

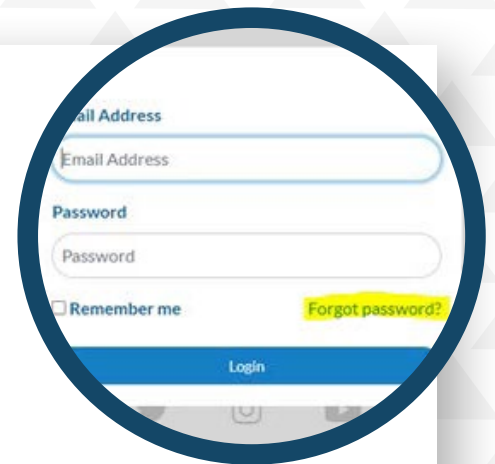
Welcome to the new CEDIA Expo & Commercial Integrator Expo Hub!

Here's how to update your exhibitor information and profile.

STEP 1

LOGIN

1. Go to <https://cedia2023.smallworldlabs.com/home>
2. Click the **LOGIN** button
3. Click **FORGOT PASSWORD?**
(Note: Everyone will need to do this, as this password is different from the A2Z password you have for accessing online payments, etc.)
4. Enter your email address and click **SUBMIT**
(Note: You will need to use the email address associated with your account. Contact your Account Executive for help if needed.)
5. You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it)
6. Click **RESET PASSWORD** in the email
7. Create your password and click **RESET PASSWORD**
8. Return to the **LOGIN PAGE** and log in with your email and new password
9. Once logged in, you will need to click the blue button that says **CLICK HERE TO ACCESS EXHIBITOR HUB** to begin updating your exhibitor profile



STEP 2

UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way CEDIA Expo and Commercial Integrator Expo attendees can find your company in the online exhibitor directory. Be as thorough as possible for optimal exposure!

From your [HTTPS://CEDIA2023.SMALLWORLDLABS.COM/EXHIBITORHUB](https://cedia2023.smallworldlabs.com/exhibitorhub) page, update as much of the information below that is available to you depending on your package level:

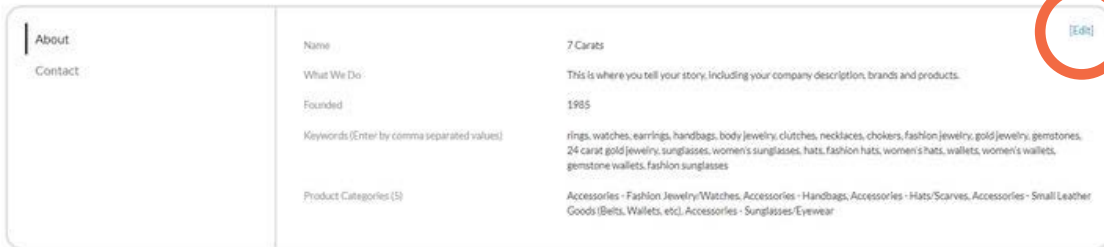
1. Add your company photos:

- Click on the 3 dots on the top right of the cover photo and click on Add Photo, Add Cover Photo and Add Featured Photo

The image shows a screenshot of an exhibitor profile page for CEDIA EXPO and Commercial INTEGRATOR EXPO. The profile is for Elytone, Silver, Booth #3816. The main cover photo area contains the text "UPLOAD YOUR IMAGE HERE". A red circle highlights the three dots in the top right corner of the cover photo area, with a red arrow pointing to it. Below the cover photo are three sections: "Products" (You have 2 more listings to add!), "Show Specials" (You have 2 more listings to add!), and "Videos" (You have 1 more video to add!). Below these sections are three green callout boxes: "PHOTO: Add your company logo", "COVER PHOTO: Add a lifestyle or product image", and "FEATURED PHOTO: Add a product photo or logoproduct image". A red arrow points from the "PHOTO" box to the profile picture area. A red arrow points from the "COVER PHOTO" box to the "UPLOAD YOUR IMAGE HERE" area. A red arrow points from the "FEATURED PHOTO" box to a "RECOMMENDED VENDORS" section at the bottom, which shows a product image and the text "7 Carats" and "Elytone".

2. Update your company's **ABOUT** section

- Click on the **Edit** link in the About section



The screenshot shows a form for editing the 'About' section. On the left, there are two tabs: 'About' (selected) and 'Contact'. The main form area is divided into two columns. The left column contains fields for 'Name', 'What We Do', 'Founded', 'Keywords (Enter by comma separated values)', and 'Product Categories (5)'. The right column contains a text area for '7 Carats' with the placeholder text 'This is where you tell your story, including your company description, brands and products.' Below this are fields for '1985', a list of keywords, and a list of product categories. An orange circle highlights the '[Edit]' link in the top right corner, and an orange arrow points to it from the right.

- Edit/Fill in all sections, especially:
 - **Name:** Add/edit your company name how you would like it to appear in the digital show directory and online exhibitor directory
 - **What We Do:** Add a description of your company so attendees know who you are, what you sell, and why they should visit your booth onsite.
 - **Keywords: VERY IMPORTANT!** Adding your products, categories and brands as keywords will ensure your company is listed when attendees search the online exhibitor directory!

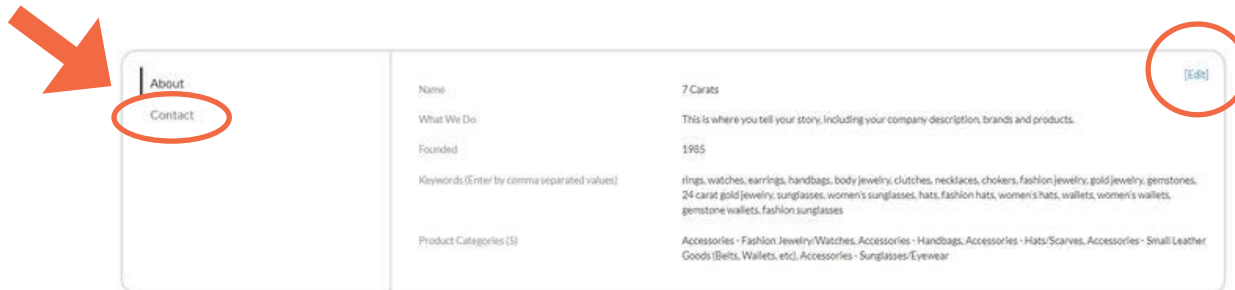
*Be sure to enter as many products as you can here (**be specific!**) and separate each one with a comma.

- **Product Categories:** Select up to 5 relevant Product Categories, as this will ensure your company is listed in these sections of the digital show directory and when attendees search the online exhibitor directory.

! Don't forget to click **SAVE** once you are finished!

3. Update your company's **CONTACT** section

- Click **CONTACT** and then click on the **EDIT** link

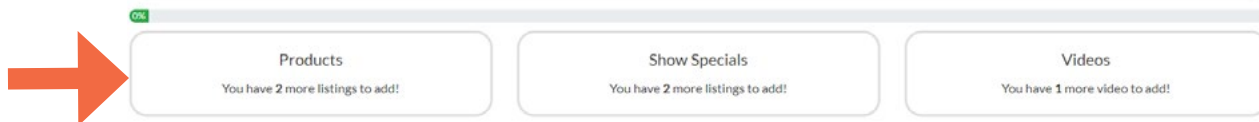


The screenshot shows the same form as above, but with the 'Contact' tab selected on the left. An orange circle highlights the 'Contact' tab, and an orange arrow points to it from the left. Another orange circle highlights the '[Edit]' link in the top right corner, and an orange arrow points to it from the right.

- Edit/Fill in all sections, and click **SAVE**

4. Add Products, Show Specials, and Videos

Depending on your package level, you have the ability to add the following listings that will be displayed on your Company Profile, as well as various sections of the CEDIA Expo and Commercial Integrator Expo online directory, used by attendees when planning which exhibitors to see at the show:



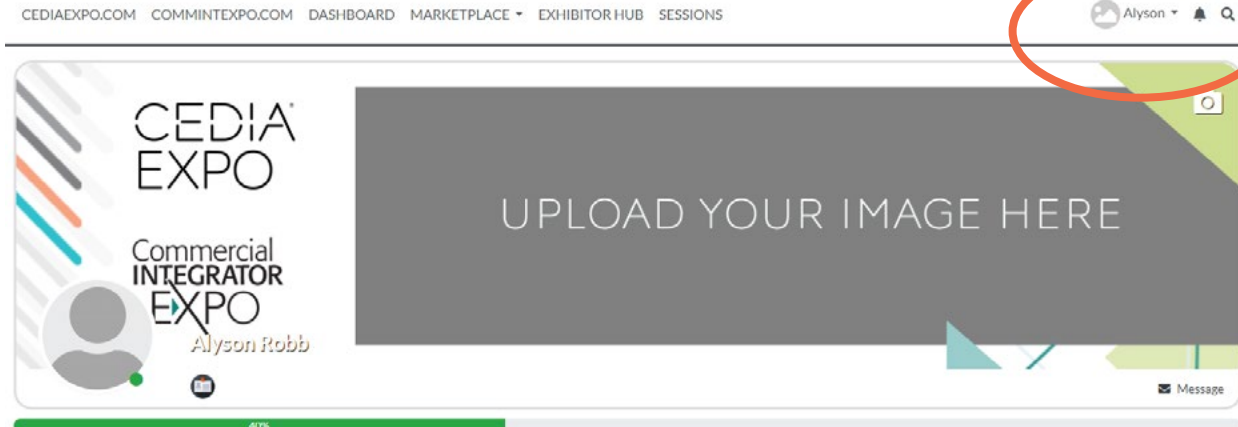
- | **To Add Products (Formerly called “Product Spotlight”):** Click **Add Listing** and fill in the **Title** and **Description** of the product you want to highlight, add a link to the **Buy Now** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo of the product.
- | **To Add Show Specials:** Click **Add Listing** and fill in the **Title** of the show special you are promoting, use the **Description** box to add the details of the deal or offer, add a link to the **Learn More** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo to the listing.
- | **To Add Videos:** Click **Add Video** and fill in the **Title** and **Description** of the video you want to post, add the video link to the **Add Video** box, and click **Save** once complete.

STEP 3

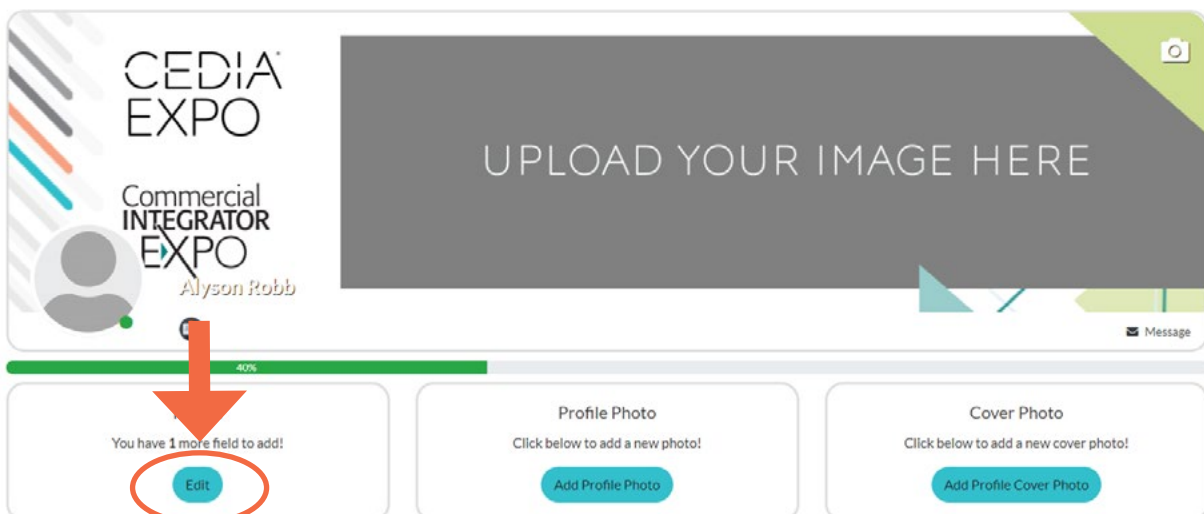
UPDATE YOUR PERSONAL PROFILE

The new CEDIA Expo and Commercial Integrator Exhibitor Hub gives all individuals the ability to have your own personal profile. This allows attendees to see you, not just your company profile. Therefore, you want to make sure you fill out your personal profile! Here's how:

- 1. Click on your name in the top right corner of the screen, and then click on View Profile:**



- 2 From your personal profile page, click on the Edit button under Profile to add your “About Me” info including location and website and click Save when complete.**



You can also click on the Everybody icon in the top right if you want to change who sees this info.

EDIT PROFILE

About me

Address1*

3. Next, you can upload your personal Profile Photo and Cover Photo by clicking the buttons under each section, or by clicking the photo icon on the top right of your cover photo.

CEDIA EXPO

Commercial INTEGRATOR EXPO

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40%

Profile

You have 1 more field to add!

Edit

Profile Photo

Click below to add a new photo!

Add Profile Photo

Cover Photo

Click below to add a new cover photo!

Add Profile Cover Photo

Congratulations!
Your exhibitor profile is now set up!