

Link @ CWIEME Guidelines: Exhibitor Organisation Admins

4-minute read

Enhance the way you meet Engineering, Procurement and R&D professionals, and Agents & Distributors, at CWIEME Berlin! [Link @ CWIEME](#). This will drive greater and more relevant footfall to your stand and maximise your ROI from the event.

Exhibitors join the programme to:

- Generate qualified leads by providing enough reasons for attendees, to visit your stand. Engage with new and existing technical experts within current customer organisations to find ways to work together in the future.
- Use our Filters and Search function to identify attendees you would like to reach out to
- Plan your attendance at CWIEME Berlin based on a very detailed view of the 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 professionals.
- View detailed profiles of the decision makers who intend to visit their stand, enabling them to better prepare for each visit.

Here is how it works: Before the show, reach out to technical experts, share information about your company, and prepare to meet those who plan to visit your stand. This is the most efficient way to support your investment in CWIEME Berlin and drive the most success for your business.

How to access Link @ CWIEME: To Log in to your account you will receive a Welcome email from our team, including an OTP (One-time Passcode) which will be sent to your email account.

Link @ CWIEME gives you:

- **The ability to give all decision makers reasons why they should visit your CWIEME Berlin stand** and how you can help their organisations.
- **Increased visibility with Engineering, Procurement and R&D professionals and Agents & Distributors**, 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.
- **The ability for all visitors to view your detailed profile via the CWIEME app.**

As an Organisation Admin, you can complete [Link @ CWIEME](#) tasks for your company. Here's what you need to do, and when you need to do it.

	YOU MUST	TAKES YOU	WE'LL EMAIL YOU ON		YOUR DEADLINE IS	
1	Complete Your Exhibitor Profile & Make Announcements	15-20 mins	Tues 3rd March	9 am CEST	3rd April	6 pm CEST
2	Browse attendees and provide them with Reasons to Visit Your Stand	15-20 mins	Tue 7th April	9 am CEST	Tue 12th May	6 pm CEST
3	Attendees add Exhibitors to Their Schedules	-	Tue 7th April	9 am CEST	Tue 12th May (and until end of CWIEME Berlin)	-
4	Attend CWIEME Berlin!	-	Tuesday 19th May	-	-	-

3rd March – 3rd
April

Complete Your Exhibitor Profile

(takes 15-20 minutes)

You can do this on:



Desktop



CWIEME
Mobile App

Start working on Your Exhibitor Profile on Tuesday 3rd March, and complete it by the Friday 3rd April at 6:00 pm CEST deadline.

- **Tell us about your company.** Your Exhibitor Profile will help Engineering, Procurement and R&D Professionals and Agents & Distributors 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 attendees need to know.
 - You can upload images to your Profile to help decision makers further understand your brand and the solutions you provide.
 - Prepare now! You'll be able to upload:
 - **Company logo** (file types: jpg, jpeg, png; max. file size 50 KB)
 - **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)
 - **Upload products** - Upload up to 3 of your products or ranges your company offers. These will be displayed on your profile. (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)
 - **Brochures** - Upload up to 3 company brochures (file type: pdf; max. file size 5 MB).
- **Consider making an announcement:** Tell thousands of Engineering, Procurement and R&D professionals plus Agents & Distributors 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 2026. 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 9 May 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.

**7th April - 12th
May**

**Provide Attendees
with Reasons to
Visit Your Stand**

(takes 15-20 minutes)

You can do this on:



Desktop



CWIEME
Mobile
App

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

- Start on **Tuesday 7th April** and complete it by Tuesday 12th May at 6:00 pm CEST.
- In addition to providing attendees with the detailed Exhibitor Profile you've already completed, you can now tell them why they should visit your stand at CWIEME.
- You can provide a reason to **everyone you want to visit your stand** – 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 for each attendee.
- Use **Filters** and **Search** through the list of all attendees to find the most relevant leads to invite to your stand, and message them directly
- Don't wait until the last minute to reach decision makers! With tools like **favouriting** you can start and come back, if needed.

If you miss the Fri 15th May deadline, you can still provide attendees with reasons to visit your stand up until the show. However, as they will start building their schedules from Mon 19 May, reasons provided after the deadline may not be viewed.

Thousands of Engineers, Procurement and R&D professionals plus Agents & Distributors are viewing Exhibitor Profiles and requesting to visit stands as they add companies to their schedules.

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

**7th April - 12th
May**

**Attendees Add
Exhibitors to
Their Schedule**

**19th May - 21st
May**

**CWIEME Berlin
2026:
Visit Stands on
Your Schedule**

Attend CWIEME Berlin 2026!