

Exhibitor – Text Editing Guide

This guide will show you how to edit and add text content on your exhibitor stand using the handy WYSIWYG (What You See Is What You Get) editor.

Exhibitor Login link

Use your username and password to login at: <http://www.thebusinessexpo.net/stand>

Use the editor to:

1. Add and edit text on the editable text areas on your stand - known as **Snippets**.
2. Write **Blog posts** to show in your Latest News area.
3. Write product descriptions when you add new **Products**

Preparation

We will look at editing content on your stand pages – to continue, please click the **Snippets** tab and select the one you want to edit. If you later want to add **Blog posts** to your Latest News section, or upload **product information**, the steps below will cover what you need to know for that as well.


For your business introduction you may wish to include text you have on an existing website or in a brochure, or you may choose to write a new introduction about your business.

When preparing content for your home page, you may find it helpful to do a **word count** on the *sample text* provided in the Home Top or Home Bottom snippet, as this will give you some indication of how much text you need to add. **Please note:** Each Home Template allows a different amount of text to be added to the home page.

Business Exhibitor » Stand » Snippets » Edit Home Top

Please Make sure that contents will not exceed the editor area space 522px X 110px


Content



Style Format Normal Font Size

This is a demo stand on The Business Expo. It has been created to illustrate the various layout elements contained on exhibitor home page.

As an exhibitor you have a selection of Home Templates to choose from. Whether you have videos or lots of images, limited or more text, there is a template to suit your content. And if you wish to change to a different look - that is simple too!

 Reset to default snippet

[Using the editor to add text to exhibitor home page](#)

Adding text in the editor

Simple text editing rules:

1. Maintain pre-formatted layout (for example a 2 column table layout) by selecting text in **one** section at a time and then type or paste your edits over the top of existing text.
2. Use the toolbar to add extra headings, bold text etc.
3. **Don't paste from Word™** - always copy text into a Notepad file before you paste it in the editor.
4. Always make a backup copy before you edit an **existing** snippet – that way you can go back to the original if needed. If you are editing sample text, you can simply click “Return to Default Snippet” to bring back the original layout.

Click the **Submit** button to save your changes when you are done – and always check your live stand page to make sure you are happy with the edits you made.

A few formatting hints

Format text and create headings

Select words and use the appropriate **toolbar icons** to make the selected text bold, italic or underlined as required.


The **format button** (with a dropdown arrow) allows you to change the look of selected text.

To make a **heading** you simply select the text you wish to change from normal paragraph text to heading text, and then click the arrow on the **Format** box - select the heading size you want to use from the dropdown menu:

- Normal (this produces normal paragraph text i.e. not a heading),
- Heading 1 – this is the largest heading, followed by:
- Heading 2, Heading 3 etc – the preview sample in the dropdown will give you an indication of each heading size.

Create a link

You may wish to provide an external link (for example to your website), follow the steps below to create a clickable link on your exhibitor stand page.

1. Type the text you want the link to display as (for example a website name).
2. Select the text with your mouse and then click the link icon in the editor toolbar:
3. A popup window will appear on your screen: Type the **web address** you want the link to go to - in the URL field. 
4. Decide how the link behaves by clicking the ‘target’ tab - for example; open in a **new window** when clicked, or open as a **pop-up window**.
5. When you are done: click the **OK** button and the text you selected should now appear underlined.

Test your link by viewing the live page - when you click the link you created you should arrive at the address you entered in the link location URL field.