

ASDMARKETWEEK

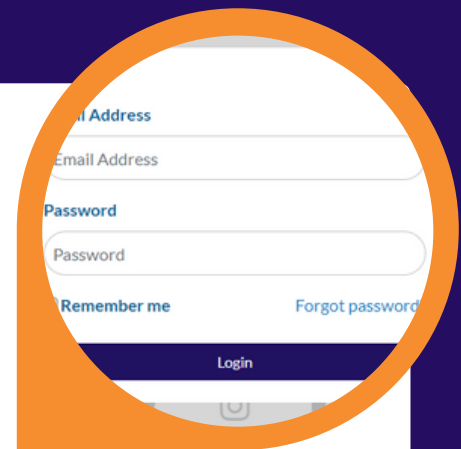
Welcome to the ASD Show Planner!

Here's how to update your exhibitor information.

STEP 1

LOGIN

1. Go to march2024.smallworldlabs.com/home
2. Click the **Login** button
3. Click **Forgot Password?** to create a password
(Note: Everyone will need to do this for every show, as this password is different from the A2Z password you have for accessing online payments, etc)
4. Enter your email address and click **Submit**
(Note: you will need to use the email address associated with your account. Contact your [Customer Support Manager](#) for help if needed)
5. You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it)
6. Click **Reset Password** in the email
7. Create your password and click **Reset Password**
8. Return to the [login page](#) and log in with your email and new password
9. Once logged in, you will need to click the blue button that says **Go to Exhibitor Dashboard** to begin updating your exhibitor profile



STEP 2

UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way ASD buyers can find your company in the printed and online Vendor Directory, as well as when they search through the Show Planner listings. Be as thorough as possible for best results!

From your **Exhibitor Dashboard** page, update as much of the information below that is available to you depending on your package level:

1. Add your company photos:

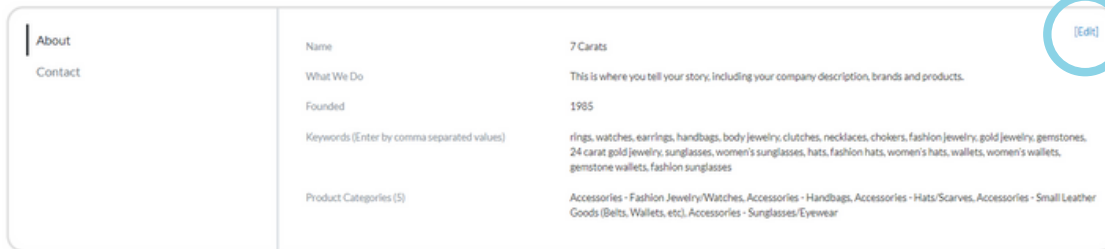
- Click on the 3 dots on the top right of the cover photo and click on Add Photo, Add Cover Photo and Add Featured Photo

The screenshot shows the Exhibitor Dashboard interface. At the top, there is a grey header area with a profile icon on the left, the word 'COMPANY' in the center, and a 'Schedule Meeting' button on the right. A blue circle highlights three dots in the top right corner of this header, with a blue arrow pointing to it. Below the header is a row of five white boxes with rounded corners, each containing a category name and a count of items to be added: 'Press Releases' (10 more listings), 'Products' (10 more listings), 'Show Specials' (10 more listings), 'Videos' (2 more videos), and 'Scheduled Meetings' (15 more meetings). Below these boxes are three orange rounded rectangles with white text: 'PHOTO: Add your company logo', 'COVER PHOTO: Add a lifestyle or product image', and 'FEATURED PHOTO: Add a product photo or logo'. Blue arrows point from these three boxes to the corresponding areas on the dashboard: the 'PHOTO' box points to the profile icon, the 'COVER PHOTO' box points to the main header area, and the 'FEATURED PHOTO' box points to a 'RECOMMENDED VENDORS' section on the right. This section shows a vendor card for '7 Carats' with a star icon and an 'Explore' button.

PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**.

2. Update your company's **About** section

- Click on the **Edit** link in the About section



About	Name	7 Carats
Contact	What We Do	This is where you tell your story, including your company description, brands and products.
	Founded	1985
	Keywords (Enter by comma separated values)	rings, watches, earrings, handbags, body jewelry, clutches, necklaces, chokers, fashion jewelry, gold jewelry, gemstones, 24 carat gold jewelry, sunglasses, women's sunglasses, hats, fashion hats, women's hats, wallets, women's wallets, gemstone wallets, fashion sunglasses
	Product Categories (5)	Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc), Accessories - Sunglasses/Eyewear

- Edit/Fill in all sections, especially:

- ▶ **Name:** Add/edit your company name how you would like it to appear in the printed and online Vendor Directory
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Keywords:** **VERY IMPORTANT!** Adding your products, categories and brands as keywords will ensure your company is listed when buyers search the online Vendor Directory!

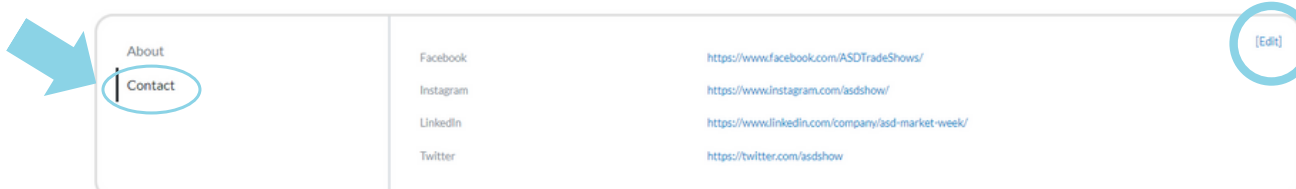
*Be sure to enter as many products as you can here (**be specific!**) and separate each one with a comma.

- ▶ **Product Categories:** Select up to 5 relevant Product Categories, as this will ensure your company is listed in these sections of the printed Vendor Directory and when buyers search the online Vendor Directory.

! Don't forget to click **SAVE** once you are finished!

3. Update your company's **Contact** section

- Click **Contact** and then click on the **Edit** link

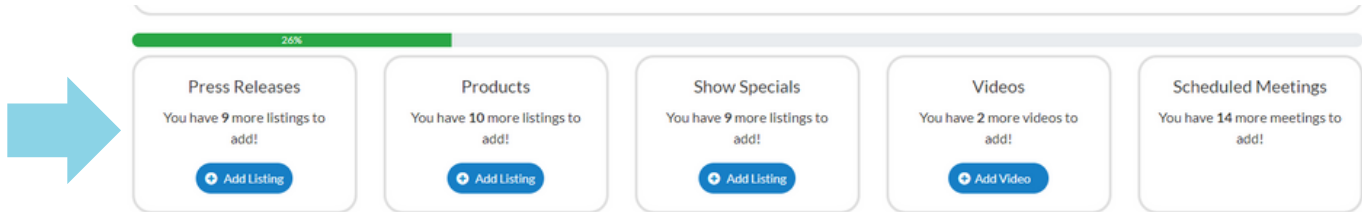


About	Facebook	https://www.facebook.com/ASDTradeShows/
Contact	Instagram	https://www.instagram.com/asdshow/
	LinkedIn	https://www.linkedin.com/company/asd-market-week/
	Twitter	https://twitter.com/asdshow

- Edit/Fill in all sections, and click **Save**

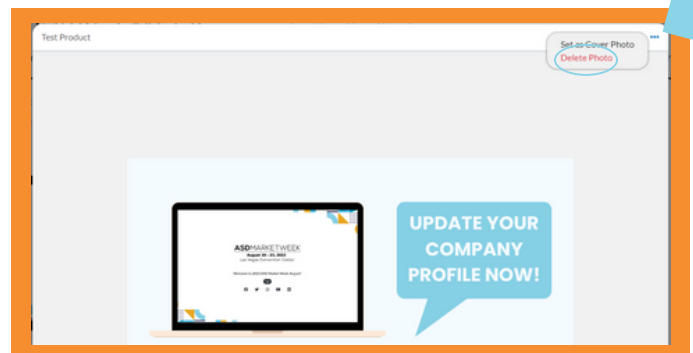
4. Add Press Releases, Products, Show Specials, and Videos

Depending on your package level, you have the ability to add the following listings that will be displayed on your Company Profile, as well as various sections of the ASD Show Planner, used by attendees when planning which exhibitors to see at the show:



- ▶ **To Add Press Releases:** Click **Add Listing** and fill in the **Title** of the press release, use the **Description** box to add the body of the press release, add a link to the **Learn More** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add Products (Formerly called "Product Spotlight"):** Click **Add Listing** and fill in the **Title** and **Description** of the product you want to highlight, add a link to the **Buy Now** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo of the product.
- ▶ **To Add Show Specials:** Click **Add Listing** and fill in the **Title** of the show special you are promoting, use the **Description** box to add the details of the deal or offer, add a link to the **Learn More** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add Videos:** Click **Add Video** and fill in the **Title** and **Description** of the video you want to post, add the video link to the **Add Video** box, and click **Save** once complete.

PRO TIP: To update or replace listing images, first open the listing and then click on the current photo. After the listing image is opened, click on the 3 dots indicated to the right, and select "Delete Image". This will remove the current image for the listing. Then follow the instructions above for uploading an image.

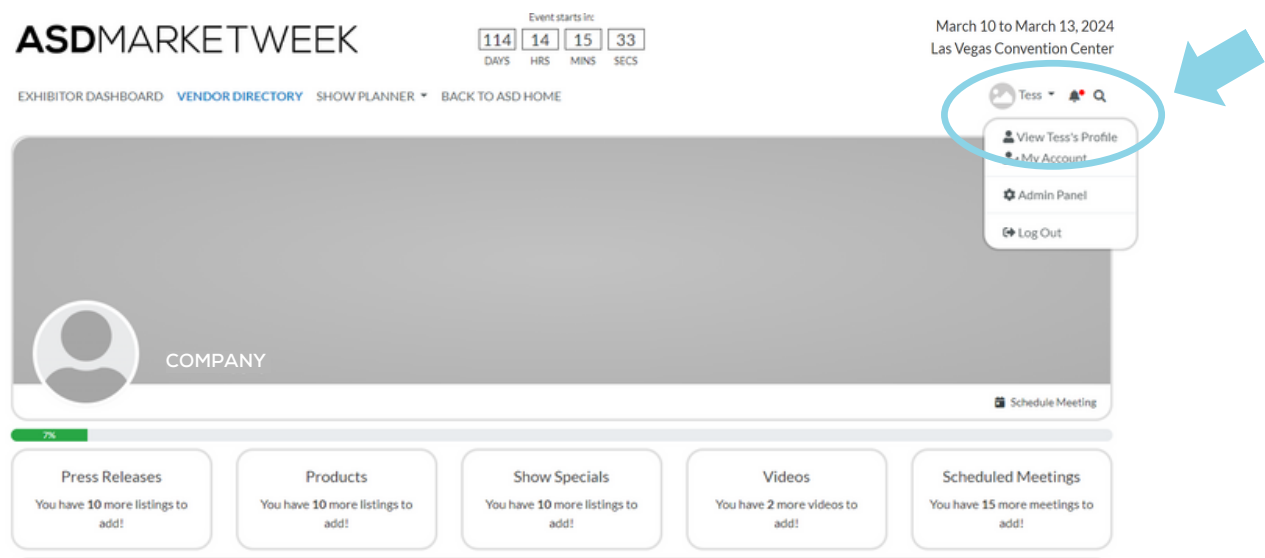


STEP 3

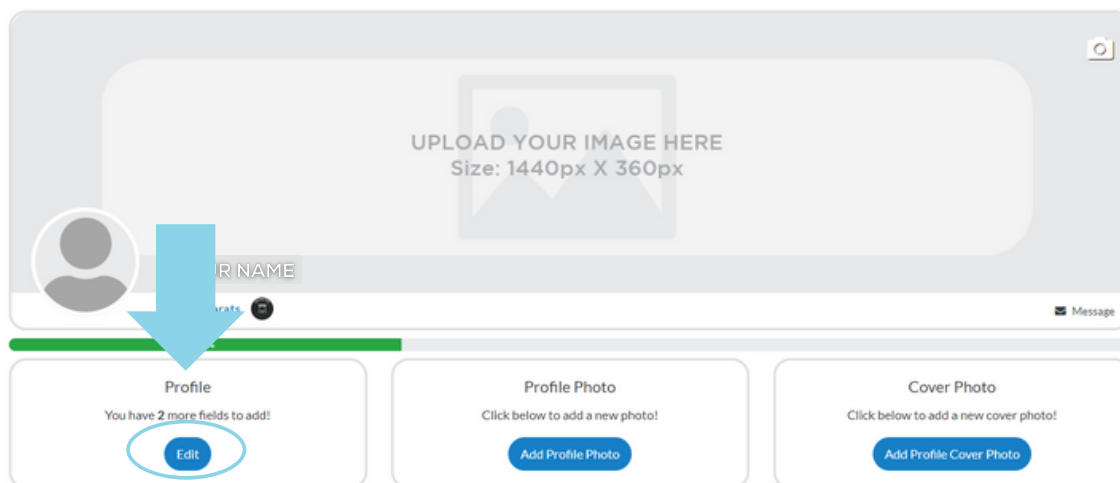
UPDATE YOUR PERSONAL PROFILE

A new feature of the new ASD Show Planner is the ability for all individuals to have your own personal profile. This allows buyers to see you, not just your company profile, and message you directly. Therefore, you want to make sure you fill out your personal profile! Here's how:

1. Click on your name in the top right corner of the screen, and then click on **View Profile**



2. From your personal profile page, click on the **Edit** button under **Profile** to add your "About Me" info including location and website and click **Save** when complete.



You can also click on the **Everybody** icon in the top right if you want to change who sees this info.



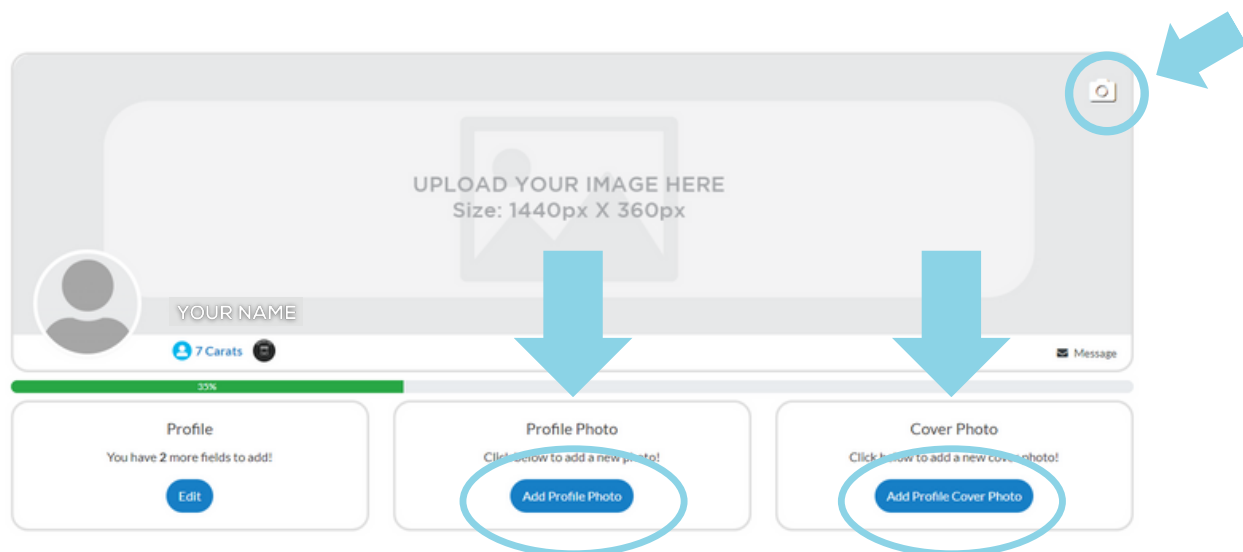
EDIT PROFILE

About me

Address1*

Everybody

3. Next, you can upload your personal **Profile Photo and **Cover Photo** by clicking the buttons under each section, or by clicking the photo icon on the top right of your cover photo.**



UPLOAD YOUR IMAGE HERE
Size: 1440px X 360px

YOUR NAME

7 Carats

Message

35%

Profile
You have 2 more fields to add!
Edit

Profile Photo
Click below to add a new photo!
Add Profile Photo

Cover Photo
Click below to add a new cover photo!
Add Profile Cover Photo

Congratulations! Buyers can now find you in their print & online Vendor Directory searches and Show Planner listings!

Connect With Buyers

MESSAGE & SET UP MEETINGS WITH BUYERS

Connect with buyers leading up to the show to make even more of a splash onsite! Send friend requests, messages, and set up meetings in advance to start making connections and to increase onsite activity at your booth.

(Note: buyer information is loaded into the Show Planner several months prior to the start of the show)

1. Click **View Buyers in the top navigational bar**

2. Browse recommended buyers

RECOMMENDED BUYERS

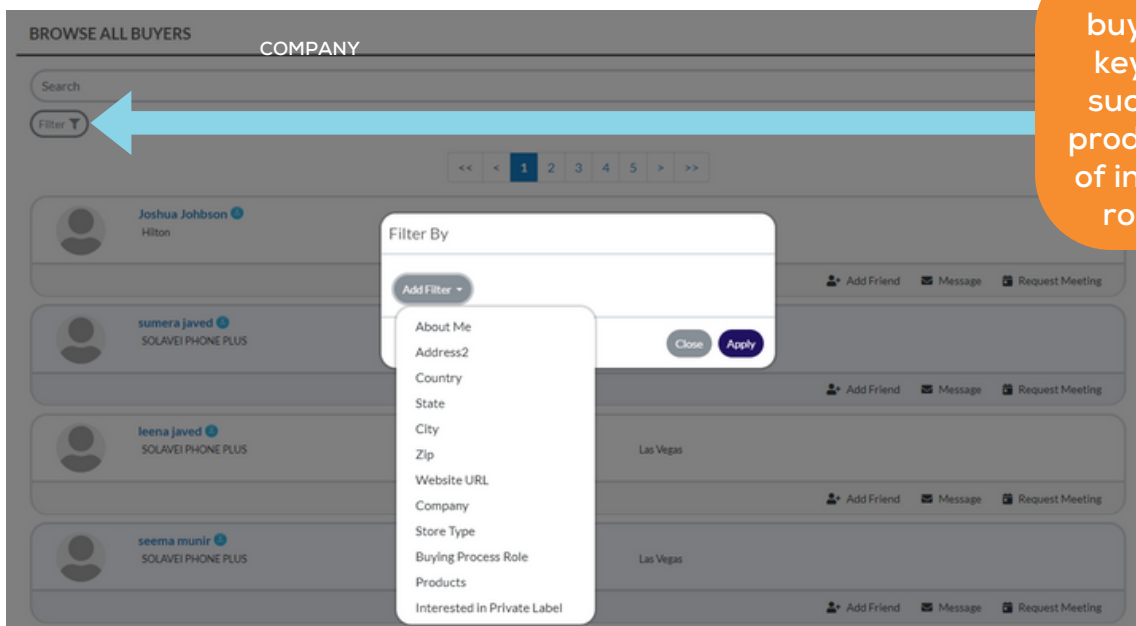


Add Friend: Add buyer to your friend list

Send Message: Introduce your company to buyers

Request Meetings: Set up time onsite to meet

2. Browse and filter all buyers



Filter Button: Filter buyers based on key information such as location, product categories of interest, buying role, and more