Information: Functions and Back Office

What different functions are available in the back office?

In the back office you'll find the information on the visitors that have visited your contents depending on the SMART, PIONEER or GLOBAL package:

- the general visitor database
- all contact requests
- all appointment requests

≫ "Team" tab

Add already registered "EuroTier/EnergyDecentral digital" users of your company, who have logged in at least once beforehand, as part of your exhibitor team. They then have the same rights as every other employee in your back office.

Manage team members:

- Direct link to the company profile (provided you have already been linked by the stand organiser via the Back Office).
- Display as "Contact" (on/off): If this switch is activated, you are visible and can be contacted in your company's Expo Showroom.
- "Standby Expo Showroom" (on/off): If this switch is on, you are on standby for the public Expo Showroom of your company profile. This means you will be called as soon as someone enters the room so that you do not need to continually remain in the room, even when otherwise no one is there.
- Each team member manages his/her personal settings in his/her own Contact Center.

What settings can I make in my personal Contact Center?

- Profile settings (click on the pencil next to the profile photo.)
- "Networking" (on/off): You are only visible in networking and can be found and contacted when you've set this switch to "on".
- "Please do not disturb" (on/off): When this switch is set to "on", you cannot receive any calls or chats, but you remain visible, depending on other selected settings.
- Specify camera, loudspeaker and microphone
- Blocked contacts

Tip: When you are accessible, a green dot will appear next to your profile picture. If you're in an appointment, this dot is orange. In the "Please do not disturb" status, the dot is red.

≫ "Visitor" tab

- **"Visitors" drop-down**
  Depending on the exhibitor package: selectable, (downloadable) list of your "EuroTier/EnergyDecentral digital" visitors (latest at top), who interact with your company's contents and have agreed to this online tracking via opt-in. This opt-in includes that the corresponding users may also be contacted by the exhibitor.

  The "opt-in" mark means that the visitor has agreed to the following:

  "Yes, I agree to my data (company, first name, last name, position, phone number, E-mail and marketing characteristics) being passed on to the exhibitors of the event for the purpose of sending me advertising

information on the services they offer. This consent only applies to the exhibitors, whose exhibitor contents, programme contents or digital meeting rooms I have used via the "EuroTier app" or the "EuroTier/ EnergyDecentral digital" platform, or with whom I have exchanged my contact data via Networking/Lead Tracking, or whom I have sent my contact data during a visit to an event of "EuroTier/EnergyDecentral digital". I can revoke this consent at any time, e.g. with an E-mail to info@eurotier.de

By setting a checkmark, you can mark visitors as "processed" and have only unprocessed visitors shown with the switch above the list.
The list also indicates what the visitor has viewed when visiting the exhibitor: Company profile, Expo Showroom, meeting request submitted, contact request submitted, exhibitor recommended, links viewed, media files viewed, programme event visited, programme event detailed page in programme viewed.

- **"Contacts" drop-down**
  Selectable (downloadable) list of all contacts of all company employees.

- **Drop-down list of invited visitors (not shown)**
  Selectable (downloadable) list of all visitors who have registered on the platform with the ticket invitations of the exhibitor.

» "Contact request" tab

All contact requests for the company made via the profile (most recent at top). As soon as an employee assumes a request, it becomes his/her personal contact and is removed from the list.

» "Meeting request" tab

Overview of all appointment requests made for the company. As soon as an employee of the exhibitor assumes a request, this becomes his/her personal appointment and is removed from the list.

What do the various columns in the Contact Data Report mean?

Depending on the exhibitor package, the "Contact Data Report" shows not only the personal data of the lead (e.g. name, address, structural data), but also which contact points the interested person had with your company. This entry refers to the downloadable "Contact Data Report" from the exhibitor's back office.

In addition to the personal data, the columns contain the following:
- Opt-in: Consent granted that the exhibitor may contact the visitor with advertising content.
- Detail page: Your company profile at "EuroTier/EnergyDecentral digital" has 0been visited.
- Expo Showroom: The public Expo Showroom in your company profile has been visited.
- Appointment request: Meeting date with exhibitor requested.
- Interest expressed: Visitor would like to be contacted by the exhibitor.
- Recommendation: Visitor has recommended the exhibitor to others.
- Meeting: Visitor has entered an audio/video room.
- Link: Visitor has clicked links of the exhibitor.
- Media: Visitor has downloaded file attachments of the exhibitor.
- Live stream: Visitor has viewed the specified programme events.
- Programme event: Visitor has viewed the descriptive detail page of the programme event.

» „Statistics" tab

The statistics provide a daily overview of the number of visitors to various contents.

9 – 12 February 2021
www.eurotier.com
www.energy-decentral.com

Design of company profile in back end (via self-care link) of digital platform

Create a unique presentation with an individual design. You will be informed of the URL for profile editing during the on-boarding process.

How and where will the company profile by updated?

Your company's contact will update all information in the Exhibitor Service Portal . These will be adopted in the company profile of the digital platform.

Additional information on products and brands can be entered directly on the platform via a self-care link. We'll send you the self-care link in January. All participants of the Media Preview will receive their self-care link in November.

What settings can be individually adjusted in the company profile with the self-care link?

- Profile photo for company tile (header, e.g. key visual): 2,560 x 640 px
- Company description: max. 5,000 characters (German/English)
- Social media: Facebook, Twitter, Instagram, Pinterest, Xing, LinkedIn and YouTube
- Nomenclature keywords
- Brands (3): Name, logo, category (from nomenclature), description (max 4,000 characters German/English) and file attachments (up to 500 MB each, e.g. videos, photos, PDFs)
- Products (25): Name, logo, category (from nomenclature), description (max 4,000 characters German/English) and file attachments (up to 500 MB each, e.g. videos, photos, PDFs)
- Keywords
- Links: You can set additional links.
- Brands (3): Name, logo, category (from nomenclature), description (max 4,000 characters German/English) and file attachments (up to 500 MB each, e.g. videos, photos, PDFs)
- Products (25): Name, logo, category (from nomenclature), description (max 4,000 characters German/English) and file attachments (up to 500 MB each, e.g. videos, photos, PDFs)
- Employees
- File attachments (up to 500 MB each, e.g. video, photos, PDFs)

Tips:
- The motif (e.g. logo or text) of the profile photo for the "company tile" should be positioned centred if possible, as it will also be used for your interactive company tile in the list of exhibitors. With a ¼ tile ("SMART" package), both sides of the full image will be cut off.
- Avoid text in the Key Visual, as the logo and the first sentence of the company description will automatically be laid over it.
- Add meaningful keywords so you can be found more easily with the search function.

Additional information:
- Founding year
- Size of company
- Industry/sector

Note:

- Possible file sizes: png, jpg, mp4, ppt of PDF
- Uploaded video content is not available for streaming, but instead can only be downloaded

Who is the contact?

The contact entered when placing the order will be adopted with his/her own profile on the digital platform. The personal profile is not visible for others. The participant can name additional company employees, who are available for customer queries and are named in the company profile.

View of exhibitor back end (via self-care link)

Company tiles in different sizes

Sizes: there are 3 different sizes for the company tile in the list of exhibitors. These are dependent on the exhibitor package booked.

1. GLOBAL package (at least 2,560 x 640 px)
2. PIONEER package (at least 1,280 x 640 px)
3. SMART package (cannot be individually adjusted; both sides of the key visual from the company profile (2,560 x 640 px) will be cut off.

Note:

- With differing resolutions, please retain the aspect ratio.
- File format: svg (recommended, best suited for all purposes) or png.
- Maximum file size: none, however we recommend optimising the file sizes with regard to the loading times for slow devices.
- For improved readability of white text on the company tile, a dark-transparent layer will be laid on the visual (RGBA (0,0,0,0,.5) in the list of exhibitors.