Once you have logged in to the Exhibitor Console, please complete the following steps in order to complete your Company Listing.

Step 1: Company Info

-Make sure that your Company name is listed exactly how you would like and all contact info is correct.

-Upload your company logo. (This will appear on your online company listing as well as the mobile app.)

-Enter a company tagline. (This is a catch phrase/ company slogan that will appear on your online company listing as well as the mobile app.)

-Complete your Print Profile. There is a 500 character max, that includes spaces and punctuation. This blurb will be printed in the show directory that will be given out to all attendees on show site.

-Complete your Online Profile. The basic listing has a 500 character max, but you can upgrade for a larger allotment. This blurb will be listed on the EFA website and mobile app for all attendees to see when they visit the Exhibitor listing online.

-Select your company Categories. The basic package comes with 8 categories, but you can upgrade for a larger amount. These categories will be printed in the show directory, they also will be listed online and in the mobile app. This is a quick way for attendees to search for products/services they are looking for and what companies offer them.

-Enter any social media links to your company's pages. These will be visible on the EFA website and app for attendees to view when they are looking at your company listing online.
-BE SURE TO SAVE

Step 2: Manage Product Photos

-The basic listing comes with 1 product exposure opportunity. You can upgrade packages if you would like additional product listings. These product listings will be on the EFA website and mobile app for attendees to view.
-Enter your product name.

-Complete your brief product description section, 225 characters (includes punctuation and spacing). This should be a brief description that is meant to grab attendee's attention when viewing your listing.

-Upload your product images.

-Complete your product description in greater detail in the last section. There is a 5,000 character limit for this section.

Step 3: Manage Press Release

-The basic listing comes with 1 press release opportunity. You can upgrade packages if you would like to upload additional press releases.

-Upload your press release about a new product/service your company/firm is offering, could be a press release on anything promoting your company/firm that you would want attendees to view on the EFA website while on your company listing.

-These are all text, and there is no character limit. There is no option to add pictures.

Step 4: Manage Special Deals and Promotions

-This is a section if you are running a promotion at your booth or for the show. For example: "10% off all orders placed at the EFA 2021 Expo." "Come to our booth for a chance to win free shipping on all 2021 orders." These specials will be listed on the EFA website when attendees visit your company listing.

- The basic listing comes with 1 show special for you to list. You can upgrade packages if you would like to upload additional specials.

There are add-ons and upgrades available to increase your visibility on the EFA website and mobile app. You can easily upgrade or add on any of these offerings directly in your Exhibitor Console. Please speak to your Customer Success Manager, Elana Ben-Tor, for more details.

Also within the Exhibitor Console you can:

-Register your badges for your staff attending the show.

-View your company invoice and make payments.

-Take advantage of using the "Attendee Acquisition Widget" This is a free tool you can use to create a widget to promote your company exhibiting at the EFA 2021 Expo. Once you have your widget, you can then place it on your own emails, website, or promotional items to let people know you will be at the show and to check you out.

-Upload your proof of insurance. We require all exhibitors to have coverage before exhibiting at the show. (Details about requirements can be found in the Exhibitor Kit)

-Enter your contact info for any EAC's (Exhibitor Appointed Contractors) that you may be hiring for your booth setup. They too will need to be insured and the proof of insurance can be uploaded here as well.

-Submit approval form if you would like to have a Hanging Sign above your booth. Hanging Signs are permitted over booths that are 400sqft island or peninsula booths, and this form is required.

Thank you for taking the time to review these instructions. With the success of completing your online Exhibitor Console, you will see much more engagement with the EFA attendees.

If you have any questions, concerns, or just want to talk about other creative ideas, please reach out to me and I'll be happy to discuss those with you.

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