

CEDIA® EXPO

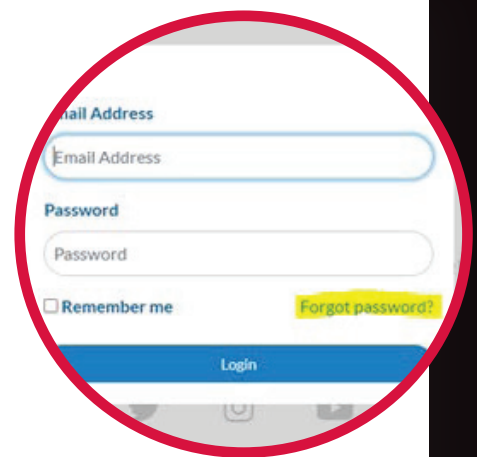
Welcome to the CEDIA Expo Hub!

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

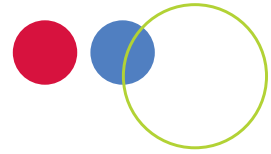
STEP 1

LOGIN

1. Go to
<https://cedia2027.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 attendees can find your company in the online exhibitor directory. Be as thorough as possible for optimal exposure!

From your Exhibitor Hub Page [HTTPS://CEDIA2027.SMALLWORLDSLABS.COM/HOME](https://cedia2027.smallworldlabs.com/home) 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

Featured Photo is for Gold exhibitors only

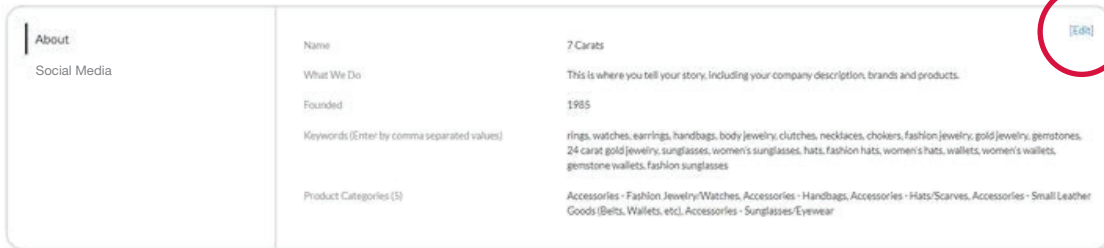
The diagram illustrates the CEDIA EXPO exhibitor profile layout. It features a large black rectangular area with the text "CEDIA EXPO" and "Upload Your Image Here (Dimensions are 1440px x 360px)". To the left of this area is a circular profile photo placeholder. To the right of the main area is a small circle containing three dots, indicating a menu for adding photos. Below the main area are three blue boxes with upload instructions:

- PHOTO:** Add your company logo
400x400 JPG or PNG
- COVER PHOTO:** Add a lifestyle or product image
1440x360 JPG or PNG; 2MB max
- FEATURED PHOTO:** Add a product photo or logo product image
Any size JPG or PNG
Gold Only

Arrows indicate the flow from the instructions to the corresponding photo upload areas. A red arrow points from the "PHOTO" box to the profile photo placeholder. A red arrow points from the "COVER PHOTO" box to the main cover photo area. A red arrow points from the "FEATURED PHOTO" box to a small thumbnail image of a product, which is labeled "RECOMMENDED VENDORS" and "7 Carats".

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

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



The screenshot shows a form with a left sidebar containing 'About' and 'Social Media' links. The main area is titled 'About' and contains fields for Name, What We Do, Founded, Keywords, and Product Categories. The 'Edit' link in the top right corner is circled in red, with a red arrow pointing to it.

Name	7 Carats
What We Do	This is where you tell your story, including your company description, brands and products.
Founded	1985
Keywords (Enter by comma separated values)	rings, watches, earrings, handbags, body jewelry, clutches, necklaces, chokers, fashion jewelry, gold jewelry, gemstones, 24 carat gold jewelry, sunglasses, women's sunglasses, hats, fashion hats, women's hats, wallets, women's wallets, gemstone wallets, fashion sunglasses
Product Categories (5)	Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc), Accessories - Sunglasses/Eyewear

- Edit/Fill in all sections, especially:

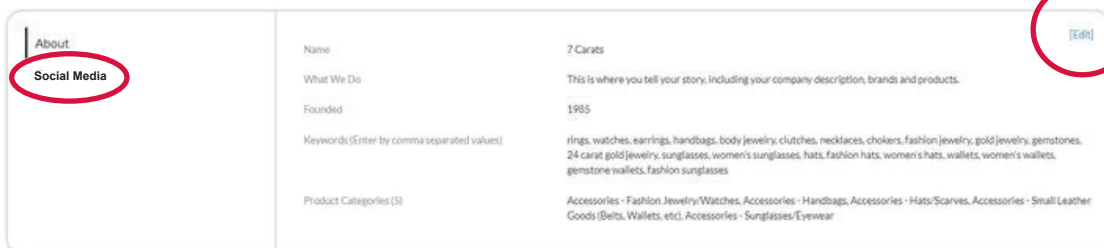
- **Name:** Add/edit your company name how you would like it to appear in the digital show directory and online exhibitor directory
- **What We Do:** Add a description of your company so attendees know who you are, what you sell, and why they should visit your booth onsite.
- **Keywords: VERY IMPORTANT!** 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 the number of product categories that are available to you (this varies depending on the type of digital marketing package that you have). 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 **SOCIAL MEDIA** section



The screenshot shows the same form as before, but the 'Social Media' link in the left sidebar is circled in red, with a red arrow pointing to it. The 'Edit' link in the top right corner is also circled in red, with a red arrow pointing to it.

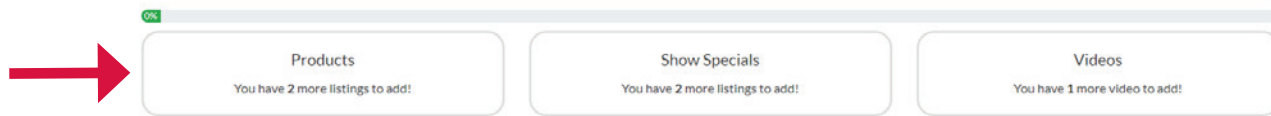
Name	7 Carats
What We Do	This is where you tell your story, including your company description, brands and products.
Founded	1985
Keywords (Enter by comma separated values)	rings, watches, earrings, handbags, body jewelry, clutches, necklaces, chokers, fashion jewelry, gold jewelry, gemstones, 24 carat gold jewelry, sunglasses, women's sunglasses, hats, fashion hats, women's hats, wallets, women's wallets, gemstone wallets, fashion sunglasses
Product Categories (5)	Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc), Accessories - Sunglasses/Eyewear

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

4. Add Products, Show Specials, Videos, and Press Releases

Show specials, videos, and press releases available for Silver and Gold listings only.

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 online directory, used by attendees when planning which exhibitors to see at the show:



- **To Add Products:** Click on the green bar at the top of the page. Click on the “Enter Product Information” link in the “Invoices and Logistics” tile. This will take you to the iQ Toolbox admin portal. Follow the instructions noted in the left-hand menu to upload products. Be sure to select the “Featured at CEDIA Expo” checkbox to ensure your products appear across all official show platforms.
- **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.
- **To Add Press Releases:** Click **Add Listing** and fill in the **Title** and **Description** of the Press Release and Learn More then click **Save**.

Congratulations! Attendees can now find you in the official CEDIA Expo exhibitor list and online directory.