

# MRO Americas App

## Exhibitor Setup Guide



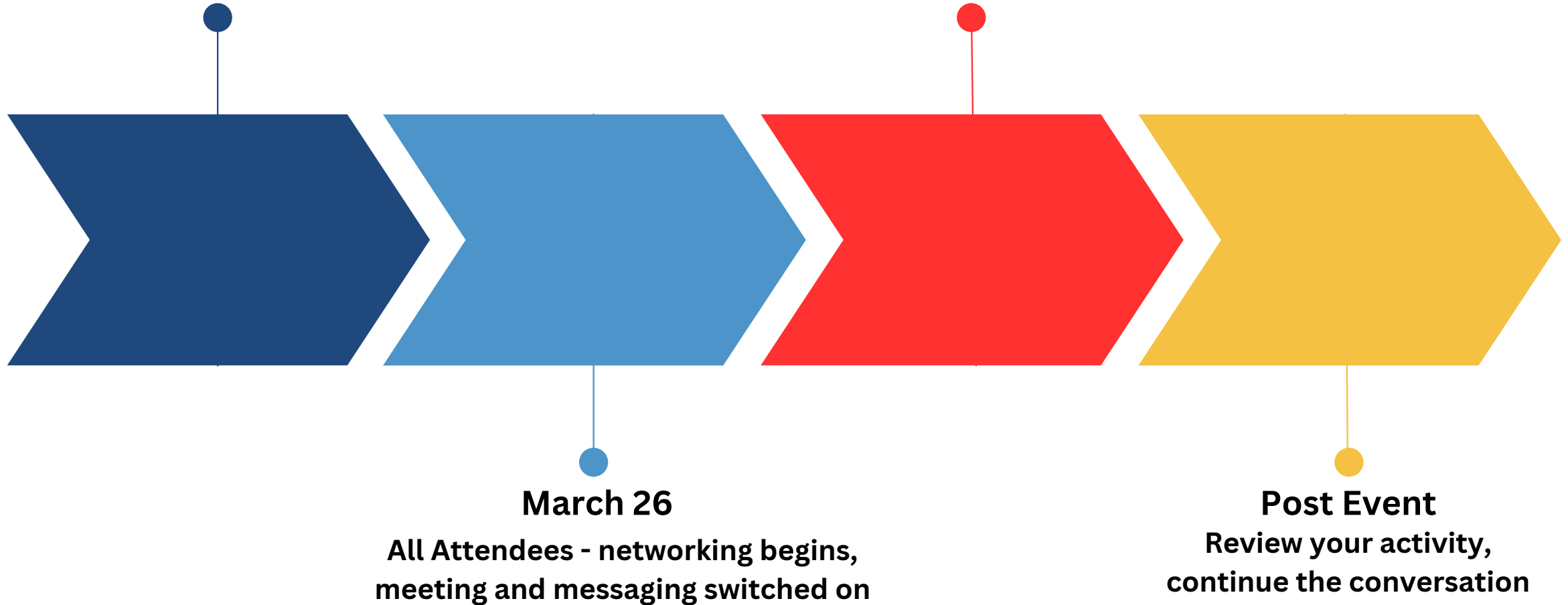
# Key Dates and Tasks

**March 12**

**Exhibitor Admins: Setup Profile, Add Products and Team Members**

**April 9-11**

**Show Dates: Networking Continues on the mobile app**



# Overview of Profile Types

There are 2 different exhibitor profile types:

- **Admin Team Member**

- The marketing point of contact (nominated on your booking form) has been auto assigned as the admin team member
- Admins can update the company profile, adding products, etc.
- Admins also have a personal profile that can be edited and can interact with others
- Admins are able to add other team members
- Admins can view all team members' meeting schedules

- **Team Member**

- Has a personal profile that can be edited and can interact with others
- Team Members are listed on the exhibitor profile for visitors to discover them

If you wish to check who your assigned admin is or nominate a different/additional admin, please email [app@aviationweek.com](mailto:app@aviationweek.com)

The screenshot displays the MRO AMERICAS website interface. At the top, there is a navigation bar with the MRO AMERICAS logo and links for Exhibitors & Products, Attendees, Sessions, My Schedule, and Floor Plan. A search icon is visible on the right. Below the navigation bar, the breadcrumb trail reads 'Home / People / Mark Thomas'. The main content area is divided into two sections: 'MY INTERESTS' and 'MATCHMAKING INFO'. The 'MY INTERESTS' section shows a single interest: 'Media'. The 'MATCHMAKING INFO' section is a grid of fields, each with a blue checkmark icon, indicating that the information is complete or verified. The fields include: COMPANY (Aviation Week Network), COUNTRY (United Kingdom), FIRST NAME (Mark), LAST NAME (Thomas), JOB TITLE (Marketing Manager), INTEREST CATEGORIES (Media), INDUSTRY TYPE (PR/Media/Publishing), JOB FUNCTION (Marketing), and JOB LEVEL (Manager). Below the 'MATCHMAKING INFO' section, there is another 'MY INTERESTS' section, which is currently empty.

# Logging in for the first time

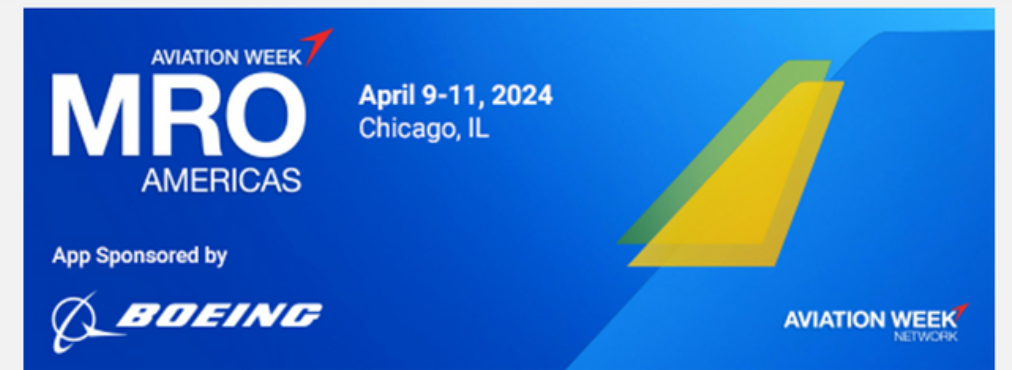
Admin Team Members will be the first to receive their activation email. Once additional team members are added by the admin, they will receive their own individual activation email automatically.

Once the activation link within their email is clicked you will be prompted to create a password.

Look out for an email from: [noreply@expoplatform.com](mailto:noreply@expoplatform.com) for your activation email. **The app invite will be sent to exhibitor admins on March 12.**

***Note: You must first activate on the web platform and set a password before you are able to login to the mobile app.***

Please check your spam folder if you don't see an email in your Inbox. If you haven't received, please email [app@aviationweek.com](mailto:app@aviationweek.com) for help



Dear {NAME},

You have been assigned as an admin/team member for {EXHIBITOR\_NAME} for the MRO Americas App.

Please click the link below to login. Make sure your company information is up to date before networking begins on March 26.

[> LOGIN HERE](#)

Your Login Details

**Login:** {LOGIN}

# Switch to your Company Profile

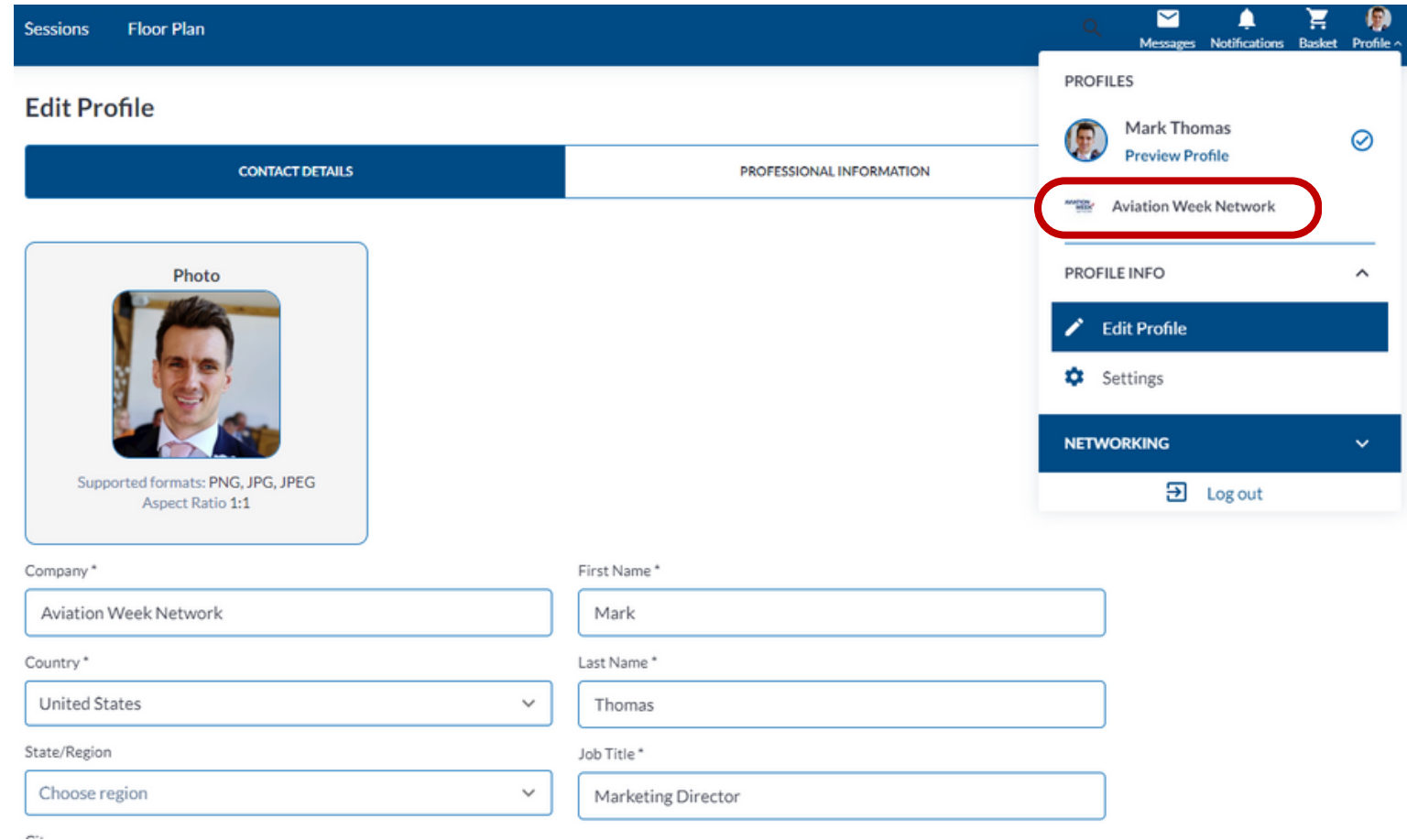
As an admin team member, you can edit and add content to your company profile. Make sure to take the time to create an engaging, informative and appealing profile.

Admin team members can toggle between managing the company profile and its associated functions and managing their personal profile.

To switch from your personal profile to your company profile, click “Profile” in the top right corner and click on your Company Name.

If you don't see your company name in the dropdown, this means you are not yet associated with a company profile – email [app@aviationweek.com](mailto:app@aviationweek.com) for assistance.

Click profile, then select your company name to switch to the Company Page



The screenshot shows the 'Edit Profile' page with a dropdown menu open. The dropdown menu is titled 'PROFILES' and contains the following items:

- Mark Thomas (with a checkmark icon) and 'Preview Profile'
- Aviation Week Network** (circled in red)

Below the dropdown menu, the 'PROFILE INFO' section is visible, containing the following options:

- Edit Profile
- Settings

The 'NETWORKING' section is also visible, containing the 'Log out' button.

The main form fields are as follows:

Field	Value
Company *	Aviation Week Network
Country *	United States
State/Region	Choose region
First Name *	Mark
Last Name *	Thomas
Job Title *	Marketing Director

# Setting up your Company profile

Once in your Company Profile you can take the following actions:

- Adding/editing your company logo
- Adding/editing your company description
- Adding/editing your company contact information
- Adding Team Members
- Adding Products

Aviation Week  
New York, United States  
Profile preview

NETWORKING

PROFILE INFO

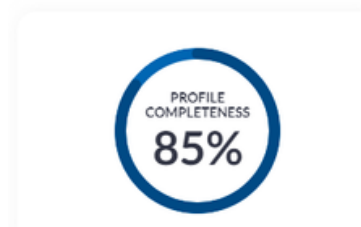
Edit Profile

Video and content

Team Members

Products

Settings



## Edit Profile

COMPANY DETAILS

Company Logo

Supported formats: PNG, JPG, JPEG  
Aspect Ratio 1:1

Company Name \*  
Aviation Week

Email \*  
erving.dockery@aviationweek.com

Country \*  
United States

Website  
http://aviationweek.com/

Region/State  
Ny

City  
New York

About the company \*

Normal text | **B** | *I* | U | | | | | | |

Aviation Week Network's comprehensive portfolio of products and services serving the global MRO industry provides strategic advantages that enable organizations to make informed decisions, improve strategic planning, operate more effectively, and locate and capture new business to increase revenue. Our MRO solutions include: market leading intelligence & insight, proprietary data, research, and forecast views of future opportunity and risk, forward-looking content on trends, fleet data, transactions, and life cycles, world class, global conferences and exhibitions, results-driven marketing services and advertising, and digital marketplaces. Learn more at [AviationWeek.com/productsservices](http://AviationWeek.com/productsservices)

If you wish to check who your assigned admin is or nominate a different/additional admin, please email [app@aviationweek.com](mailto:app@aviationweek.com)

# Adding Team Members

**To Add a Team Member**, ensure you are on your Company Profile (click into profile in the top right and select your Company Name).

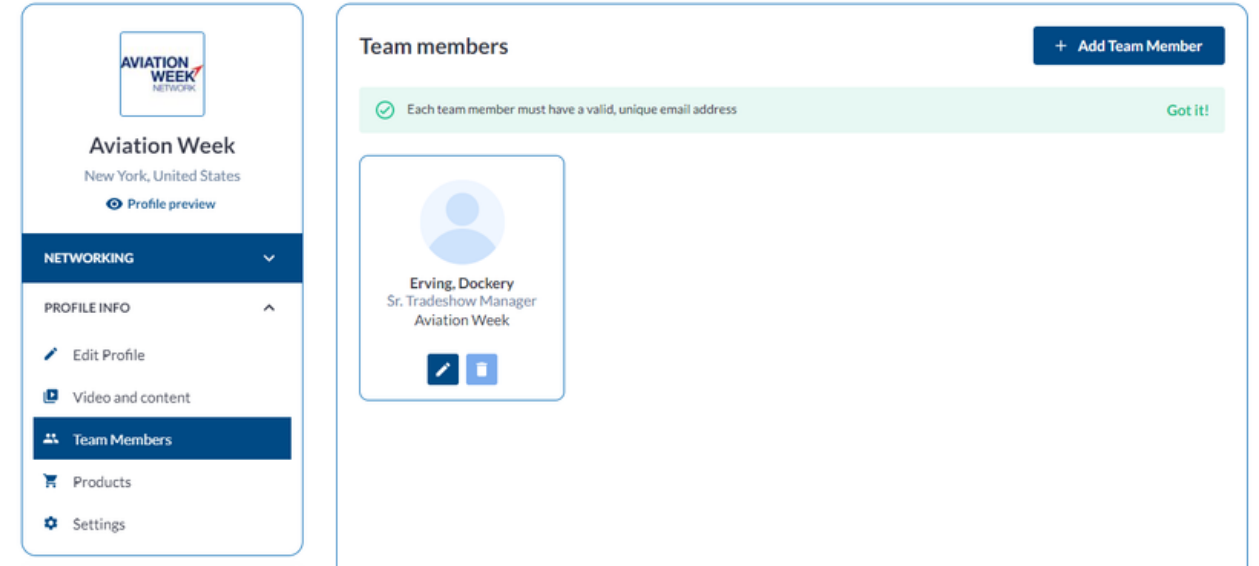
On the left-hand side under the “Profile Info” tab, you will find the Team Members option as shown on Screen 1.

Next enter the Team Member’s email address as shown on Screen 2. Each Team Member must have a unique email address and be registered for the event.

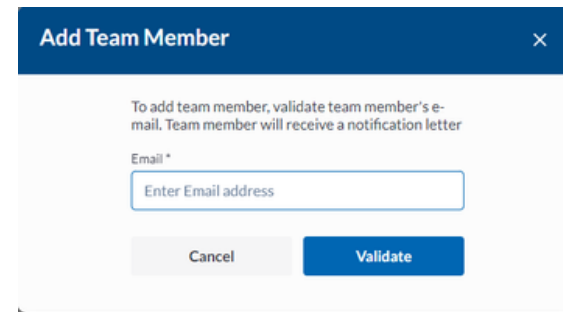
The system will scan the database and find the team member. Click “Add to form”. You can add additional details about that Team Member and choose a role for them. Please refer to page 2 for the important distinctions between the Member role and the Admin role.

Once you click Add Team Member on Screen 3, that person will receive an email with an activation link and will be able to log into the platform to set up their personal profile.

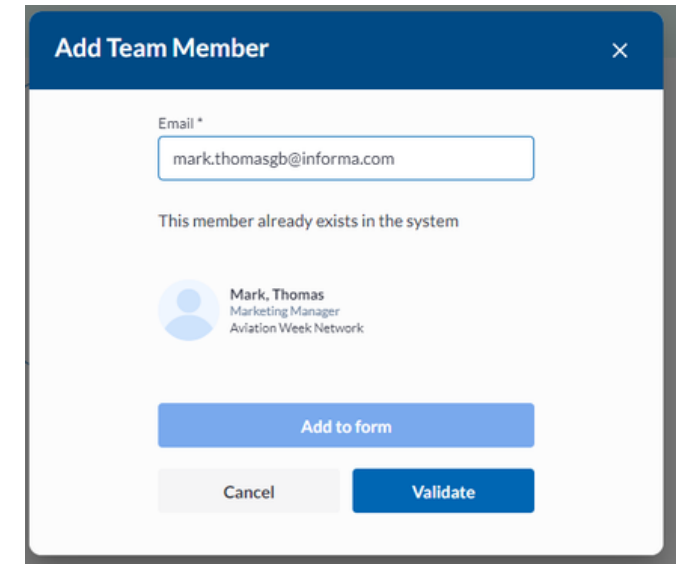
## SCREEN 1:



## SCREEN 2:



## SCREEN 3:

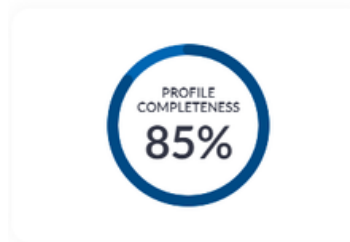
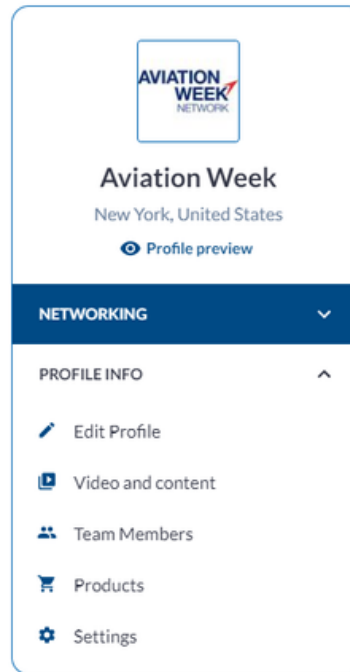


# Adding Products

Each product can have:

- A unique name
- Unique product categories
- Unique product description
- Multiple product images
- One product video
- Associated documents
- A team member attached if you have a team member who specializes in this product

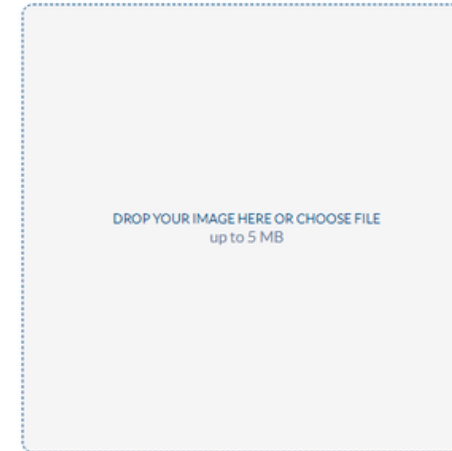
Each product can be toggled to Active status, meaning it is visible to others, or Inactive status, meaning it is visible only to you. Each product's status can be changed at any time.



< Back

## Add new product

Main picture



Supported formats: .png, .jpg, .jpeg  
Aspect Ratio 1:1

EN

Product is active

Mark as sponsored

Product Name \*

Enter Product Name

Product Categories \*

+ Add category

Product Description

Normal text

**B** *I* U

Please write some description

Assign to Team Member

Select team member

Product Video

Embedded Code

Upload Video

Regular Exhibitors can upload a maximum of **2 products**  
Premium Exhibitors can upload up to **10 products** - speak to your sales rep about upgrading for \$300



# Adding News - *New Feature*

New for 2024, each exhibitor can now upload news stories. These appear in both the company profile and on the “News” tab on the exhibitor page. Each news story can contain:

- A main image, 900x560px
- News title
- Publication Date - this is the date the article will be visible once approved by the organiser
- Header Image (1280x400px)
- Short Summary (200 character limit)
- Main Article (1,000 character limit)

Once submitted the organiser will review. Once approved, the article will appear on the app on the publication date selected.

< Back to All News

## New article

Main picture ⓘ

ADD PHOTO up to 5 MB

Supported formats: PNG, JPG, JPEG  
Aspect Ratio 1 : 1.7  
Save area: choose what part of image with square ration will be shown as a thumbnail

Article header image ⓘ

ADD PHOTO up to 5 MB

Supported formats: PNG, JPG, JPEG  
Aspect Ratio 1 : 5

### Main information

News Title \*

Enter Title

Publication Date \*

2024-03-11

Categories + Add category

Article tag + Add tag

Short description \* 0/200

Short description

### Author information

Authors Name \*

# Logging into your existing account

To log in to an existing account, visit [mroamericas2024-mro.expoplatform.com](https://mroamericas2024-mro.expoplatform.com) and login using your email and password you set during activation.

If your password does not work or you have forgotten it, click on the Forgot Password link to trigger a password reset email.

For further help or guidance, please contact [app@aviationweek.com](mailto:app@aviationweek.com)

AVIATION WEEK  
**MRO**  
AMERICAS

April 9-11, 2024  
Chicago, IL

App Sponsored by  
**BOEING**

AVIATION WEEK  
NETWORK

Networking begins here!

Username

Password

**LOG IN**

[Forgot Your Password?](#)