

Onboarding ISPO Munich Online

Guide – How to set up my brandroom

January 2020

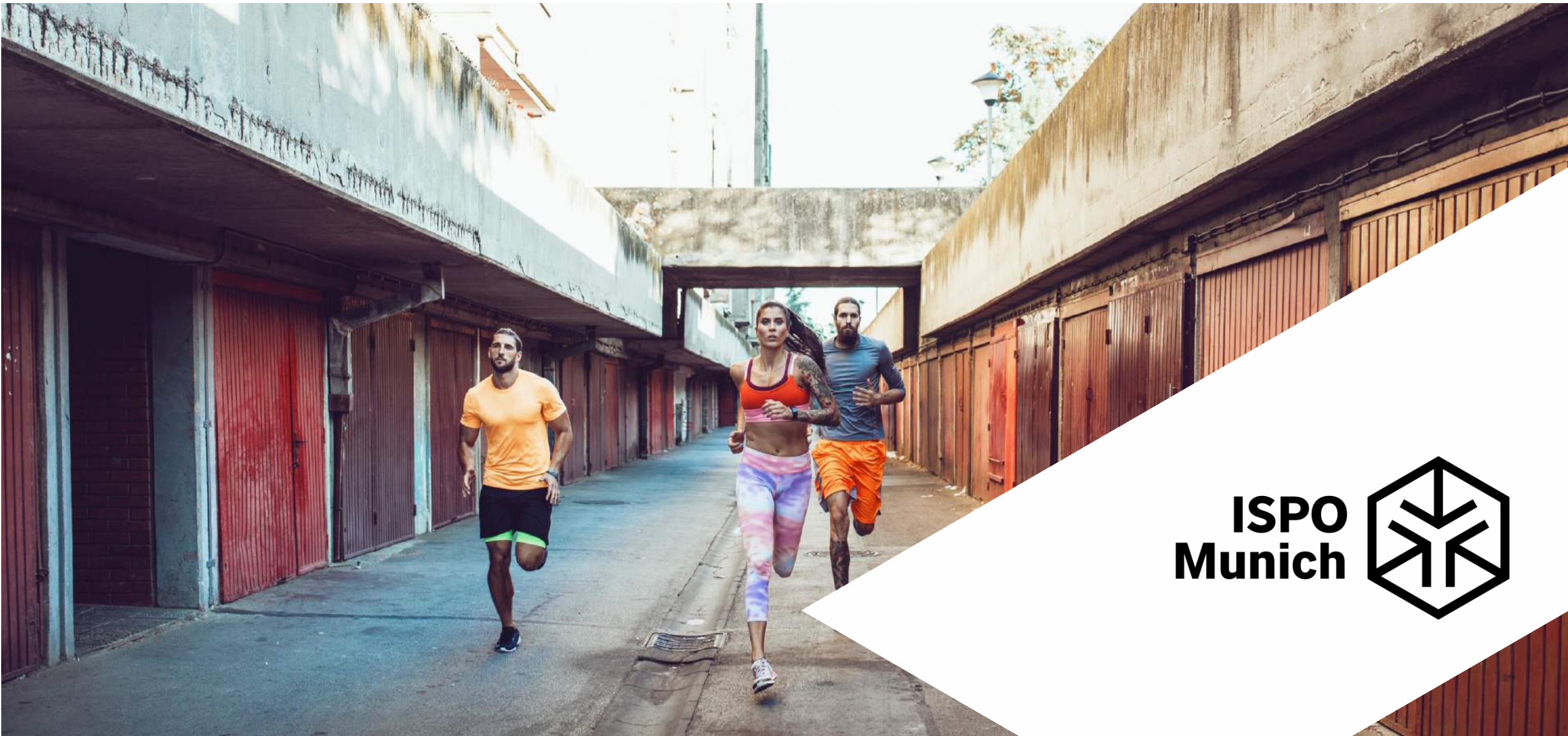


Messe München

Connecting Global Competence



ISPO Munich. Accelerating global networks.



**ISPO
Munich**




Content



- What you need for the perfect brandroom
- How to add it
- Technical specifications
- What needs to be considered

What can I upload to my Brandroom?




1. At the top of your profile

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Header picture	At the top of your profile: click inside the header to change it	2082x350 px	
Brand logo	At the top of your profile, next to your brand name: click inside the brand logo to change it	128x128 px	
Brand name	At the top of your profile at the right, just below the header picture: click on the  icon to change it		The brand name is already added, you can edit it





2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Company videos	Click on  button, add a video description (a phrase or term that describes what the visitor can see in the video), add a video link from a video sharing platform and click on save	The video must be published on a video sharing platform (YouTube, Vimeo, Bilibili) first. Then you can copy the link from there. Video description: character limit 100	The thumbnail shown to the visitor can be set in the settings of your video sharing platform (e.g. in YouTube settings)
Description	Click on  button, add text and click on save	No character limit	Attention-grabbing introduction to your brand, what your brand is about, your journey, vision and mission statement



2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Contacts	Click on  button, enter the email address of your brand's employee that you want to add as a contact	You will receive a separate guide how to add your contacts right in time before ISPO is starting	Your brand's employee needs to be a registered Visitor of ISPO with their own ticket
Key facts: Founded  N/A Founded	Click on  button in the key facts section. Add the establishment year		Either all 4 key facts need to be filled or none


2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
<p>Key facts: Headquarters</p>  <p>N/A Headquarters</p>	<p>Click on  button in the key facts section. Add the country where the headquarters are located</p>		<p>Either all 4 key facts need to be filled or none</p>
<p>Key facts: Employees</p>  <p>N/A Employees</p>	<p>Click on  button in the key facts section. Add the number of people working for the entire organization</p>		<p>Either all 4 key facts need to be filled or none</p>

2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
<p>Key facts: Revenue / Year</p>  <p>N/A</p> <p>Revenue / Year</p>	<p>Click on  button in the key facts section. Add revenue per year in \$</p>		<p>Either all 4 key facts need to be filled or none</p>

2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Products	Click on  button. Select your product groups from a category tree with up to 4 levels	Expand all product levels first before selecting a product	Select all your product groups first. Only your selected product groups will appear as tags to choose from when uploading pictures to your Showroom. The tags will help visitors find your pictures when they filter for your product group

How to add products

House of Fashion
Share profile

About Showroom

Products

- ^ Winter Sports **Level 1**
 - ^ Ski equipment **Level 2**
 - ^ Skis **Level 3**
 - Downhill skis **Level 4**
 - Carver skis
 - Women's skis
 - Névé gliders
 - Fun skiing
 - Grass skis
 - Skis for children and young people
 - Classic skiing
 - Cross-country skis
 - Monoskis
 - Roller skis
 - Snowshoes
 - Skiboards
 - Ski training equipment



Careful! By selecting a first level category, all categories of the levels below are added.

Products


- ^ Winter Sports
 - ^ Ski equipment
 - ^ Skis
 - Downhill skis
 - Carver skis
 - Women's skis
 - Névé gliders
 - Fun skiing
 - Grass skis
 - Skis for children and young people
 - Classic skiing
 - Cross-country skis

To select your product group, start with the most detailed level (up to 4 levels)

2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Segments	Click on  button and choose multiple segment options provided by ISPO that best characterize your brand		
Offices & Locations	Click on  button and add the location name, type, address information and phone number	Save the location to see the location marker. To adjust the location marker, click on the editing symbol. To add a picture of the location, save the newly added location first, then click on the editing symbol to add pictures	If you want to add a location of a showroom, choose the location type "Office" and add "Showroom" to the location name field

2. In the About tab

What can I add?	Where/how can I add it?	Technical specifications	What to consider?
Links and websites	Click on  button and add a URL and a description of what the visitor can find under that link	Link description: character limit 100	Link to your own company website, social media channels, or similar websites that showcase your company
For all sections in the 'About' tab			Once an item is added to a section, the section cannot be empty again. Info can be edited, multiple items can be deleted, but one item will remain

3. In the Showroom tab

Click on **+ Add products** button, a window will open:

The screenshot shows a window titled "Add Products to your Showroom" with several sections and callouts:

- Image Upload Section:** A dashed box contains a red plus sign and the text "Add picture up to 12 pictures". Below it is a "Main picture" label. Callouts specify: "Picture size needs to be at least 2000 x 2000 px to be considered as HD and allow zoom", "Picture size limit: 5MB", and "Add different views of the same product: front, back and detailed view".
- Instructions:** A grey bar at the bottom of the image section reads: "Please upload at least one picture. We don't allow photos with extra borders, text or artwork."
- Showroom post Section:** Includes a "Product title *" field (Max 80 characters, 0/80) and a "Description of the product *" field (Max 1000 characters, 0/1000). A blue callout box says "Describe specialties of your product".
- Product category Section:** Includes the instruction "Please select one of the following categories from your profile." and a list of categories with expand/collapse arrows:
 - Winter Sports (expanded)
 - Ski equipment (expanded)
 - Skis (expanded)
 - Downhill skis
 - Carver skis
 - Classic skiing
 - Racket Sports
 - Water Sports

- Buttons:** "Cancel" and "Publish" buttons at the bottom right.

Callout boxes provide additional instructions:

- "Click on the drop-down arrows until you reach the last level" (points to the 'Skis' level).
- "Select product group of the product you want to upload (Downhill OR Carver OR Classic)" (points to the three sub-categories under 'Skis').

Example: Product added to Showroom



Visitor view

La Liste Pro HS Jacket

Outdoor Apparel

From the collection inspired by the spectacular freeski film "La Liste" featuring MAMMUT Pro Team Athlete Jérémie Heitz. A fully-equipped hardshell jacket for freeriding. Robust and completely waterproof 3-layer GORE-TEX® Pro material. Outstanding breathability. Functions optimized for skiing ensure greater safety and comfort. In a casual freerider look.

Weight [g]685

Water column [mm]28000

BreathabilityRET<9 m² Pa/W

Send a message to request more information

You can add a personal note:

More information?
Dear MAMMUT,

I would like to receive more information about La Liste Pro HS Jacket.

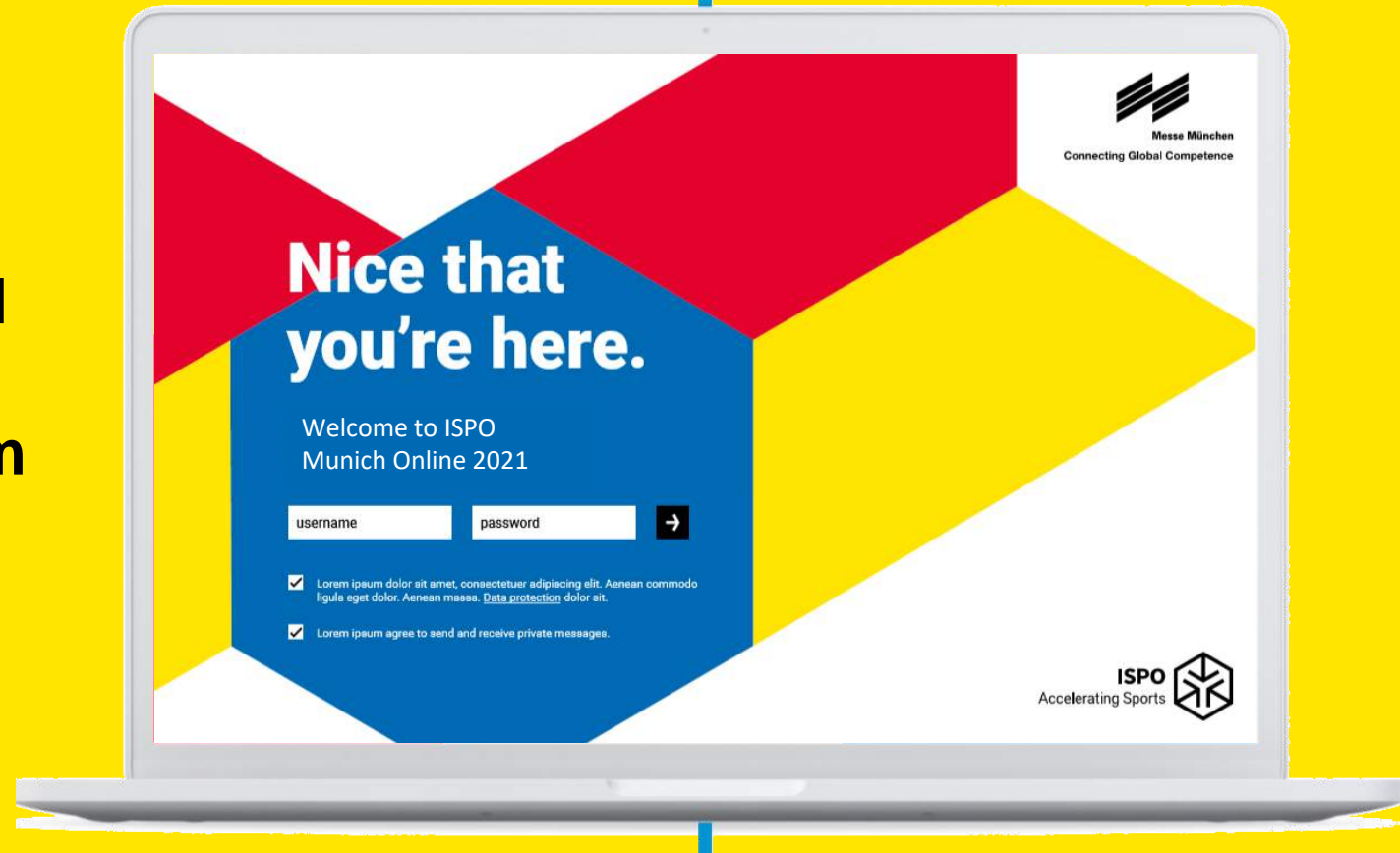
Thank you.

0/90

Request more info

Need help?

Feel free to contact your account manager or send an email to success@foursource.com



Thank you!