

2015 AWFS® Fair
Online Floor Plan Digital Booth Listing Instructions
 (Print this out and use it as a checklist)

EXHIBITOR LOGIN

Website Address: <http://www.expodweb.com/awfs15/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, other packages range from \$300 to \$700. Or you may fill out the Digital Booth Packages Form in the marketing manual or request a contract at AWFSSales@awfs.org

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. The top navigation bar includes File, Edit, View, Favorites, Tools, and Help. The main header displays 'AWFS Fair 2013 7/24/2013 - 7/27/2013'. Below this, the 'AWFS Booth' section shows 'Booth Number: 100000' and 'Package Purchased: AWFS Fair Upgrade!'. A warning message states: '** Logged in as Event Administrator ** Please change your password before setting up your digital booth.' The left sidebar contains 'ADMINISTRATIVE TOOLS', 'Exposition Module' (with links for Administrator, Decorator Login, Digital Booth Editor Login, Floor Plan Sales, Sales Staff Login, and Visitor View), and 'Conference Module'. The main content area is divided into two columns: 'VIEW BOOTH' and 'VISITOR REPORT'. The 'VIEW BOOTH' column includes links for Business Card, Categories, Company Profile, Press Releases, Company Contacts, and Change Password. A large arrow points to the 'Change Password' link.

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 ON YOUR FIRST VISIT 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.

AWFS Booth Date Last Modified: n/a

Booth Number: 100000
Package Purchased: AWFS Fair **Upgrade!**

**** Logged in as Event Administrator ****
Please change your password before setting up your digital booth.

ADMINISTRATIVE TOOLS

- Administrator
- Decorator Login
- Digital Booth Editor Login
- Floor Plan Sales
- Sales Staff Login
- Visitor View

Exposition Module

- Business Card
- Categories
- Company Profile
- Press Releases
- Company Contacts

Conference Module

- Show Guide
- Media Center
- Special Events
- Administrative Contact
- Change Password

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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. NOTE – there is an option to add new products. This is a part of the program and not enabled by the AWFS.

PRESS RELEASES

All exhibitors can post one Press Release (.PDF only). You may post more if you purchase an upgraded booth package, please contact the AWFSSales@awfs.org or get the order form online.

COMPANY 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

SHOW GUIDE INFORMATION

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 is only used for show directory. NOTE – there is an option to add new products. This is a part of the program and not enabled by the AWFS.

MEDIA CENTER (UPGRADE TO GET ACCESS)

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 or get the order form online.

SPECIAL EVENTS

All exhibitors can post one Special Event Listing (See Below). You may post more if you purchase an upgraded booth package, please contact the AWFSSales@awfs.org or get the order form online.

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!!

Add these features when you upgrade your digital booth listing. **Upgraded Digital Booth Packages** have a number of options.

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)

Email AWFSSales@awfs.org for a contract or call 323.215.0302

