

# ONLINE EXHIBITOR PORTAL STEP-BY-STEP SET UP

You are one step closer to launching your online exhibitor portal for this year's online event. We've provided you a step-by-step guide to show you all that you need to do to make sure your portal contains all your personalized content for attendees to view:

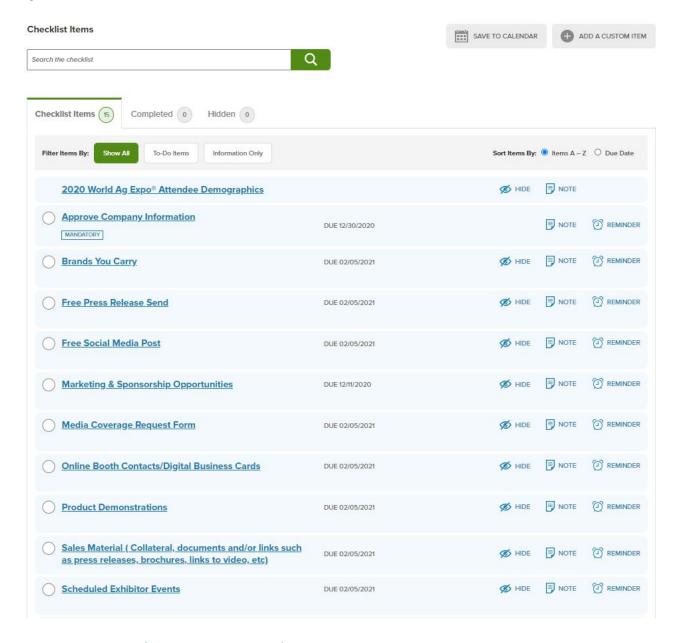
- Log in to your exhibitor dashboard using the credentials sent to you from World Ag Expo®.
- Once you are logged in, you will see your exhibitor dashboard. The Dashboard contains a selection of tiles that will direct you to where you will upload your content. Click on the "Digital Show Set-Up" tile to begin updating your profile.





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Once you are in, you will see a list of steps you need to complete to update your profile for the digital event:



## Complete or Edit Company Information

- Enter or update your company information:
  - · Company name, country, address, website, etc.
  - Enter or update company description
    - Add keywords into your description that attendees can find within the directory search (similar to Google!)
  - Check to make sure website and social media links are active
  - Deadline: December 30, 2020 to be included in the print Exhibitor Guide



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## Product Categories

• Make sure your product categories are relevant to your company and your product offerings. You can choose up to two (2) product categories so it is easier for attendees to find you via search.

#### Sales Material

• Upload brochures, sales sheets, link, white papers, case studies, and other company information you want attendees to be able to download.

# Manage Online Booth Contacts/Digital Business Cards

- Insert contact information that will be available for attendees to download. Attendees will be able to add your virtual business card to their MyPlanner (agenda planning tool) allowing you to easily network!
- Make sure ALL contact information is up to date and accurate. (Name, title, phone, email headshot)

#### Scheduled Exhibitor Events

• Upload calendar reminders for scheduled events you would like to host during the show. These will be posted on your profile and should include all the detailed event logistical information. These include scheduled live chats and webinars off-platform.

# Show Specials

• Do you have a unique promo code you want attendees to access? This is the place to add it! Insert specific promotions and discounts you want readily available for attendees.

#### Brands

• Many companies have multiple brands under their umbrella. Be sure to insert all your company's brands so they will be visible to attendees. (Ex: John Deere, Lely, Ariat, etc.)

### Upload Show Features

• Update your exhibitor page with your logo, photos, descriptions, and videos if they are included in your Tier.

#### Free Marketing Opportunities

- Free Press Release Send: complete the form to have your latest news emailed to the World Ag Expo® media and press release lists
- Free Social Media Post: complete the form to have your information on World Ag Expo® social media pages
- Media Coverage Request Form: complete the form to add your company information to the World Ag Expo® media resources (does not quarantee coverage)

Once you have completed all these steps, your online exhibitor portal will be up-to-date and ready for attendee views!