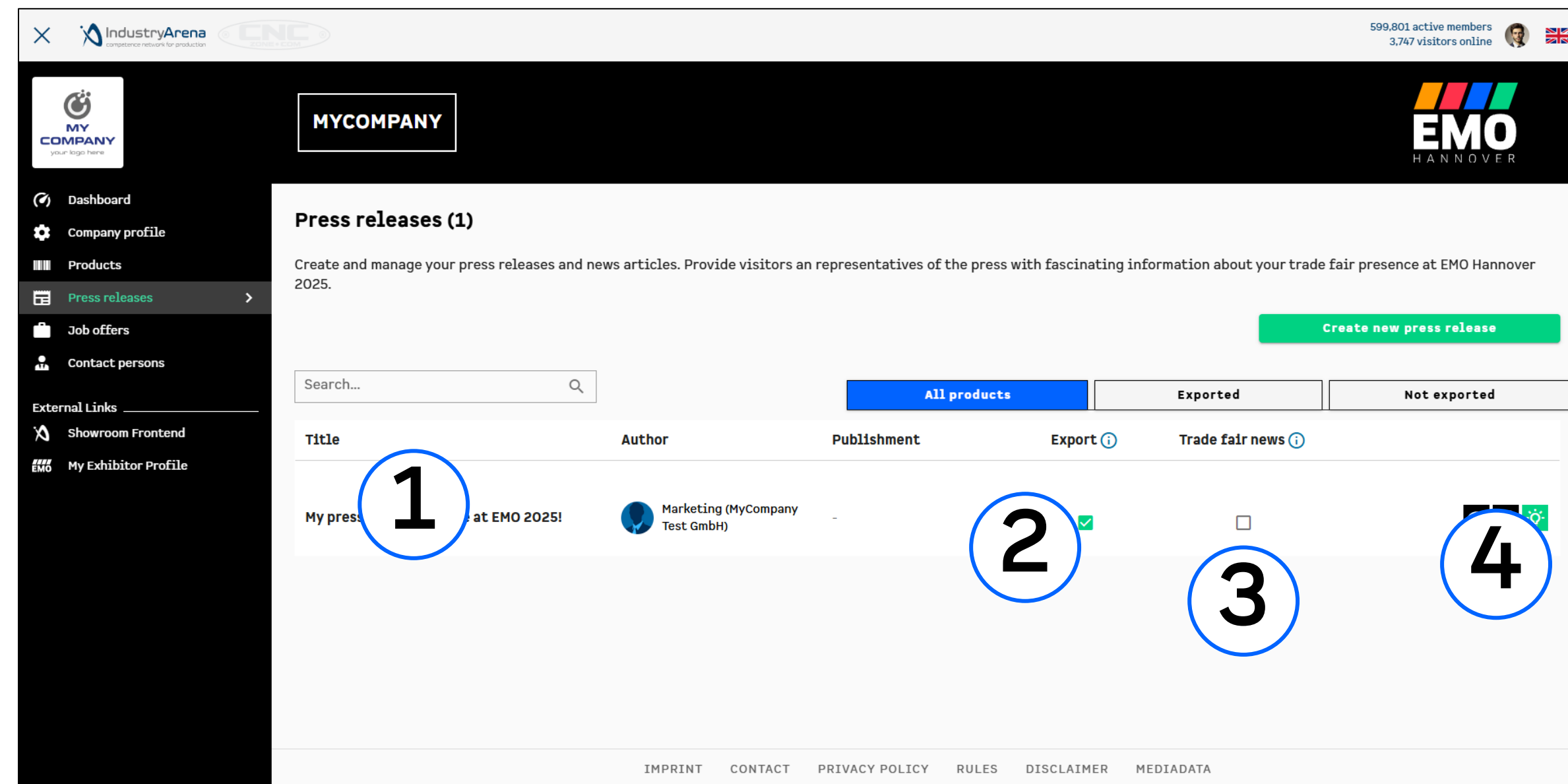
Enter a concise title and the author's name. Upload a title image (at least 700 px wide) and write a short description and the press text. To additionally publish the press release on the EMO website press section, enable the "Trade Fair News" option. Also, select suitable topic filters and product groups.

Finally, click „Save data“.



You can also optionally add additional product images, product videos, or product documents.





## 1. Press Overview

In the overview, you can see all previously created press releases. You can search for articles, check their publication status, and manage or edit them.

## 2. Export & EMO Press Area

Transfer your press releases to your EMO exhibitor profile. Check the “Export” box to start the transfer.

- Press release is already visible in the EMO profile.
- Press release is not yet visible in the EMO profile.
- In Progress Press release will appear shortly in the EMO profile.

## 3. Publication in the Press Section of the EMO Website

**Important:** If the press release should additionally appear in the press section of the EMO website, activate the option "Trade fair news". Approval for publication is granted solely after content review by VDW. After reviewing the content, the text will either be approved  or rejected .

## 4. Edit Press Release

To edit your press releases, various icons are available on the right side that let you change your content at any time.

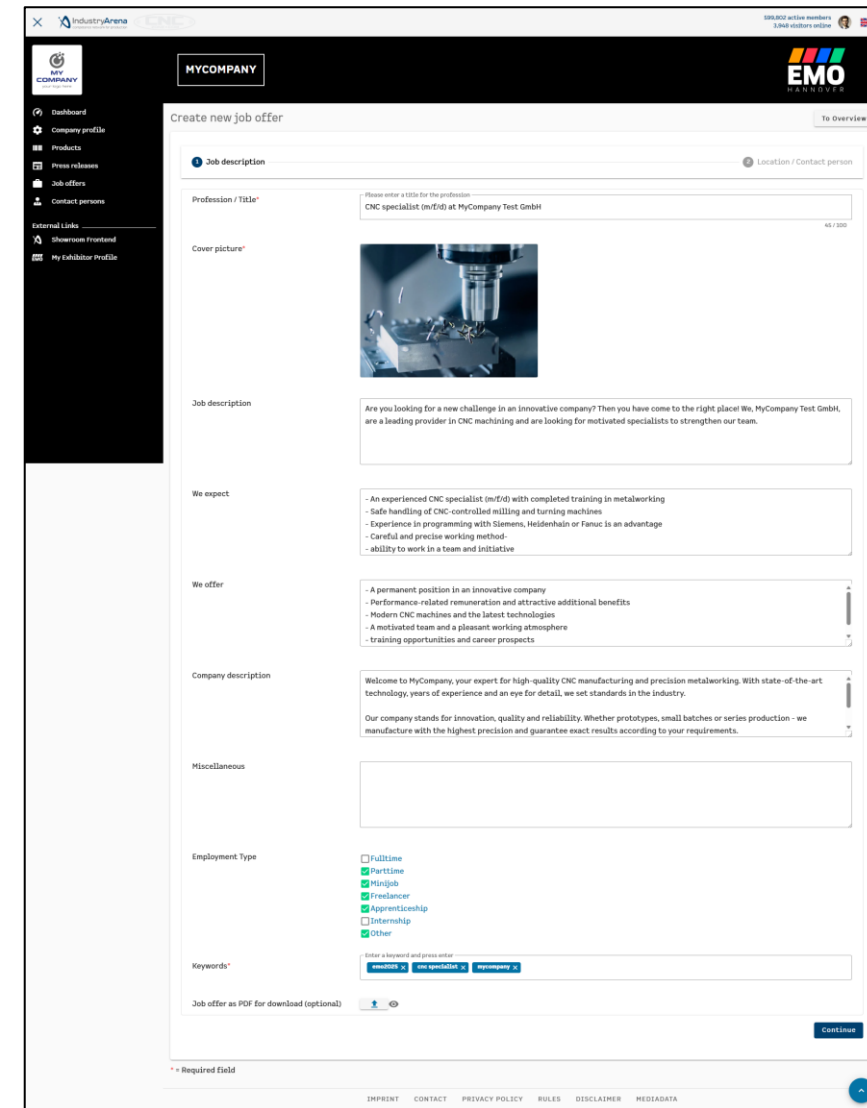


Publish your job advertisements and job offers. Find qualified specialists for your company on the job portal of the EMO website.

New job offer

## 1. Create job offer

To create a new job offer, simply click on "New job offer".

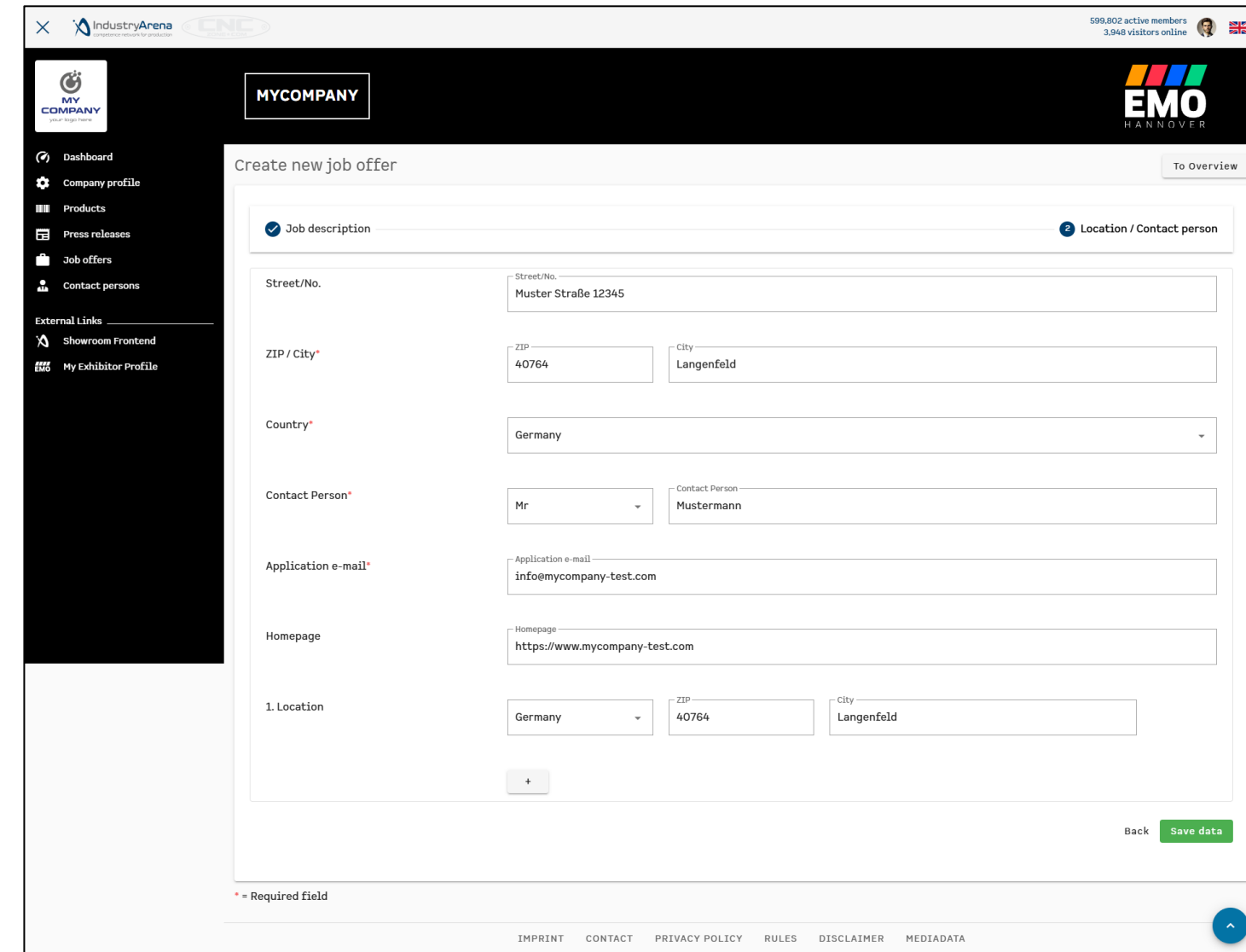


The screenshot shows the 'Create new job offer' form with the 'Job description' section active. It includes fields for 'Position / Title', 'Cover picture', 'Job description', 'We expect', 'We offer', 'Company description', 'Missions', 'Employment type', and 'Keywords'. A blue arrow points from the 'New job offer' button to this section.

## 2. Job description

Enter a job title & author, optionally upload a cover picture and formulate a concise job description.

Add what you expect and offer, briefly describe your company and add additional information and keywords if required. Then click on „Continue“.



The screenshot shows the 'Create new job offer' form with the 'Location / Contact person' section active. It includes fields for 'Street/No.', 'ZIP / City', 'Country', 'Contact Person', 'Application e-mail', 'Homepage', and 'Location'. A blue arrow points from the 'Job description' section to this section.

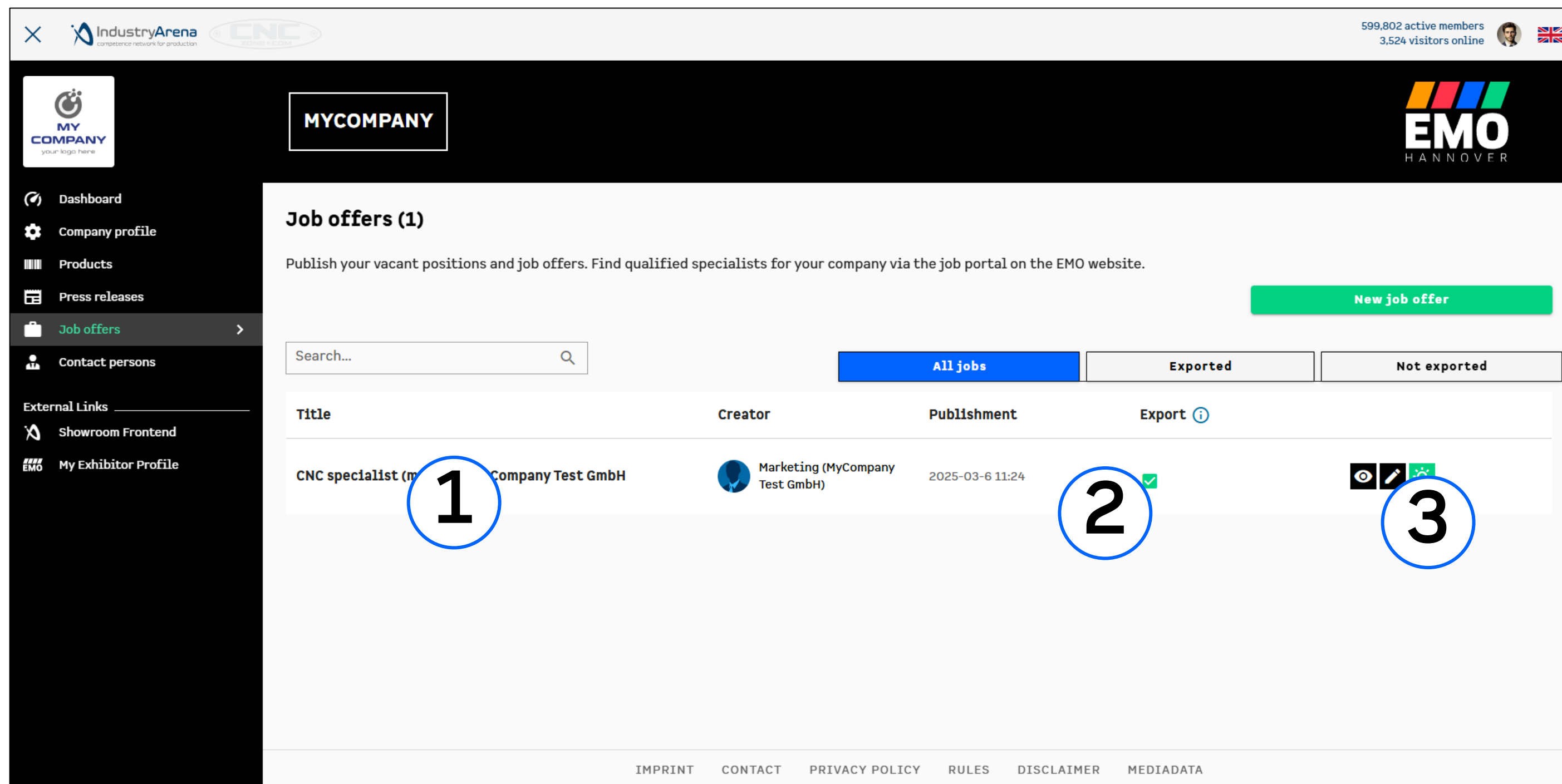
## 3. Location & contact person

Enter the address of the place of work. In addition, enter the contact person, the application e-mail address and optionally a homepage URL.

If there are several locations, you can add more

Finally, click on „Save Data“.





**Job offers (1)**  
Publish your vacant positions and job offers. Find qualified specialists for your company via the job portal on the EMO website.

Search... All jobs Exported Not exported New job offer

Title	Creator	Publication	Export
CNC specialist (m) <b>1</b>	Company Test GmbH	Marketing (MyCompany Test GmbH) 2025-03-6 11:24	<b>2</b> <input checked="" type="checkbox"/> <b>3</b>

IMPRINT CONTACT PRIVACY POLICY RULES DISCLAIMER MEDIADATA

## 1. Overview of job offers

In the overview of job listings, you can see all previously entered job postings. You can specifically search for jobs, view the status of a job, and manage or edit them.

## 2. Export

Transfer your job postings to the EMO Hannover job portal. To start the transfer, check the box "Export".

- Job posting is already visible in the EMO job portal.
- Job posting is not yet visible in the EMO job portal.
- In Progress Job posting will appear shortly in the EMO job portal.

**Important:** All job postings are exported to <https://emo-hannover.com/jobs> only.

## 3. Edit job offer

On the right, you will find icons that allow you to edit or add to your entries.



# 8.0 – Add Contact Person

Use this function to offer trade fair visitors a personal contact option.

IndustryArena EMO HANNOVER 22-26/09/2025

MYCOMPANY

Contact persons at the EMO - [To Overview](#)

Profile picture\*  
Min. 200 pixels width recommended  
final format: 200x200 pixels

Name\*  
Salutation: Mr | First Name: Jan | Last Name: Simon

Title/Function/Area  
Title/Function/Area: Project manager

Presence at the EMO (EMO 22-26/09/2025)

Date	Morning	Afternoon
22/09	<input type="checkbox"/>	<input checked="" type="checkbox"/>
23/09	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24/09	<input type="checkbox"/>	<input checked="" type="checkbox"/>
25/09	<input type="checkbox"/>	<input type="checkbox"/>
26/09	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Phone  
01234 567 89 00

E-Mail\*  
max.mustermann@mycompany.com

Category assignment  
04.01 | 02.01 | 04.02 | 04.03 | 38.16 | 38.21

\* = Required field [Save data](#)

IMPRINT CONTACT PRIVACY POLICY RULES DISCLAIMER MEDIADATA

**New contact person**

## 1. Add contact person

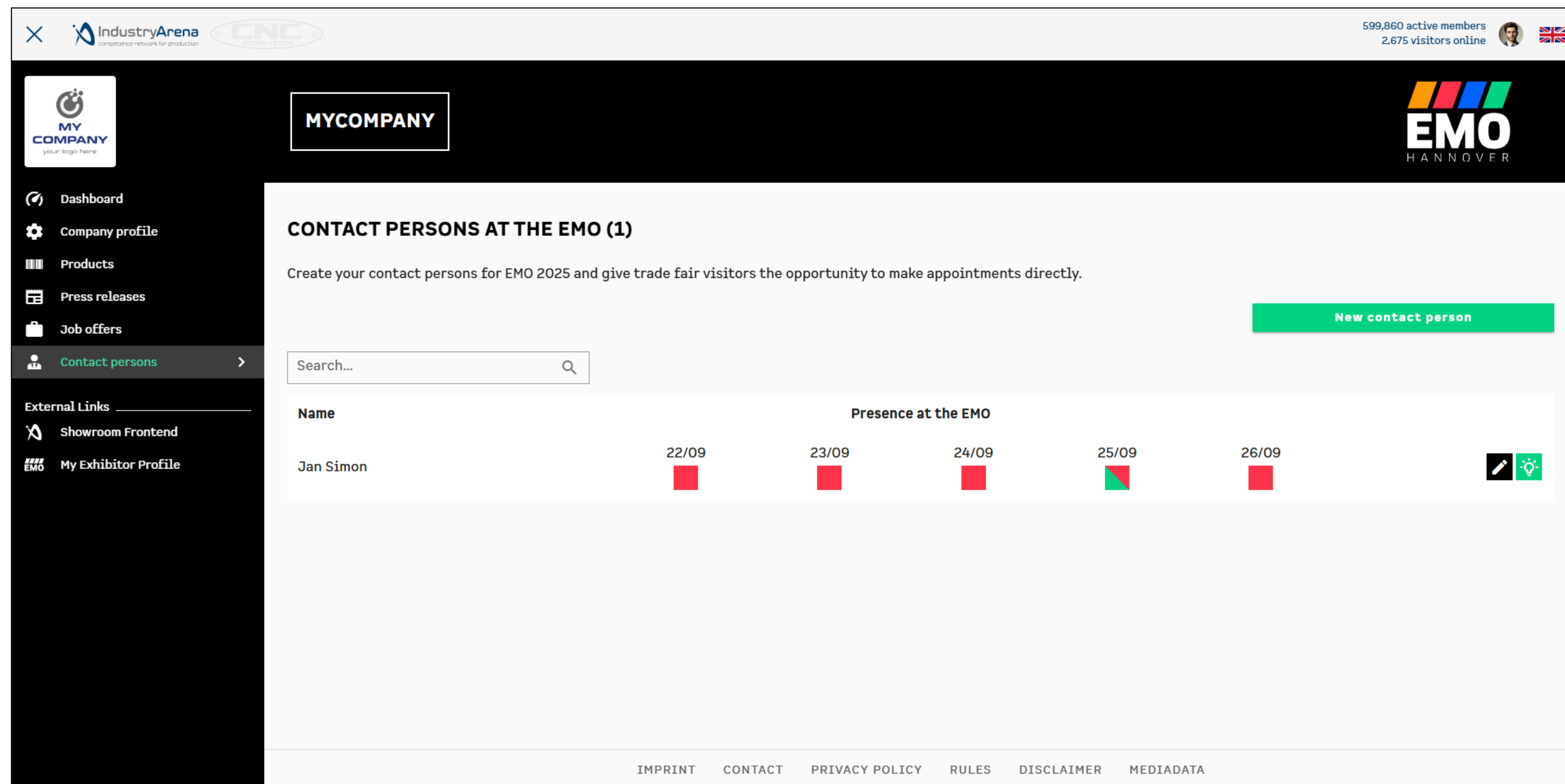
To add a new contact person, simply click on „**New contact person**“.

## 2. Enter details & attendance

Enter the relevant contact details. You can then specify your availability for the entire trade fair period by selecting morning and/or afternoon. The product groups are assigned via a drop-down menu. Then click on “**Save data**”.

These functions allow you to plan your consulting services efficiently and enable interested parties to contact the right person quickly.

# 8.1 – Edit & Manage Contact Person



The screenshot shows the 'MYCOMPANY' interface for 'CONTACT PERSONS AT THE EMO (1)'. It includes a search bar, a table with columns for Name and Presence at the EMO (22/09 to 26/09), and a 'New contact person' button. The presence of contact persons is indicated by red squares (absent) or green squares (present).

Name	22/09	23/09	24/09	25/09	26/09	
Jan Simon	■	■	■	■	■	✎ ⚙

## 1. Overview of contact persons

In the overview of contact persons, you can see all contact persons who have already been added. You can search for specific contact persons, view the presence of a contact person and manage and edit them.

## 2. Edit contact persons

On the right you will find icons with which you can edit or add your data.



# 9.0 – Memberships & support

Would you like the functionalities and possibilities of the Showroom or would you like to expand the range of functions to meet your company's requirements?



Find out more about our portfolio and our various packages. If you are interested in one of our showroom packages, contact us directly via our [ticket system](#) or take a look at <https://en.industryarena.com/membership>



 **Nice to see you** 

