

MRO Europe App

A guide for exhibitors



Overview of Profile Types

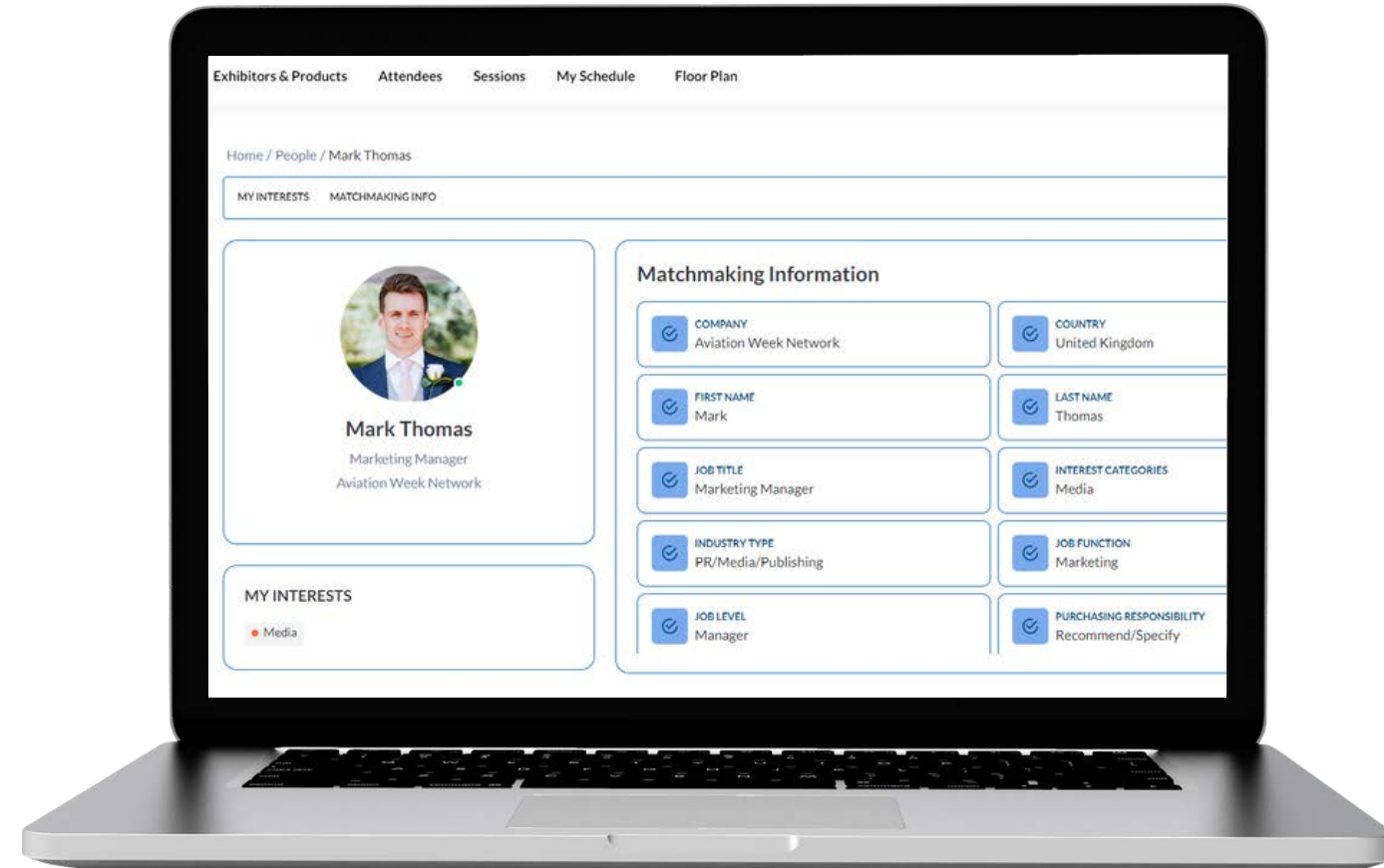
There are 2 different exhibitor profile types:

- **Admin Member**

- The marketing point of contact (*assigned on your booking form*) has been set as the admin
- Admins can update the company profile, add products, etc.
- Admins also have a personal profile that can be edited and 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 Member profiles 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 events@aviationweek.com

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 personal activation email.

Once the activation link within them email is clicked you will be prompted to create a password. Look out for an email from: noreply@expoplatform.com for your activation email*. This will be sent week commencing September 18.

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

*Check your spam folder if you don't see an email in your Inbox.



Dear {NAME},

**You have been assigned as a team member
for {EXHIBITOR_NAME} for the MRO Europe app.**

Please activate your account by clicking the button below.

> ACTIVATE HERE

Your Details:

Login: {LOGIN}

Password: Create a password during activation

Please ensure your password contains: 8 characters minimum, at least 1 uppercase, 1 lowercase, 1 number and a special character.

For help or to switch the admin to a colleague, contact

Setting up your Company profile

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

Admins 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. **See how to video on the next page**

If you don't see your company name in the dropdown, this means you are not yet associated with a company profile – email events@aviationweek.com for assistance.

The screenshot shows the company profile setup interface. At the top, there is a "Viewed" indicator and the Aviation Week Network logo. Below the logo, the company name "Aviation Week" is displayed, followed by the location "New York, United States". A section for location and website information shows "Hall B / Stands: 305" and "aviationweek.com/". A "SOCIAL MEDIA" section includes icons for Facebook, Twitter, and LinkedIn. A "TEAM MEMBERS" section, with a "Show all (2)" link, displays two team members: Mark Thomas, Marketing Manager at Aviation Week Network, and Erving Dockery, Sr. Tradeshow Manager at Aviation Week.

The screenshot shows the "Products" section of the company profile setup interface. It features a "Show all (6)" link in the top right corner. Three product cards are displayed: "Aviation Week Intelligence Network", "Engine Yearbook", and "Fleet Discovery". Each card includes a thumbnail image, the product name, and a "Show all" link.

The screenshot shows the "About" section of the company profile setup interface. It features a heading "About" and a paragraph of text: "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/productservices".

The screenshot shows a video player interface. The video title is "AW Promo Know. Predict. Connect." and it includes "Watch later" and "Share" buttons. The video content features a woman in a professional setting, a Malaysia Airlines aircraft, and a person working at a computer. A red play button is overlaid on the video.

Switching Profiles

Follow these instructions to switch between your personal and company profiles.

You need to be on your company profile to perform key actions such as:

- Adding Products
- Uploading a company logo
- Adding Team Members

Click the image on the right to watch a tutorial video



Setting up your Company profile

Once you have switched to 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

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

Adding Team Members

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

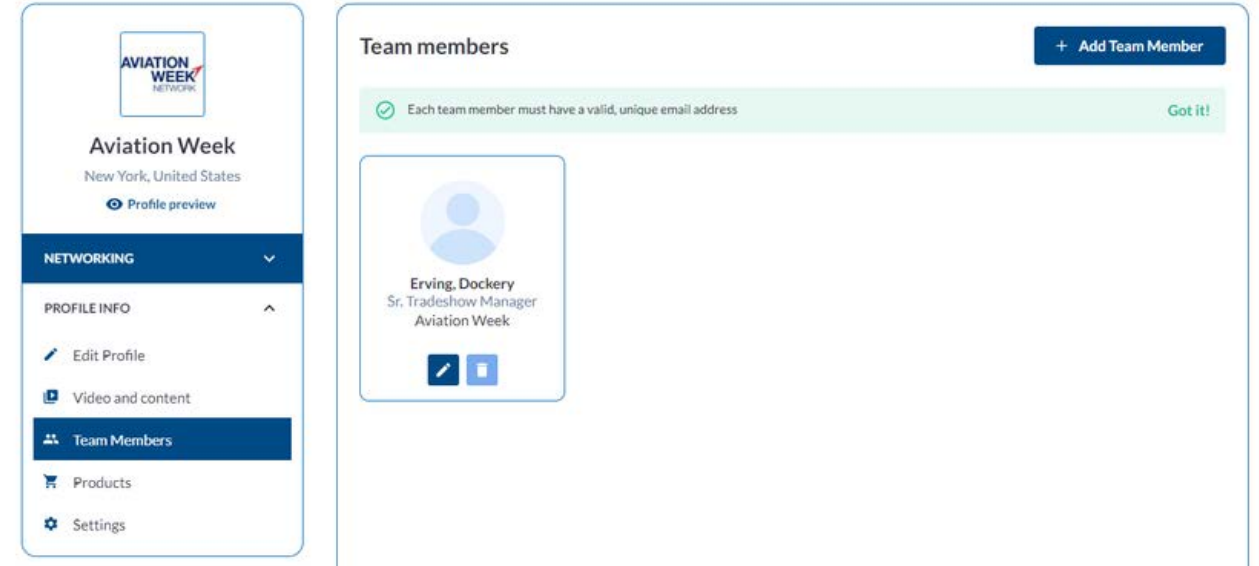
On the left-hand side under the “Profile Info” tab, you will find the Team Members option as shown on Screen 1.

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**.

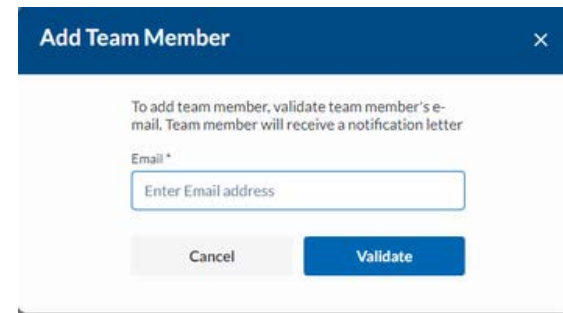
The system will scan the database and find the team member. Click “Add to form”. You can add additional details about that Team Member and choose a role for them. Please refer to page 2 for the distinctions between the Member role and the Admin role.

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 complete their profile.

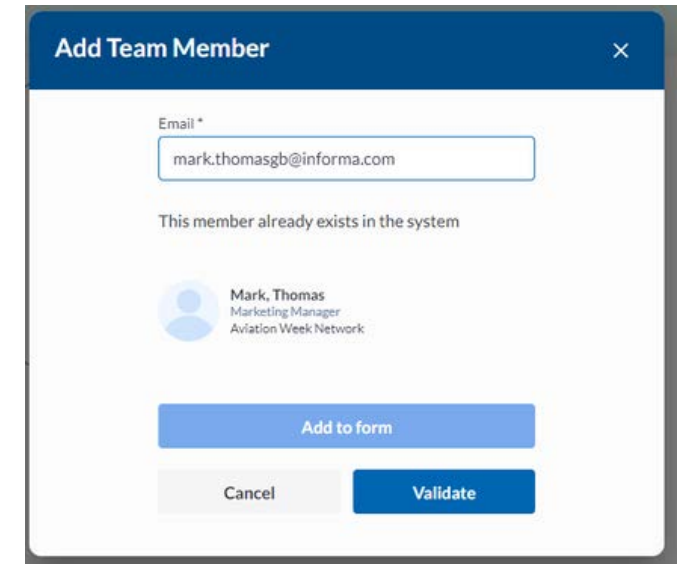
SCREEN 1:



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.



Aviation Week
New York, United States
Profile preview

NETWORKING

PROFILE INFO

- Edit Profile
- Video and content
- Team Members
- Products
- Settings

PROFILE COMPLETENESS
85%

< 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

Logging back in to your account

To log back into your account, visit mroeuropa.expoplatform.com and login using your email and password you set during activation (see page 3).

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 events@aviationweek.co.uk

