



Welcome to the IGES Exhibitor Hub.

Here's how to update your exhibitor information.

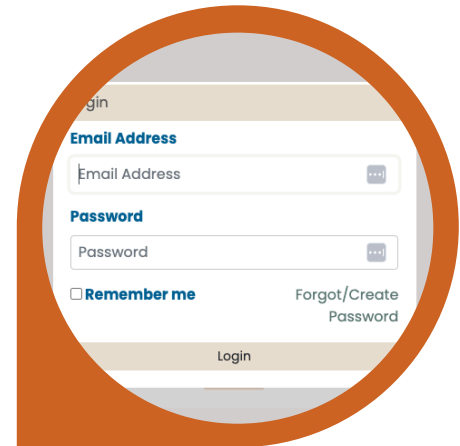
STEP 1

LOGIN

1. Go to **iges2025.smallworldlabs.com/home**
2. Click the **Login** button
3. Click **Forgot/Create 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.)
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** (link in step 1) and log in with your email and new password
9. Once logged in, you will need to click on the **Exhibitor Hub** in the menu bar.



STEP 2

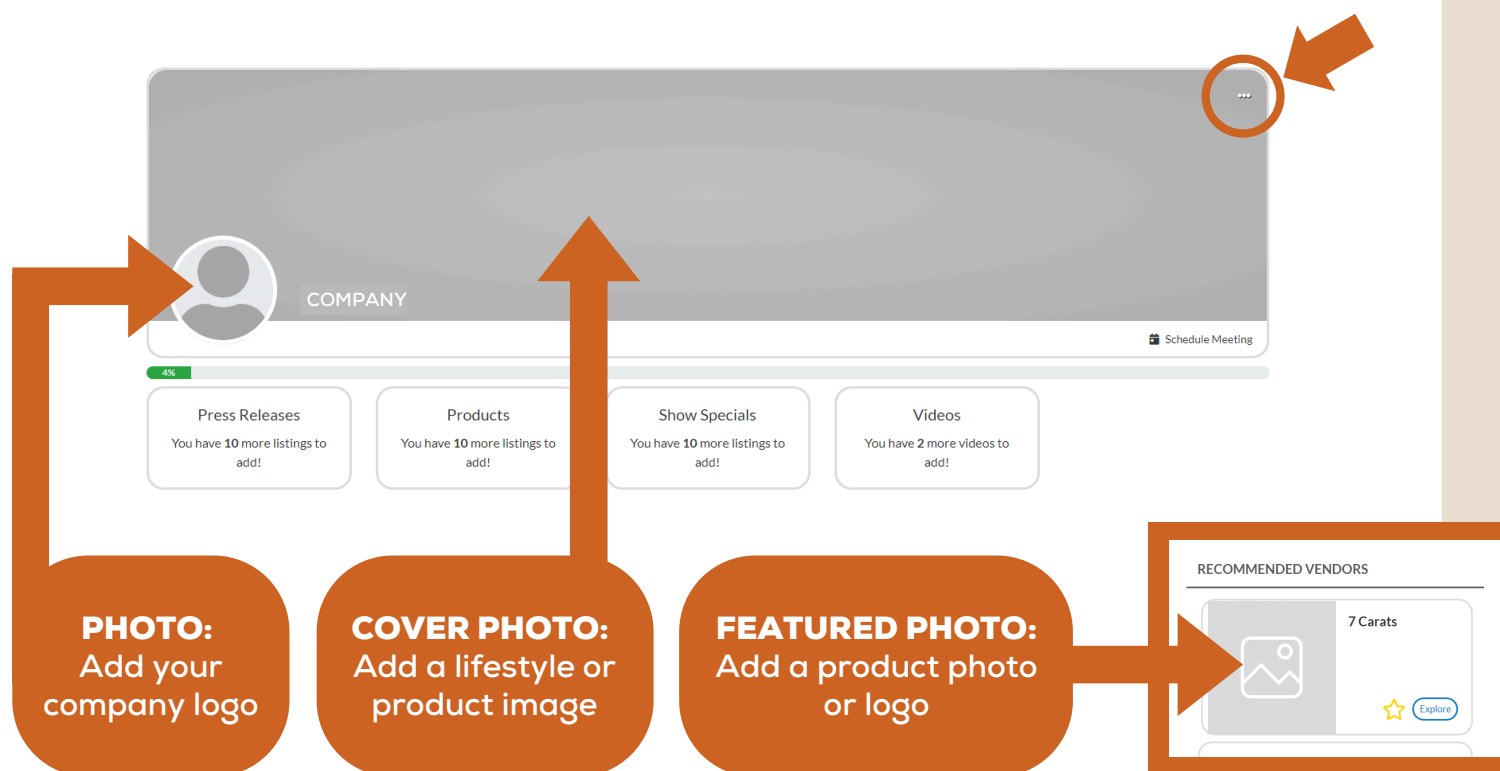
UPDATE YOUR COMPANY'S PROFILE

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

From your **Exhibitor Hub** 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** at the top right of the cover photo and click on Add Cover Photo, Add Profile Photo, and Add Featured Photo.



The diagram illustrates the Exhibitor Hub profile page with three main sections for adding photos:

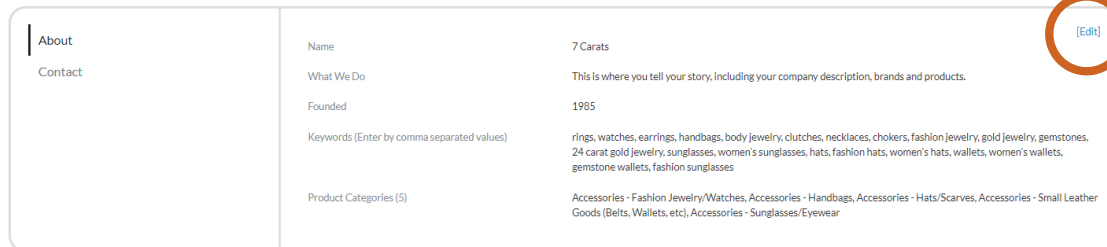
- PHOTO:** Add your company logo. This points to the profile picture placeholder on the left side of the header.
- COVER PHOTO:** Add a lifestyle or product image. This points to the large cover photo area at the top of the profile.
- FEATURED PHOTO:** Add a product photo or logo. This points to the 'RECOMMENDED VENDORS' section at the bottom right, which shows a product photo placeholder.

Additional annotations include a red circle and arrow pointing to the '3 dots' menu icon in the top right corner of the cover photo, and a 'Schedule Meeting' button in the bottom right corner of the header.

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 Contact	Name	7 Carats
	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 Exhibitor 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 Exhibitor Directory!

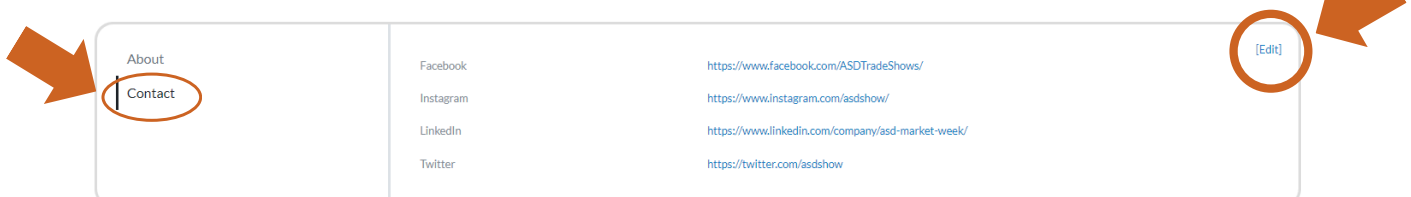
*Be sure to enter as many products as you can here (**be specific!**) and separate each one with a comma.

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

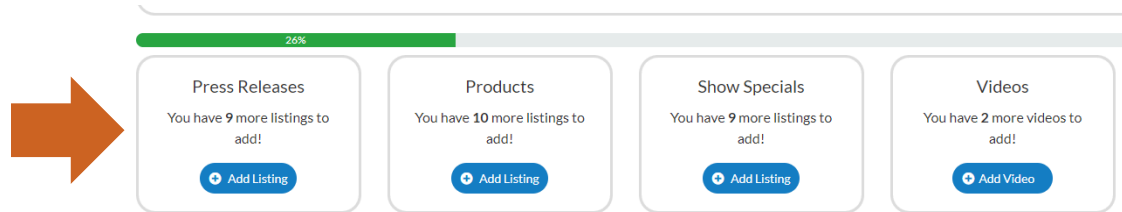


About Contact	Facebook	https://www.facebook.com/ASDTradeShows/
	Instagram	https://www.instagram.com/asdshow/
	LinkedIn	https://www.linkedin.com/company/asd-market-week/
	Twitter	https://twitter.com/asdshow

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

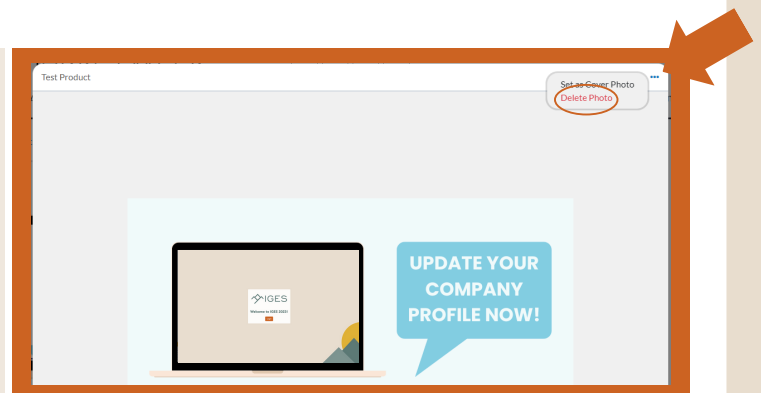
4. Add Press Releases, Products, Show Specials, and Videos

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 IGES Exhibitor Hub, 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.

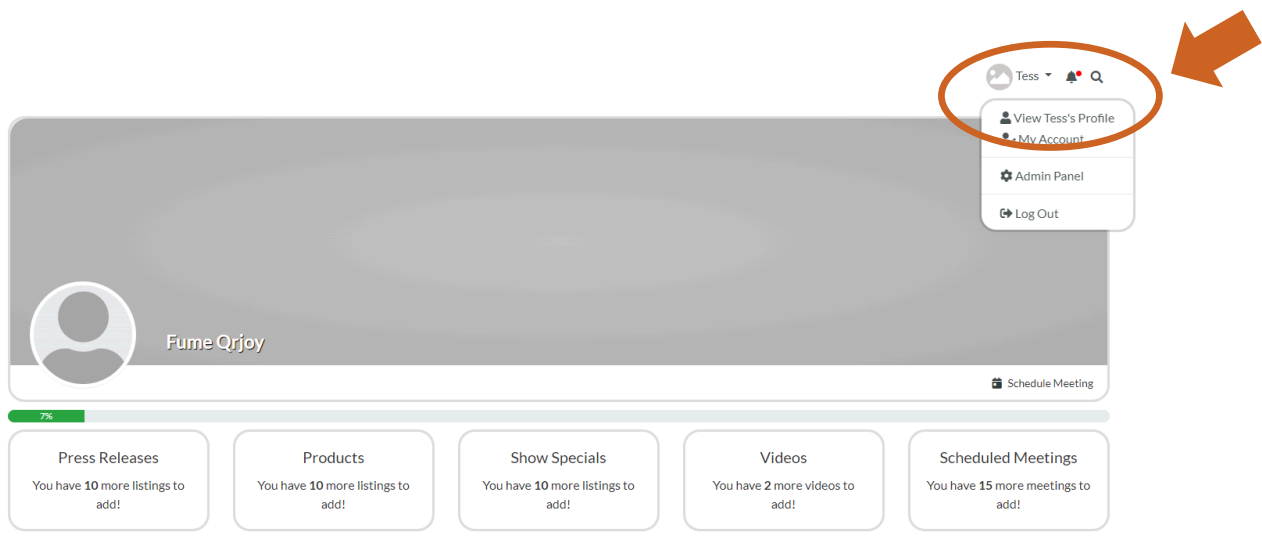


STEP 3

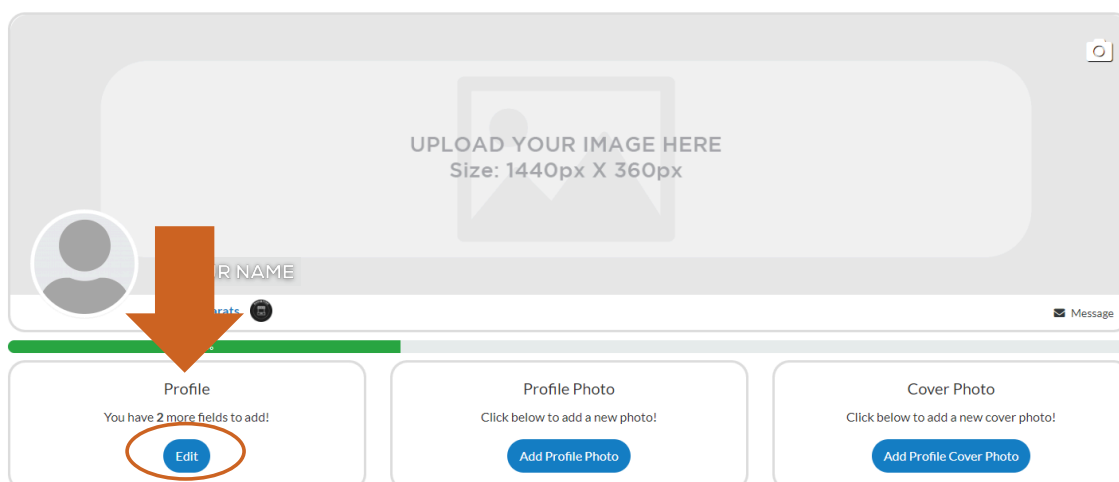
UPDATE YOUR PERSONAL PROFILE

A new feature of the new IGES Exhibitor Hub 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**.



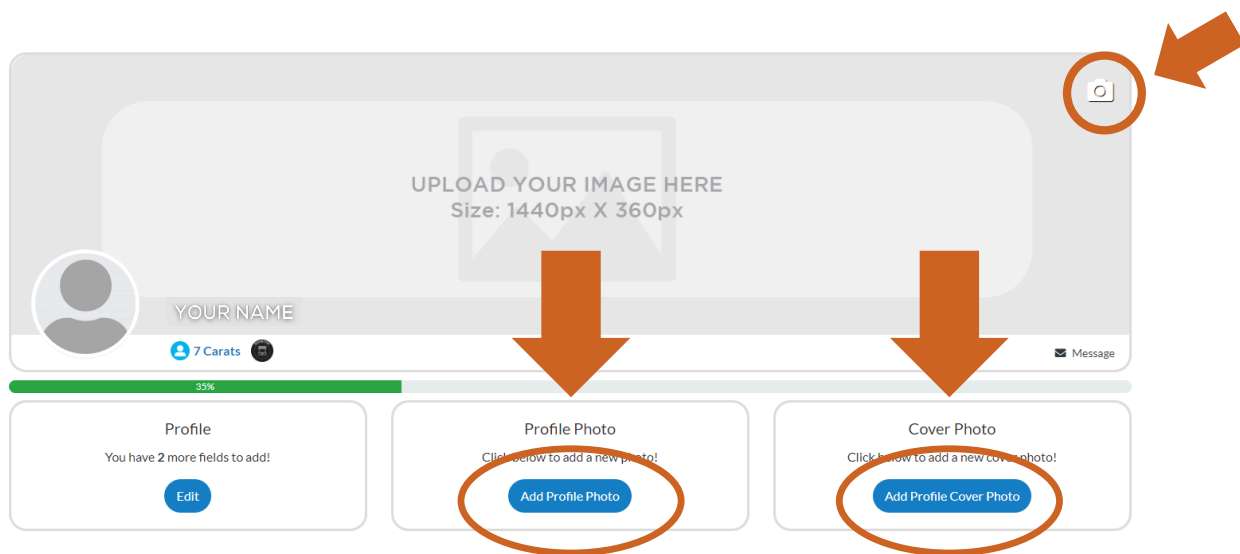
2. From your personal profile page, click on the **Edit** button under **Profile** to add your **About Me** info including location and website and click **Save** when complete.



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



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.



Congratulations! Buyers can now find you in their print & online Exhibitor Directory searches and mobile app listings!