

CONNECT @ CWIEME GUIDELINES: EXHIBITOR ORGANISATION ADMINS

4-minute read

Introducing a better way to meet Engineering, Procurement and R&D Buyers at CWIEME Berlin! Connect @ CWIEME drives greater and more relevant footfall to your stand, and maximises your ROI from the event.

Exhibitors join the programme to:

- Generate qualified leads by inviting Engineering, Procurement and R&D Buyers to visit them. Engage with new and existing buyers within current customer organisations to find ways to work together in the future.
- Plan CWIEME Berlin based on a very detailed view of the Engineering, Procurement and R&D decision makers that are attending CWIEME Berlin, including their sourcing needs and interests.
- Promote solutions, launch new products and make announcements to groups of qualified buyers.
- View detailed profiles of the Engineering, Procurement and R&D decision makers who intend to visit their stand, enabling them to better prepare for each buyer's visit.

Here's how it works: you'll use our simple and easy-to-use technology before the show to get detailed information about Engineering, Procurement and R&D buyers, reach out to qualified buyers who should know about you, share information about your company with buyers, and prepare to meet those who plan to visit your stand. It really is the most efficient way to support your investment in CWIEME Berlin and drive the most success for your business.

Connect @ CWIEME gives you:

1. **Pre-show access to detailed profiles** of thousands of qualified Engineering, Procurement and R&D buyers so that you know who's coming to the event.
2. The ability to give an unlimited number of buyers **specific reasons why they should visit your CWIEME Berlin stand** and how you can **help their organisations**.
3. **Increased visibility with Engineering, Procurement and R&D buyers**, who will get pre-show access to your detailed Exhibitor Profile (including your product ranges, target geographies, product launch announcements, etc.) so they can add your company to their personal schedule of stands to visit.
4. **Access to detailed profiles of all Engineering, Procurement and R&D buyers who added you to their schedules** so that you can prepare for their visit to your stand and get straight to business!
5. The ability for **all visitors to the show to view your detailed profile via the CWIEME app**.

As an Organisation Admin, you can complete Connect @ CWIEME tasks for your company. Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with reminders. If you don't get an email, check spam (from donotreply.cwiemeb24@eventpt.com), then let us know at connect@cwimeevents.com.

YOU MUST		TAKES YOU	WE'LL EMAIL YOU ON		YOUR DEADLINE IS	
1	Complete Your Exhibitor Profile & Make Announcements	30-45 mins	Tue 2 Apr	9 am CEST	Fri 19 Apr	6 pm CEST
2	Provide Buyers with Reasons to Visit Your Stand	60-90 mins	Mon 22 Apr	9 am CEST	Fri 26 Apr	6 pm CEST
	Buyers Add Exhibitors to Their Schedules	-	Mon 29 Apr	9 am CEST	Thu 9 May (and until end of CWIEME Berlin)	-
3	Receive List of Buyers Who Added You to Their Schedule	-	Fri 10 May	9 am CEST	Fri 10 May	-
4	Attend CWIEME Berlin!	-	Tue 14 May	-	Thu 16 May	-

2 Apr – 19 Apr

Complete Your Exhibitor Profile

(takes 30-45 minutes)

You can do this on:



Desktop



CWIEME
Mobile App

Start Your Exhibitor Profile on **Tuesday 2 April**, and complete it by the **Fri 19 April at 6:00 pm CEST deadline**.

- **Tell us about your company.** Your Exhibitor Profile will help Engineering, Procurement and R&D buyers decide if they're interested in visiting your stand at CWIEME Berlin. You can share information about your company, the products you offer, geographies you serve, product launch announcements, and more—all the information buyers need to know.
 - You can upload images to your Profile to help buyers further understand your brand and the solutions you provide.
 - Prepare now! You'll be able to upload:
 1. **Company logo** (file types: jpg, jpeg, png; max. file size 50 KB)
 2. **Upload 1 main profile image** (file types: jpg, jpeg, png; min. recommended resolution 600 x 300; max. file size 2 MB. Recommended aspect ratio 2:1 or 3:2, other ratios accepted)
 3. **Hero Billboard** - Upload up to 3 images that best represent the style of products or ranges your company offers. The images will be displayed in your Profile in a "carousel" format. (file types: jpg, jpeg, png; min. recommended resolution 600 x 300; max. file size 2 MB. Recommended aspect ratio 2:1 or 3:2, other ratios accepted)
 4. **Brochures** - Upload up to 3 company brochures (file type: pdf; max. file size 5 MB).
- Tell us how many team members you'll have available to meet with buyers at your stand each day. Buyers will be able to see "Peak" and "Off-Peak" times (when you're busier or quieter, based on your team's availability and how many buyers have already added you to their schedules) when they're adding you to their schedule to help them decide when to visit you.
- **Consider making an announcement:** Tell thousands of Engineering, Procurement and R&D buyers your big news, including new products, geographies served, capabilities, new partnerships and anything else newsworthy that you're releasing for the first time at CWIEME Berlin 2024. You can give a summary of the announcement (300 characters max.) and share any relevant website link, such as to a press release or blog post.

If you miss the 19 April deadline, you can still complete your Exhibitor Profile up until the show and be added to buyer schedules once you've completed your Exhibitor Profile.

22 Apr – 26 Apr

Provide Buyers with Reasons to Visit Your Stand

(takes 60-90 minutes)

You can do this on:




Desktop



CWIEME
Mobile App

1. It's time to tell thousands of Engineering, Procurement and R&D buyers why they should visit your stand.

- Start on **Monday 22 April** and complete by **Friday 26 April at 6:00 pm CEST**.
- In addition to providing buyers the detailed Exhibitor Profile you've already completed, you can now tell them why they should visit your stand at CWIEME.
 - For example, tell them how they can benefit from working with you, such as how you can help them find better solutions for their products, and which other organisations like them you already work with.
- You can provide a reason to **everyone you want to visit your stand (there's no limit)**—they'll see your reason when they're adding exhibitors to their schedule.
- To help you decide, you can view a summary as well as a detailed Profile (click ) for each buyer.
- Use **Filters, Predefined Lists** and **Search** to find the most interesting buyers for your company.
- Don't wait til the last minute to reach buyers! With tools like **Bookmarks** and **Saved Lists**, you can start and come back, if needed.

2. You can also update how many team members you'll have available at your stand each day.

If you miss the Fri 26 Apr deadline, you can still provide buyers with reasons to visit your stand up until the show. However, as buyers will start building their schedules from Mon 29 Apr, reasons provided after the deadline may not be viewed.

29 Apr – 9 May

Buyers Add Exhibitors to Their Schedule

10 May

Receive Detailed Profiles of Buyers Who Added You to Their Schedule

You can do this on:



Desktop



CWIEME
Mobile App

Thousands of Engineers, Procurement and R&D Buyers are viewing Exhibitor Profiles and requests to visit stands as they add companies to their schedules.

- Your Exhibitor Profile will remain visible to buyers during and after CWIEME Berlin, so they can continue to use it to find the right products and solutions for their companies.

From **Friday 10 May onwards**, Organisation Admins will be able to view detailed profiles of all buyers who have added you to their schedule, so your organisation can prepare for their visits to your stand. You'll also get information about when each visitor intends to visit your stand, so you can prepare and get straight to business!

• **You should:**

- Review who's added you to their schedule and identify the buyers you want to prioritise and prepare for their visit, including sharing relevant information with the team members who will be on your stand. Please note: You do not need to actively assign the visits to your colleagues via the platform.
- Buyers adding you to their schedules is not a definitive commitment that they'll be there at that precise time slot. There is so much to see and do at CWIEME Berlin that some buyers will run late, reschedule their visits or visit your stand at another time without notice.

SOME FINE PRINT: Our buyer list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Connect @ CWIEME, you can't solicit buyers outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programmes. Do not assume that buyers adding you to their schedule indicates any interest in meeting with you outside of CWIEME.