

ONLINE DIRECTORY: EXHIBITOR HOW-TO GUIDE

1 LOGIN

Exhibitor's primary contact will receive a welcome email from cosmoprofna@expoplatform.com, with the subject line:

ATTN: EXHIBITOR – Your Online Directory Login.

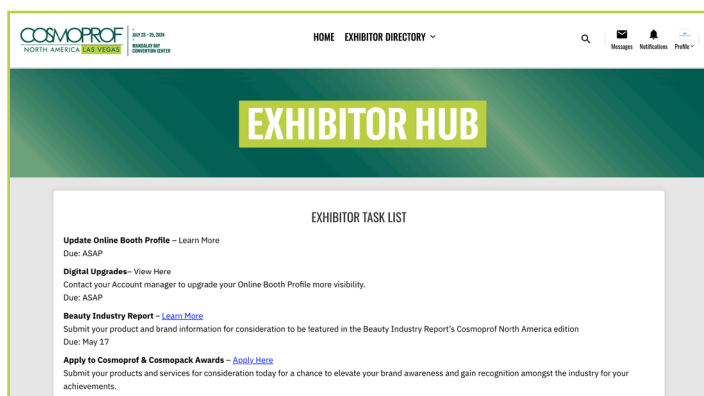
- Open this email and click the 'Get Started' button.
- Use the username and login credentials provided in the email.

Didn't receive the welcome email? Contact customer.service@cosmoprofna.com for assistance.

If you are the primary contact for multiple booths or have multiple brands in your booth please contact customer.service@cosmoprofna.com to set-up multiple profiles.

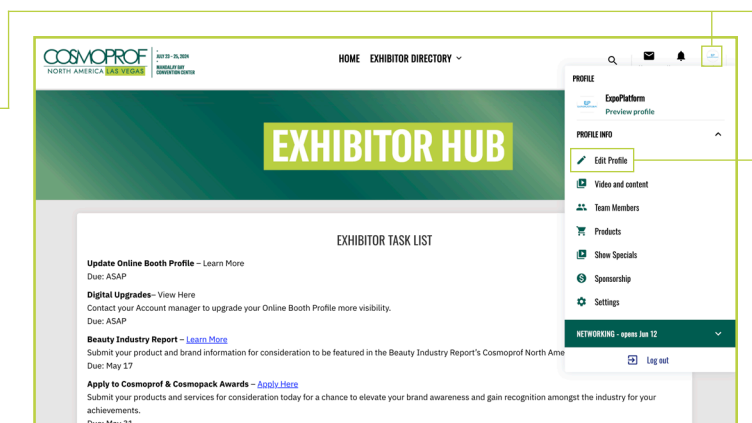
2 EXHIBITOR HUB

Upon logging in, you will be directed to the Exhibitor Hub, a landing page with important tasks and resources for you to review.



3 UPDATE YOUR PROFILE

Click 'profile' in the top right corner and navigate to Edit Profile



3 UPDATE YOUR PROFILE – CONTINUED

a. Upload Company Logo

Supported formats are .png, .jpeg, .jpg and a 1:1 aspect ratio.

b. About The Company

Tell visitors about your company and the value that your products or services offer. There is a 1,000 character limit. Need more space? You can upgrade your profile to the Gold Package to expand the character limit.

c. Country Of Origin

Select your products' primary country of origin.

d. Website

Add your brand or company website.

e. Add Product & Brand Categories

IMPORTANT: Be sure to select the product and brand categories that apply to your products and services. This is how visitors will find you.

f. Social Media

Add your social media handles for attendees to learn more about your company.

The screenshot shows the 'Edit Profile' page on the ExpoPlatform website. The page layout includes a header with the COSMOPROF logo and navigation links. The main content area is divided into several sections:

- Company Logo (A):** A section for uploading a company logo, showing a preview of the ExpoPlatform logo. Supported formats are PNG, JPG, JPEG with a 1:1 aspect ratio.
- About the company (B):** A text area for describing the company, with a character count of 0/1000.
- Company Name (C):** A text field for the company name, currently set to 'ExpoPlatform'.
- Email (D):** A text field for the company email, currently set to 'devansh@expoplatform.com'.
- Country of origin (E):** A dropdown menu for selecting the primary country of origin.
- Website (F):** A text field for the company website, currently set to 'https://www.expoplatform.com/'.
- Social Links (G):** A section for adding social media handles for Facebook, LinkedIn, Twitter, YouTube, and Instagram.
- Product & Brand Categories (H):** A section for selecting relevant categories, including 'BRAND VALUES', 'AAPI-Owned', 'Black-Owned', 'Cruelty-Free', 'Female-Founded', 'Indigenous-Owned', and 'Latin-Owned'.
- Show Sector/Pavilion (I):** A dropdown menu for selecting the sector or pavilion, currently set to 'Hair Care'.

On the left side of the page, there is a 'PROFILE INFO' section showing a 'PROFILE COMPLETENESS' of 66% and a 'NETWORKING - opens Jun 12' button.

4 LOCKED FIELDS

Your company name, email address, and show sector/pavilion are not editable.

- Your email address is a private field, not shared in the Online Directory.
- If you see a discrepancy on company name or show sector/pavilion and think these fields need updating, please contact customer.service@cosmoprofna.com

5 VIDEO & CONTENT AND PRODUCTS

You can upload up to three pieces of content and five specific products for visitors to discover. Want to showcase more content and products? Upgrade to the Gold Package to upload more. Please contact your Account Manager to purchase the upgrade.

6 TEAM MEMBERS

Once the platform opens to booth staff and visitors for matchmaking, June 24th, you will see your team members here and they will receive a welcome email to activate their profile.

7 SETTINGS

You can update your platform settings here, such as notification settings. Some will not apply until Matchmaking opens June 24th.

ENHANCE YOUR PROFILE

Upgrade your profile to increase your company's visibility in the platform, including becoming a featured exhibitor, and adding more products and content. Please contact your Account Manager to upgrade.

[VIEW DIGITAL UPGRADES](#)

REMINDERS:

Update your profile by **May 21st**. The NEW & IMPROVED Matchmaking and Online Directory will open to visitors on **June 24th**. You will be notified once the Matchmaking feature is available in the platform. Need assistance? Contact customer.service@cosmoprofna.com