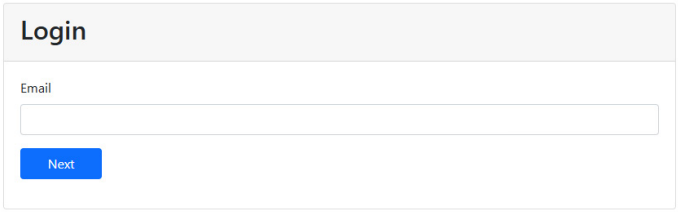
# ASDMARKETWEEK

## Welcome to the Exhibitor Dashboard!
### Here's how to update your company information.

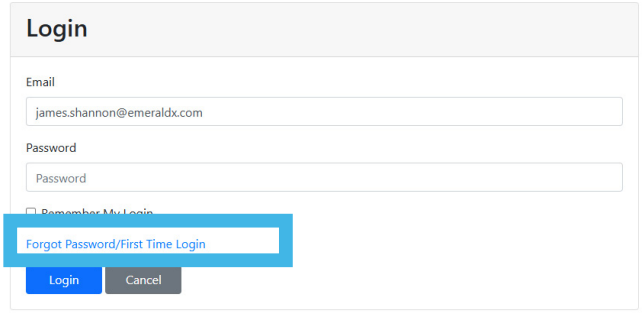
## ACCESSING YOUR DASHBOARD

1. Go to: asdmarch2027.smallworldlabs. com/home
2. Click "Exhibitor Login"
3. Enter your email address




4. If you used the Exhibitor Dashboard during a previous ASD show, enter the same password

   If this is the first time logging into the Exhibitor Dashboard, or you forgot your password, click "Forgot Password/First Time Login" and follow the prompts




You may be required to authenticate your login by entering a one time code. This code will be emailed to the email address used to login from the email address: noreply@personifyauth.com

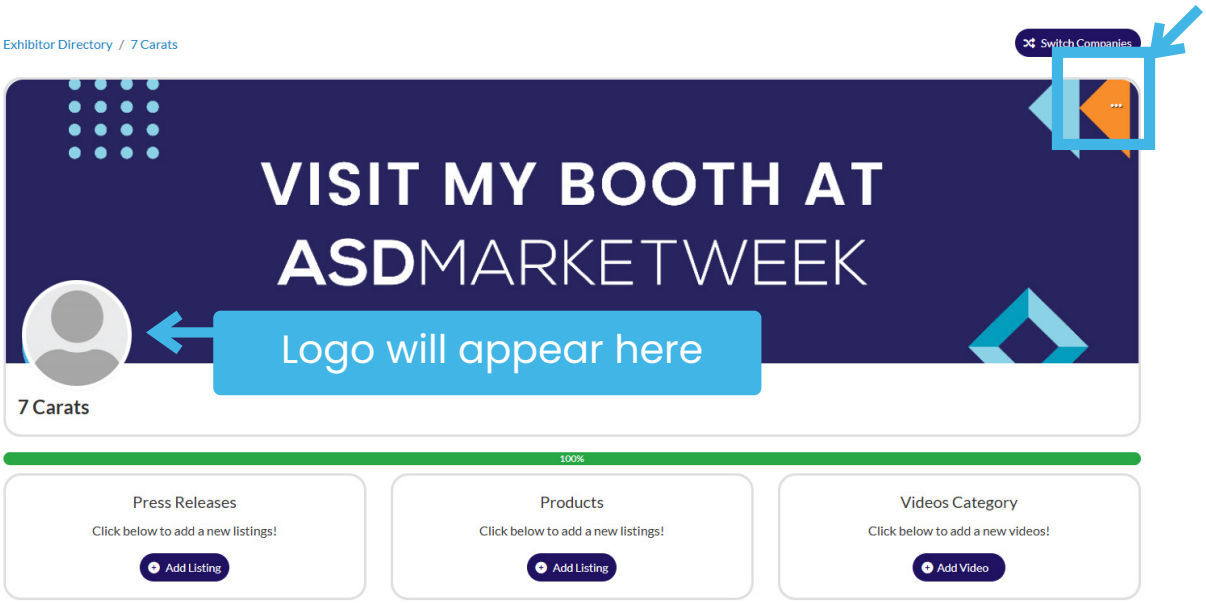
# ASDMARKETWEEK

## Update Your Company Profile

It is important for you to update your company profile so that you will appear in searches when attendees start using the ASD Mobile App and Vendor Directory.

From your Exhibitor Dashboard page, update as much of the information below as you can.

**Add your company logo:** Click on the three dots on the top right corner of the cover photo and select "Add/Change Company Logo"




**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**

# ASDMARKETWEEK

## Update your company's About section

Click on the Edit link in the About section




Edit/fill in all sections including:

- **Name:** this is how your company will appear in our digital and printed directory + Mobile App
- **About Us/Product Keywords:** add a description of your company so buyers know who you are, what you sell, and why they should buy your products. Be specific, include the brands and products you carry, the more detail you provide the more likely it is you will appear in search. Maximum 4,000 characters, including commas and spaces.
- **Founded:** what year your company was founded.
- **Website:** where buyers can find more information about your company or products
- **Product Categories:** Select up to 5 relevant Product Categories. This will ensure your company is listed in these sections of the printed Vendor Directory and when buyers search the Mobile App.

Don't Forget to click SAVE once you are finished!

# ASDMARKETWEEK

## Update your company's Contact section

Click on the Edit link in the Contact section



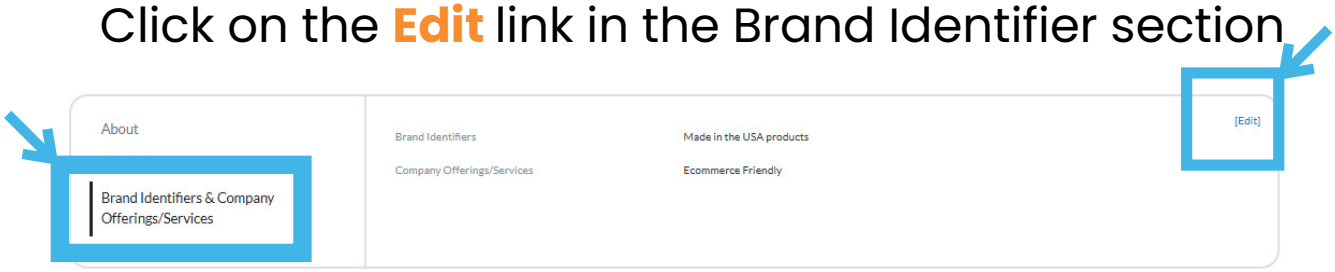

Edit/fill in all relevant sections. The information you enter should begin with "https://www.".

Do not enter your tag "@" - entering it this way will not link out to your social media channels.

⚠ Don't Forget to click SAVE once you are finished!

## Update your company's Brand Identifiers section

Click on the **Edit** link in the Brand Identifier section




- **Brand Identifiers** are unique characteristics of your company/products.
- **Company Offerings/Services** are additional services you provide to your customers.

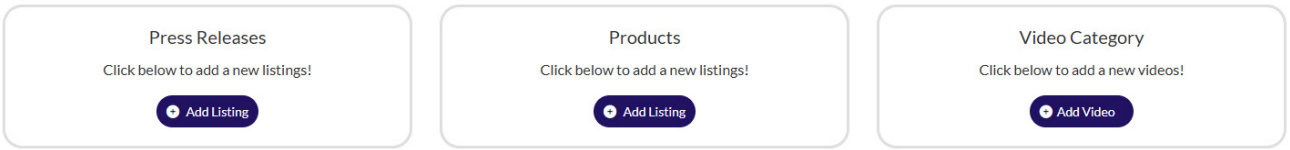
⚠ Don't Forget to click SAVE once you are finished!

# ASDMARKETWEEK

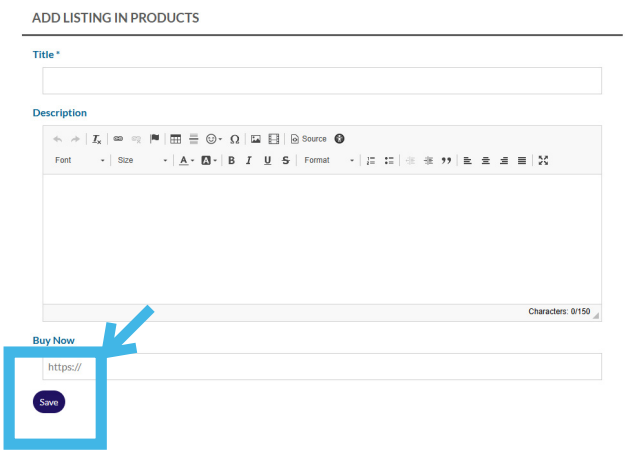
## Add Your Company Listings

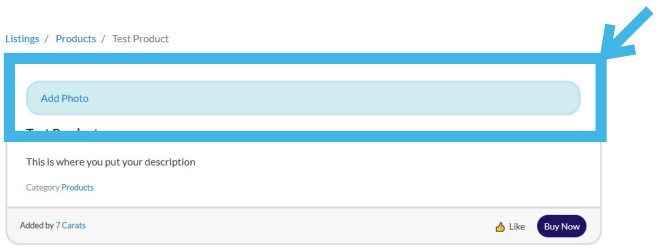
A Listing is a Product, Video, or Press Release related to your company.

Every package level comes with unlimited listings. It's recommended you focus on products or services you will be offering at the upcoming show.




**How to add a Listing**: Click Add Listing under any listing type and fill in the title, description, and link. Click save. On the next page click Add Photo to attach a photo to the listing.




To add a Show Special listing, go to the ASD Mobile App

Don't Forget to click SAVE once you are finished!

# ASDMARKETWEEK

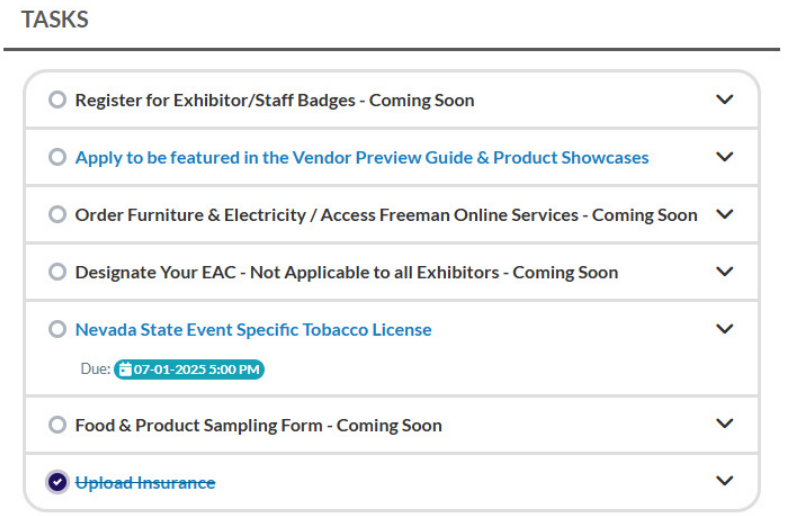
## Exhibitor Tasks

Tasks appear on the Exhibitor Dashboard above the Listings section at the bottom of the page. Tasks are common items exhibitors should complete prior to the start of the show.

Each Task will start with a title

Tasks with due dates will display it below

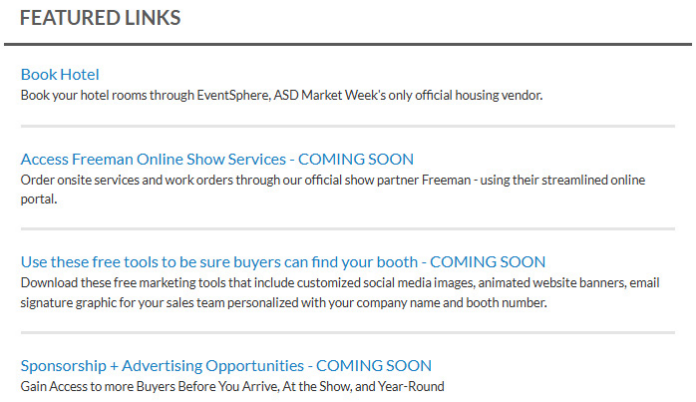
Check to mark Task complete




Not all Tasks are relevant to each exhibitor. If a task does not apply to you, mark it as complete to continue the progress on your profile

## Featured Links

Featured Links are recommended action items for exhibitors, though they are not required and many items have no due-date.

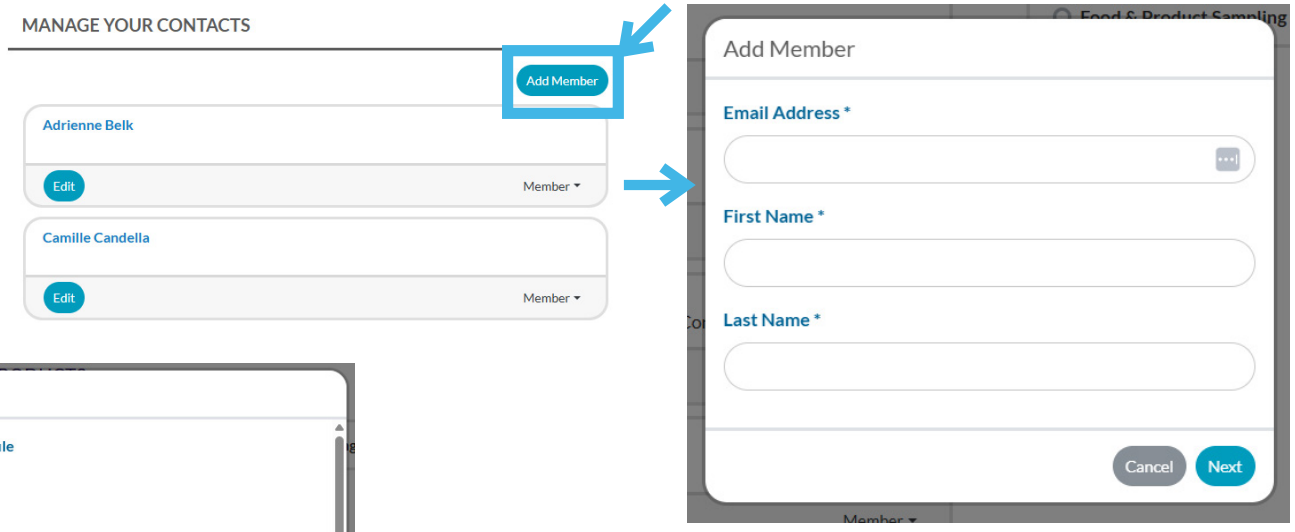


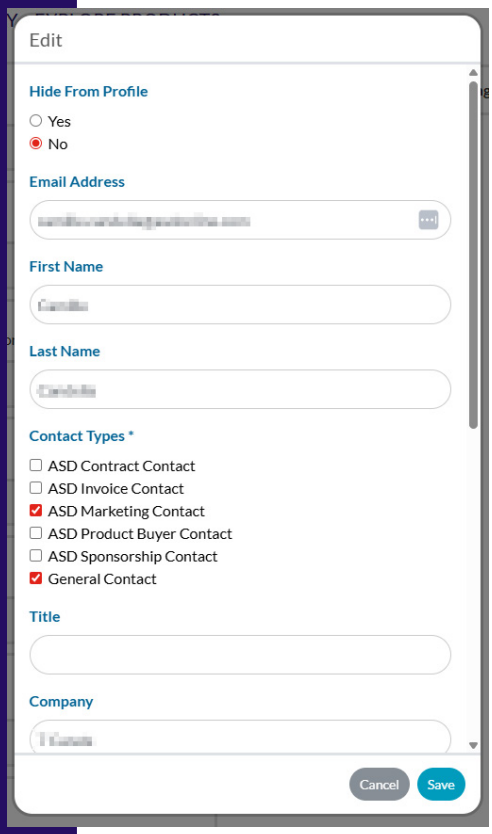
# ASDMARKETWEEK

## Manage Your Contacts

From the Exhibitor Dashboard, **the Contract Contact for the company** can add, remove, or edit contacts associated with the company profile. These individuals have the ability to log in and make edits to your company details or listings.

Enter all required info to add a new user.



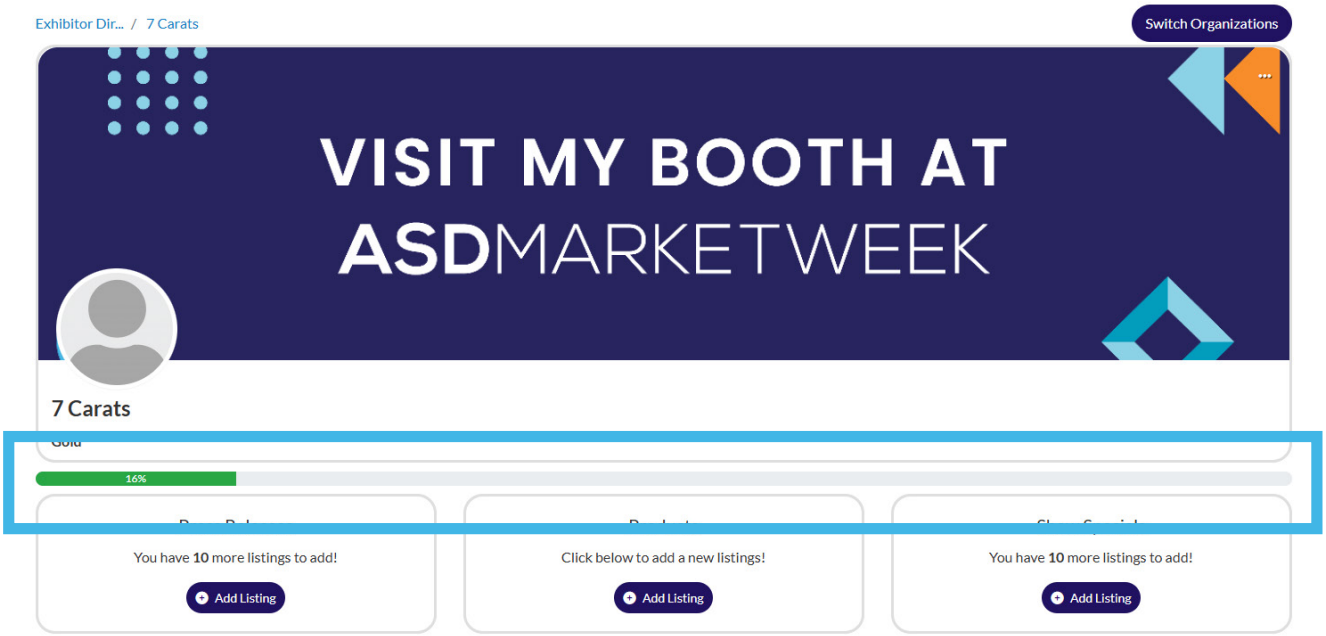

After user is added, select "edit" next to their name to complete the required fields. Contact Types starting with "ASD" will only allow one user to be assigned that role. If the user doesn't fit any of the roles select "General Contact".

When this new user logs in for the first time they will need to reset their password.

# ASDMARKETWEEK

## Company Profile Progress Bar

Located at the top of the Exhibitor Dashboard, the Progress Bar is a visualization of your Company Profile completeness.




## How to get to 100%

Complete the following items to reach 100%

- Update About Us/Product Keywords in the About field
- Update Website in the About field
- Update Categories in the About field
- Complete all Tasks

Not all Tasks are relevant to each exhibitor. If a task does not apply to you, mark it as complete to continue the progress on your profile

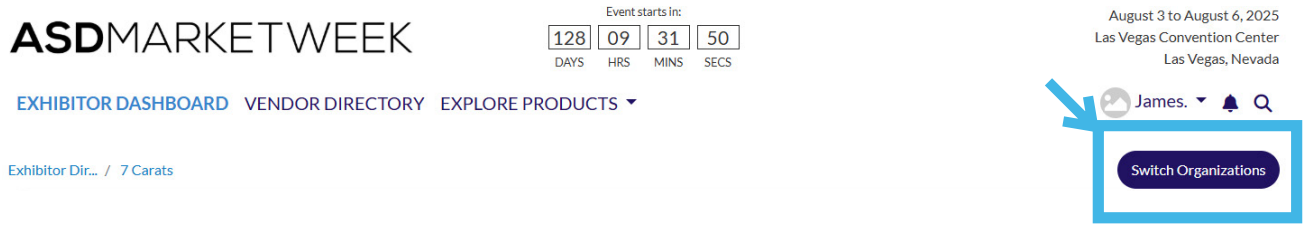
# ASDMARKETWEEK

## Switching Organizations

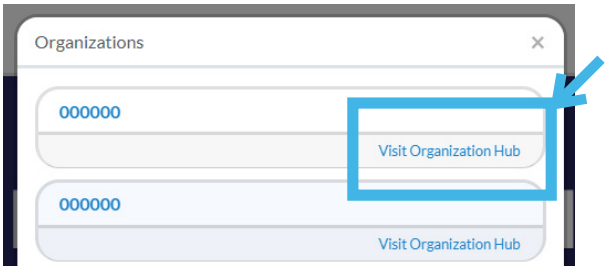
Each booth space at ASD Market Week receives a unique Company Profile. If you have multiple booths at ASD, you have multiple Company Profiles.

It is recommended that you update each Company Profile to generate the maximum amount of exposure when buyers search through the Mobile App. Follow the instructions below to switch between profiles.

1. Go to the Exhibitor Dashboard tab and select "Switch Companies"




2. From the pop-up menu select View Organization Hub




3. Proceed as normal to make changes

The log in credentials you are using when opening the "Switch Organization" menu must be associated with the other Company Profile to proceed. Contact your Customer Success Manager for assistance.