



Messe München  
Connecting Global Competence

OUR COMPETENCE,  
YOUR INNOVATION.

# Exhibitor System

## Quick Start Guide



International Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines  
and Construction Vehicles.

November 27–30, 2018, Shanghai

→ [www.bauma-china.com](http://www.bauma-china.com)

bauma CHINA

# 1 / What is Exhibitor System ?

# What is Exhibitor System?

**Exhibitor System** is officially provided by bauma CHINA for your FREE use to improve your show effect.

**Through Exhibitor System, you can submit your info:**

1. Company profile
2. Product info
3. Onsite event schedule



**Your submitted info will be used for promotion:**

1. One click to create your customized invitation letter to clients (email version and Wechat version)
2. Download Email signature picture for your Email
3. bauma CHINA website promotion: Show Preview
4. bauma CHINA website promotion: Supporting Program

**You can download:**

1. Exhibitor Manual
2. Sponsorship opportunities



# 2 / How to use Exhibitor System?

# Step 1: Login

bauma CHINA

1. Login website: [exhibitor.b-china.cn](http://exhibitor.b-china.cn)
2. Enter your username and password

## Reminder :

Username and password has been sent to you via email: [baumachina@b-china.cn](mailto:baumachina@b-china.cn);

If you did not receive the Email, please check the spam mailbox or contact us. (See contacts in the last page of the file)

The screenshot shows the 'bauma CHINA' logo at the top left, with the dates 'NOVEMBER 27-30, 2018 SHANGHAI' below it. On the top right is the 'Messe München' logo. A blue navigation bar contains the text 'bauma CHINA exhibitor system' on the left and 'Official website' on the right. The main content area has a yellow background. On the left, there is a large blue 'b' logo, a globe, and the text '展商系统 EXHIBITOR SYSTEM'. Below this are icons for a crane, a tractor, and a truck. On the right, there is a white 'Exhibitor Login' form. The form has two input fields: 'Username' and 'Password', both of which are circled in red. Below the fields is a blue 'Login' button, also with a red arrow pointing to it. At the bottom of the form, there is a link: 'Forget password or have any questions? Please click here to contact us.'

# Step 2: Complete Company Profile

1. After login, enter the page of **[Company Profile]**
2. Please complete the information accordingly and save

**Reminder :**

Recommended date to submit info:  
**before September 21, 2018**

bauma CHINA exhibitor system Official website

**Exhibitor Centre** | **Company Profile**

Exhibitor manual

**Company Profile** (highlighted)

Products

Onsite Events

Customized Invitation

Email Signature

Sponsorship

Logout

**Notice:** All the information submitted through Exhibitor System will be used for your customized email invitation and exhibitor promotion in bauma CHINA website, eNewsletter, etc., except show catalogue. Please complete all fields accurately.

\* Marked as mandatory

Booth Number \*

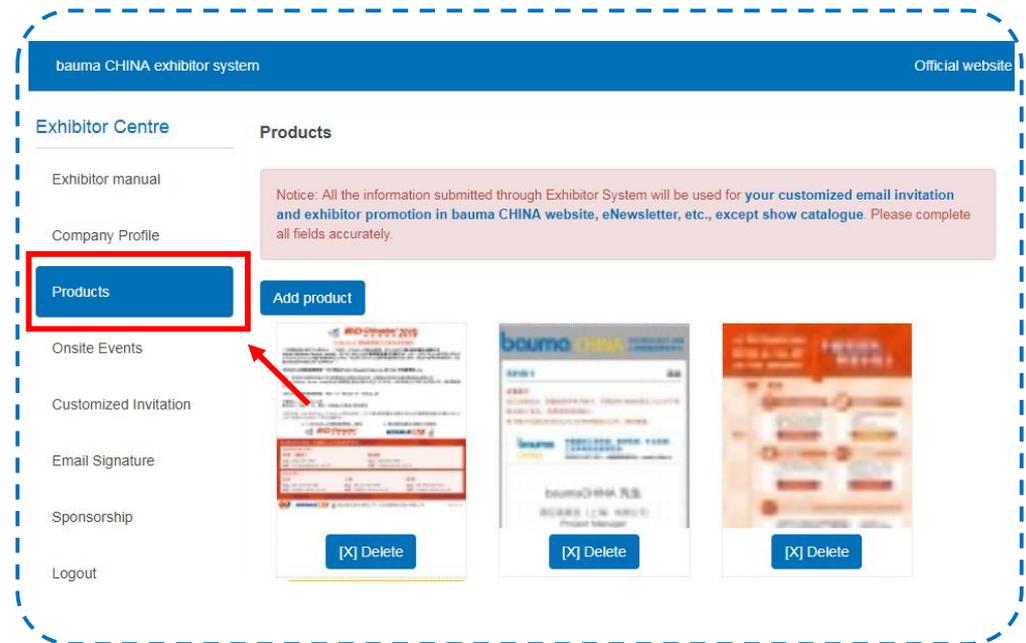
Company Name \*   
All in Uppercase. Name for promotion is recommended

Website   
e.g. www.baumachina.com

Country or Region of Headquarter

# Step 3: Complete Product Info

1. Enter the page of **[Products]**
2. Please complete the information accordingly and save



## Reminder:

You can upload 3 products' information at most  
Recommended date to submit info: **before September 21, 2018**

# Step 4: Fill in Conference Info

If your company will hold forums, press conference, product demonstration, etc. [on the site of bauma CHINA 2018](#), you can upload your conference info through Exhibitor system for promotion.

1. Enter the page of [\[Onsite Events\]](#), please fill in the info accordingly and save

2. You can Add event, Edit, Delete the event info

bauma CHINA exhibitor system Official website

Exhibitor Centre Add event

Exhibitor manual

Company Profile

Products

Onsite Events

Customized Invitation

Email Signature

Sponsorship

Logout

Notice: The below information will be used for **matchmaking system, email invitation and exhibitor promotion in website, e-newsletter, etc., except catalog**. Please complete all fields accurately.

\* Marked as mandatory

Type \* Please choose

Topic \*

Date \* 2018-11-27

Start Time \* 09 00

End Time \* 10 00

Location \*

Save

bauma CHINA exhibitor system Official website

Exhibitor Centre Onsite Events

Exhibitor manual

Company Profile

Products

Onsite Events

Customized Invitation

Email Signature

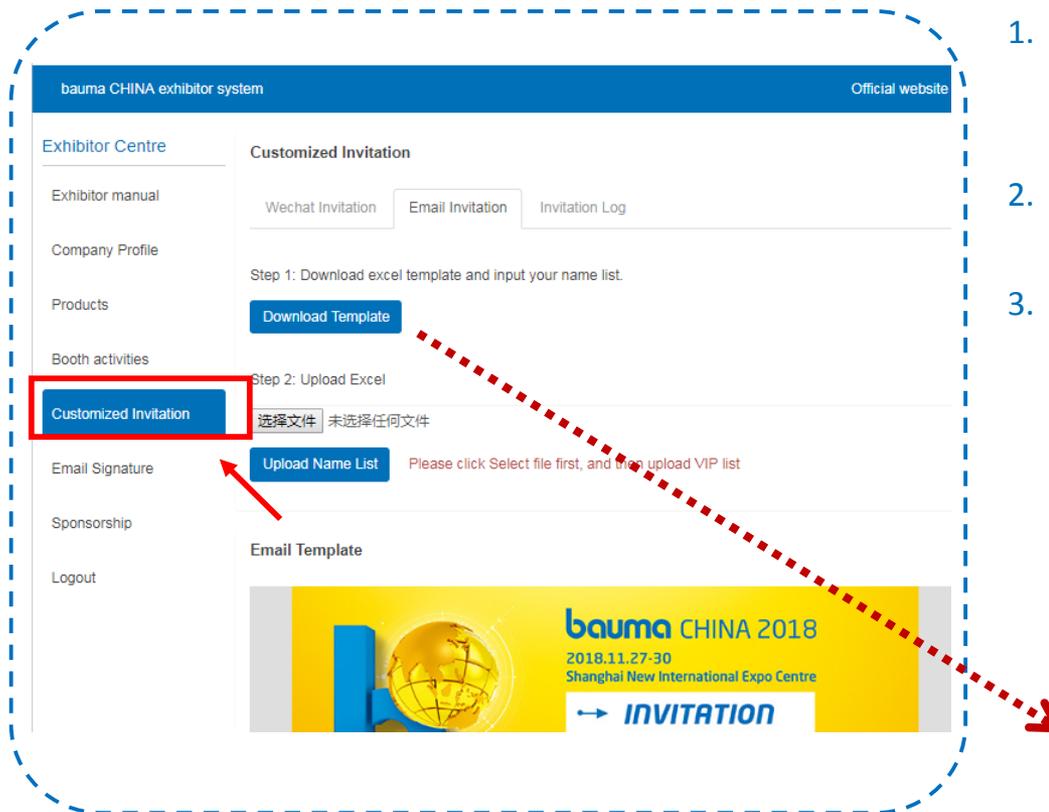
Notice: The below information will be used for **matchmaking system, email invitation and exhibitor promotion in website, e-newsletter, etc., except catalog**. Please complete all fields accurately.

Add event

ID	Topic	Date	Time	Location	
161		2018-11-27	9:00-5:00		 

# 3 / How to send customized invitation letter?

# Step 1: Send customized invitation letter



1. Enter the page of **[Customized Invitation]**, the invitation letter has been created with your submitted information
2. Please **download the template** of name list and **upload it** after input
3. Then click **Send Invitation** and Exhibitor system will send your tailored invitation letter to your uploaded clients' via Email

	A	B
1	Name	Email
2		
3		
4		
5		
6		

## Step 2: Check Invitation Log

After you sent the invitation letter via Email, you can check the invitation log here.

The screenshot displays the 'bauma CHINA exhibitor system' interface. On the left is a navigation menu with 'Customized Invitation' highlighted. The main content area shows 'Customized Invitation' with tabs for 'Wechat Invitation', 'Email Invitation', and 'Invitation Log' (the last one is highlighted with a red box). Below the tabs, it says 'Displaying 1-4 of 4 results.' and shows a table with columns 'Send Time' and 'Invite List'.

Send Time	Invite List
2018-08-28	karen,karen.zhou@mm-sh.com karen2,741115717@qq.com

# Step 3: Share WeChat Invitation

Besides sending invitation via Email, you can also share the WeChat Invitation easily to your fiends or Moments via WeChat, which will invite more customers to your booth.

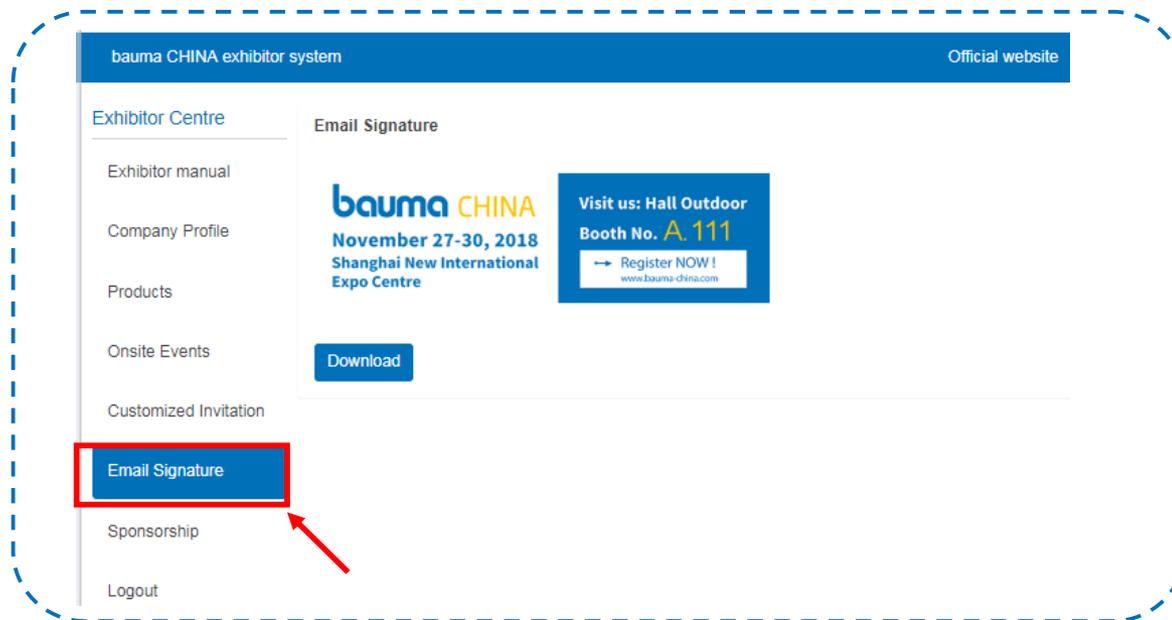
The screenshot displays the 'bauma CHINA exhibitor system' interface. On the left, a navigation menu includes 'Exhibitor Centre', 'Exhibitor manual', 'Company Profile', 'Products', 'Booth activities', 'Customized Invitation' (highlighted with a red box), 'Email Signature', 'Sponsorship', and 'Logout'. The main content area is titled 'Customized Invitation' and contains three tabs: 'Wechat Invitation' (highlighted with a red box), 'Email Invitation', and 'Invitation Log'. Below the 'Wechat Invitation' tab, there is a preview of a WeChat invitation card for 'transport logistic' at 'bauma CHINA 2018'. The card features the event logo, dates (2018.11.27-30), location (Shanghai New International Expo Centre), and the company's name and website. To the right of the card is a QR code with the instruction 'Scan the barcode using wechat and start to invite'. Below the QR code, there is a field for 'Company profile \*' with a note '\* Marked as mandatory' and a placeholder for a barcode.

4 /

# Download Important Info

# 1: Download Email Signature

Click [\[Email Signature\]](#), to get your customized Email signature with your booth number on it. You can download it and put it in your Email signature to invite your clients to your booth.



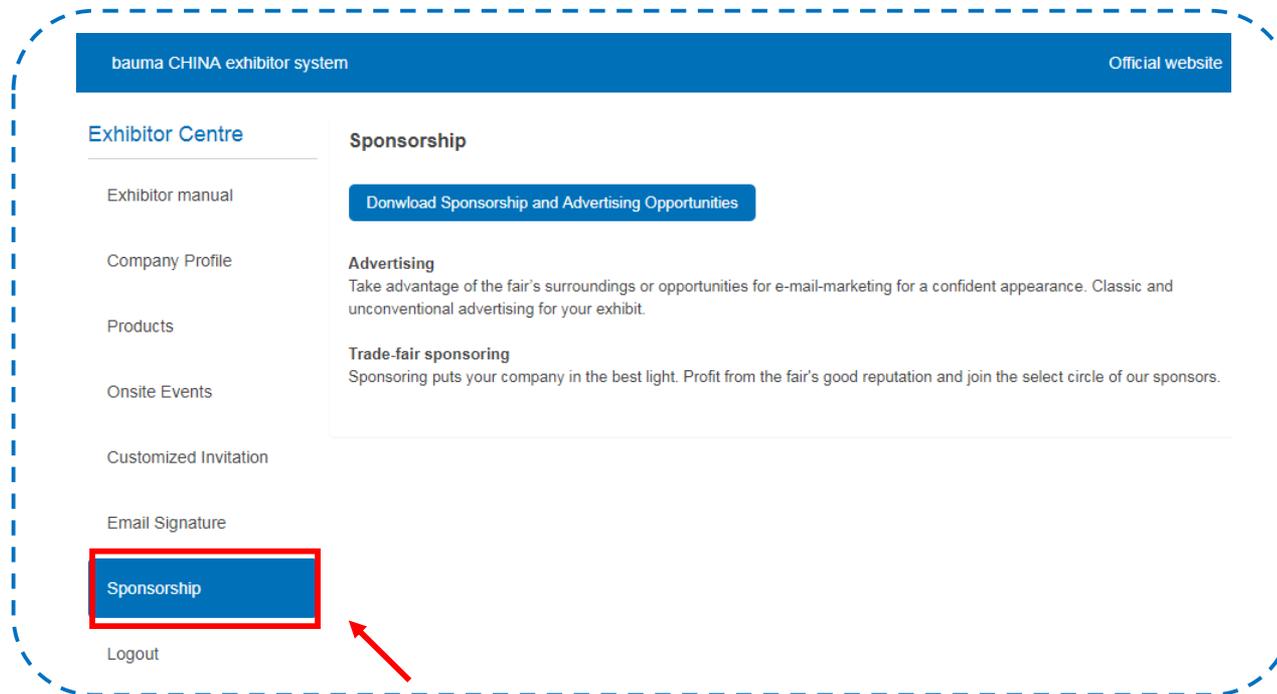
## 2: Download Exhibitor Manual

Click [\[Exhibitor Manual\]](#), to download the exhibitor manual and get important information and forms that you need to submit.

The screenshot displays the 'bauma CHINA exhibitor system' interface. At the top, there is a blue header with 'bauma CHINA exhibitor system' on the left and 'Official website' on the right. Below the header, the page is divided into two main sections. On the left is a sidebar titled 'Exhibitor Centre' containing a list of navigation items: 'Exhibitor manual', 'Company Profile', 'Products', 'Onsite Events', 'Customized Invitation', 'Email Signature', 'Sponsorship', and 'Logout'. The 'Exhibitor manual' item is highlighted with a red rectangular box, and a red arrow points from this box towards the main content area. The main content area features a welcome message: 'Welcome to Exhibitor System of bauma CHINA 2018!'. Below this message is a blue button labeled 'Download Exhibitor Manual'. Further down, there are two tabs: 'Raw Space' (which is active) and 'Shell Scheme'. Under the 'Raw Space' tab, the heading 'Raw Space Mandatory Forms' is followed by a question: 'Q: How to get approval for my booth design after applying a raw space? How about move-in procedure for raw space stand contractor?'. Below the question is a list of four forms: 'Form 1.1 Declaration of Exhibitor Nominated Stand Contractor for Raw Space', 'Form 1.2 Construction Regulations and Declaration of Safety Responsibility', 'Form 2.1 Building Approval for Indoor One-storey Booth Design', and 'Form 2.2 Building Approval for Outdoor Booth and Two-storey Booth Design'. At the bottom of the main content area, another question is visible: 'Q: Do I need to prepare fire extinguisher for my two-storey booth?' followed by 'Form 2.3 Rental of fire extinguisher in the Booth'. A final question is partially visible at the very bottom: 'Q: Where do I indicate my special requests on the location of additionally ordered equipment and main supply points?'.

# 3: Download Sponsorship

Click [[Sponsorship](#)], to get sponsorship and advertising opportunities to maximize your show effect.



**Contact us for any problems of Exhibitor System**



**Contacts for international exhibitors**

bauma China Exhibition Management

Tel.: +49 89 949-20251

Fax: +49 89 949-20259

E-mail: [info@bauma-china.com](mailto:info@bauma-china.com)