

MRO Americas App

Exhibitor Setup Guide



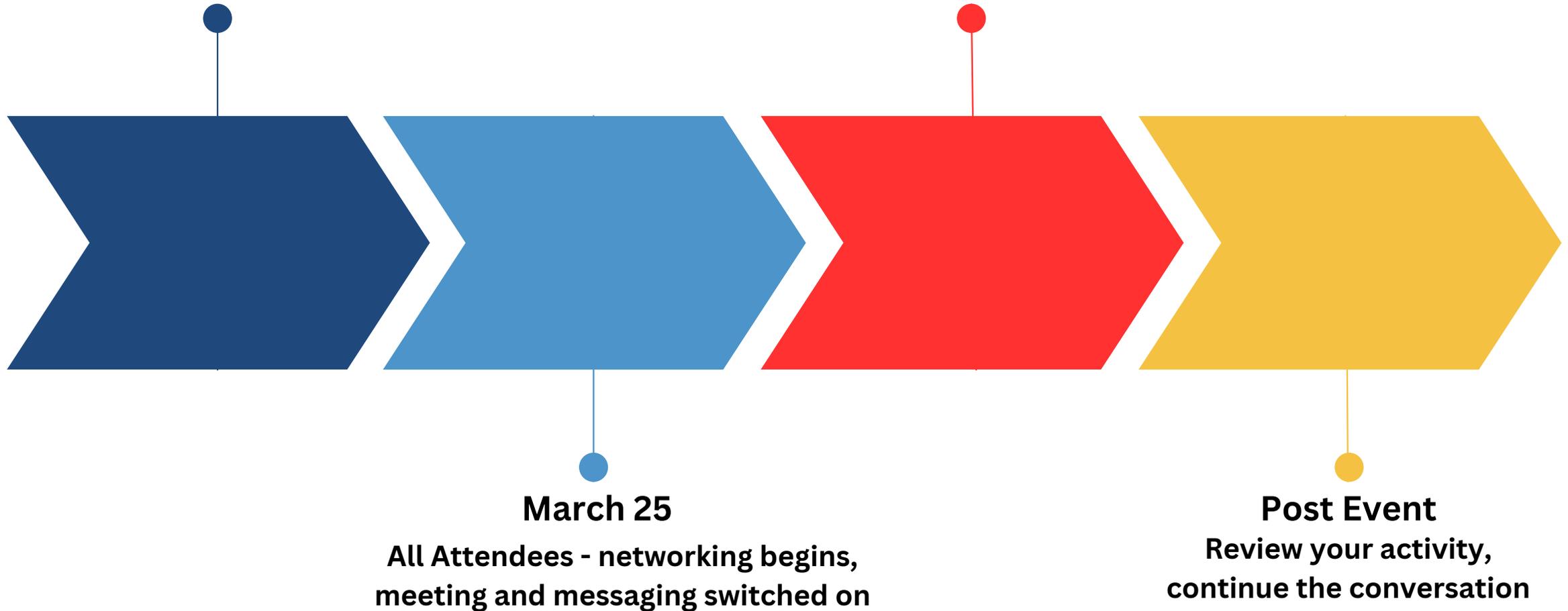
Key Dates and Tasks

December 10

Exhibitor Admins: Setup Profile, Add Products and Team Members

April 8-10

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

The screenshot displays the MRO AMERICAS website interface. The top navigation bar includes 'Exhibitors & Products', 'Attendees', 'Sessions', 'My Schedule', and 'Floor Plan'. The breadcrumb trail shows 'Home / People / Mark Thomas'. The profile page is divided into two main sections: 'MY INTERESTS' and 'MATCHMAKING INFO'. The 'MY INTERESTS' section shows a single interest: 'Media'. The 'MATCHMAKING INFO' section contains a grid of fields with checkmarks indicating completion: 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). A 'PURCHASING RESPONSIBILITY' field is also present with the value 'Recommend/Specify'.

Logging In

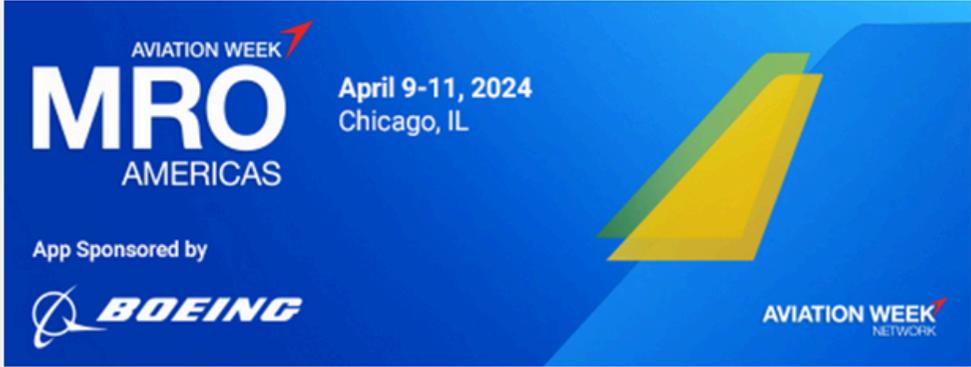
Admin Team Members will be the first to be invited to access the platform. Once additional team members are added by the admin, they will receive their own individual invitation email automatically.

Look out for an email from: noreply@expoplatform.com for your email.

The app invite will be sent to exhibitor admins on December 10.

1. **Click the login button on the email or visit mro.expoplatform.com**
1. **Enter your email address associated with this event and click “Genrate One Time Passcode”**
2. ***Do not close the window* - wait for the email to arrive that contains your passcode, which is valid for 10 minutes.**

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 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

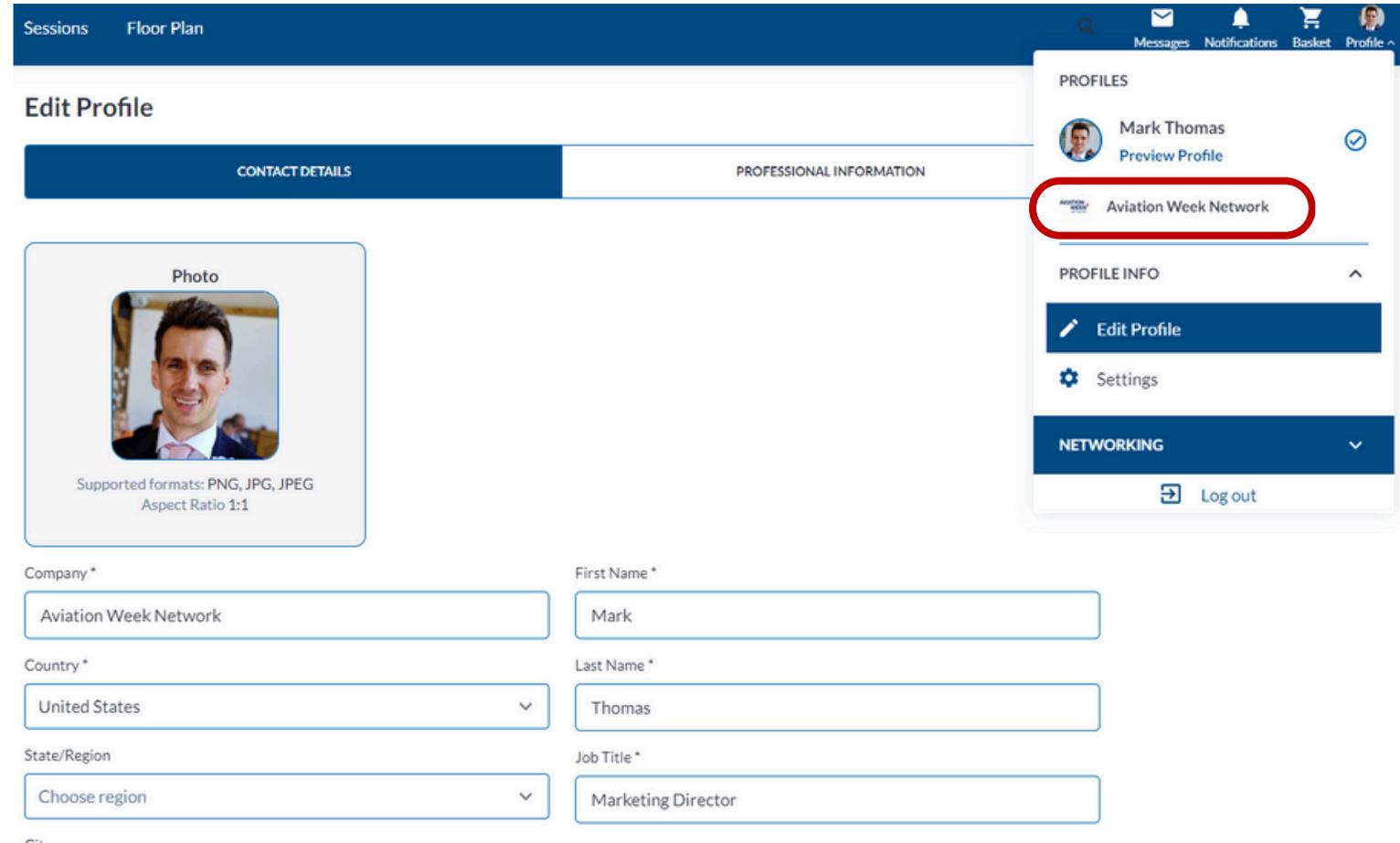
As an admin team member, you can edit and add content to your company profile. Make sure to take the time to create an engaging, informative and appealing profile.

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 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 'Preview Profile' link and a checkmark icon)
- Aviation Week Network (highlighted with a red circle)

Below the dropdown menu, there are sections for 'PROFILE INFO' and 'NETWORKING'. The 'PROFILE INFO' section includes an 'Edit Profile' button and a 'Settings' link. The 'NETWORKING' section includes a 'Log out' button.

The main form on the page is titled 'Edit Profile' and has two tabs: 'CONTACT DETAILS' (selected) and 'PROFESSIONAL INFORMATION'. The 'CONTACT DETAILS' tab contains a 'Photo' section with a placeholder image and the text 'Supported formats: PNG, JPG, JPEG Aspect Ratio 1:1'. Below the photo section are several input fields:

- Company * (text input: Aviation Week Network)
- Country * (dropdown menu: United States)
- State/Region (dropdown menu: Choose region)
- First Name * (text input: Mark)
- Last Name * (text input: Thomas)
- Job Title * (text input: Marketing Director)

Setting up your Company profile

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

- Upload Company Logo
- Add Social Media Info
- Add a Company Description
- Select Product Categories
- Add Products, News, Events
- Add Video and Marketing content

Aviation Week
New York, United States
Profile preview

NETWORKING

PROFILE INFO

Edit Profile

Video and content

Team Members

Products

Settings

PROFILE COMPLETENESS
85%

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

Some elements are limited or restricted depending on your tier status. Speak to your sales rep for clarification.

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).

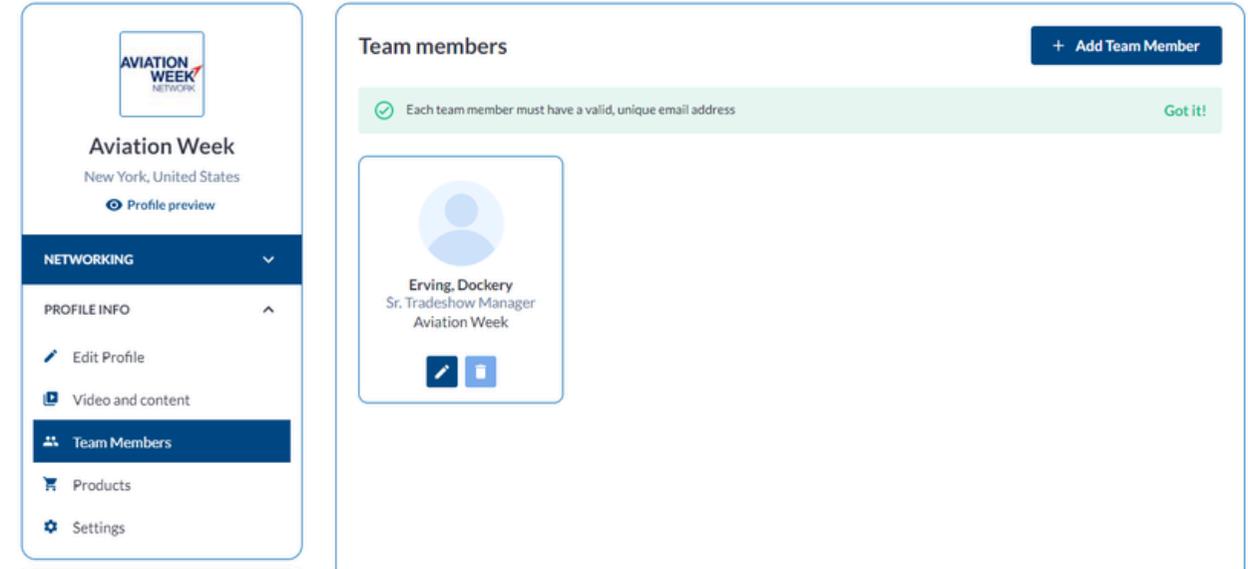
On the left-hand side under the “Profile Info” tab, you will find the Team Members option as shown on Screen 1.

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.

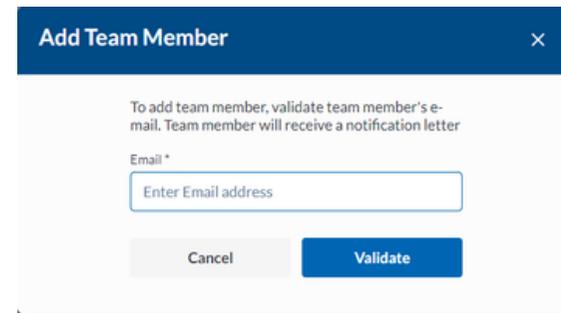
The system will scan the database and find the team member. Click “Add to form”. You can add additional details about that Team Member and choose a role for them. Please refer to page 2 for the important distinctions between the Member role and the Admin role.

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.

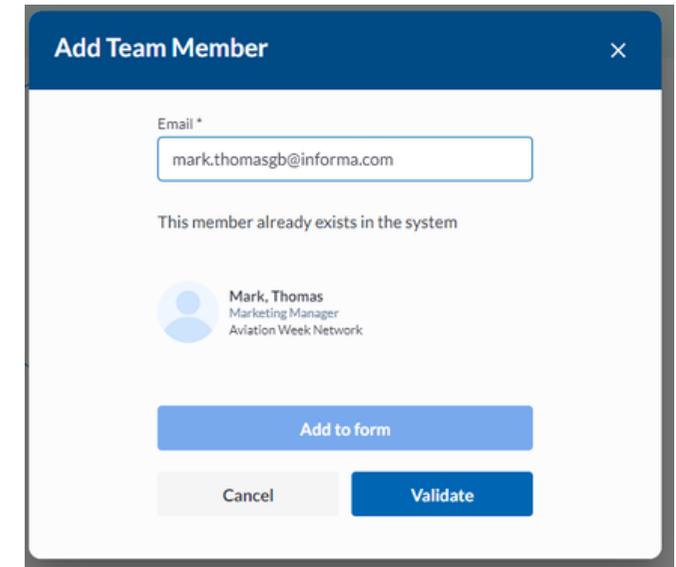
SCREEN 1:



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.

Regular Exhibitors can upload a maximum of **2 products**
Premium Exhibitors can upload up to **10 products**

The image shows a user interface for the Aviation Week Network. On the left is a profile card for 'Aviation Week' located in 'New York, United States'. The profile has a 'NETWORKING' category selected and a 'PROFILE COMPLETENESS' of 85%. Below the profile card is a 'Profile preview' link. To the right is the 'Add new product' form. The form includes a 'Main picture' upload area with a 5 MB limit and a 1:1 aspect ratio. It has fields for 'Product Name', 'Product Categories', and 'Product Description'. There are also checkboxes for 'Product is active' and 'Mark as sponsored', a dropdown for 'Assign to Team Member', and radio buttons for 'Product Video' (Embedded Code or Upload Video).

Adding News

All exhibitors can 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.

EXHIBITORS PRODUCTS NEWS

NEWS

11 April 2024 • by B&H Worldwide
B&H Worldwide Secures Two-Year Contract with Unical...
B&H Worldwide, a leading provider of aerospace and aviation logistics solutions, today announced a two-year agreement...

10 April 2024 • by Air Capital of the World
Happy Hour | April 10, 3-4 p.m.
You're invited to the Air Capital of the World's Happy Hour on Wednesday, April 10 from 3 to 4 p.m. at Booth #5231.

10 April 2024 • by Perimeter Global Logistics (PGL)
PGL manages Safety Training System Inc. Shipment
PGL manages Safety Training System Inc. Shipment

09 April 2024 • by B&H Worldwide
B&H Worldwide leads the way with launch of Carbon...
B&H Worldwide has launched a new reporting tool to provide its customers with visibility of the carbon emissions on their...

08 April 2024 • by Perimeter Global Logistics (PGL)
PGL ships Aircraft Seating from UK to the US
PGL handles shipping aircraft seating from the UK to the US.

08 April 2024 • by PGL (Perimeter Global Logistics)
PGL Moves Flight Simulator
PGL Partners with TALA to Move Flight Simulator!

New Feature

Exhibitor Events

New for 2025, exhibitors can list their own events, perfect to announce receptions, signing ceremonies or timed giveaways.

These appear on your company profile and on the “Exhibitor Events” tab on the main Schedule once approved.

Each Exhibitor Event can contain:

- A main image, 900x560px
- Event Title
- Date and Time
- Location (booth number or custom location)
- Short Summary (200 character limit)

We would recommend only listing events open to all attendees and refrain from listing any invite-only events.

Tracks

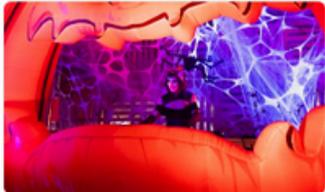
All Tracks Conference Go Live Theater **Exhibitor Events**

OCT 23

YOUR FILTERS: Exhibitor Events ×

Sessions (1)

EXHIBITOR EVENT Exhibitor Events + MY SCHEDULE



ANG Networking Reception

AVIATION WEEK NETWORK Aviation Week Network
New York, United States

Additional Registration Required Experience the ANG Fright Night at Poble Espanyol, Barcelona. Although not an official event reception, Aviation Week Network is a sponsor of the popular networking evening...

📅 Wednesday, 23 Oct 2024
🕒 19:30 - 23:30 | Europe/Madrid
📁 Exhibitor Events
📍 Poble Espanyol
🗣️ English

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