

busworld®

EUROPE BRUSSELS

4-9 OCT 2025 

Exhibitor & Team Member MANUAL

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	Busworld Europe app

① You can click on the pages you wish to navigate to.

EXHIBITOR - Log in

Open the e-mail with your login and password.
Click on “Go to **YOUR** login page” and
you will be redirected to the “Edit Profile” page.



Dear Busworld Europe exhibitor,

Your company profile for is live on the Busworld platform (website & app). The exhibitor list is already published on the Busworld website, so it's important to update your company information ASAP.

NO EXTRA FEES!

This platform replaces the paper catalogue - SO, make sure you are still findable.

What is in it for you (all for free)?

- be findable for the visitors
- easy leadscanning is included, also free of charge
- appointment scheduler for your team members
- downloadable reports about who has favorited your company and/or products
- ... or in other words: more leads! Easy follow-up.

What to do in 3 steps:

1. Update your company profile

Logo, information, company video, company and product categories,...

Your unique profile login details are:

Username:

Password:

You can login using this link:

[Go to YOUR login page](#)

2. Add PRODUCTS to your company profile

Add your (top) products with information, a brochure and even a video. Visitors will search products for sure.

3. Add TEAM MEMBERS to your profile

First of all: the admin. This is the person who will manage the digital Company Profile. This can be you and/or (an)other colleague(s).

And don't forget the regular team members (= exhibition staff), so they can use the free of charge leadscanning during the show.

TIP: the Busworld App opens for visitors on 1 September 2025. BUT Company Profiles and Products are already visible on the Busworld Europe website in the 'Exhibitor list'. So the sooner you update, the better.

Questions or feedback? busworldapp@busworld.org



We are looking forward
to welcoming you at our event!

EXHIBITOR - Complete company information

On the “Edit Profile” page of the “**PROFILE INFO**” section you can enhance your company information to ensure maximum interaction with visitors.

busworld
EUROPE 2019
4-5 OCT 2019

EXHIBITORS PEOPLE PRODUCTS SESSIONS NEWS FLOOR PLAN

Messages Notifications Profile

Edit Company profile

COMPANY DETAILS

Company Name *
Busworld Helpdesk

Address
Moorseelsesteenweg 2

Email *
inge@busworld.org

Post Code
8800

Website
www.busworld-europe.org

City
Roeselare

Country
Belgium

Tel.
+32 512 26 06 0

Company Logo
busworld
Supported formats: PNG, JPG, JPEG
Aspect Ratio 1:1

Company product categories
Add category

Social Links
Facebook
LinkedIn
Twitter
Youtube
Instagram

About the company

Normal text B I U

How can we help you?

If you have any questions about the Busworld trade show, congress or App, you can contact us here.

EXHIBITOR - Add video and content

On the “Video and content” page of the “**PROFILE INFO**” section you can upload or embed videos and media files such as sales content, press releases, brochures and price lists which will be visible on your profile.

The screenshot shows the 'busworld' website interface. The top navigation bar includes 'EXHIBITORS', 'PEOPLE', 'PRODUCTS', 'SESSIONS', 'NEWS', and 'FLOOR PLAN'. On the right, there are links for 'Messages', 'Notifications', and 'Profile'. The left sidebar, under the 'busworld' logo and 'Busworld Helpdesk Belgium', contains a 'Profile preview' link and a 'DOWNLOAD LEADS' button. Below this is a 'NETWORKING' section with a dropdown arrow, followed by a 'PROFILE INFO' section with an upward arrow. The 'PROFILE INFO' section includes links for 'Edit Profile', 'Profile Layout', 'Video and content' (which is highlighted in red), 'Team Members', 'Products', 'News', 'Manual', 'Download Leads', 'Download Scanned me list', and 'Settings'. The main content area is titled 'Video and Content' and has two tabs: 'VIDEO' (selected) and 'MARKETING CONTENT'. Under the 'VIDEO' tab, there are two sections: 'Video' and 'Additional video'. Each section has radio buttons for 'Embedded Code' (selected) and 'Upload Video'. Below these are text boxes for 'Copy-paste an embed code here'. At the bottom of each section is a large placeholder box with a video icon and the text 'Here will be the view of the downloaded video'. A red 'SAVE' button is located at the bottom right of the main content area.

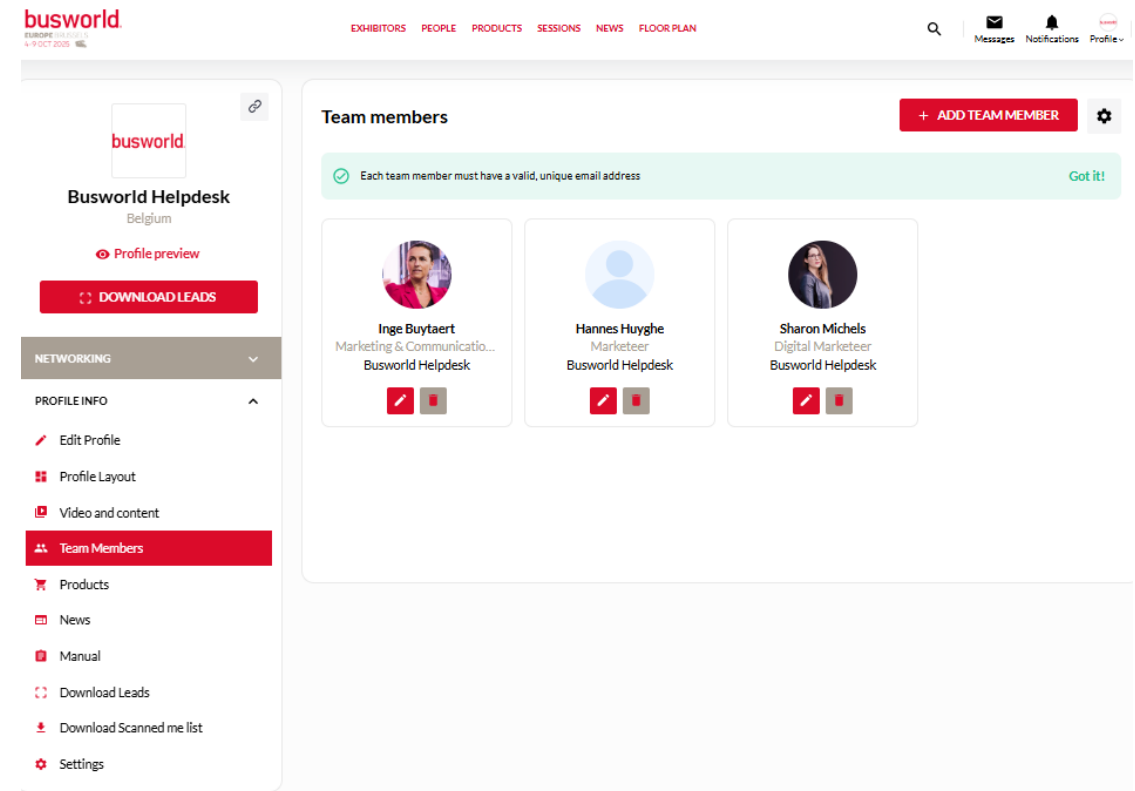
EXHIBITOR - Add team members

Only team members can receive and answer meeting requests.

On the “Team Members” page of the “**PROFILE INFO**” section you can add team members to your account and define their role (member or admin).

Team members with an admin role can change your company profile.

An automatic activation mail will be sent to the team member after you click on “SAVE”



EXHIBITOR - Products overview

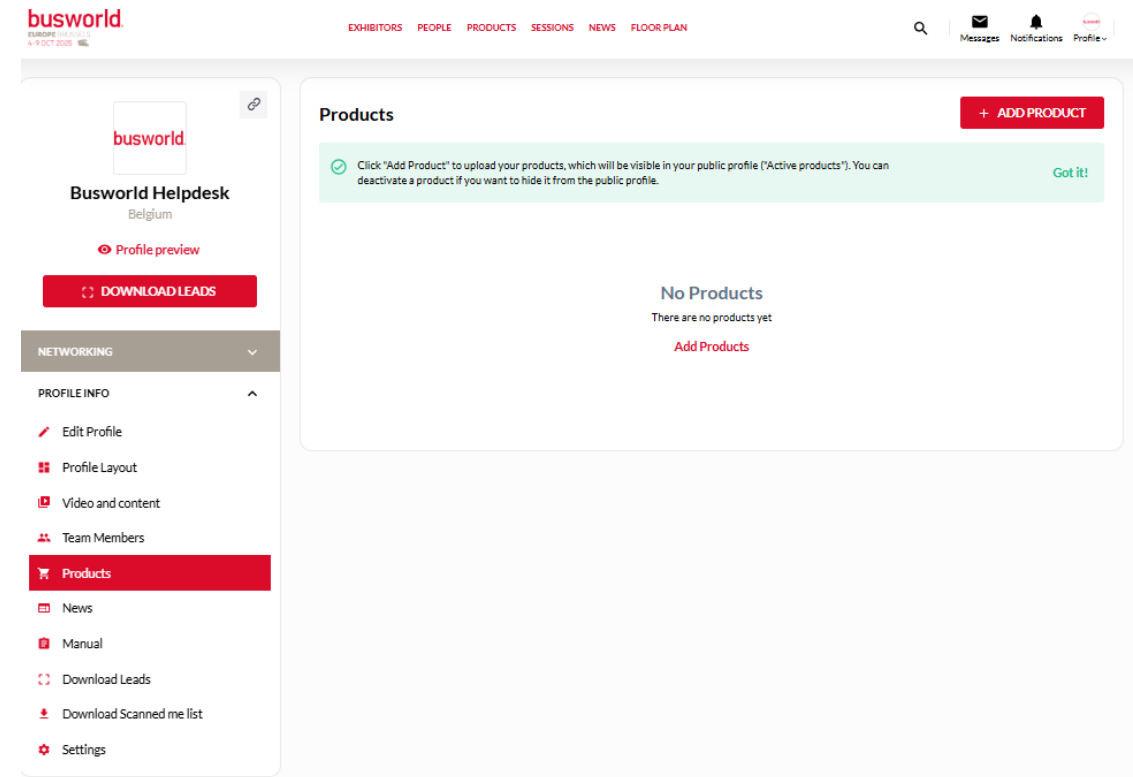
You can add as many products as you like on the 'Products' page of the "**PROFILE INFO**".

Visitors will be able to search in the products list, so it is important that you add at least your top products to this list.

You can add a brochure and even a video, per product.

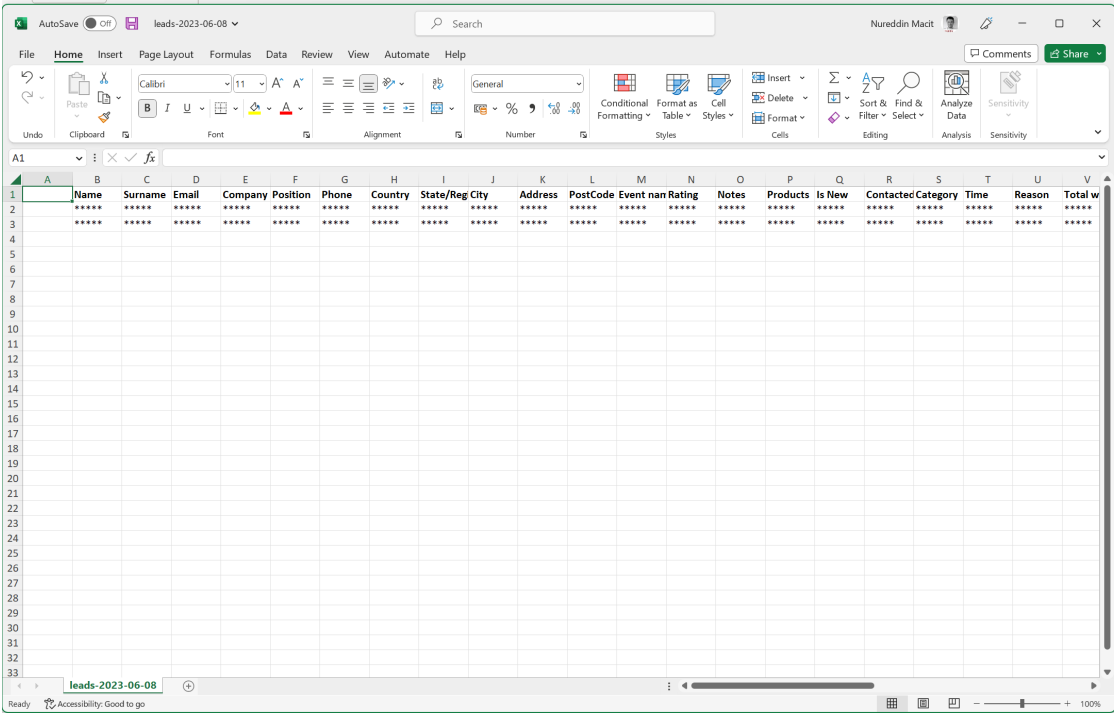
Each product has its unique QR code. Visitors will be able to scan this code with the app, so they do not need to take paper brochures home anymore. And you will be able to see who scanned your product(s).

Two top reasons to add your products!



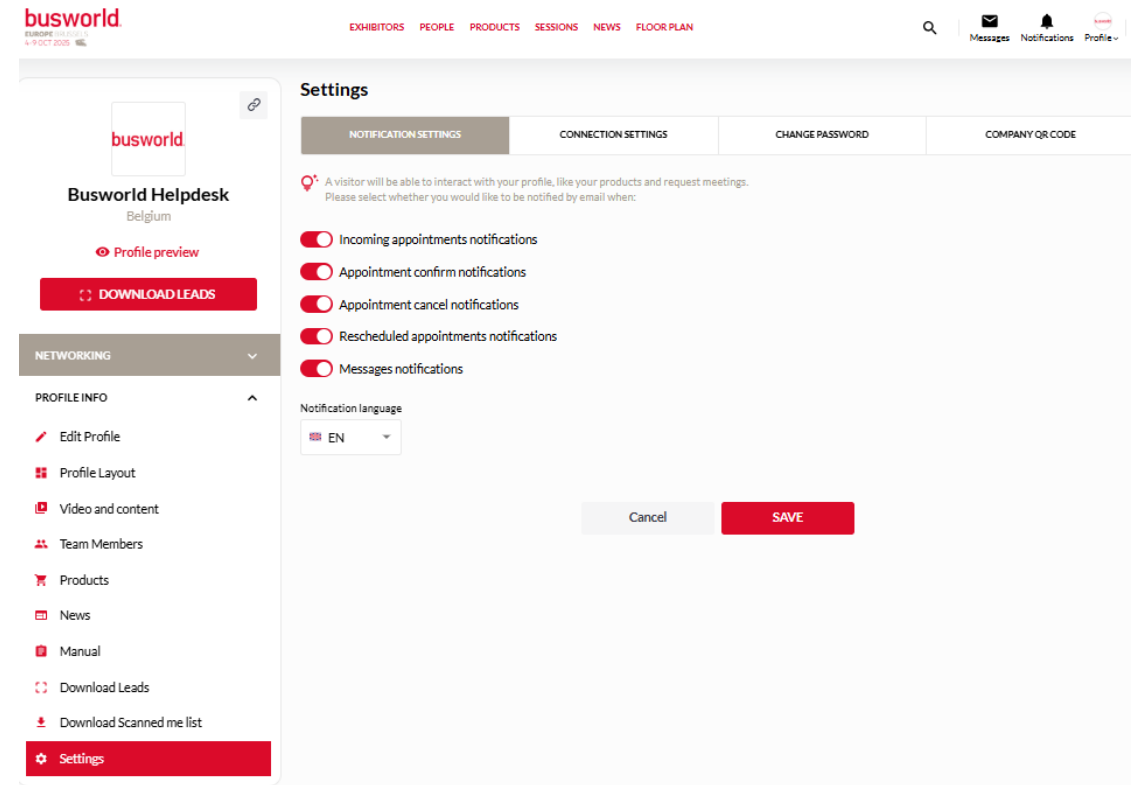
EXHIBITOR - Download Leads

By clicking on “Download Leads” under the “**PROFILE**
INFO” section you can download the contact
information of the attendees who sent you a message,
favourited or scanned your page/products or requested
a meeting with one of your team members.



EXHIBITOR - Set up notifications

On the “NOTIFICATION SETTINGS” tab of the “Settings” page under the “PROFILE INFO” section you can set up if you want to receive notifications.



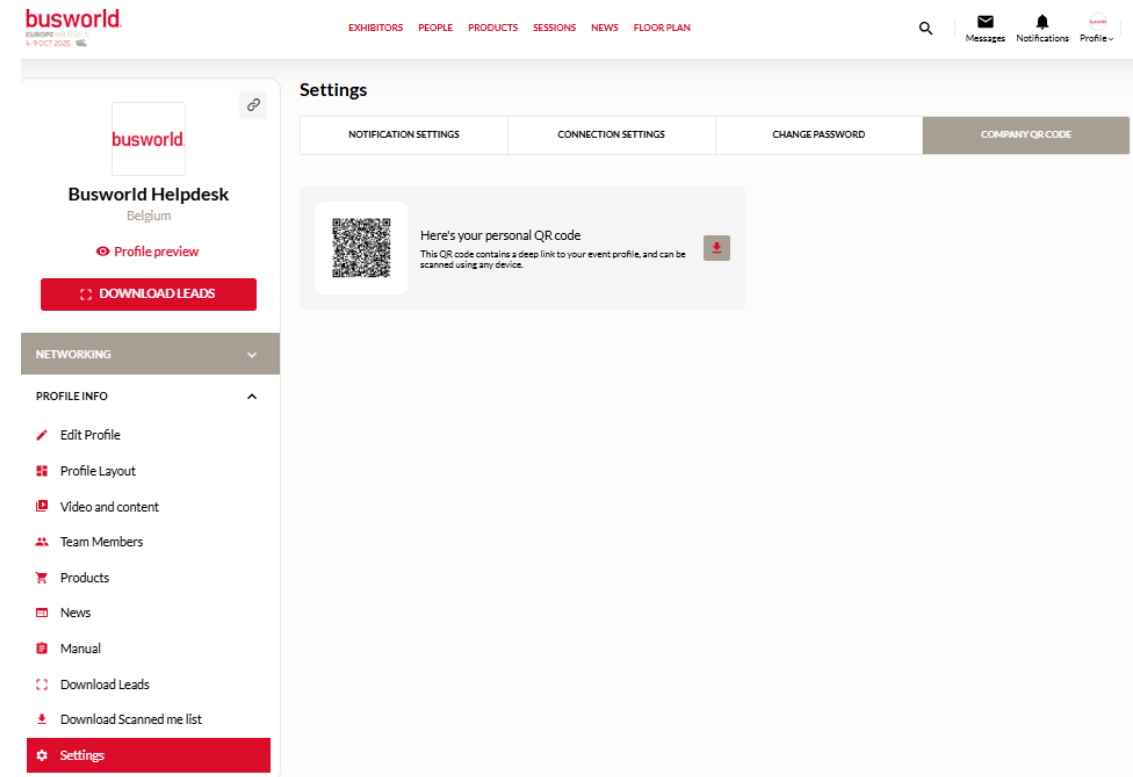
EXHIBITOR - Change password

On the “CHANGE PASSWORD” tab of the “**Settings**” page under the “**PROFILE INFO**” section you can change the password of your company account.

The screenshot shows the Busworld Exhibitor interface. At the top, there's a navigation bar with 'busworld' logo, dates 'EUROPE 4-9 OCT 2025', and links for 'EXHIBITORS', 'PEOPLE', 'PRODUCTS', 'SESSIONS', 'NEWS', and 'FLOOR PLAN'. On the right, there are icons for 'Messages', 'Notifications', and 'Profile'. The left sidebar contains a 'busworld' logo, 'Busworld Helpdesk Belgium', a 'Profile preview' link, a 'DOWNLOAD LEADS' button, and a 'NETWORKING' dropdown menu. Below this, the 'PROFILE INFO' section is expanded, showing options like 'Edit Profile', 'Profile Layout', 'Video and content', 'Team Members', 'Products', 'News', 'Manual', 'Download Leads', and 'Download Scanned me list'. The 'Settings' option is highlighted at the bottom of this list. The main content area is titled 'Settings' and has four tabs: 'NOTIFICATION SETTINGS', 'CONNECTION SETTINGS', 'CHANGE PASSWORD' (which is active), and 'COMPANY QR CODE'. Under the 'CHANGE PASSWORD' tab, there's a warning icon and text: 'We recommend you to choose a strong password and don't reuse it for other accounts:'. Below this, there are three password input fields: 'CURRENT PASSWORD' (labeled 'Current Password'), 'NEW PASSWORD' (labeled 'New Password' with a help icon), and 'Confirm New Password'. Each field has a placeholder 'Enter password' and a toggle icon. At the bottom right of the form, there are 'Cancel' and 'SAVE' buttons. A link 'Forgot your Password?' is also present.

EXHIBITOR - Company QR code

On the “COMPANY QR CODE” tab of the “**Settings**” page under the “**PROFILE INFO**” section you can download the QR code of your company. This QR code can be printed and be put on your stand, for visitors to scan.



EXHIBITOR - Dashboard

On the “Dashboard” page of the “**NETWORKING**” section you can see your statistics, interactions and QR scans.

busworld
EUROPE 2025
4-9 OCT 2025

EXHIBITORS PEOPLE PRODUCTS SESSIONS NEWS FLOOR PLAN

Messages Notifications Profile

Dashboard

Complete your profile
57%
✓ Logo
✓ Company Overview
Categories
Team Members
Products
Connections

Meeting requests
Confirmed (0) Pending (0) Incoming (0) Cancelled (0) REQUESTS

Products
TOTAL 0
+ Add Product

Profile activity
Not have activity yet

Share your profile
SHARE EXHIBITING AT **busworld** Europe 2025
Busworld Helpdesk
usworld

Top performers
Week
Pending Incoming Confirmed Chats Scanned
Hannes Huyghe 0 0 0 0 0
Inge Buytaert 0 0 0 0 0
Sharon Michels 0 0 0 0 0
+ Add Team Member

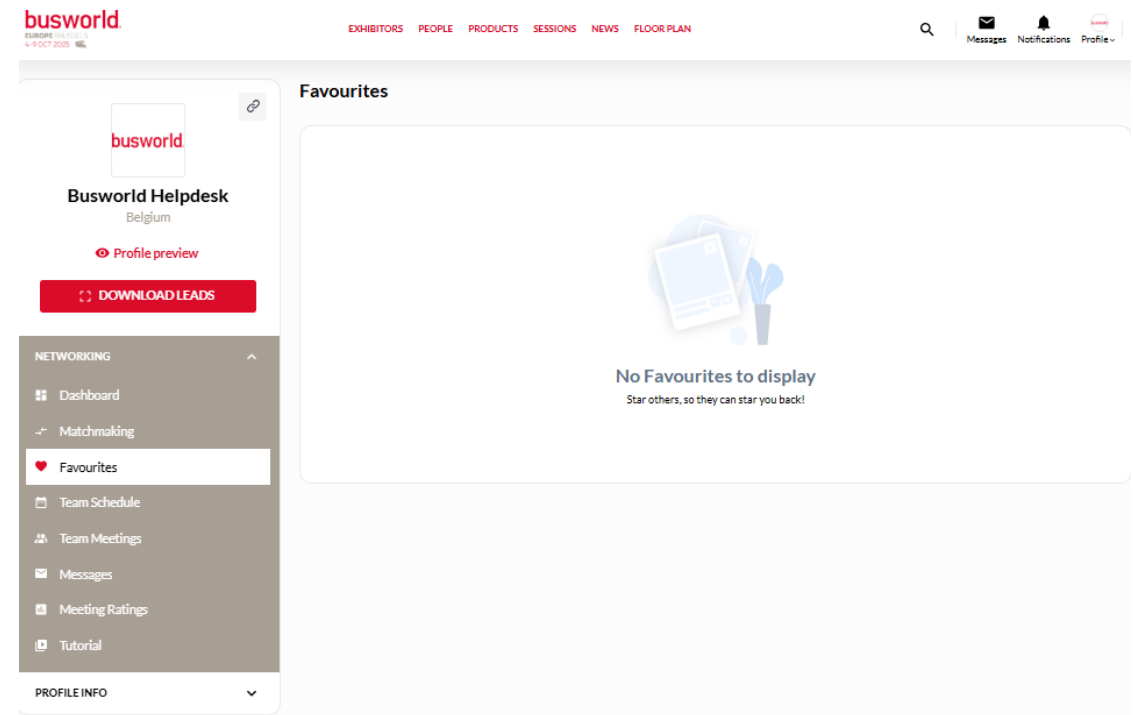
INTERACTIONS **CONTENT SCANS**
No data to show

NETWORKING
Dashboard
Matchmaking
Favourites
Team Schedule
Team Meetings
Messages
Meeting Ratings
Tutorial

PROFILE INFO

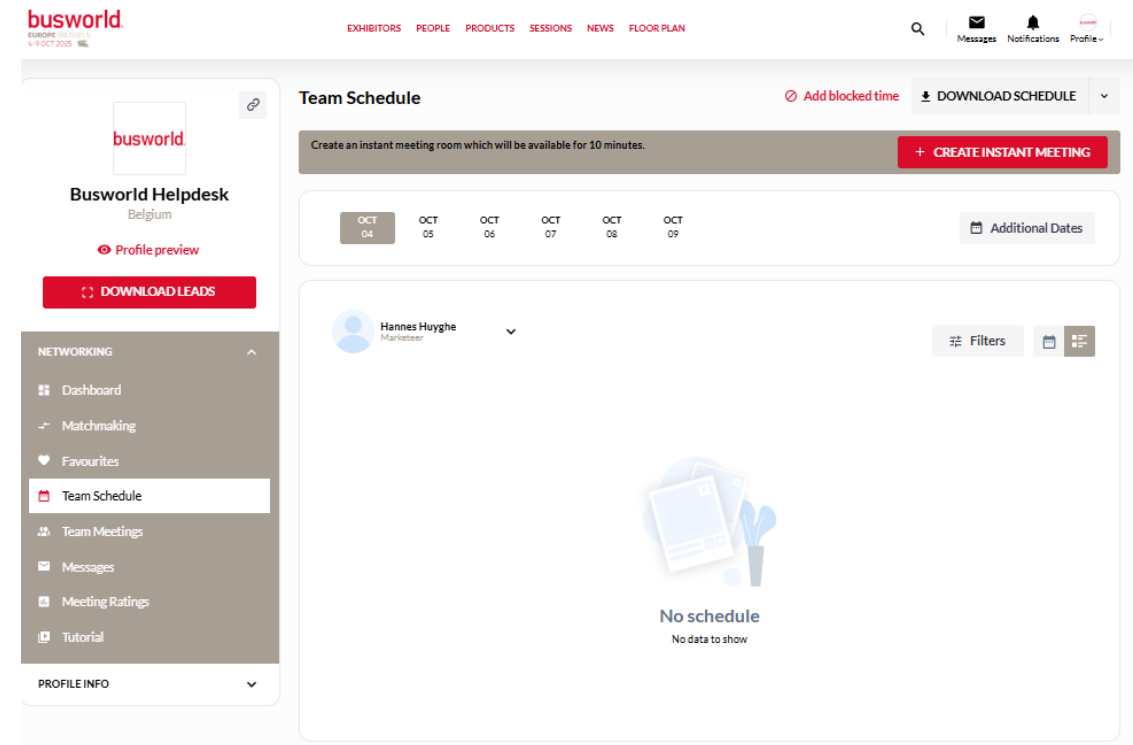
EXHIBITOR - Favourites

On the “Favourites” page of the “**NETWORKING**” section you can see the exhibitors, products and visitors that you have starred.



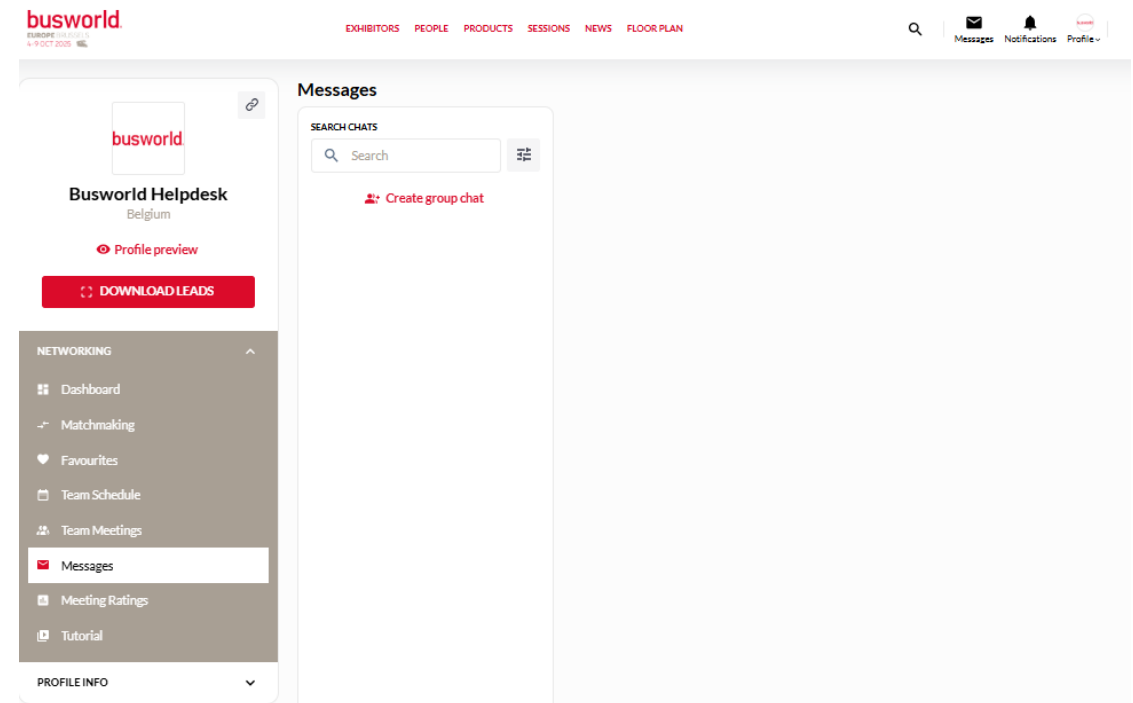
EXHIBITOR - Team Schedule & meetings

On the “Team schedule & meetings” pages of the “**NETWORKING**” section you can see the seminar and meeting schedule of your team.



EXHIBITOR - Messages

On the “Messages” page of the “**NETWORKING**” section you can see your company’s messages.



TEAM MEMBER – Log in

Open the e-mail with your Activation Link.

Click on
“yes! ACTIVATE MY ACCOUNT”.

You will be redirected to the “**Edit Profile**” page, but first you will need to create a password.

Dear ,
Dear Busworld visitor,

Welcome to the Busworld Europe online platform & app! It is the ideal tool to PREPARE your visit to make it as efficient as possible.

Please activate your personal account now by clicking the button below and get access to:

- an interactive floorplan
- the exhibitor list (in detail) - you can search by name, activity, country,...
- the product list - you can search by product category
- all seminars and events - you can add them to your personal schedule
- other people (visitors and exhibitor staff) - you can send them a message or request a meeting

2 devices - 1 login - same information

1. Computer: before the show, you can prepare your visit on your computer.
2. Smartphone: download the app and use it at the show on your phone.

Handy, right? :-)

Tips:

- Activate it now (even if you want to use it later - you might not find this e-mail anymore)
- Choose an easy-to-remember new password during the activation
- There will be no paper catalogue, use the phone app as your personal guide at the showfloor

yes! ACTIVATE MY ACCOUNT

Your details:

Login:

Password: choose your own password after clicking on the above link

Questions or feedback? busworldapp@busworld.org



We are looking forward
to welcoming you at our event!

TEAM MEMBER – Add a profile image

On the “Edit Profile” page of the “**PROFILE INFO**” section you can update your personal information and add a profile image to ensure maximum interaction with attendees.

busworld
EUROPE 2025
14-19 OCT 2025

EXHIBITORS PEOPLE PRODUCTS SESSIONS NEWS FLOOR PLAN

Messages Notifications Profile

Inge Buytaert
Marketing & Communication Busworld
Busworld Helpdesk

Profile preview

DOWNLOAD LEADS

NETWORKING

PROFILE INFO

Edit Profile

Download Leads

Download Scanned me list

Settings

Manual

Edit Personal profile

First Name *
Inge

Last Name *
Buytaert

Email *
Inge@busworld.org

Company
Busworld Helpdesk

Job Title
Marketing & Communication Busworld

Social Links
Facebook LinkedIn X YouTube Instagram

Photo
Supported formats: PNG, JPG, JPEG
Aspect Ratio 1:1

Country
Belgium

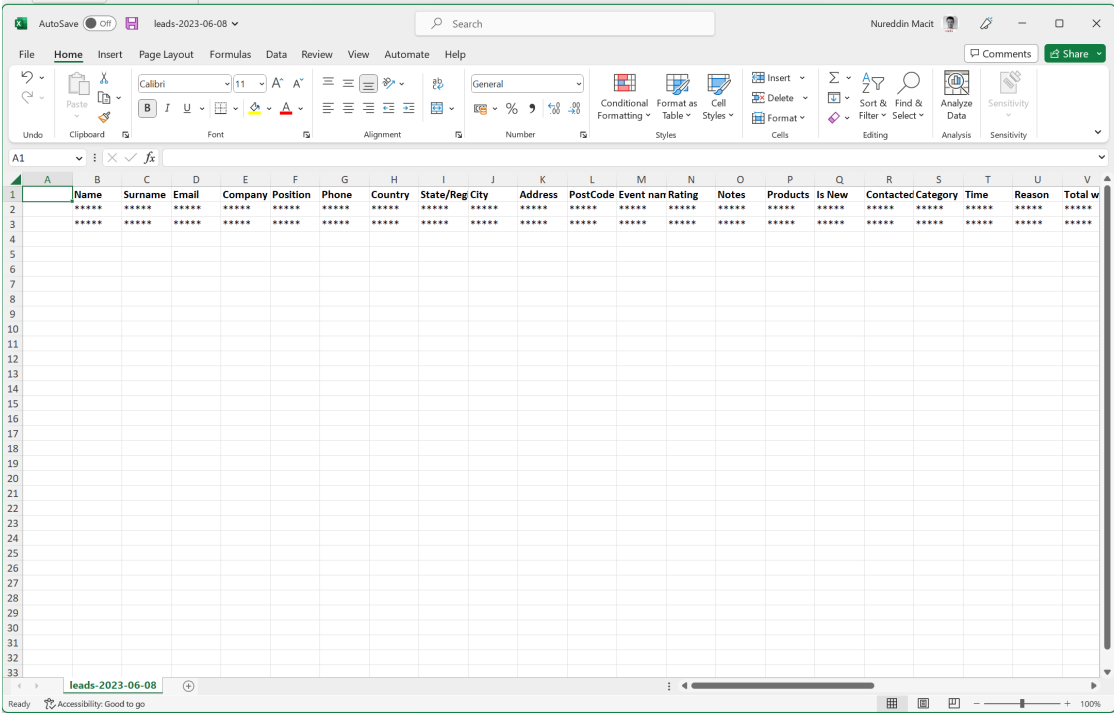
Activity categories *
+ Add category

Interest categories *
+ Add category

Cancel SAVE

TEAM MEMBER - Download Leads

By clicking on “Download Leads” under the “**NETWORKING**” section you can download the contact information of the visitors who sent you a message, favoured your profile or requested a meeting with one of your team members.



TEAM MEMBER - Set up notifications

On the “NOTIFICATION SETTINGS” tab of the “Settings” page under the “PROFILE INFO” section you can set up if you want to receive notifications.

The screenshot shows the Busworld user interface. At the top, the 'busworld' logo is on the left, and navigation links for EXHIBITORS, PEOPLE, PRODUCTS, SESSIONS, NEWS, and FLOOR PLAN are on the right. A search bar and icons for Messages, Notifications, and Profile are also present. The main content area is titled 'Settings' and has four tabs: NOTIFICATION SETTINGS (selected), CONNECTION SETTINGS, CHANGE PASSWORD, and MY DATA. Under the NOTIFICATION SETTINGS tab, there is a note: 'A visitor will be able to interact with your profile, like your products and request meetings. Please select whether you would like to be notified by email when:'. Below this, there are five toggle switches, all currently turned off: Incoming appointments notifications, Appointment confirm notifications, Appointment cancel notifications, Rescheduled appointments notifications, and Messages notifications. A 'Notification language' dropdown menu is set to 'EN'. At the bottom right of the settings area are 'Cancel' and 'SAVE' buttons. On the left side of the page, there is a sidebar for the user 'Inge Buytaert', Marketing & Communication Busworld, Busworld Helpdesk. It includes a profile picture, a 'Profile preview' link, a 'DOWNLOAD LEADS' button, and a 'NETWORKING' section with a dropdown arrow. Below that is the 'PROFILE INFO' section with a dropdown arrow, containing links for 'Edit Profile', 'Download Leads', 'Download Scanned me list', 'Settings' (highlighted in red), and 'Manual'.

TEAM MEMBER - Change password

On the “CHANGE PASSWORD” tab of the “**Settings**” page under the “**PROFILE INFO**” section you can change your password.

The screenshot displays the Busworld user interface. At the top, the 'busworld' logo is on the left, and navigation links for EXHIBITORS, PEOPLE, PRODUCTS, SESSIONS, NEWS, and FLOOR PLAN are on the right. User icons for Messages, Notifications, and Profile are also present. The main content area is titled 'Settings' and contains four tabs: NOTIFICATION SETTINGS, CONNECTION SETTINGS, CHANGE PASSWORD (which is active), and MY DATA. On the left side of the settings area, there is a profile card for 'Inge Buytaert', Marketing & Communication Busworld, with a 'Profile preview' link and a 'DOWNLOAD LEADS' button. Below this is a sidebar menu with 'NETWORKING' expanded and 'PROFILE INFO' selected. The 'CHANGE PASSWORD' form includes a warning about strong passwords, fields for 'CURRENT PASSWORD', 'NEW PASSWORD', and 'Confirm New Password', a 'Forgot your Password?' link, and 'Cancel' and 'SAVE' buttons.

busworld
EUROPE 14-15 OCT 2025

EXHIBITORS PEOPLE PRODUCTS SESSIONS NEWS FLOOR PLAN

Messages Notifications Profile

Settings

NOTIFICATION SETTINGS CONNECTION SETTINGS **CHANGE PASSWORD** MY DATA

We recommend you to choose a strong password and don't reuse it for other accounts:

CURRENT PASSWORD
Current Password
Enter password

NEW PASSWORD
New Password
Enter password

Confirm New Password
Enter password

[Forgot your Password?](#)

Cancel **SAVE**

PROFILE INFO

[Edit Profile](#)

[Download Leads](#)

[Download Scanned me list](#)

Settings

[Manual](#)

TEAM MEMBER - My data

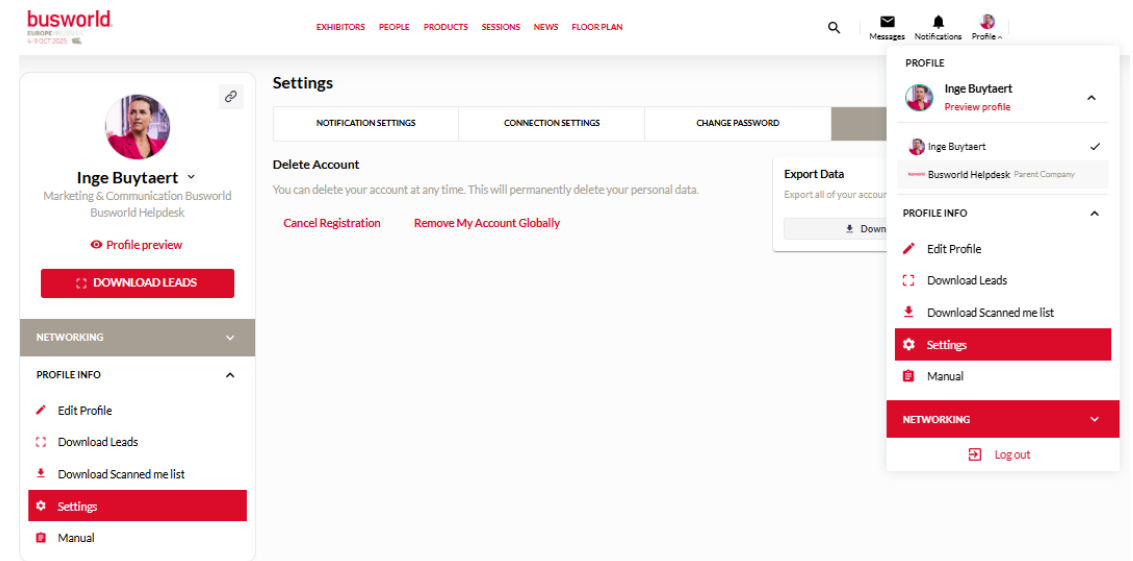
On the “MY DATA” tab of the “**Settings**” page under the “**PROFILE INFO**” section you can delete your account or export your data at any time.

The screenshot shows the 'busworld' user interface. At the top, there's a navigation bar with 'EXHIBITORS', 'PEOPLE', 'PRODUCTS', 'SESSIONS', 'NEWS', and 'FLOOR PLAN'. A search icon and links for 'Messages', 'Notifications', and 'Profile' are on the right. The main content area is titled 'Settings' and has four tabs: 'NOTIFICATION SETTINGS', 'CONNECTION SETTINGS', 'CHANGE PASSWORD', and 'MY DATA' (which is selected). Under the 'MY DATA' tab, there's a 'Delete Account' section with the text 'You can delete your account at any time. This will permanently delete your personal data.' and two buttons: 'Cancel Registration' and 'Remove My Account Globally'. To the right of this is an 'Export Data' section with the text 'Export all of your account data in Excel (xlsx) format.' and a button 'Download .xlsx file'. On the left side of the 'Settings' page, there's a sidebar for 'Inge Buytaert' (Marketing & Communication Busworld, Busworld Helpdesk) with a 'Profile preview' link and a 'DOWNLOAD LEADS' button. Below this is a 'NETWORKING' section with a dropdown arrow, and a 'PROFILE INFO' section with a dropdown arrow. The 'PROFILE INFO' section contains four items: 'Edit Profile', 'Download Leads', 'Download Scanned me list', and 'Settings' (which is highlighted in red), and a 'Manual' link at the bottom.

TEAM MEMBER – Switch to Exhibitor Profile

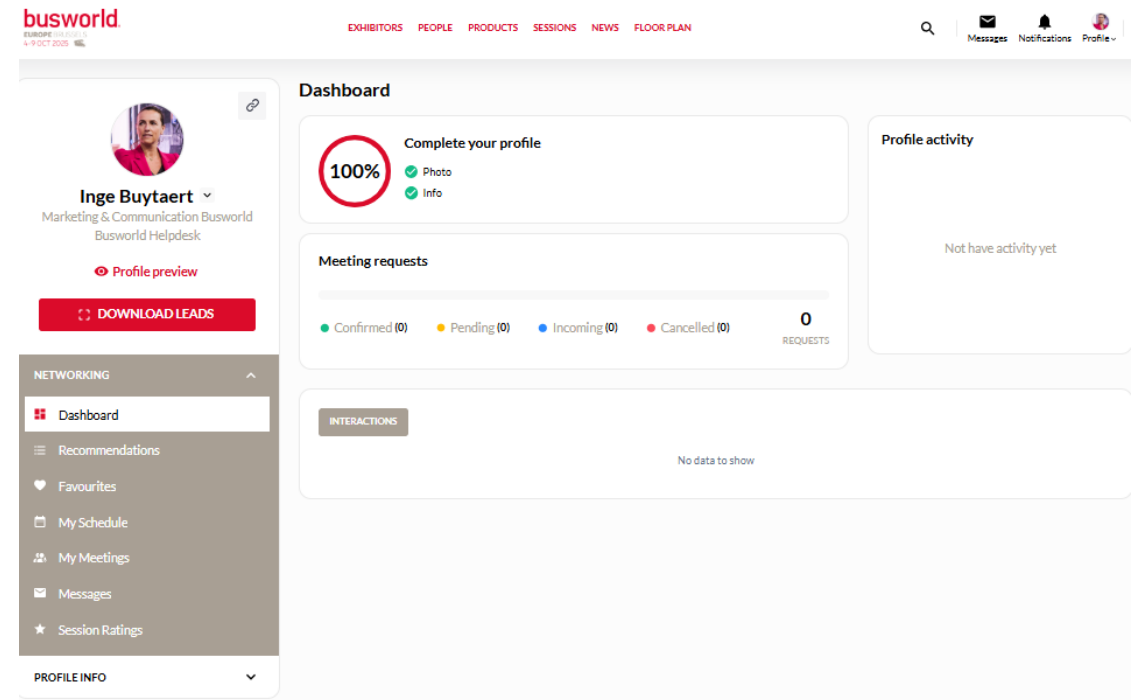
If you have an Admin Profile, you can access your Exhibitor Profile.

You can switch to your Exhibitor Profile and back by clicking on “Profile” in the upper right corner.



TEAM MEMBER - Dashboard

On the “Dashboard” page of the “**NETWORKING**” section you can see your statistics, interactions and QR scans.



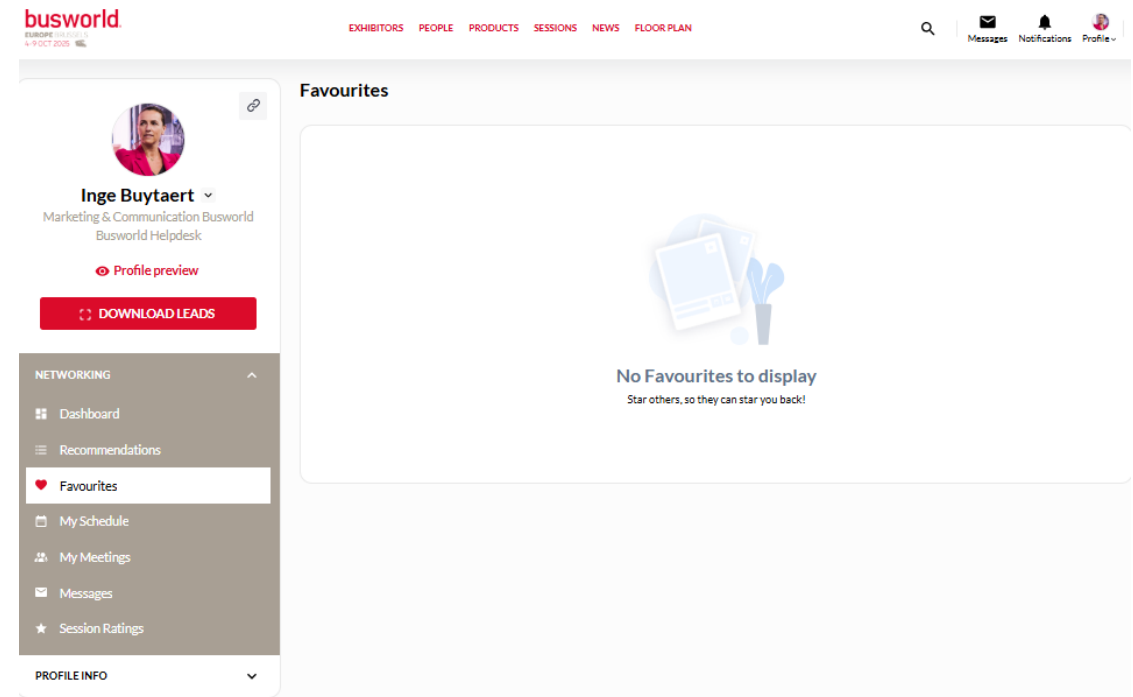
TEAM MEMBER - Recommendations

On the “Recommendations” page of the “**NETWORKING**” section you can see products, sessions and exhibitors that are recommended for you according to your profile.

The screenshot displays the 'busworld' event hub interface for a user named Inge Buytaert. The header includes the 'busworld' logo, navigation links (EXHIBITORS, PEOPLE, PRODUCTS, SESSIONS, NEWS, FLOOR PLAN), and user icons for Messages, Notifications, and Profile. The main content area is titled 'Hello Inge, Welcome to Your Personalized Event Hub!'. It features a 'Matchmaking Insights Just for You' section with a 'Show all' link. This section highlights 'Politecnica Seat Technology' as a recommended exhibitor, showing a 0% match rate and a list of products including Coach Seats, Seating, Luxury Seats, Executive Seats, Auxiliar Seats, Bus Seats, Intercity Bus Seats, Foldable Seats, Citybus Seats, Rail System, Accessories, Upholstery, and Seat Parts. Below this is a 'Top products for you' section with a 'Show all' link, displaying items like 'lighTram® 12 Plug' and 'EV-C2 connection system'. At the bottom, there is a 'Top Exhibitors, Chosen for You' section with a welcome message and three exhibitor cards: 'WiBus' (Hall 8 | 840), 'IMPACT' (Hall 5 | 519a), and 'MINGSANG' (Hall 5 | 535).

TEAM MEMBER - Favourites

On the “Favourites” page of the “**NETWORKING**” section you can see the exhibitors, products and participants that you have starred.



TEAM MEMBER - My Schedule

On the “My Schedule” page of the “**NETWORKING**” section you can see your personal seminar and meeting schedule.

The screenshot shows the 'My Schedule' page within the 'busworld' NETWORKING section. The page header includes the 'busworld' logo, navigation links (EXHIBITORS, PEOPLE, PRODUCTS, SESSIONS, NEWS, FLOOR PLAN), and user icons for Messages, Notifications, and Profile. The main content area is titled 'My Schedule' and features a 'Add blocked time' link, a 'DOWNLOAD SCHEDULE' button, and a '+ CREATE INSTANT MEETING' button. Below this is a calendar view for October 04 to 09, with an 'Additional Dates' link. The main content area is currently empty, displaying a 'No schedule' message with the text 'No data to show'. A sidebar on the left contains a 'NETWORKING' menu with options: Dashboard, Recommendations, Favourites, My Schedule (selected), My Meetings, Messages, and Session Ratings. Below the menu is a 'PROFILE INFO' section.

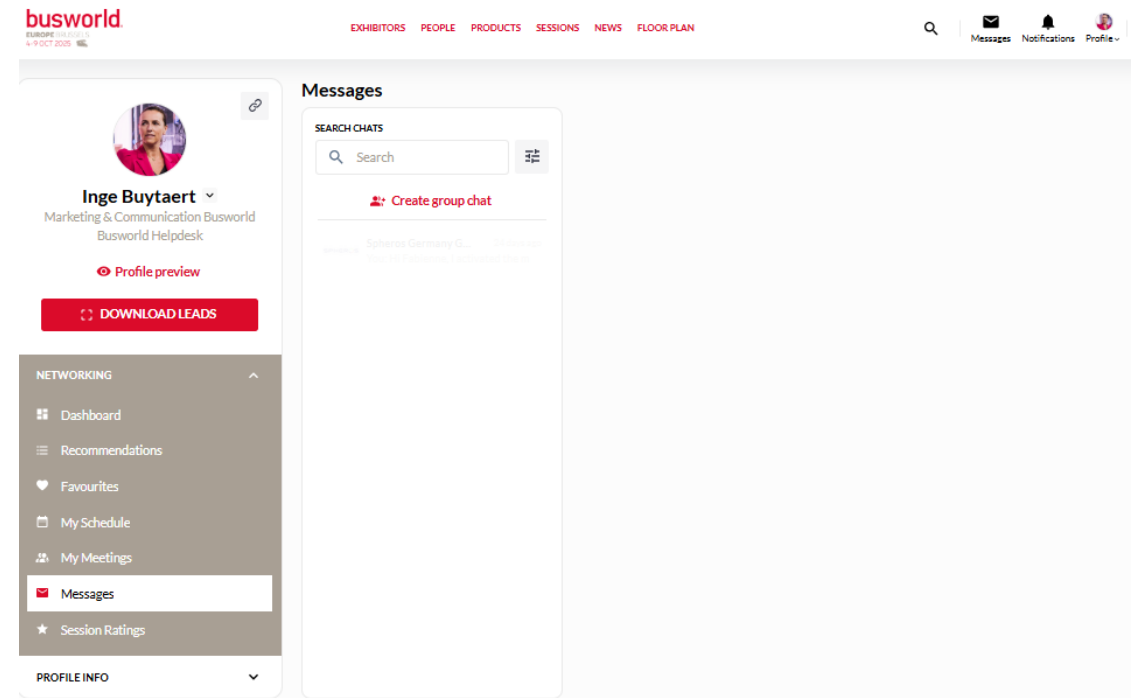
TEAM MEMBER - My Meetings

On the “My Meetings” page of the “**NETWORKING**” section you can see your personal meeting Schedule and set up your meeting availability.

The screenshot shows the 'My Meetings' page in the busworld app. The top navigation bar includes the busworld logo, the event name 'EUROPE 2025', dates '4-9 OCT 2025', and links for EXHIBITORS, PEOPLE, PRODUCTS, SESSIONS, NEWS, and FLOOR PLAN. On the right, there are icons for Messages, Notifications, and Profile. The left sidebar contains a 'NETWORKING' section with links to Dashboard, Recommendations, Favourites, My Schedule, My Meetings (highlighted), Messages, and Session Ratings, followed by a 'PROFILE INFO' section. The main content area is titled 'My Meetings' and features a 'CREATE INSTANT MEETING' button. Below this is a calendar view for October 04 to 09, with an 'Additional Dates' link. A filter bar shows 'All Meetings', 'Incoming', 'Pending', 'Confirmed', and 'Cancelled'. The main area displays 'No meetings' with the text 'No data to show' and an illustration of a calendar and a hand holding a pen.

TEAM MEMBER - Messages

On the “**Messages**” page of the “**NETWORKING**” section you can see your personal messages.



LAST BUT NOT LEAST - the Busworld Europe app

You can download the Busworld Europe App from the App Store or Google play.

