

RITTAL

Hannover Messe 2025 · Digital Production & Delivery

Bringing content, systems and screens together for a reliable exhibition launch.

Brands: Rittal, Eplan and Cideon

Agency: Schmidhuber

Role: Senior Project Manager · Digital Delivery

Scope: 52 physical displays within an approximately 1,300 sqm exhibition stand

The Challenge

In the final weeks before Hannover Messe 2025, the digital workstream needed focused coordination. Content, CMS workflows, display assignments and testing had to come together for reliable playback throughout the exhibition environment.

My Contribution

I joined the ongoing project during the final production phase and took over coordination of the digital workstream. My focus was to establish a clear structure for content, responsibilities and delivery status, connecting the people producing the material with the teams preparing its playback.

- Structured CMS workflows and content operations for German- and English-language material.
- Coordinated the assignment of content to exhibition areas and individual displays.
- Aligned content and technical teams on testing, issue resolution and final delivery.
- Supported the early build-up phase and on-site digital delivery.

The Outcome

The digital workstream was stabilised in time for the exhibition opening. The planned content ran across 52 physical displays, supporting the wider spatial and digital presentation of Rittal, Eplan and Cideon.

Project Context

My responsibility covered the digital workstream within the Schmidhuber project team. The approximately 1,300 sqm figure describes the overall exhibition stand.

Thomas Heinrich Schottenloher | Senior Producer & Project Lead

t.schottenloher@legion3.com | +49 162 5101704

www.legion3.com | Based near Munich - Germany & international

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BDR Thermea

ISH Frankfurt 2023 · Digital Platforms & Content

Connecting account leadership with hands-on digital production.

Brands: BDR Thermea · Remeha and Brötje

Agency: Jack Morton Worldwide

Role: Senior Account Manager to Senior Digital Producer

Assignment: June 2022-April 2023 · Freelance

The Challenge

For ISH 2023, Remeha and Brötje required coordinated digital platforms and content to support their exhibition presence. Web, app and content-management components had to work together and be ready for use at the venue.

My Contribution

I began as Senior Account Manager, coordinating client and stakeholder relationships and holding budget responsibility for a production budget of up to EUR 1.5 million. As the project moved into production, I took on a hands-on Senior Digital Producer role.

- Managed account coordination and stakeholder alignment during preparation.
- Held production budget responsibility in the account-management phase.
- Coordinated digital content and the production of web, app and administrative components.
- Connected content requirements with production teams and delivery partners.
- Coordinated handover documentation and on-site content delivery and playback.

The Outcome

The project delivered functioning digital platforms and content workflows for the exhibition and subsequent use. Content production, platform coordination and on-site display delivery were brought together within one connected production process.

Project Context

My contribution combined account management, budget ownership and digital production within the Jack Morton team. The scope described here concerns the digital platforms and content supporting the exhibition presence.

Thomas Heinrich Schottenloher | Senior Producer & Project Lead

t.schottenloher@legion3.com | +49 162 5101704

www.legion3.com | Based near Munich - Germany & international

View this case online: legion3.com/bdr-thermea

AIRBUS

ILA Berlin 2018 · Exhibition Management

Senior project management in an aviation and research environment.

Project: AIRBUS / Bauhaus Luftfahrt

Agency: Apleona / Alpansektor

Role: Senior Project Manager

Assignment: Freelance

The Project

The AIRBUS / Bauhaus Luftfahrt exhibition project for ILA Berlin 2018 formed part of my freelance assignment with Apleona and its in-house agency Alpansektor.

My Contribution

I contributed senior project management within the agency assignment. The wider role included project management for the graphics department and contributions to exhibition and event tenders.

The Outcome

The successful project work became a foundation for a continuing professional relationship with Apleona / Alpansektor. I later returned in an employed Head of Project Management role, combining departmental leadership with hands-on senior project management.

Project Context

This reference relates to ILA Berlin 2018. The later Head of Project Management position at Apleona / Alpansektor was a separate role held from August 2019 to January 2020.

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t.schottenloher@legion3.com | +49 162 5101704

www.legion3.com | Based near Munich - Germany & international

View this case online: legion3.com/airbus

Knorr-Bremse

IAA Commercial Vehicles 2018 · Planning & Coordination

Creating a clear route from complex planning to production handover.

Client: Knorr-Bremse

Via: Avantgarde Experts

Role: IAA Project Manager

Assignment: 2018 · Temporary employment assignment

The Challenge

The exhibition project brought together senior stakeholders, specialist departments, external agencies and an internal event and technical team. Planning required a shared timeline, clear milestones and a reliable flow of information across these groups.

My Contribution

I coordinated the planning phase, building the central project structure and keeping decisions, responsibilities and progress visible to the people involved.

- Organised project-wide meetings and maintained the central timeline.
- Defined and tracked milestones across the planning process.
- Coordinated information between the steering committee, project owner, five specialist departments and external agencies.
- Documented progress and directed relevant information to decision-makers.
- Prepared the project for handover to the internal event and technical team.

The Outcome

The project reached a planned and documented state ready for handover. The internal event and technical team then took responsibility for final production and delivery.

Project Context

My responsibility was central coordination of the planning phase. VORN Strategy Consulting worked on strategy and communication; Stereolize contributed the digital communication concept and interactive presentation. The completed exhibition brought these specialist contributions together.

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t.schottenloher@legion3.com | +49 162 5101704

www.legion3.com | Based near Munich - Germany & international

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