

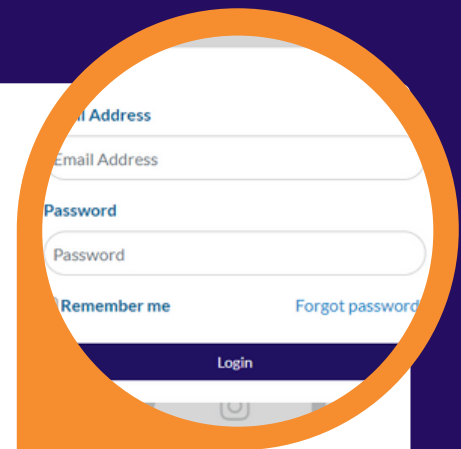
ASDMARKETWEEK

Welcome to the ASD Exhibitor Dashboard!
Here's how to update your exhibitor information.

STEP 1

LOGIN

1. Go to august2024.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 Success 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

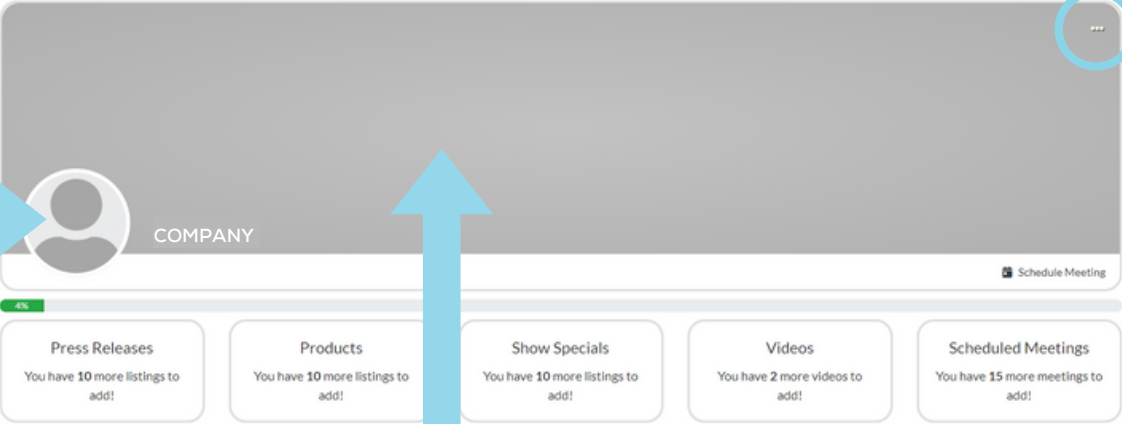
UPDATE YOUR COMPANY'S PROFILE

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. 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

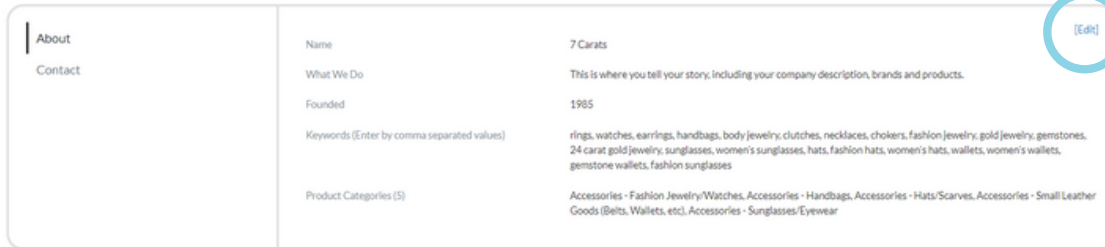


The screenshot shows the Exhibitor Dashboard interface. At the top, there is a grey header area with a profile icon on the left, the word "COMPANY" in the center, and a "Schedule Meeting" button on the right. A blue arrow points to a three-dot menu icon in the top right corner of this header. Below the header is a row of five white boxes with rounded corners, each representing a different content type: "Press Releases" (10 more listings to add), "Products" (10 more listings to add), "Show Specials" (10 more listings to add), "Videos" (2 more videos to add), and "Scheduled Meetings" (15 more meetings to add). 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 each of these three boxes to the corresponding area in the dashboard screenshot. To the right of the "FEATURED PHOTO" box is a smaller inset screenshot showing a "RECOMMENDED VENDORS" section with a vendor card for "7 Carats" 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!

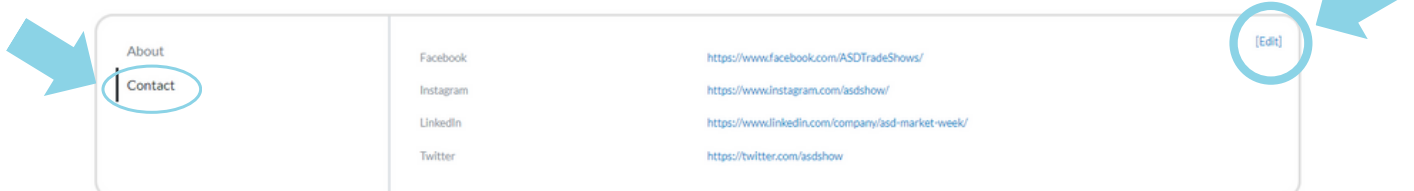
*Be sure to enter as many products as you can here (**be specific!**) and separate each one with a comma.

- ▶ **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

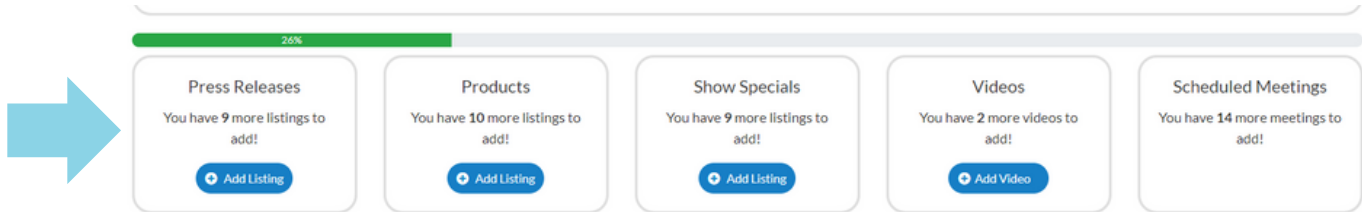


About	Facebook	https://www.facebook.com/ASDTradeShows/
Contact	Instagram	https://www.instagram.com/asdshow/
	LinkedIn	https://www.linkedin.com/company/asd-market-week/
	Twitter	https://twitter.com/asdshow

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

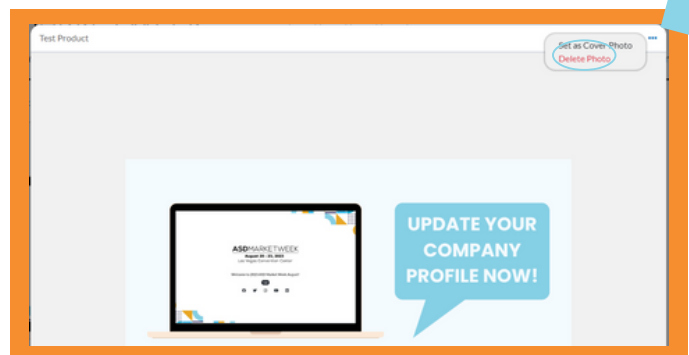
4. Add Press Releases, Products, Show Specials, and Videos

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.



Congratulations your Exhibitor Profile is now complete!