



# EXHIBITORS ONLINE & DIRECTORY LISTING INSTRUCTIONS

MARKETING MANUAL

**THE SHOW DIRECTORY DATA WILL BE DOWNLOADED FROM THE AWFS® ONLINE DATABASE, USING THE SHORT DESCRIPTION, ON APRIL 19, 2011**

**There will be several email alerts prior to April 19th advising everyone of this approaching deadline and reminding them to recheck the data to make sure all information remains current.**

## EXHIBITOR LOGIN

Website Address: <http://www.expcadweb.com/awfs11/EC/forms/index.htm>

Go to "Digital Booth Editor Login"

The **EXHIBITOR LOGIN** form offers a list of exhibitors and a password field.

An exhibitor accesses their digital booth content using the password that assigned by AWFS.

1. Select your exhibitor name from the list.
2. Enter the password supplied by AWFS® in the appropriate field.
3. Click the login button.

## FIRST TIME LOGIN MUST CHANGE PASSWORD

For security, the first time you log into the digital booth editor you will be required to change your password. After creating a new password, you will also create a password hint to help you in the event of a forgotten password.

If you forget your password, you'll be presented with the question you selected. If answered correctly, your password hint should help you to recall the password.

## MAIN NAVIGATION

Upon logging into the Digital Booth Editor, you will see the main navigation console.

The exhibitor can access each of the sections available for collecting content.

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

Above the navigation links are fields that identify the following 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.

There is an **UPGRADE** link that allows you to request an upgrade to a higher-level digital booth.

There is a task checklist available that will help you keep track of progress made in supplying content for your web and directory listings.

## PROVIDING CONTACT INFORMATION

### Creating a "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.

- It is possible to create links to related exhibitors or you other company names from your digital booth. For instructions please contact us directly at 800-946-AWFS



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(continued)

## Setting up Booth Contacts

Depending upon the DIGITAL BOOTH ATTRIBUTE ASSIGNMENTS form settings, up to four booth contacts are available for exhibitors to include in their digital booth. The BOOTH CONTACTS form allows exhibitors to include the following fields in their digital booth.

- Name
- Title
- Phone
- Fax
- Email

## Updating 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 show organizer and contractors.

## The Profile of your Company

The company profile section consists of a company description field and a company URL field. Your 200 word company profile can be updated in the DIGITAL BOOTH ATTRIBUTE DETAILS form.

## Selecting Categories

In the DIGITAL BOOTH EDITOR, you must select the product or service categories that apply to your company. These will also be used for the directory and on line product searches.

## Building a Media Center

All exhibitors can post one Press Release (.PDF only) and one Special Event Listing (See Below).

## Upgraded Digital Booth Packages

Upgraded Digital Booth Packages have a number of options. For Details, please contact AWFS at 800-323-AWFS or click the UPGRADE link and request an upgrade to a higher-level digital booth. With these upgrades exhibitors can upload the following types of media:

- Company logo for digital booth (100x100 pixel, 72 dpi, .GIF or .JPG)
- Company logo for floor plan (25x25 pixel, 72 dpi, .GIF or .JPG) +
- Booth Wallpaper Photo (600kb)
- Multiple Press Releases (.PDF only)
- Direct YouTube Embedded Video (1)

\*\*Exhibitors with more than one listing may only have the Primary Company Logo on the floor plan.

## Identifying Special Events

Another marketing opportunity for exhibitors is special event listing. If these properties are enabled in the DIGITAL BOOTH ATTRIBUTE ASSIGNMENTS, the SPECIAL EVENTS form allows exhibitors to promote any special events they may be running during the show.

- Name of the special event
- Description
- Date & time
- Location

## SUPPLYING SHOW GUIDE INFORMATION

The software facilitates the collection and management of show guide information. Show guide information is NOT displayed in the digital booth. You enable the show guide fields you want to collect and the exhibitor can populate them through the Digital Booth Editor SHOW GUIDE form.

**Remember, you maximize your on-line visibility by sending this form in quickly  
and Not Waiting for the April deadline!**