

Exhibitor Admin Quick Tour

Welcome to your Business Expo exhibitor stand admin. This quick tour will provide a short introduction to the features and functions available in your admin area. Please refer to the mini-manuals and full exhibitor manual for detailed descriptions relating to each section.

Exhibitor Login link

Once registered you will be provided with a username and password, visit the following link to login and manage your exhibitor content: <http://www.thebusinessexpo.net/stand>

Step 1- 2 - 3 for new exhibitors:

1. As an exhibitor on The Business Expo, you receive your very own **stand**, which you need to populate with text, image and video content. Your stand acts like an introduction to your business, aimed to provide visitors with an overview and the means to contact you.
2. Once you have added content to your stand it is time to create a few presentations to show in the **Auditorium**. Your user-friendly admin contains a selection of templates to help you create professional presentations in minutes.
3. With plenty of content to show off your business you may wish to enable additional features such as **E-Commerce** to sell your products, or **Live Chat** to interact with your visitors. You also have the option to **advertise** your stand in the main expo area; please contact The Business Expo for information and rates.

Exhibitor admin

The screenshot shows the SilverTrees web development interface. On the left is a dark sidebar with a 'My Account' section containing links for Profile, My orders, Change Password, Change Email, Renew/Upgrade, and Networking. Below this is a 'Auditorium Presentations' section with links for Snippets, Home Videos, Home Slideshows, Chat, Sales, Orders, Blog, Contacts, and Statistics. The main content area is titled 'Business Exhibitor » Stand » Stands » Profile'. It contains several form fields: 'Name*' (Business Exhibitor), 'Permalink*' (business-exhibitor), 'Stand title' (Business exhibitor), 'Chat nickname' (Exhibitor), and 'Description' (This is a demo exhibitor stand, created for the purpose of illustrating the various functions available to exhibitors on The Business Expo.). There are also 'Keywords' (demo stand, the business exhibitor) and character counts for each field.

Exhibitor admin

The **left panel** in your admin area contains tabs, which expand when clicked. Simply click a tab and then select a link to open the requested admin page. You don't need technical know-how to edit and upload content – once you have familiarised yourself with the basics, you'll discover how simple it is to manage your exhibitor stand and create presentations.

Exhibitor admin – left panel tabs:

- **My Account** – upload your Logo, select Home Template, set location map, enable E-Commerce and/or Live Chat, change Password, & network with other exhibitors.
- **Auditorium Presentations** – create professional presentations using a selection of templates suited for a variety of media.
- **Snippets** – these are editable page areas which enable you to add text content to your exhibitor home page and contact page (stand).
- **Home Videos** – use this to upload video(s) to show on your stand page.
- **Home Slideshows** – upload images to create slideshow(s) to show on your stand.
- **Chat** – once you have activated this function you can create chat sessions here.
- **Sales** – with E-Commerce enabled you can use the shopping cart facility to sell products from your stand.
- **Orders** – keep track of orders relating to your E-Commerce shopping facility.
- **Blog** - write 'blog' posts to include on your stand as Latest News.
- **Contacts** – all enquiries posted on your contact page will show here.
- **Statistics** – track and monitor visitor trends on your exhibitor stand.