

**2017 AWFS® Fair**  
**Online Floor Plan Company Profile Listing Instructions**  
 (Print this out and use it as a checklist)

**EXHIBITOR LOGIN**

Website Address: <http://www.expodweb.com/awfs17/ec/forms/>

Select and click - “Digital Booth Editor Login” On left hand navigation bar (pictured)

**DO NOT SELECT ADMINISTRATOR**

**SELECT “Digital Booth Editor Login”**

**DIGITAL BOOTH EDITOR LOGIN web page**

1. Select your exhibitor name from the list – make sure it is **highlighted in blue.**
2. Enter the password supplied by AWFS®Fair in the appropriate field
3. Select the *login* button.

This is only a search field. You still must select company in drop down

**1. MAKE SURE “YOUR COMPANY” IS HIGHLIGHTED IN BLUE.**

**2. TYPE YOUR PASSWORD**

**3. CLICK LOG-IN**

**\*If you are having a problem, can't log in or it's not working, please make sure you DID NOT select administrator in step 1.**

## MAIN NAVIGATION PAGE

Upon logging into the Digital Booth Editor, you will see the main navigation console. (Picture below)

The top of the page will list your main booth information

- The booth number(s) linked to this digital booth.
- The date that this digital booth was last updated.
- The digital booth level that is active for this exhibitor.

Each exhibitor receives the Standard Package with limited access to the features. You may request an upgrade to a higher-level digital booth, The Gold package is \$200.00 and the Platinum package is \$400.00. Contact [awfssales@awfs.org](mailto:awfssales@awfs.org) or you may fill out the Digital Booth Package order form by clicking on this link.

Exhibitors can access each of the sections available for collecting content. There are two columns of information.

1. **VIEW BOOTH** allows the exhibitor to preview their digital booth as they enter content.
2. **VISITOR REPORT** displays a report of traffic to the exhibitor's digital booth.

### ONLINE FLOOR PLAN CHECKLIST

Please make sure you complete each section of the Digital Booth Editor Login for the website, pre-show planner and directory.

The screenshot shows the EXPOCAD WEB interface for AWFS Fair 2013 (7/24/2013 - 7/27/2013). The user is logged in as an Event Administrator. The interface is divided into several sections:

- Administrative Tools:** Includes links for Administrator, Decorator Login, Digital Booth Editor Login, Floor Plan Sales, Sales Staff Login, and Visitor View.
- Conference Module:** Includes a copyright notice for ExpoChanger International, Inc.
- VIEW BOOTH:** Contains links for Business Card, Categories, Company Profile, Press Releases, and Company Contacts.
- VISITOR REPORT:** Contains links for Show Guide, Media Center, Special Events, and Administrative Contact.
- Change Password:** A link is located at the bottom of the VIEW BOOTH section, highlighted by a callout box that says "CHANGE PASSWORD FIRST!".

### CHANGE PASSWORD!

- Your username, password and instructions were emailed to the AWFS Trade Show Contact as indicated on the booth contract your company submitted
- For security, the first time you log into the digital booth editor you will be required to change your password.
  - Select "Change Password" (the last option on the left hand column and follow the steps)

For your records, write your new password here: \_\_\_\_\_

## YOU MUST CHANGE YOUR PASSWORD - IN ORDER TO UPDATE OTHER SECTIONS!

(Note: you do not need to change your password each time. Only the first visit)

## CREATE "Business Card"

Basic corporate contact information is provided in the business card section of the Digital Booth Editor. There are a number of fields that contain the corporate address, phone and email contact.

## CATAGORIES

Select the product or service categories that apply to your company. These will also be used for the directory and on line product searches.

## COMPANY PROFILE

The company profile section consists of a 200 word company description field and a company URL field. Select, COMPANY PROFILE on the landing page of the Digital Booth Editor Log-in and follow the steps.

## PRESS RELEASES

All exhibitors can post one Press Release (.PDF only). You may post more press releases if you upgrade your digital booth package, please contact the [AWFSSales@awfs.org](mailto:AWFSSales@awfs.org).

## COMPANY CONTACTS

The BOOTH CONTACTS form allows exhibitors to include up to four contacts in their digital booth. (Fields available: Name, Title, Phone, Mobile, Fax, Email)

## OFFICIAL SHOW GUIDE/DIRECTORY COMPANY LISTING

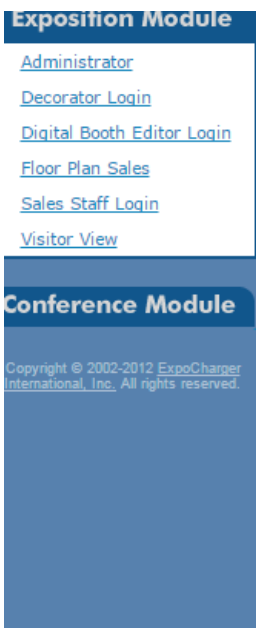
Digital Booth Editor SHOW GUIDE form, please select and update. This is different from the company profile you filled out for the online version. 200 word description. This will not be seen online, this profile will only be used for the Official Show Directory.

## PRODUCT SHOWCASE with Photo! – NEW FOR 2017!

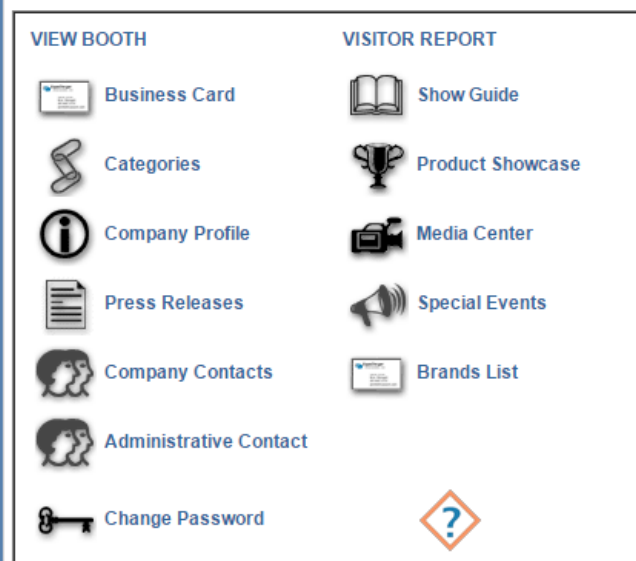
Here is your opportunity to show off your products to attendees. The product information you enter here will appear in your digital booth under the "Product Showcase" link. Use the up and down arrows to change the order that the products will be displayed in. You will be able to enter the Name of product, tagline, description of product, and upload a photo! Products are searchable in the online floorplan! Standard packages will allow one product listing, upgrade to a Gold for 5 product listings or the Platinum for 10 product listings. Please contact the [AWFSSales@awfs.org](mailto:AWFSSales@awfs.org).

## MEDIA CENTER (GOLD OR PLATINUM ONLY)

You must upgrade your booth to get access. You can add your logo, booth wallpaper, logo on the floor plan, YouTube embedded video. You need to purchase a digital booth package in order to have this feature unlocked. Please contact the [AWFSSales@awfs.org](mailto:AWFSSales@awfs.org).



Please change your password before setting up your digital booth.



## □ SPECIAL EVENTS

All exhibitors can post one Special Event Listing (See Below). You may post more if you purchase an upgraded booth package, Gold allows 2 Special Events and Platinum allows 4 Special Event Announcements. To upgrade please contact the [AWFSSales@awfs.org](mailto:AWFSSales@awfs.org).

## □ BRANDS LIST – NEW FOR 2017!

It is simple and easy, just type in the Brand and hit the button! Brands are searchable upon the exhibitor list. Standard packages receive 5 Brands. Upgrade to a Gold for 10 brand listings, or the Platinum for 15 Brand listings.

## □ ADMINISTRATIVE CONTACT

The ADMINISTRATIVE CONTACT form allows you to provide show management with the correct administrative contact information. The administrative contact information will not appear in the digital booth on the event Web site. This information will only be available to the AWFS®Fair staff and AWFS®Fair contractors.

# UPGRADE YOUR LISTING!!

Email  
[AWFSSales@awfs.org](mailto:AWFSSales@awfs.org)  
for a contract or call  
323.215.0302

### STANDARD DIGITAL BOOTH PACKAGE FREE

- Every exhibitor receives with Booth Contract
- Business Card – Contact Information (pictured)
- Company website link from exhibitor list
- Company Profile (200 words) (pictured)
- ONE Press Release
- ONE Special Event Announcement
- 5 Brand Name Listings – NEW!
- 1– Products/Service listings. 100 words per product/service description with Hi-Res Photo. NEW!

### GOLD DIGITAL BOOTH PACKAGE \$200.00

- “Standard Digital Booth Package”
- Company Logo on Business Card 50kb (pictured)
- Company Logo on Web Floor Plan 50kb
- YouTube embedded video on Business Card
- TWO Special Event Announcements
- Social Media Options: Facebook, Twitter, LinkedIn
- 10 Brand Name Listings - NEW!
- 5 – Products/Service listings. 100 words per product/service description with Hi-Res Photo. NEW!

### PLATINUM DIGITAL BOOTH PACKAGE \$400.00

- “Gold Digital Booth Package”
- Booth Photo Wallpaper (600kb)
- SIX Press Releases
- FOUR Special Event Announcements
- 15 Brand Name Listings – NEW!
- 5 – Products/Service listings. 100 words per product/service description with Hi-Res Photo. NEW!

