

Exhibitor – Manage your Stand

As an exhibitor on The Business Expo, you receive your very own **stand**, which you need to populate with text, image and video content. This guide will show you features included in your exhibitor admin, designed to help you manage and customize the look of your stand.

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>

Preparation and quick guide

Your stand content should provide an introduction to your business; a combination of text and visual media to show visitors what your business is about and enable them to contact you. To populate your stand with content you will need the following:

- ✓ **Introduction text** to go on your home page – edit this in Snippets > Home page top
- ✓ **Images** to upload and show in slideshows – create slideshow in Home Slideshows
- ✓ **Videos** for showing on your home page – upload videos in Home Videos
- ✓ **Additional text** content to include as Blog posts in Latest News – add this in Blog
- ✓ **Contact details** to show on your contact page (and remember to set map location).

The following settings are all managed on your account Profile Page:

Select your Home Template

Depending on your choice of media (amount of text, slideshow images, video, etc) you have a choice of 5 different **Home Templates** to use on your home page. Go to your **profile page** (*admin left panel » My Profile » Profile*) and click the arrow under the Home Template heading to view the different choices. Use your mouse to hover over any thumbnail to see the large version of the template, and then make your selection by clicking the thumbnail of the one you want to use. Make sure to click the **Submit** button at the bottom of the page to save your choice.



Text – Video & Latest News (Blog)

Text – News & Scrolling Slideshow

Text – Slideshow & Latest News (Blog)

Text – Slideshow Latest News - Video

Text – Video – Slideshow & News

IMPORTANT: If you already have content on your home page, but wish to use a different Home Template; **save a copy** of the text on your home page **before** you change the template. When you change to a new template it will include the default sample text.

Upload your Business Logo

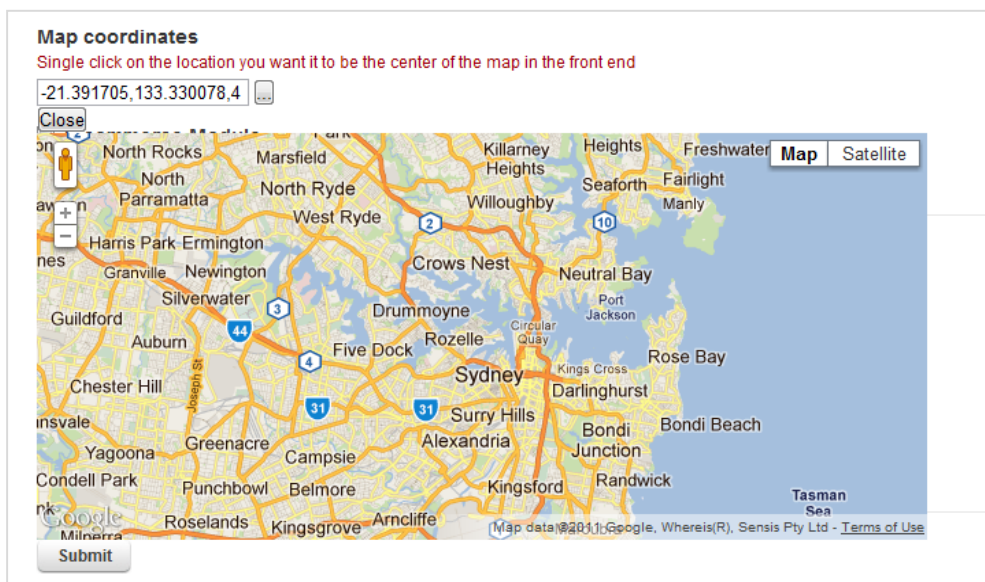
Your business logo will need to be resized to fit the **144 pixel square** space. If your logo is a rectangular shape you should place it on a background colour (same as your logo or perhaps white) rather than trying to squash it to fit the required aspect.

For a simple online solution you may want to try www.picnik.com for image resizing.

Set your Map Location

While you are still on your profile page, set the **map** to the location you want to show on your contact page. Click the dotted button under the map heading, and then use your mouse to zoom (scroll wheel) and pan (left click + hold) to your location.

Click the location you want to be in the centre of the map on your contact page - and then click the close button to save the location.



Make sure to click the **Submit** button at the bottom of your profile page to save your choice.

Enable/Disable additional features on your exhibitor stand

Your exhibitor stand comes packed with functionality and allows you to switch certain functions on or off as you require.

If you wish to use the **E-Commerce** facility or activate **Live Chat**, or de-activate **blog comments** (default is active) you can manage these functions on your **profile page**. If you have blog comments enabled you will see these on your **List Blog posts** page. You will also receive an email each time someone posts a comment – with a link to approve or reply to comments as required.

Now that you have customised your stand settings, it's time to add **content**. We have provided several short guides to help you manage content for each separate area.