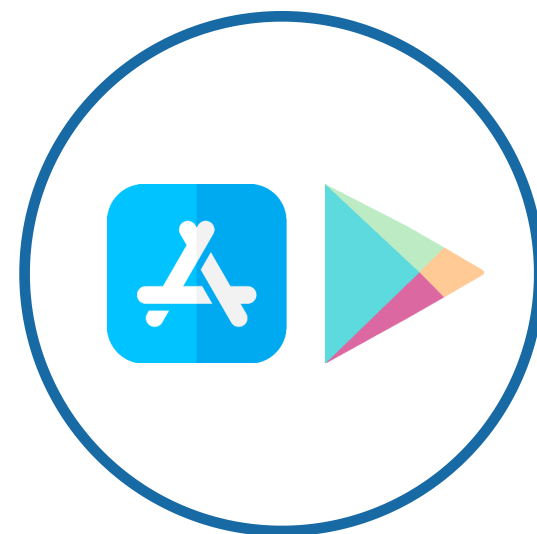# Welcome to our comprehensive App Guideline, your ultimate resource for unlocking the full potential of our cutting-edge app!

This document is designed to provide you with the necessary insights, tips, and best practices to make your app a complete success.

HOW IT WORKS

STEP #1

1

Depending on the event, download the free apps available or have an overall view of all events at the HMC App, which is available for: iOS or Android
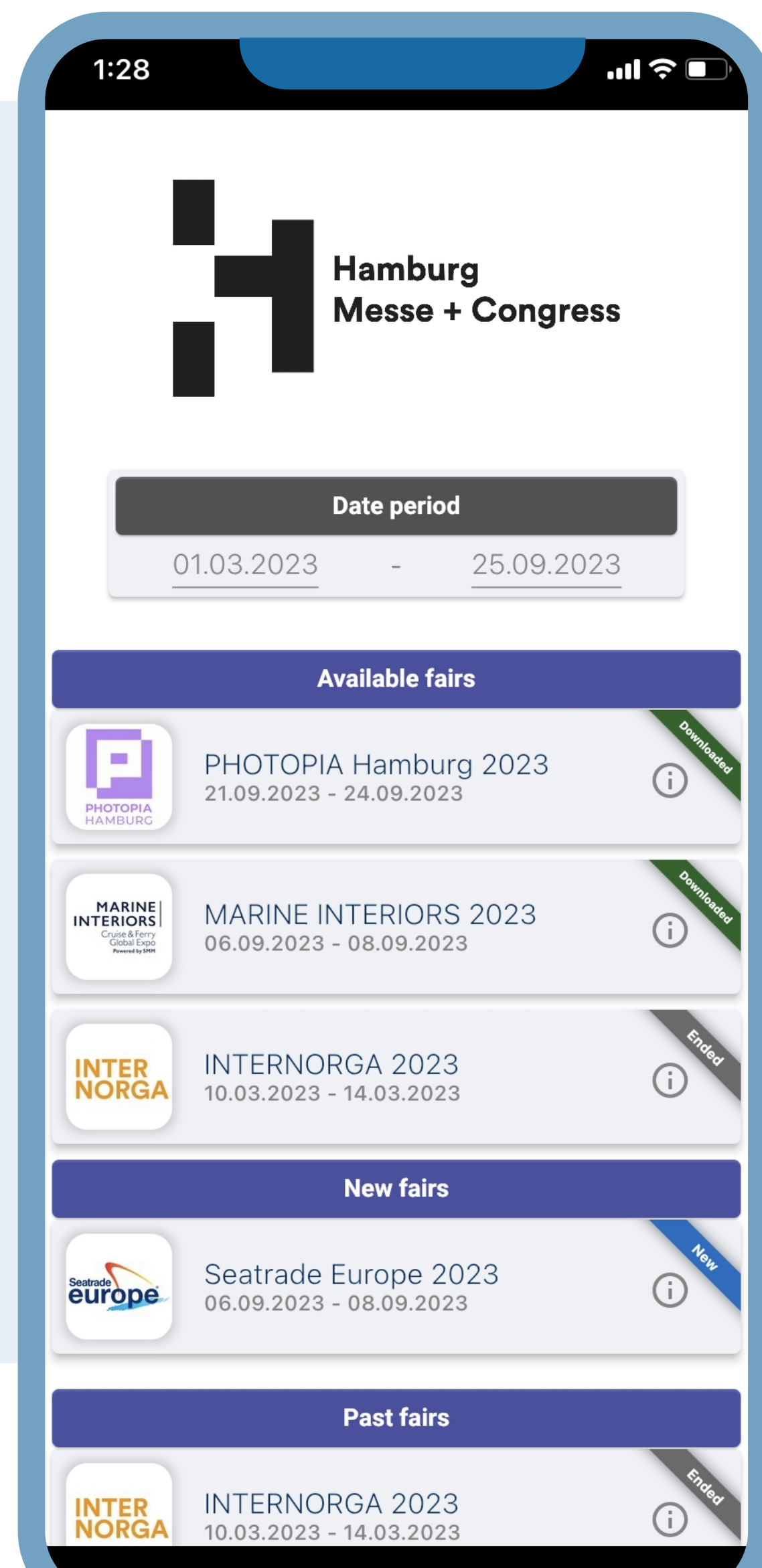
STEP #2

2

In the HMC App you can select any of the fairs you would like to visit. If your fair is not listed, adjust the time period in which the fair should occur.
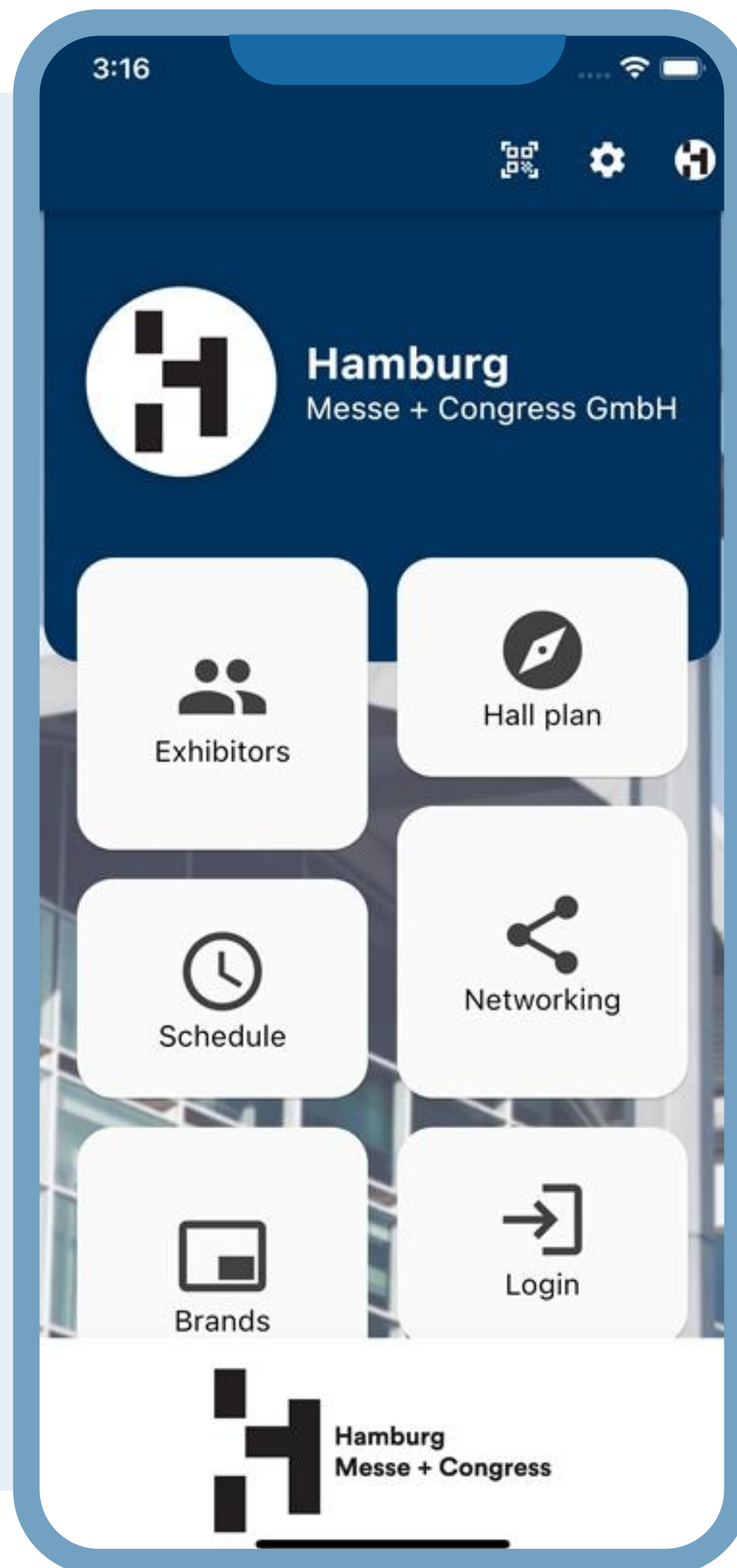
STEP #3

3

Since all apps have the same architecture, you will immediately notice that you are familiar with the app, since other trade fairs have the same functions, however, different content depending on the trade fair.
Use case: You have selected the **Seatrade Europe** fair

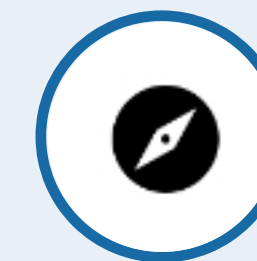# "Navigating Hamburg Messe + Congress Fairs: Your Overview"

In the app you will find, for example, all directories of exhibitors, products and brands. An interactive hall plan, the supporting program and all important information on travel, opening hours, visitor service.

FEATURES I - II

EXHIBITORS #1

You will find a list of exhibitors along with detail information on the exhibitors
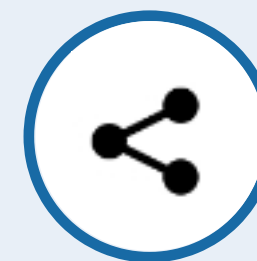
HALL PLAN #2

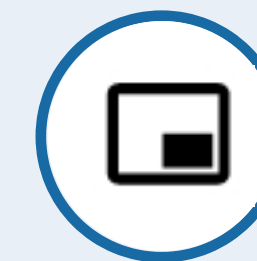The interactive hall plan navigates you directly to the exhibitors' stands

SCHEDULE #3

Get informed about the upcoming events and save the event information locally on your devices.

NETWORKING #4

Network with participants at the fair and share your business card digitally
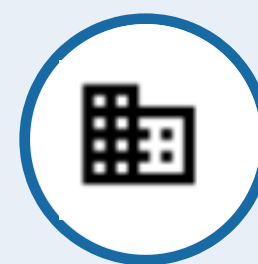
BRANDS #5

In Brands you will find a list of available brands, which you can also favorite along with detail information
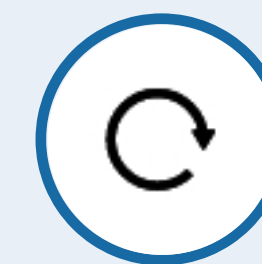
LOGIN / TICKET #6

The Login Screen is to enter your login credential of your ticket purchase. Icon will change into a ticket icon

FEATURES II - II

Hamburg Messe + Congress

PRODUCTS #7

At the product tap you will find a list of all available products of the fair with a

REFRESH#8

Here simply will the app refresh if new data has been retrieve
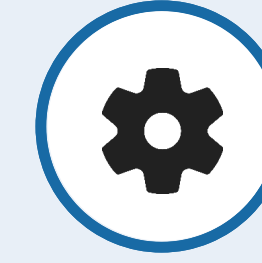
TICKET #9

Once logged in, your login icon will change to a ticket icon and will be available for scanning

QR-SCANNER #10

Here you have quick access to the QR- Code Scanner enabling you to network seamlessly

SETTINGS #11

In the settings you can change fairs, notifications, language and handiness

LOGO #12

Here simply the logo of the fair is displayed no interaction

3:16

Hamburg
Messe + Congress GmbH

Exhibitors

Hall plan

Schedule

Networking

Brands

Login

Hamburg Messe + Congress

EXHIBITOR DIRECTORY

OVERVIEW #1

The tiles will provide you with high level information about the exhibitors, such as: Company name, logo, category, location of the booth.
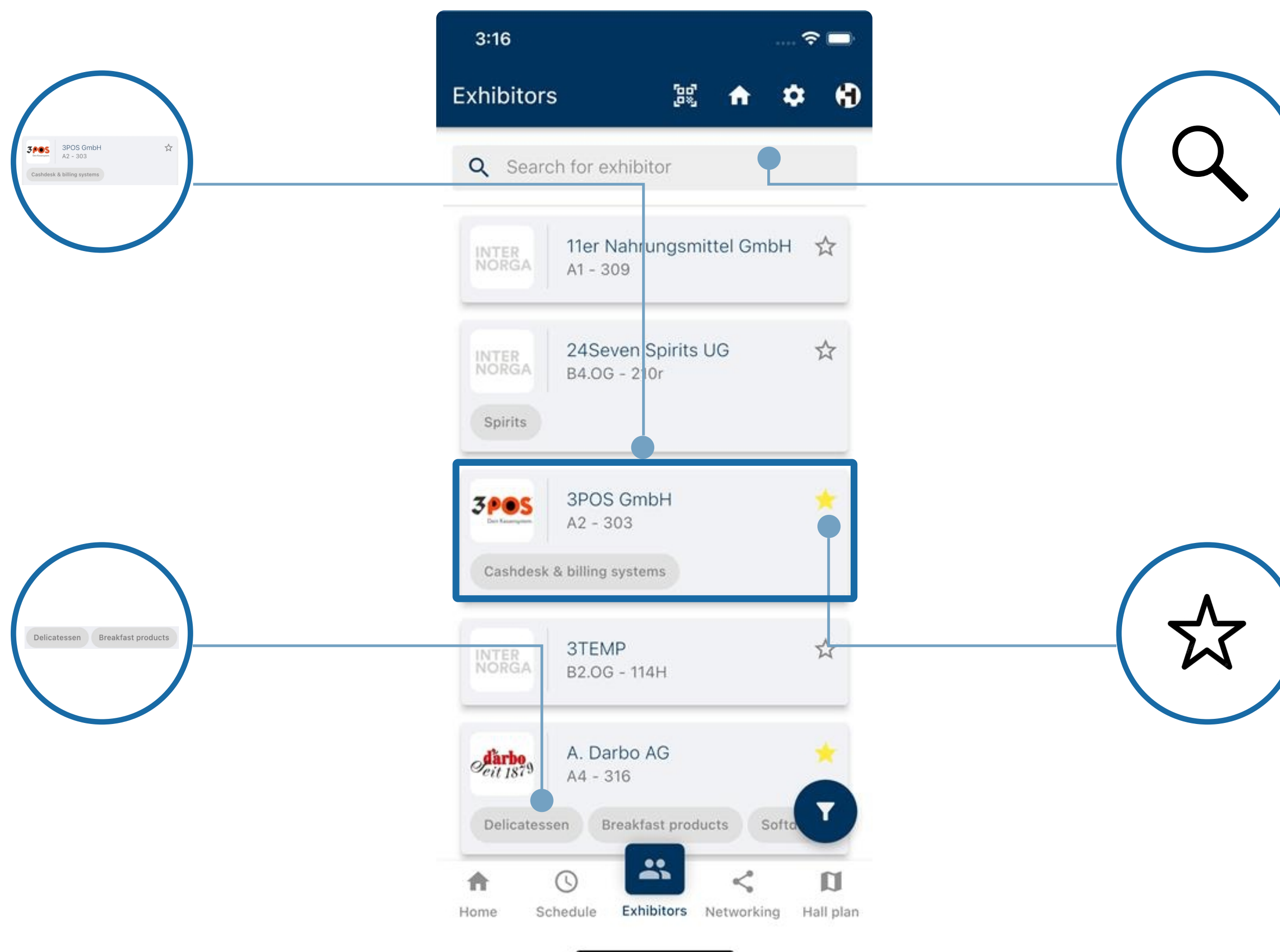
SEARCHBAR #2

You know your exhibitor and want to find it quickly? Here you can search your exhibitor

CATEGORY #3

These filter chips indicate which category the company falls into, e.g. delicatessen, breakfast products, soft drinks etc.

FAVORITES #4

You can favorite the exhibitor list by clicking on the star symbol, which enables you also to filter by favorites. In addition, the filtered favorites list can be downloaded as an Excel list.

Hamburg
Messe + Congress

NETWORKING

EDIT BUSINESS CARD #1

Click the edit icon to create your business card. A dialog box will appear for you to enter your contact information. You can choose the information you want to provide.

DIGITAL BUSINESS CARD #2

Generate your digital business card that you have created and conveniently share it by utilizing a QR code.

DOWNLOAD CONTACTS #3

Effortlessly download all the contacts you've collected at the fair and generate an Excel list for convenience.

SCAN CONTACT #4

Effortlessly scan contacts, which will be automatically saved to your networking tab.

SCHEDULE

EVENTS OVERVIEW #1

You will find an event summary with the high-level information, which you can find in chronological order.
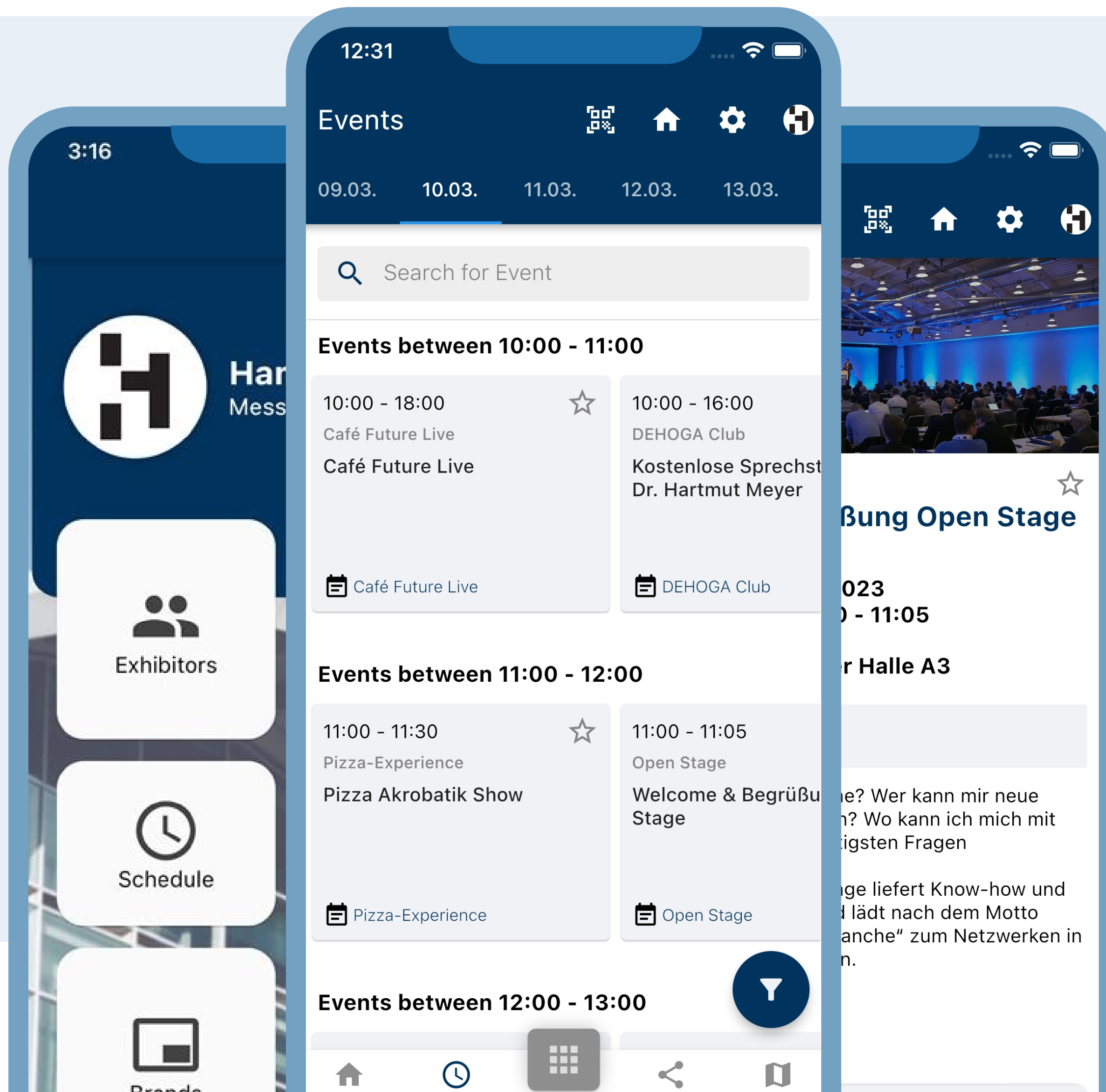
EVENT DETAIL #2

Provides more information, including the event location

ADD TO CALENDAR #3

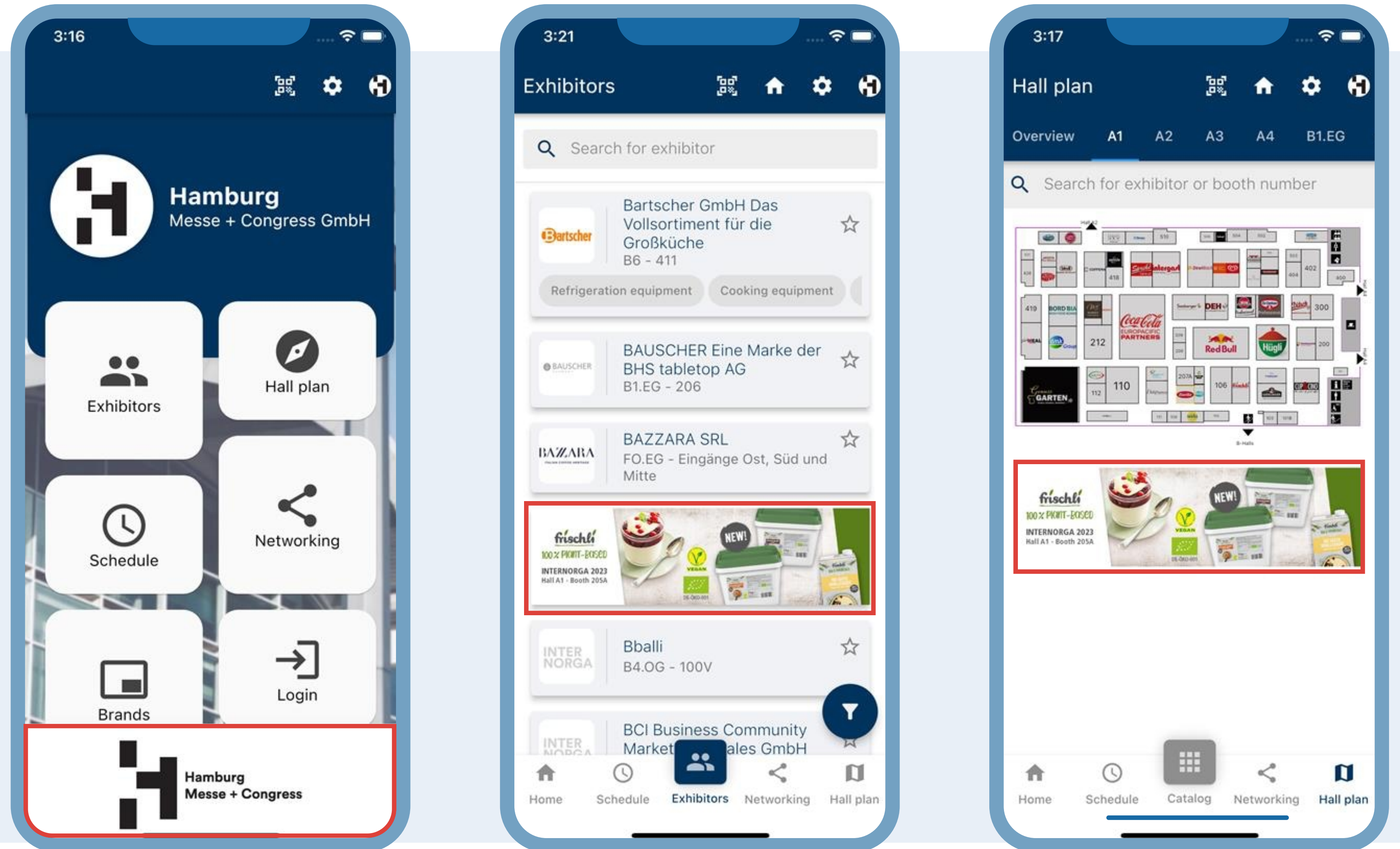Save the date / event directly to your local calendar.

ADVERTISMENT

UNLOCK LIMITLESS POSSIBILITIES!

Discover the perfect space to advertise your business within our HMC App.

Seamlessly integrate your ads into our user-friendly interface, ensuring maximum impact and exposure.

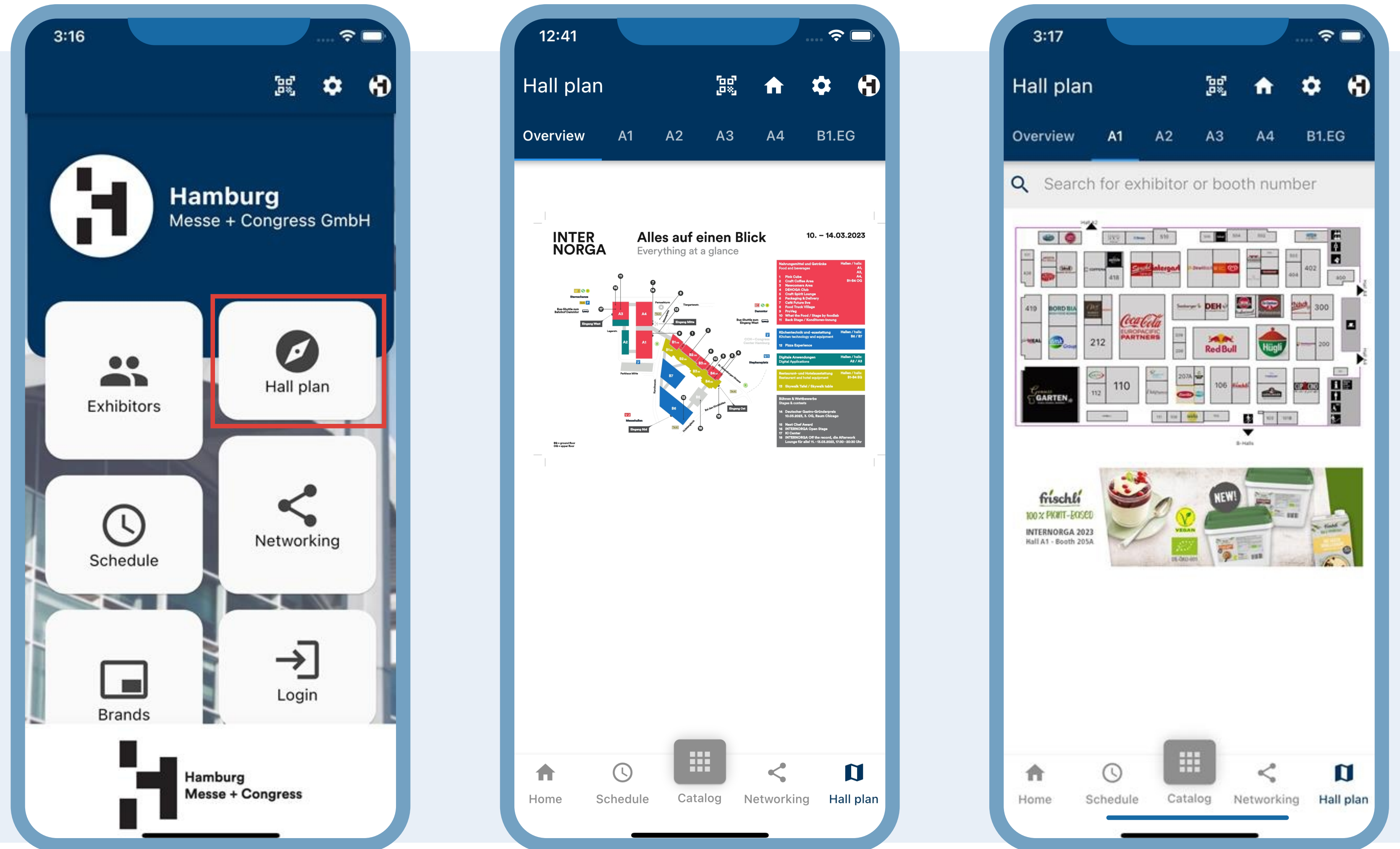Don't let this chance slip away – secure your advertising area now and take your business to new heights!"

HALL PLAN

NAVIGATE THE FAIR WITH EASE !

Discover a seamless way to explore and navigate through the bustling fair with our cutting-edge Hall Plan feature!

Our app empowers you to effortlessly find your favorite exhibitors, Products, and attractions with an interactive map of the fairgrounds.
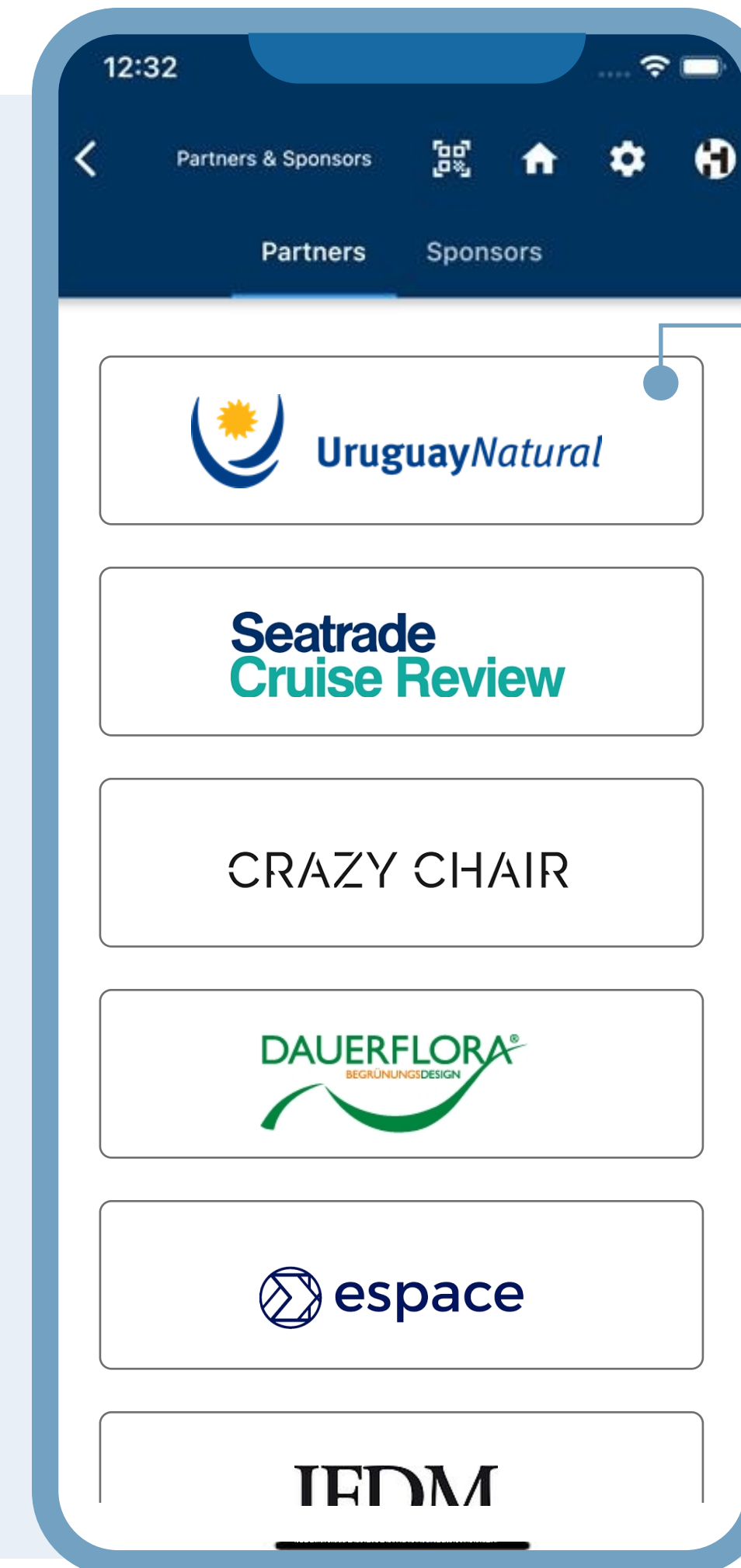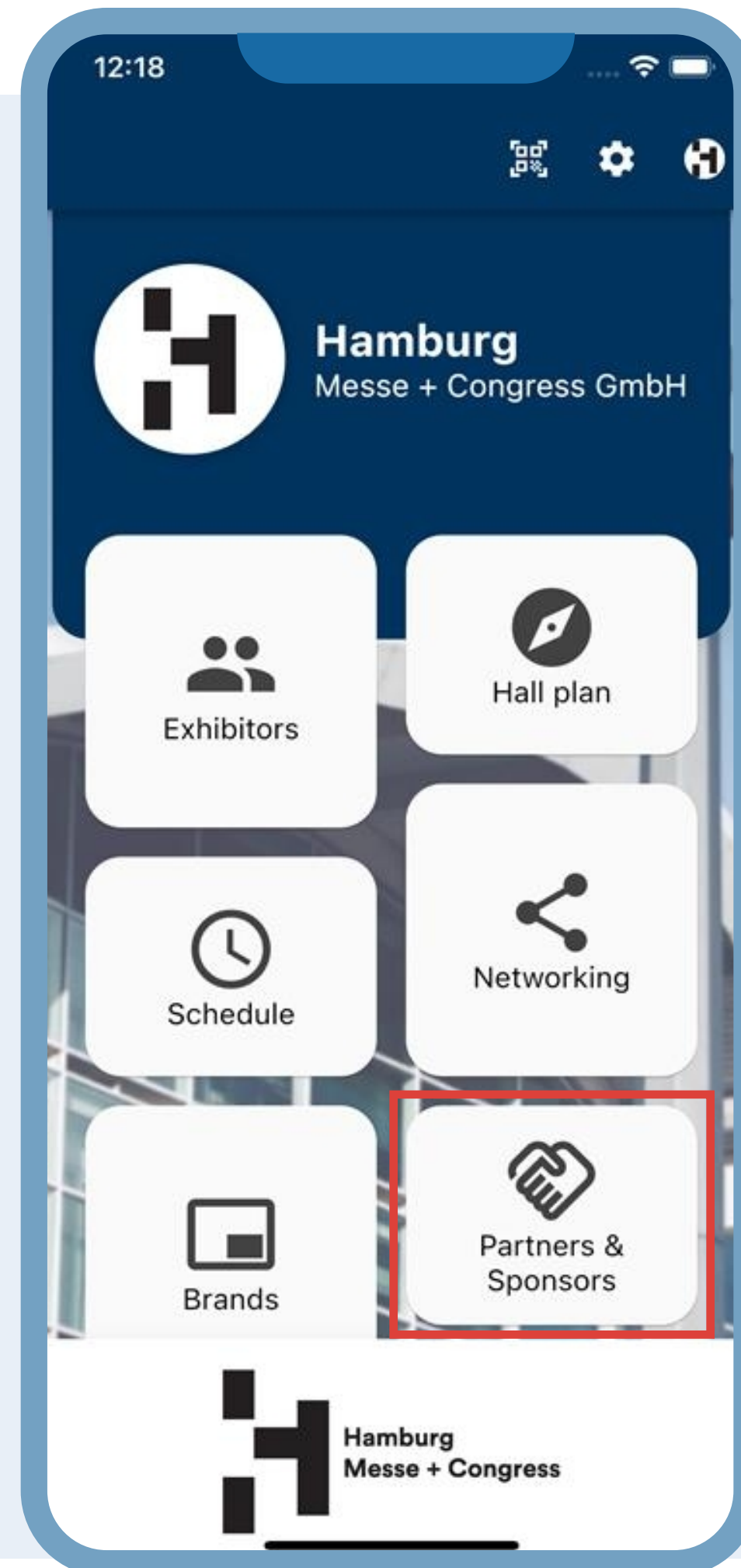
SPONSORS & MEDIA PARTNER

"SPOTLIGHT"

Experience the HMC App - Giving Sponsors and Media Partners Prominent Visibility!

We take pride in providing our sponsors and media partners with prime visibility in our HMC App.

Join us today and enjoy the spotlight you deserve!

LINK DIRECTLY TO YOUR WEBSITE OR ENJOY IN-APP CONTENT DETAILS!

Enjoy the convenience of a direct link to your website, or let us present your content in a dedicated detail page right within our app!