

environments for aging

Conference + Expo

Welcome to the EFA Exhibitor Hub!

Here's how to update your exhibitor information.

STEP 1

LOGIN

- 1 Go to EFA2024.smallworldlabs.com/home
- 2 Click the **Exhibitor Login** button
- 3 Click **Forgot Password?** to create a password

! *Note: Everyone will need to do this for every show, as this password is different from the A2Z password you have for accessing online payments.*

- 4 Enter your email address and click **Submit**

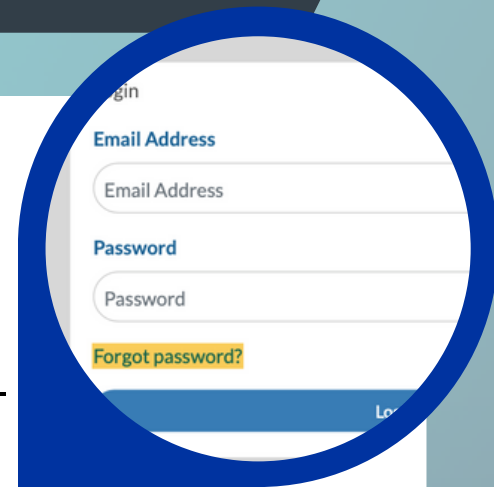
! *Note: you will need to use the email address associated with your account. Contact your [Customer Success Manager](#) for help, if needed.*

You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it)

- ▶ Click **Reset Password** in the email
- ▶ Create your password and click **Reset Password**

- 5 Return to the login page and log in with your email and new password

- ▶ Once logged in, you will need to click the blue button that says **Go to Exhibitor Dashboard** 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 EFA buyers can find your company in the printed Show Directory and Mobile App, as well as when they search through the Exhibitor List online. Be as thorough as possible for the best results!

From your [Exhibitor Dashboard](#) 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 screenshot shows the Exhibitor Dashboard interface. At the top is a large grey box for the cover image with the text "UPLOAD COVER IMAGE HERE" and "size: 1440px (width) x 360px (height)". To the left of this box is a circular profile picture placeholder labeled "COMPANY". To the right of the cover image box is a red circle containing three dots, with a red arrow pointing to it from the right. Below the cover image box are four buttons: "Press Releases" (with "You have 10 more listings to add!" and "Add Listing"), "Products" (with "You have 10 more listings to add!" and "Add Listing"), "Show Specials" (with "You have 10 more listings to add!" and "Add Listing"), and "Videos" (with "You have 2 more videos to add!" and "Add Video"). Below these buttons are three blue rounded rectangles with white text: "PHOTO: Add your company logo", "COVER PHOTO: Add a lifestyle or product image", and "FEATURED PHOTO: Add a product photo or logo". Red arrows point from each of these three boxes to the corresponding area on the dashboard: the "PHOTO" box points to the "COMPANY" profile picture, the "COVER PHOTO" box points to the cover image box, and the "FEATURED PHOTO" box points to a "RECOMMENDED VENDORS" section on the right. This section shows a "Company Name" field with a star icon and an "Explore" button.

PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out and centering the image on the preview screen before clicking [Save](#).

2 Update your company's **About** section

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

About	Name	Accurate Lock and Hardware	[Edit]
Contact	What We Do	Accurate Lock & Hardware offers an extensive range of ligature resistant and ADA-compliant products that positively contribute to healing environments. Accurate's team of experts are dedicated to developing innovative solutions for specific challenges. Designed with patient care and staff safety in mind, all Accurate products are made entirely in the USA, which allows the ability to quickly adjust, adapt and produce the best solutions to meet the ever-changing needs of the healthcare industry.	
Brand Values	Website	http://www.accuratelockandhardware.com	
	Categories (8)	ADA-Compliance Products, Restroom Accessories, Suicide-Resistant Products, Door Hardware and Controls, Locks	

- ▶ **Name:** Review your company's name; this is how it will appear in the printed and online Show Directory. If you require any edits to the company name, please email your [Customer Success Manager](#).
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Product Categories:** Select relevant Product Categories, as this will ensure your company is listed in these sections of the printed Show Directory and when buyers search the online Show Directory.

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

3 Update your company's **Contact** section

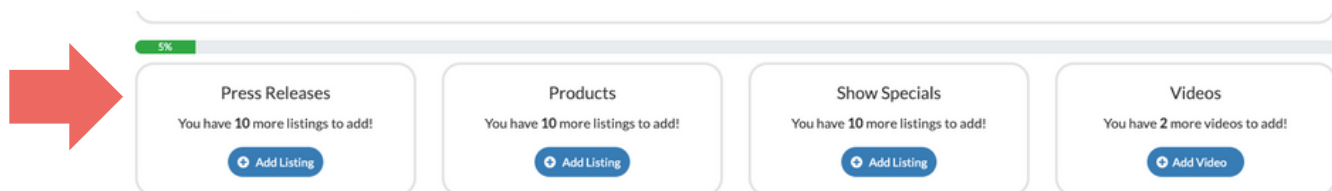
Click **Contact** and then click on the **Edit** link

About	Facebook	https://www.facebook.com/environmentsforagingmag	[Edit]
Contact	Instagram	https://www.instagram.com/efamagazine	
	LinkedIn	https://www.linkedin.com/company/efamagazine	
	Twitter	https://www.twitter.com/EFAGing	

▶ **Edit/Fill in all sections, and click **Save****

④ Add Press Releases, 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 EFA Hub, used by attendees when planning which exhibitors to see at the show:



- ▶ **To Add Press Releases:** Click [Add Listing](#) and fill in the **Title** of the press release, use the **Description** box to add the body of the press release, 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 Products:** 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.

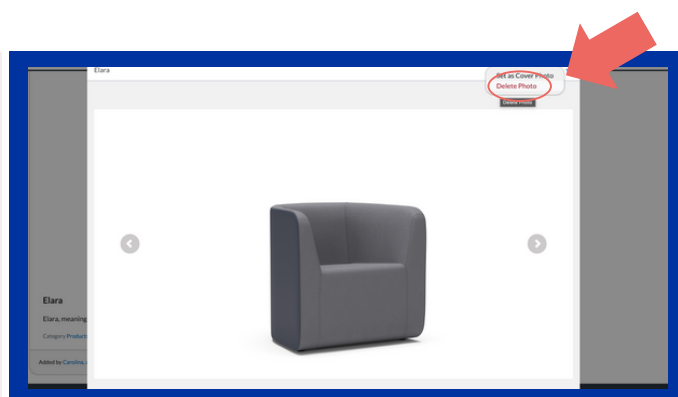
➡ On the next page, click [Add Photo](#) to add a photo of the product.

- ▶ **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.

PRO TIP: To update or replace listing images, first open the listing and then click on the current photo. After the listing image is opened, click on the 3 dots indicated to the right, and select "Delete Image". This will remove the current image for the listing. Then follow the instructions above for uploading an image.

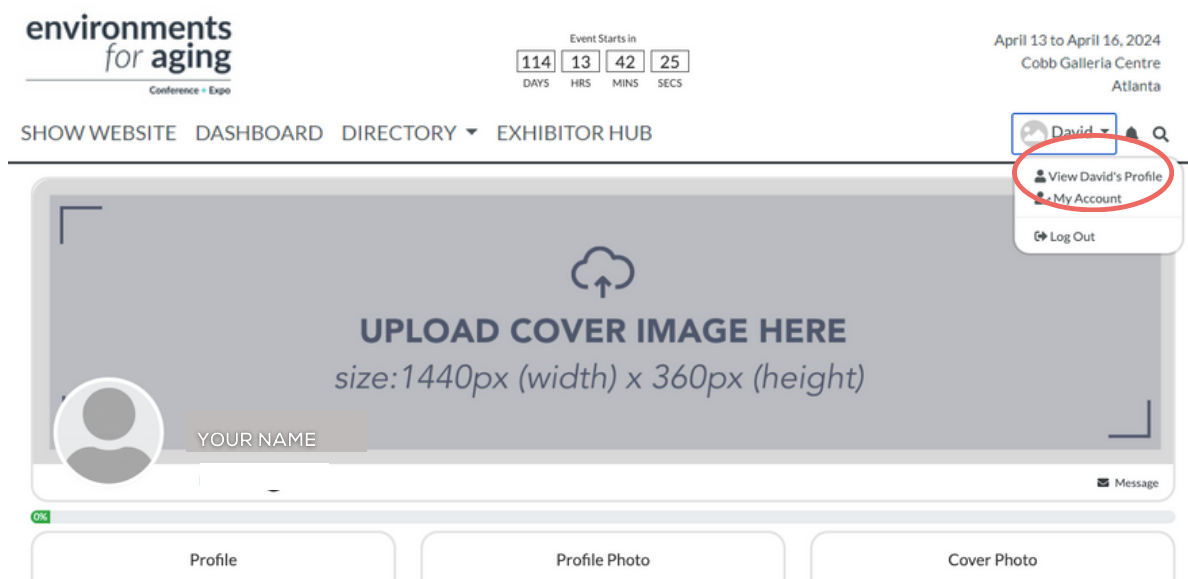


STEP 3

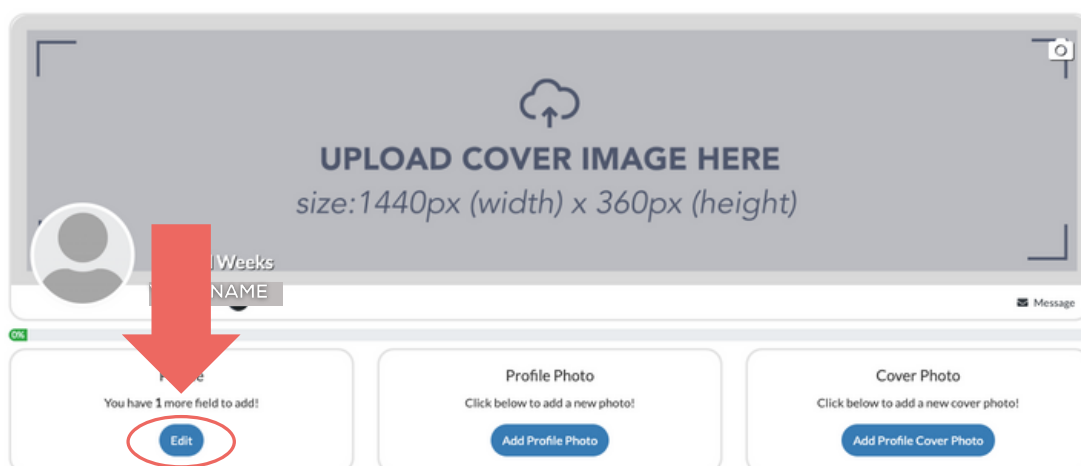
UPDATE YOUR PERSONAL PROFILE

A new feature of the new EFA Exhibitor Hub is the ability for all individuals to have their own personal profile. This allows attendees to see you, not just your company profile. Therefore, you want to make sure you complete your personal profile page! Here's how:

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



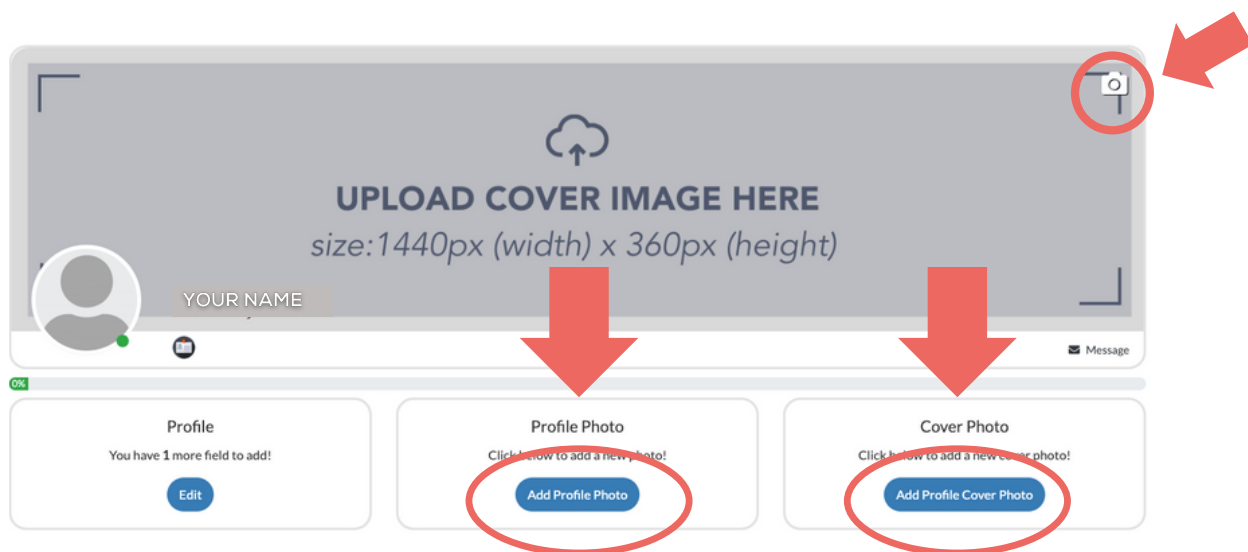
- 2 From your personal profile page, click on the **Edit** button under **Profile** to add your "About Me" info including location and website and click **Save** when complete.



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



- 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.



Congratulations!

Attendees can now find you in their printed Show Directory searches and online Exhibitor listings!