

# MRO Europe

## Exhibitor Setup Guide



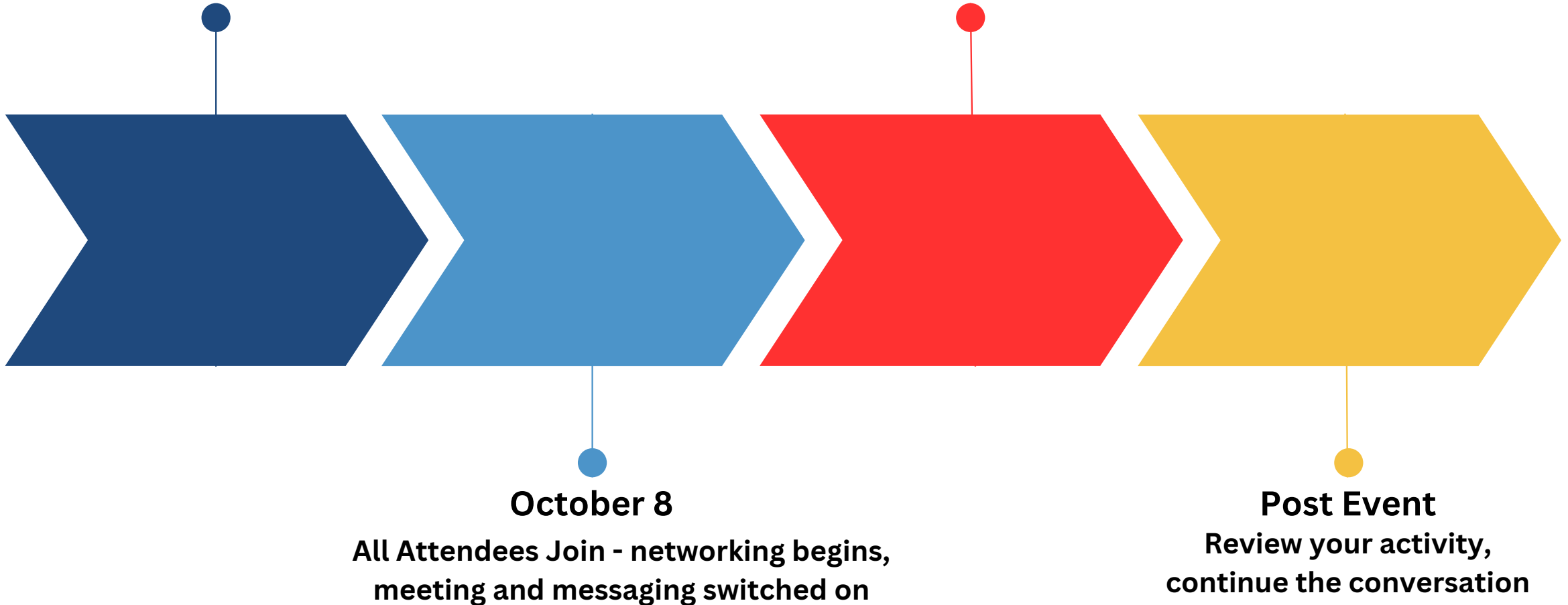
# Key Dates and Tasks

**September 17**

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

**October 22-24**

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



# Exhibitor Profile Types

There are 2 different exhibitor profile types:

- **Admin Team Member**

- The marketing point of contact (nominated on your booking form) has been 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 shows the MRO Americas website interface. The top navigation bar includes links for Exhibitors & Products, Attendees, Sessions, My Schedule, and Floor Plan. The breadcrumb trail indicates the user is viewing the profile of Mark Thomas. The profile is divided into two main sections: 'MY INTERESTS' and 'MATCHMAKING INFO'. The 'MY INTERESTS' section shows a single interest in 'Media'. The 'MATCHMAKING INFO' section contains a grid of fields with checkmarks indicating completed information: 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'.

MATCHMAKING INFO	
<input checked="" type="checkbox"/> COMPANY Aviation Week Network	<input checked="" type="checkbox"/> COUNTRY United Kingdom
<input checked="" type="checkbox"/> FIRST NAME Mark	<input checked="" type="checkbox"/> LAST NAME Thomas
<input checked="" type="checkbox"/> JOB TITLE Marketing Manager	<input checked="" type="checkbox"/> INTEREST CATEGORIES Media
<input checked="" type="checkbox"/> INDUSTRY TYPE PR/Media/Publishing	<input checked="" type="checkbox"/> JOB FUNCTION Marketing
<input checked="" type="checkbox"/> JOB LEVEL Manager	<input checked="" type="checkbox"/> PURCHASING RESPONSIBILITY Recommend/Specify

# Logging In

## New: One Time Password

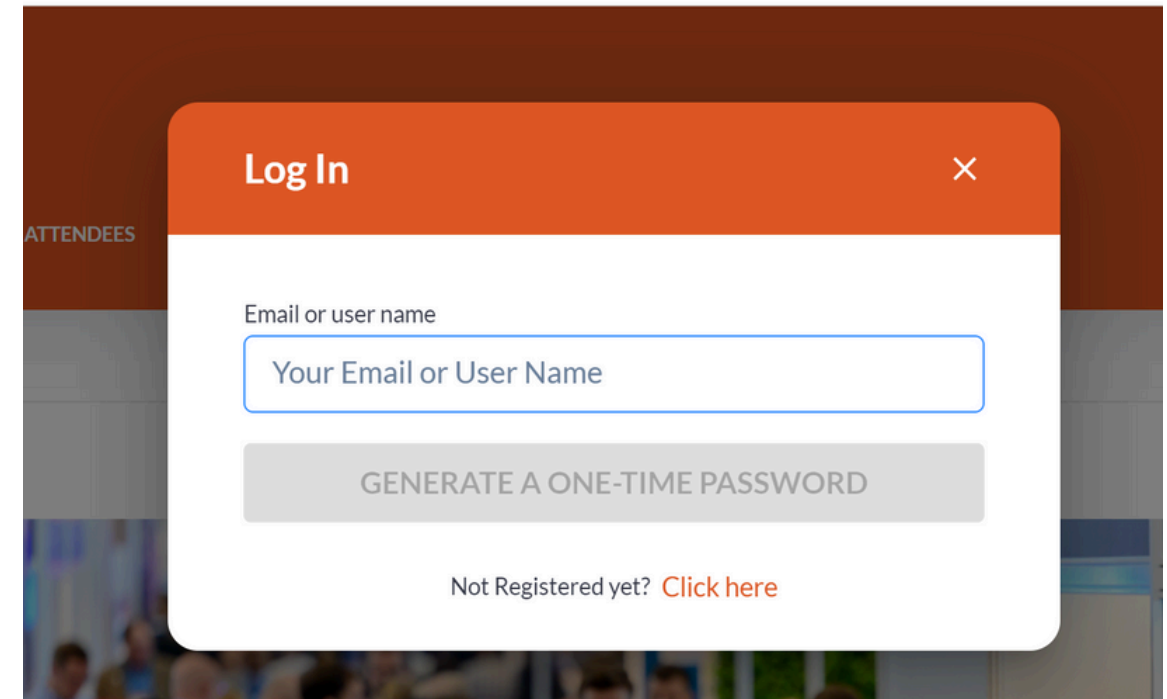
Admin Team Members will be the first to be invited to access the platform. Once additional team members are added by the admin, they will receive their own individual invitation email automatically.

Look out for an email from: [noreply@expoplatform.com](mailto:noreply@expoplatform.com) for your email.

**The app invite will be sent to exhibitor admins on September 17.**

1. Click the login button on the email or visit <https://mroeurope.expoplatform.com>
2. Enter your email address associated with this event and click “Generate One Time Passcode”
3. **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 have any issues logging in, please email [app@aviationweek.com](mailto:app@aviationweek.com)



Log In

ATTENDEES

Email or user name

Your Email or User Name

GENERATE A ONE-TIME PASSWORD

Not Registered yet? [Click here](#)

# Switch from Personal to 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 the arrow next to your name to reveal the company page

The screenshot shows the Aviation Week Network website interface. At the top, there is an orange navigation bar with links for EXHIBITORS, ATTENDEES, SESSIONS, FLOOR PLAN, and MY SCHEDULE. On the right side of this bar are icons for Messages, Notifications, and Profile. A red arrow points to the Profile icon. Below the navigation bar, there is a dark blue banner with the text "Service above and beyond" and a description: "Elevate your operations with comprehensive life cycle support, improve sustainment solutions and data-driven innovations—ensuring your full fleet flies safely, efficiently and sustainably." Below the banner, there is a section for PREMIUM EXHIBITORS with a grid of company logos and names, including 4JET, AERNnova, Aerotech, ANA, Ambry Hill Technologies, Asia Digital Engineering, ATS, Aviation Week Network, Boeing, Bucher, B&H Worldwide, and Ceva Logistics. On the right side, a profile dropdown menu is open, showing the user's name "Mark Thomas" and a "Preview profile" link. Below this, there is a red circle around the "Aviation Week Network" link, which is the company profile. The dropdown menu also includes a "PROFILE INFO" section with "Edit Profile" and "Settings" links, and a "NETWORKING" section with a "Log out" link.

# 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
- Add News - *New Feature!*
- Add Events - *New Feature!*



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

Country \*

United States

Region/State

Ny

City

New York





















Email \*

erving.dockery@aviationweek.com

Website

http://aviationweek.com/

About the company \*

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

# 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).

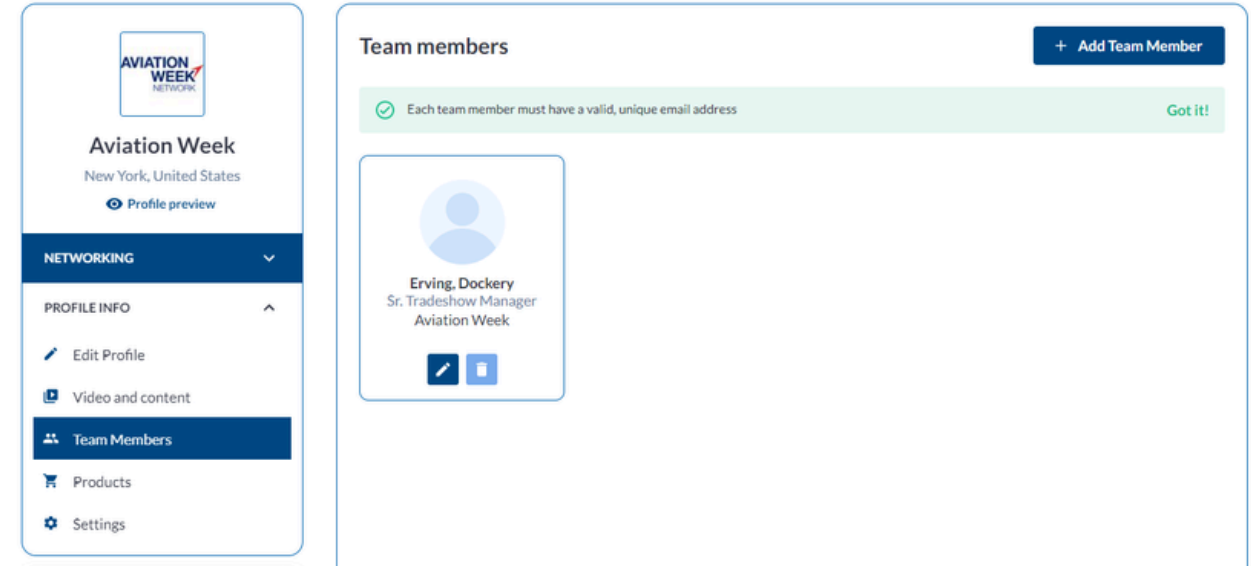
On the left-hand side under the “Profile Info” tab, you will find the Team Members option as shown on Screen 1.

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.

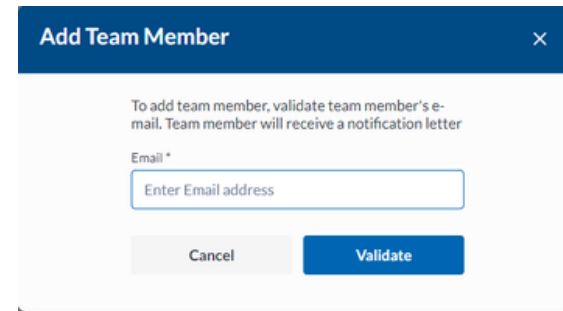
The system will scan the database and find the team member. Click “Add to form”. You can add additional details about that Team Member and choose a role for them. Please refer to page 2 for the important distinctions between the Member role and the Admin role.

Once you click Add Team Member on Screen 3, that person will receive an email invitation to log into the platform to set up their personal profile.

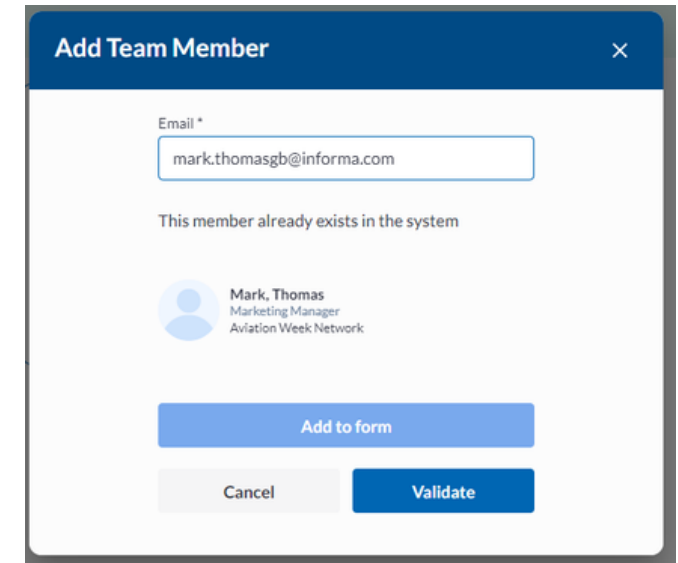
## SCREEN 1:



## 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** - speak to your sales rep about upgrading for \$300

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'. It has a 'Profile preview' link and a sidebar menu with options: 'Edit Profile', 'Video and content', 'Team Members', 'Products', and 'Settings'. Below the profile card is a 'PROFILE COMPLETENESS' gauge showing 85%. To the right is the 'Add new product' form. It includes a 'Main picture' upload area with a 5 MB limit and 1:1 aspect ratio. The form also has fields for 'Product Name', 'Product Categories', and 'Product Description' (with a rich text editor). At the bottom, there are options to 'Assign to Team Member' and 'Product Video' (with 'Embedded Code' selected).

< Back

EN

**Aviation Week**  
New York, United States  
Profile preview

NETWORKING

PROFILE INFO

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

PROFILE COMPLETENESS  
85%

**Add new product**

Main picture

DROP YOUR IMAGE HERE OR CHOOSE FILE  
up to 5 MB

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

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



# New Feature

## Exhibitor News

New for 2024, exhibitors can upload news. This is the perfect place for your press releases, new business deals or product announcements.


These appear on your company profile and on the “News” tab once approved.

Each news story can contain:


- A main image, 900x560px (jpeg, png)
- 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)

EXHIBITORSPRODUCTSNEWS


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...




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...




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.



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.



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



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 2024, 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

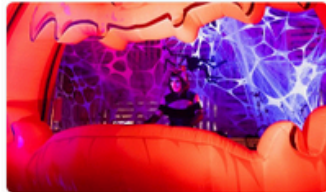
YOUR FILTERS: [Exhibitor Events](#) ×

### 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

STARTS IN

512350

weekdayshoursmin

7

## ***Need Help or Support?***

**We are here to help you make the most of the app features.**

**Contact [app@aviationweek.com](mailto:app@aviationweek.com)  
or visit the [FAQ page](#)**