

# Bestens vorbereitet | Part 2

Exhibitor Search, Media Package Manager & more

mesago

formnext

18. – 21.11.2025  
FRANKFURT / MAIN

Dear exhibitor,

10 July 2025

Preparations for Formnext 2025 are well underway – and with this mailing, we want to support you in taking the next important steps. Whether it's your company profile, stage participation, or organizational matters: Here you will find all the latest information at a glance.

Media Package Manager | Exhibitor search | Co-Exhibitors | Call for Speakers | Preview

## MEDIA PACKAGE MANAGER | PUT YOUR COMPANY IN THE SPOTLIGHT

The Media Package Manager (MPM) – your central marketing platform for Formnext – has been live since early June. Here, you can create and update your company profile, product information, and other content for web, app, and print. MPM will also transfer your company details for display in the Exhibition Guide and in the Navigator App.

### Make the most of your visibility:

The MPM offers a wide range of options to present your company in the best possible light and make a strong first impression on visitors. Depending on the selected SMS package, numerous services are included, such as:

- Your logo in the digital hall plan
- Company description
- Product groups
- And much more

It's also worth taking a look at the additional options: Our "Top-of-Products", for example, can improve your ranking in the Exhibitor Search results. Whether it's an included service or a cost-effective add-on, the MPM system will indicate the details.

**Easy access:** Log into the MPM via your company's Messe-Login. As the designated trade fair contact person you can also activate other employees for processing in the system.

### Need help using the Media Package Manager (MPM)?

Just give us a call at +49 711 61946-815 or email us at [medieneintrag@mesago.com](mailto:medieneintrag@mesago.com). We are happy to assist you!

## EXHIBITOR SEARCH | BOOST VISIBILITY WITH A COMPLETE PROFILE

The AM Directory (Exhibitor Search) for Formnext 2025 has also been online since early July. Based on past experience, potential visitors use this tool extensively to prepare for their trade fair visit. To ensure your company is prominently represented, please update your company and product information – as described above – directly in the Media Package Manager (MPM). After all: A well-maintained profile increases your visibility and ensures that your company appears at the top of visitors' watchlists!

We would also like to take this opportunity to clearly recommend that you make full use of the wide range of presentation options already included in your [SMS package](#). These include, in addition to your company description and product portfolio, images, videos, brochures, and press releases.

**We strongly recommend:** Carefully select relevant product categories and write compelling descriptions. These steps will significantly improve your visibility in the directory.

### CO-EXHIBITORS | REGISTER NOW TO MAXIMIZE YOUR PRESENCE

Remember to register your co-exhibitors in good time so that they also receive our information and access to the systems that are necessary for Formnext preparation – such as the Shop for Exhibitor Services or the Media Package Manager (MPM), which is essential for visibility at the exhibition.

#### Registering is easy via MyAccount:

- Log in with your Messe-Login (MyAccount)
- Select the relevant registration
- Click "Register co-exhibitor for this stand"

We recommend [registering your co-exhibitors as soon as possible](#) to ensure they are fully integrated into the preparation process and can present themselves professionally.

### CALL FOR SPEAKERS | USE THE FINAL CHANCE TO TAKE THE STAGE

As an exhibitor, you have exclusive access to the Technology Stage – simply book your presentation slot via the [Shop for Exhibitor Services](#). If you have any questions your contact person is Ms. [Anabell Condemi](#). Would you like to present a specific application example together with a customer or business partner? Then the Industry Stage and Application Stage are also available to you.

#### The submission deadline has just been extended until 31 July!

Take advantage of the extra time to prepare your presentation and conveniently submit your proposal via our [online form](#).

You can find all information about the stage program and your participation options [here](#).

### COMING UP | WELL PREPARED NO.3

In mid-August, you'll receive more key updates for your trade fair planning, including:

- Launch of the interactive hall plan
- Launch of the exhibitor ticket service
- New Marketing Solutions Portfolio
- And much more to support your planning

#### Do you have any questions?

Our [Exhibitor support team](#) is happy to assist you with your preparations.

Also helpful are our [exhibitor checklist](#) and [exhibitor website](#) – both provide a clear overview of what is coming up and connect you with all key contacts.

We look forward to supporting you throughout your Formnext 2025 preparations.

Your Formnext Team