2019 AWFS®Fair
Online Company Profile Listing Instructions
& Online e-pay! NEW!!!!!

Print the instructions out and use it as a checklist

Every exhibitor will receive the "STANDARD" package automatically
You can upgrade to Gold, Platinum or Digital by completing the Digital Package Order Form. You can do this in the site or fill out the separate order form.

Exhibitor link: https://www.expocadweb.com/awfs19/ec/forms/exhibitor/login.aspx

1. **The Main Trade Show Contact for each exhibitor will receive an email that will look like this:**
   ➤ Click the link to get started.
   ➤ Only exhibitors who are current with their booth payments will receive an email.
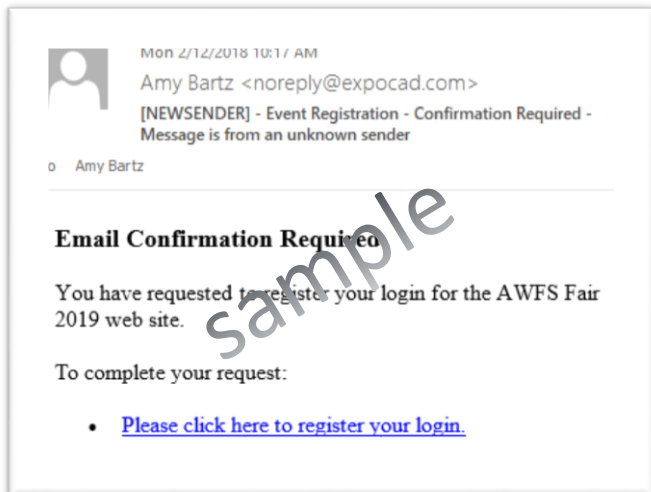   ➤ If you did not receive an email, please contact Kim@awfs.org or Amy@awfs.org
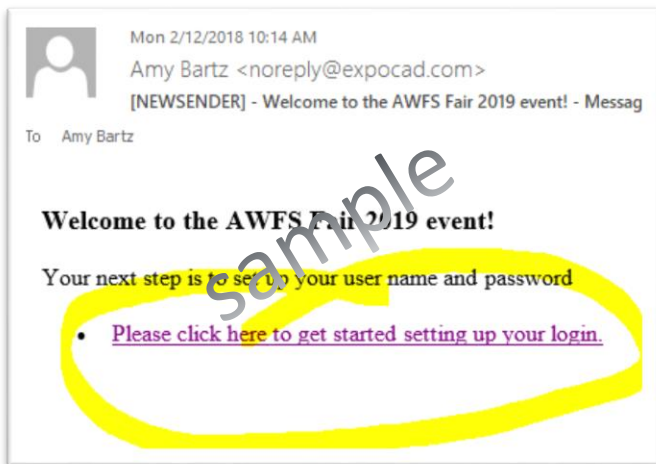
2. **It will open this window. Make sure your email is there and click the send email button**
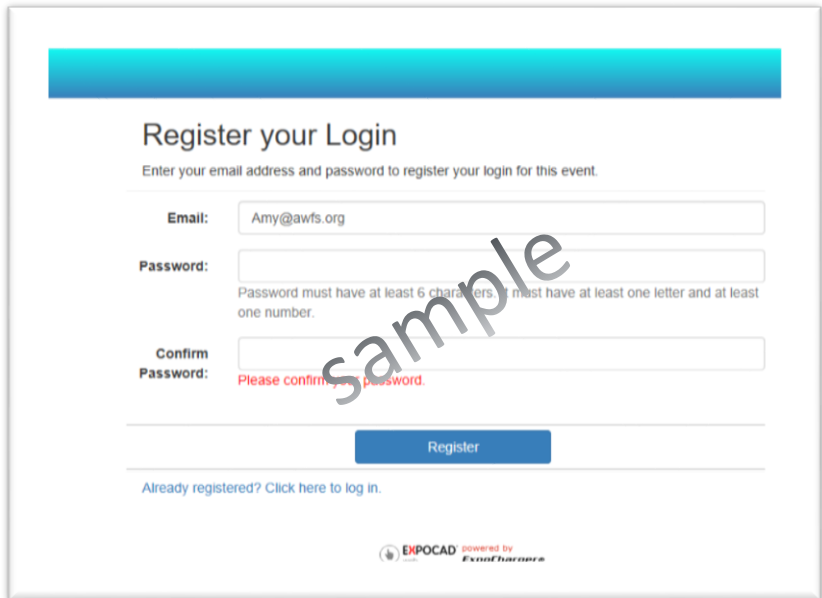
3. You will then receive a 2nd email confirmation.
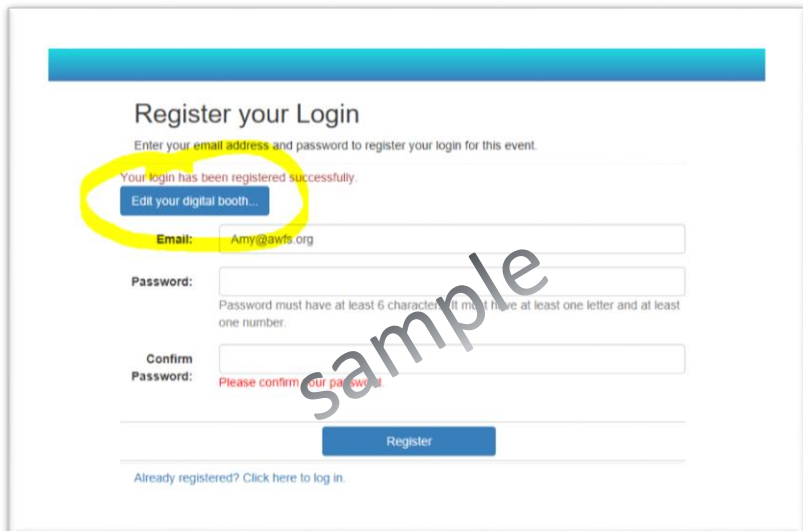
 ➢ **Click to register the login**

4. Register your login and create your own password, then click the register button.

5. The digital booth window should automatically open – if you see this window. Click the Edit your digital booth button.

MAIN NAVIGATION PAGE

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

AWFS Fair 2019 7/17/2019 - 7/20/2019

Home   **Digital Booth ▾**

2021 AWFS Fair Sales Office

Last Modified: n/a
Booth Number: C201
Package: AWFS Fair Upgrade!

🛒 Exhibition Contract   💳 Account Balance/Payments

** Logged in as Event Administrator

VIEW BOOTH	VISITOR REPORT
👤 Administrative Contact	📋 Brands
📇 Business Card	🏷️ Categories
ℹ️ Company Profile	🤝 Company Contacts
🎥 Multi-Media Center	Press Releases
🏆 Product Showcase	📖 Show Guide
📅 Special Events	☁️ File Uploads

Download/Upload your digital booth data...

"ACCOUNT BALANCE/PAYMENTS"

View your account balance and pay your invoice ONLINE!

"Exhibition Contract"

Click here to add a digital booth package to your account. Sponsorships and signage will be added later in 2018.

Click here to see how many people have viewed your online booth

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 and the Diamond Package is $600.00.

Contact awfssales@awfs.org or you may fill out the Digital Booth Package order form and submit.

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 DIGITAL BOOTH AND DIRECTORY CHECKLIST

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

☐ **ADMIN CONTACT**

Please do not change, if there is a contact change please email awfssales@awfs.org and inform us in writing who the new trade show contact is.

☐ **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.
LinkedIn, Facebook and Twitter company links are only available in the Gold, Platinum and Diamond packages. Please make sure you save your work, by selecting the SAVE button at bottom of page.

☐ **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. This is the profile that will only be seen in the online floorplan.
Please make sure you save your work, by selecting the SAVE button at bottom of page.

☐ **MULTI-MEDIA CENTER**

You must upgrade your booth to get access. You need to purchase a digital booth package in order to have this feature unlocked. Please contact the AWFSSales@awfs.org.

- Company logo on business card – available in Gold, Platinum or Diamond packages
- Company Logo on Floorplan – NOT AVAILABLE
- Booth wallpaper – NOT AVAILABLE
- Fill booth with photo – NOT AVAILABLE
- Coupon – NEW for 2019 – only available in Diamond package
- YouTube embedded video - available in Gold, Platinum or Diamond packages
- Video Webcast URL Link – NEW for 2019 – only available in Diamond package
- Podcast URL Link - – NEW for 2019 – only available in Diamond package

Please make sure you save your work, by selecting the SAVE button at bottom of page.

☐ **PRODUCT SHOWCASE with Photo!**

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 Package – 1 product listing
- Gold Package - 5 product listings
- Platinum and Diamond Packages - 10 product listings

Please make sure you save your work after each product showcase, by selecting the SAVE button at bottom of page.

☐ **SPECIAL EVENTS**

All exhibitors can post one Special Event Listing in their profile.

- Standard Package – 1 special event listing
- Gold Package – 2 special event listings
- Platinum and Diamond Packages – 4 special event listings

Please make sure you save your work after each special event, by selecting the SAVE button at bottom of page.

☐ **BRANDS LIST**

It is simple and easy, just type in the Brand and hit the button! Brands are searchable upon the exhibitor list.

- Standard Package – 5 product/brand listings
- Gold Package – 10 product/brand listings
- Platinum and Diamond Packages – 15 product/brand listings

☐ **CATEGORIES**

Select the product or service categories that apply to your company. These will also be used for the directory and on line product searches. You can select as many categories that are applicable to your business.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

☐ **COMPANY CONTACTS**

The BOOTH CONTACTS form allows exhibitors to include up to four contacts in their digital booth. This information is only visible in the online company profile. (Fields available: Name, Title, Phone, Mobile, Fax, Email)

Please make sure you save your work after each contact, by selecting the SAVE button at bottom of page.

☐ **PRESS RELEASES**

Post a press release regarding your company or show specials!

- Standard Package – 1 press release
- Gold Package – 4 press releases
- Platinum and Diamond Packages - 6 press releases

Please make sure you save your work after each press release, by selecting the SAVE button at bottom of page.

☐ **SHOW GUIDE - OFFICIAL SHOW 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. 75 word description and this description will not be seen online, this profile will only be used for the Official Show Directory.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

To log out, go to the username button in the top right corner and select log out.

UPGRADE YOUR LISTING!

To upgrade your booth package email awfssales@awfs.org for a contract or download the contract from the website www.awfsfair.org