

A. Basic Data 基本信息 *提示：最终确认好信息，请保存本PDF重命名为：企业英文名简写+中文名简写

Company Profiles: Add important content to your company profile and continue to optimise your online profile(s). Companies and products with high quality contents (texts and images) get twice as many clicks. Therefor fill out your profile completely.

1. ** Company Name / Brand 请填写会刊上的公司英文（品牌）名称 **必填 注意字数不宜过长

This name is used for online profile, floor plan, exhibition guide and TicketCenter该信息会用于线上会刊、展位图，纸质会刊和票务中心（如展商证）中。

**Note: To ensure a good presentation in all media, we recommend using a maximum of 30 characters. Changes for exhibition guide can only be considered up to 2 months before the exhibition.

Company Type

（点击，在列出的选项选出即可）

2. Contact Data （公司信息）

Street, No.

Post Code

City

*Country

Phone

Email Address

URL官网

B. Descriptions 公司介绍

1. Company Profiles

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1(a). Company Description(*English)（公司英文介绍）注意分段

1(b). Company Description (German)公司德语介绍 注意分段

2. Slogan / Short Description 企业Slogan

3. Keywords（企业关键词，用；间隔）

4.Video Links 企业视频链接（不支持上传，仅支持YouTube网址链接）

C. Social Media Channels 社交媒体信息

Company Profiles

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Social Media Channels 社交媒体账号链接

1. Facebook (bitte komplette URL mit https://) 脸书

2.X (formerly Twitter) (please complete URL with https://) 推特

3. Instagram (bitte komplette URL mit https://)

4. LinkedIn (bitte komplette URL mit https://) 领英

5. Xing (bitte komplette URL mit https://)

6. YouTube

D.LOGO&Pictures 图片 注意比例和清晰度！不符系统无法上传

Tip:

- Include your company logo for high recognition value.
- Use meaningful images, without text, as these are the same in all language variants.

下述3个附件和本pdf务必放在同一文件夹中。

Upload Logo	Logo mime type: PNG, JPG image ratio 1:1 file-size minimum 486 x 486 px max. 5MB
Upload Header Picture	Cover image mime type: PNG, JPG image ratio 7:2 file-size minimum 1920 x 549 px max. 5 MB
Upload Header Picture Mobile	Cover image for mobile version Mime type: PNG/JPG ratio: 3:2 file-size minimum: 1150 x 753 px max: 5MB

附件1：文件名为：LOGO-公司名
注意左侧图片尺寸，<5mb

附件2：文件名为：Cover-公司名
注意左侧图片尺寸，<5mb

附件3：文件名为：Mobile Cover-公司名
注意左侧图片尺寸，<5mb

E. Company PDF Material 企业英文介绍手册，尺寸：PDF<5MB 不符无法上传

Tip:

Provide your customers with company information such as press releases to keep them informed about current company issues.

One PDF upload possible.

附件4：文件和文件名必须为英文：文件名-公司名
该PDF材料，务必与本PDF放在同一文件夹中

F. Product profiles 提交产品信息

Add your products/services to your online profile(s) and present yourself holistically on our trade show websites.

请提交展品信息，最多2个产品You can assign **two products** to your online profile for each (trade fair) participation (see Online profile services in the "Special conditions of participation").If you would like to show more than two products in your online profile, you have the option of booking additional products later on.

1. Product Name 产品名称（英文）

1.1 Product Group产品类型编号（参考报名表第2页，每个产品只能填1个）如提供2个产品 需提供各自对应类别

举例：1.1.2 1.1.2 Ball catch fences

2. Product Description (max. 4.000 characters, English)产品描述(英文)注意字数、分段

3. Add more details to your product

Key Facts 关键词

4. Only mark your product as "New Product" if it has been on the market for less than 1 year.5.

如是一年内发布的新品请点击打勾，

如有 两个产品请将另一个产品填好，再交一份本PDF

Product Video (Please insert your product video link here) 产品视频，**仅支持Youtube链接**

6. Product Picture 产品图片 一般提供1张最有代表的图片即可，最多提供5张，不同的产品图片分开放在不同的文件夹。>3mb 无法上传

Tip:

- Users click more often on products with product images!

- Upload up to **5** product pictures per product and make your profile more attractive.

- Please note: the image at the beginning will be used as a teaser image on the corresponding website. So pay special attention to a meaningful image here.

****展品图片，请在回传本文件时一同将图片作为附件打包回传。最多提交5张照片，请给照片顺序备注1-5，统一于本PDF提交在一个文件夹的**

压缩包内

7. Product PDF 请在回复邮件时一起打包上传<5MB ，英文文件，如有提供，一个产品一个pdf。>5mb无法上传

Tip:

You have more information about your product? Add additional product information as a PDF.

One PDF upload possible.

附件：产品介绍的文件和文件名必须为英文：文
件名-公司名。该PDF材料，务必与本PDF放在同一
文件夹中。

G.Product Experts、Employees / Product Experts 1位产品联系人

Tip: **产品联系人** Connect your product experts with your product, so your customer has the right person to contact. Please choose your product expert

Tip: Add additional employees and product experts. Later you can link them as experts to your products.

A separate procedure applies to employees for the it-sa 356 platform. Please have a look to the FAQs for details.

1. Add employee / product expert

First Name (English) :

Last Name (English) :

Job Description / Function (German) :

Job Description / Function (English) :

Phone :

Email address :

附件清单（全部非必须！）：

1. LOGO图片 →

Upload Logo	Logo mime type: PNG, JPG image ratio 1:1 file-size minimum 486 x 486 px max: 5MB
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附件1：文件名为：LOGO-公司名

2. Cover Image(用于线上展商) →

Upload Header Picture	Cover image mime type: PNG, JPG image ratio 7:2 file-size minimum 1920 x 549 px max: 5 MB
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附件2：文件名为：Cover-公司名

3. Cover Image(手机版本) →

Upload Header Picture Mobile	Cover image for mobile version Mime type: PNG/JPG ratio: 3:2 file-size minimum: 1150 x 753 px max: 5MB
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附件3：文件名为：Mobile Cover-公司名

4.1个企业英文介绍手册（pdf）

Company PDF Material <5mb

Tip:

Provide your customers with company information such as press releases to keep them informed about current company issues.
One PDF upload possible.

附件4：文件和文件名必须为英文：文件名-公司名。该PDF材料，务必与本PDF放在同一文件夹中。

5.Product Picture 产品图片 →

附件5：<3mb

5.1 最多2个产品。不同的产品图片,分开放不同的文件夹

5.2. 产品图片一般提供1张最有代表性的，最多提供5张，图片名：对应产品英文名1,对应产品英文名产品2，诸如此类

6.产品介绍pdf

附件6：产品介绍的文件和文件名必须为英文：文件名-公司名。<5mb

以上内容提交系统之后，申请修改需要较长审核时间，务必确认无误后打包回传！