

ONLINE DIRECTORY: EXHIBITOR HOW-TO GUIDE

1 LOGIN

Exhibitors' primary contact will receive a welcome email from cosmoprofna@expoplatform.com, with the subject line: ATTN EXHIBITOR: Access Your Las Vegas Online Booth Profile

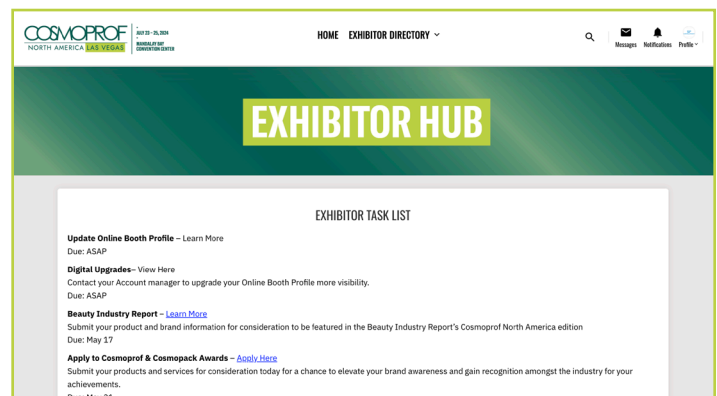
- Open this email and click the 'Access Now' button.
- Input the username in the email and click 'Generate A One-Time Password'. Your one-time password will be emailed to you and valid for 10 minutes for you to login to the platform.

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

If you are the primary contact for multiple booths and did not receive a welcome email for each booth, or have multiple brands in your booth, please contact customer.service@cosmoprofna.com to set-up your multiple profiles.

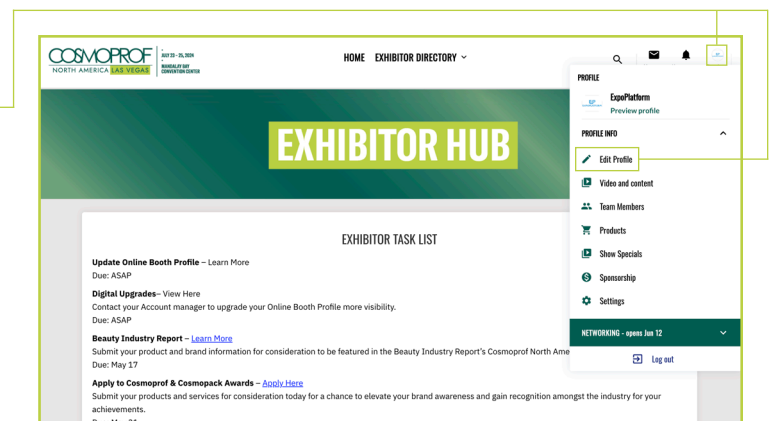
2 EXHIBITOR HUB

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 500 character limit. Need more space? You can upgrade your profile to the Silver or 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 attendees will find you.
- f. **SocialMedia**
For exhibitors that are upgraded to the Silver or Gold digital package, add your social media handles for attendees to learn more about your company. Contact your Account Manager to upgrade your digital package.

The screenshot shows the 'Edit Profile' page on the ExpoPlatform website. The page is divided into several sections:

- Header:** COSMOPROF NORTH AMERICA LAS VEGAS logo and event dates (JULY 23 - 25, 2024) are visible in the top left. Navigation links for HOME and EXHIBITOR DIRECTORY are in the top center. Search, Messages, and Notification icons are in the top right.
- Profile Preview:** On the left, there is a preview of the company profile showing the ExpoPlatform logo, company name, and a 'PROFILE COMPLETENESS 66%' gauge.
- Company Logo:** A box labeled 'A' highlights the 'Company Logo' upload area, which shows the ExpoPlatform logo and supported formats: PNG, JPG, JPEG, Aspect Ratio 1:1.
- About the company:** A box labeled 'B' highlights the text input area for 'About the company', which currently contains 'Test company'.
- Company Name:** A box labeled 'C' highlights the 'Company Name' field, which contains 'ExpoPlatform'.
- Country of origin:** A box labeled 'D' highlights the 'Country of origin' dropdown menu, which is currently set to 'Select country'.
- Website:** A box labeled 'E' highlights the 'Website' field, which contains 'https://www.expoplatform.com/'.
- Social Links:** A box labeled 'F' highlights the 'Social Links' section, which includes fields for Facebook, LinkedIn, Twitter, YouTube, and Instagram.
- Product & Brand Categories:** Below the website field, there are several category tags: BRAND VALUES, AAPI-Owned, Black-Owned, Cruelty-Free, Female-Founded, Indigineous-Owned, and Latin-Owned.

At the bottom of the screenshot, a note reads: "If you created a booth profile for a past show, some of your company's basic information will have saved, but is editable."

4 LOCKED FIELDS

Your company name, email address, show sector and special areas (if applicable) are not editable.

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

5 VIDEO & CONTENT AND PRODUCTS

You can upload content and specific products for attendees to discover by upgrading your Online Booth Profile. You can review the upgrade options [here](#). Please contact your Account Manager to upgrade and have these features unlocked.

6 TEAM MEMBERS

Once the platform opens to booth staff and attendees for matchmaking, you will see your team members here.

7 SETTINGS

You can update your platform settings here, such as notification settings. Some will not apply until Matchmaking opens May 13.

ENHANCE YOUR PROFILE

Increase your company's visibility in the platform by becoming a featured exhibitor, adding products and more when upgrading your profile. Please contact your Account Manager to upgrade and have these other features unlocked.

[VIEW DIGITAL UPGRADES](#)

REMINDERS:

Update your profile by **May 13** – this is when attendees will be able to view the Online Directory. Need assistance? Contact customer.service@cosmoprofna.com