Connect @ 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! Connect @ CWIEME drives greater and more relevant footfall to your stand, and maximises your ROI from the event.

Exhibitors join the programme to:

- Generate qualified leads by inviting attendees, and Agents & Distributors to visit your stand. Engage with new and existing technical experts within current customer organisations to find ways to work together in the future.
- Plan 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's how it works: you'll use our simple and easy-to-use technology before the show to get detailed information about Engineering, Procurement and R&D professionals and Agents & Distributors, reach out to technical experts who should know about you, share information about your company with them, and prepare to meet those who plan to visit your stand. It really is the most efficient way to support your investment in CWIEME Berlin and drive the most success for your business.

Connect @ CWIEME gives you:

1. **Pre-show access to detailed profiles** of thousands of attending Engineering, Procurement and R&D professionals and Agents & Distributors so that you know who's coming to the event.
2. The ability to give an unlimited number of decision makers **specific reasons why they should visit your CWIEME Berlin stand** and how you can **help their organisations**.
3. **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.
4. **Access to detailed profiles of all Engineering, Procurement and R&D professionals and Agents & Distributors who added you to their schedules** so that you can prepare for their visit to your stand and get straight to business!
5. **The ability for all visitors to the show to view your detailed profile via the CWIEME app**.

As an Organisation Admin, you can complete Connect @ CWIEME tasks for your company. Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with reminders. If you don't get an email, check spam (from donotreply.cwiemeb25@eventpt.com), then let us know at connect@cwiemeevents.com.

	YOU MUST		TAKES YOU	WE'LL EMAIL YOU ON		YOUR DEADLINE IS	
1	**Complete Your Exhibitor Profile & Make Announcements**		30-45 mins	Tue 22 Apr	9 am CEST	Fri 9 May	6 pm CEST
2	**Provide Buyers with Reasons to Visit Your Stand**		60-90 mins	Mon 12 May	9 am CEST	Fri 16 May	6 pm CEST
3	Attendees add Exhibitors to Their Schedules		–	Mon 19 May	9 am CEST	Tue 27 May (and until end of CWIEME Berlin)	–
4	**Receive List of Buyers Who Added You to Their Schedule**		–	Wed 28 May	9 am CEST	Wed 28 May	–
5	**Attend CWIEME Berlin!**		–	Tue 3 Jun	–	Thu 5 Jun	–

CWIEME BERLIN | 3-5 JUNE 2025 MESSE BERLIN

Featuring
CONNECT @ CWIEME

22 Apr – 9 May

Complete Your Exhibitor Profile
(takes 30-45 minutes)

You can do this on:

Desktop

CWIEME Mobile App

Start Your Exhibitor Profile on Tuesday 22 April, and complete it by the Friday 9 May 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:
    1. **Company logo** (file types: jpg, jpeg, png; max. file size 50 KB)
    2. **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)
    3. **Hero Billboard** - Upload up to 3 images that best represent the style of products or ranges your company offers. The images will be displayed in your Profile in a "carousel" format. (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)
    4. **Brochures** - Upload up to 3 company brochures (file type: pdf; max. file size 5 MB).

- Tell us how many team members you'll have available to meet with Engineering, Procurement and R&D Professionals and Agents & Distributors at your stand each day. Attendees will be able to see "Peak" and "Off-Peak" times (when you're busier or quieter, based on your team's availability and how many qualified professionals have already added you to their schedules) when they're adding you to their schedule to help them decide when to visit you.

- **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 2025. 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.

CWIEME BERLIN

3-5 JUNE 2025
MESSE BERLIN

Featuring
CONNECT
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12 May – 16 May

Provide Attendees with Reasons to Visit Your Stand

(takes 60-90 minutes)

You can do this on:

Desktop   **CWIEME Mobile App**

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

- Start on **Monday 12 May** and complete by **Friday 16 May at 6:00 pm CEST**.
- In addition to providing attendees the detailed Exhibitor Profile you've already completed, you can now tell them why they should visit your stand at CWIEME.
  - For example, tell them how they can benefit from working with you, such as how you can help them find better solutions for their products, and which other organisations like them you already work with.
- You can provide a reason to **everyone you want to visit your stand (there's no limit)**–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 (click) for each attendee.
- Use **Filters, Predefined Lists** and **Search** to zero in on the most interesting attendees for your company
  - Use the **Recently Registered** predefined list to view all attendees who have registered in the last 7 days!
- Don't wait til the last minute to reach decision makers! With tools like **Bookmarks** and **Saved Lists**, you can start and come back, if needed.

2. **You can also update how many team members you'll have available at your stand each day.**

If you miss the Fri 16 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.

19 May – 27 May

Attendees Add Exhibitors to Their Schedule

Thousands of Engineers, Procurement and R&D professionals plus Agents & Distributors are viewing Exhibitor Profiles and requests 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.

28 May

Receive Detailed Profiles of Attendees Who Added You to Their Schedule

You can do this on:

Desktop

CWIEME Mobile App

3 Jun – 5 Jun

CWIEME Berlin 2025: Visit Stands on Your Schedule

From Wednesday 28 May onwards, Organisation Admins will be able to view detailed profiles of all attendees who have added you to their schedule, so your organisation can prepare for their visits to your stand. You'll also get information about when each visitor intends to visit your stand, so you can prepare and get straight to business!

- **You should:**
  - Review who's added you to their schedule and identify the attendees you want to prioritise and prepare for their visit, including sharing relevant information with the team members who will be on your stand. Please note: You do not need to actively assign the visits to your colleagues via the platform.
- Attendees adding you to their schedules is not a definitive commitment that they'll be there at that precise time slot. There is so much to see and do at CWIEME Berlin that some attendees will run late, reschedule their visits or visit your stand at another time without notice.
- **You should:**
  - Review who's added you to their schedule and identify the individuals you want to prioritise and prepare for their visit, including sharing relevant information with the team members who will be on your stand. Please note: You do not need to actively assign the visits to your colleagues via the platform.
- Attendees adding you to their schedules is not a definitive commitment that they'll be there at that precise time slot. There is so much to see and do at CWIEME Berlin that some attendees will run late, reschedule their visits or visit your stand at another time without notice.

Attend CWIEME Berlin 2025!