

Welcome to the *New* NY NOW Exhibitor Hub!

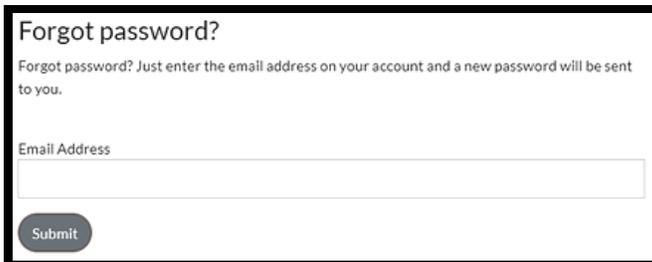
Step 1

Login

1. Go to winter2023.smallworldlabs.com/home
2. Click the Login button
3. Enter your email and click Forgot Password?

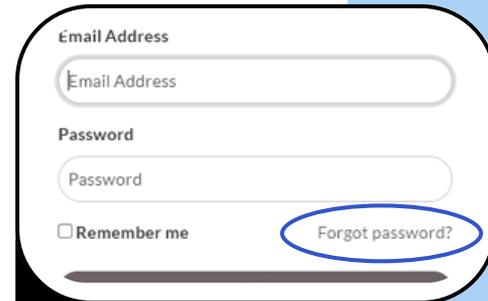
(Note: you must enter your NY NOW Contract Contact email address. Everyone will need to do this. This will be a new password, separate from your A2Z password used for accessing the Exhibitor Console. Contact your Sales Manager for Assistance.)

4. Enter your email address in the new window and click Submit



Forgot password?
Forgot password? Just enter the email address on your account and a new password will be sent to you.
Email Address
Submit

5. You will receive an automated from admin@smallworldlabs.com to reset your password
(Note: Be sure to check your spam/junk folder if you don't see it in your inbox)
6. Click the Reset Password link in the email
7. Create your password and click Reset Password
8. Return to the login page at winter2023.smallworldlabs.com/home and log in with your email and new password
9. Once logged in, click on the Exhibitor Hub in the top navigation bar to access your exhibitor profile



Email Address
Email Address
Password
Password
 Remember me

Step 2

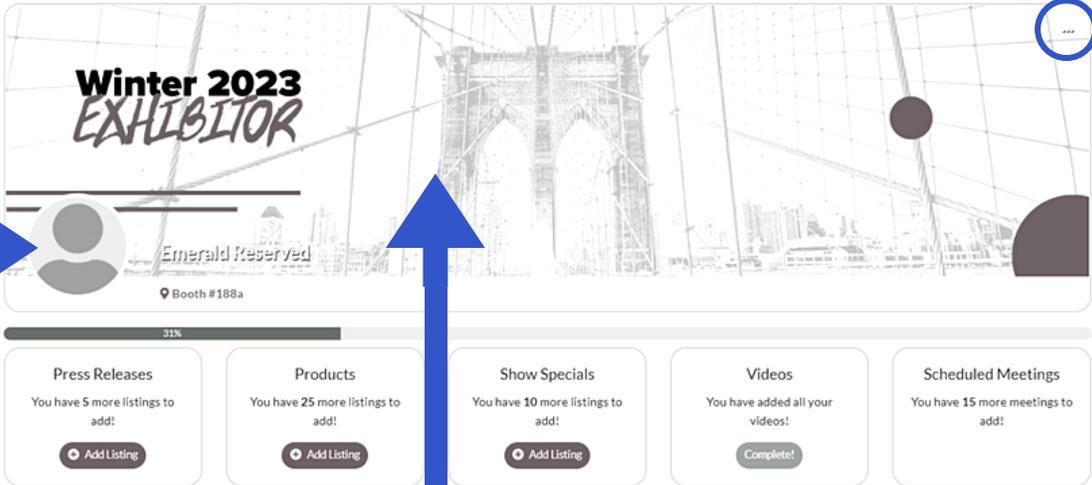
UPDATING YOUR COMPANY PROFILE

It is important for you to update your company information as this info is how NY NOW Buyers and Retailers find your company as they search the exhibitor listings and product catalog. Include as much detail as possible for best results!

From the Exhibitor Dashboard page, add all of the relevant content outlined below:

1. Add your company photos:

Click on the 3 dots on the top right corner of the cover photo and click on Add Photo. Add your cover photo and a featured photo.



The screenshot shows the Exhibitor Dashboard for 'Winter 2023 EXHIBITOR'. The profile name is 'Emerald Reserved' with 'Booth #188a'. A progress bar shows 31% completion. Below are five sections: 'Press Releases' (5 more listings to add), 'Products' (25 more listings to add), 'Show Specials' (10 more listings to add), 'Videos' (all added), and 'Scheduled Meetings' (15 more meetings to add). Annotations include a blue arrow pointing to a profile photo placeholder, a blue arrow pointing to the cover photo, and a blue arrow pointing to a featured photo. A black arrow points to a three-dot menu icon in the top right corner of the cover photo. A callout box on the right shows a sample 'NY NOW' logo with a star icon and an 'Explore' button.

Photo
Add your company Logo

Cover Photo
Add a lifestyle or product image

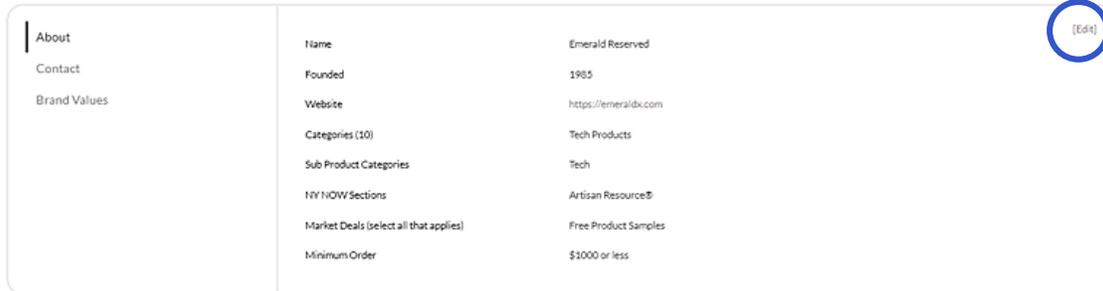
Featured Photo
Add a product photo or logo

NY NOW
Booth #
<http://www.mynow.com>
Explore

Step 2

2. Update your company's About section

Click on the Edit link in the About section



Name	Emerald Reserved
Founded	1985
Website	https://emeraldix.com
Categories (10)	Tech Products
Sub Product Categories	Tech
NY NOW Sections	Artisan Resource®
Market Deals (select all that applies)	Free Product Samples
Minimum Order	\$1000 or less

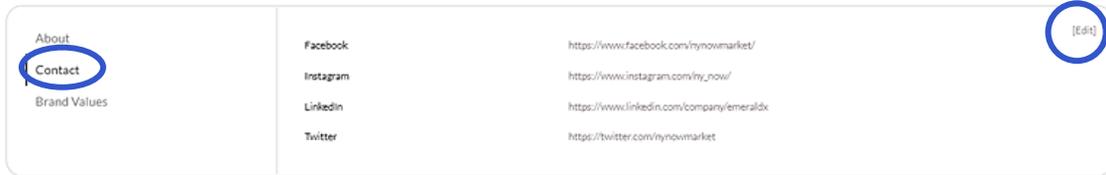
Edit/Fill in all sections, especially:

- ▶ **Name:** Add/edit your company name how you would like it to appear in the Exhibitor Hub
- ▶ **What We Do:** Add/ a description of your company so buyers and retailers know who you are, what you sell, and why they should buy your products
- ▶ **Website:** Add in your website address so buyers can learn more about your brand
- ▶ **Product Categories:** Select up to 10 relevant Product Categories, as this will ensure your company is listed in these sections when buyers search or filter the online directory
- ▶ **Market Deals:** Select all the market deals that apply, to entice buyers looking for a sweat deal
- ▶ **Minimum Order:** Enter minimum order details where applicable, so buyers can be more informed before reaching out to you

 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

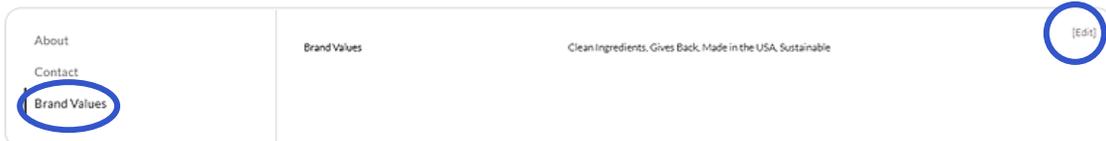


About	Facebook	https://www.facebook.com/nynovmarket/
Contact	Instagram	https://www.instagram.com/nyn_nov/
Brand Values	LinkedIn	https://www.linkedin.com/company/emeraldx
	Twitter	https://twitter.com/nynovmarket

Edit/Fill in all sections, and click Save

4. Update your company's Brand Values section

Click Brand Values and then click on the edit link

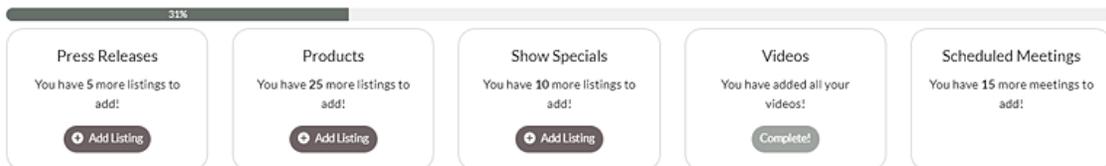


About	Brand Values	Clean Ingredients, Gives Back, Made in the USA, Sustainable
Contact		
Brand Values		

Select all Brand Values that are relevant to your company, and click Save

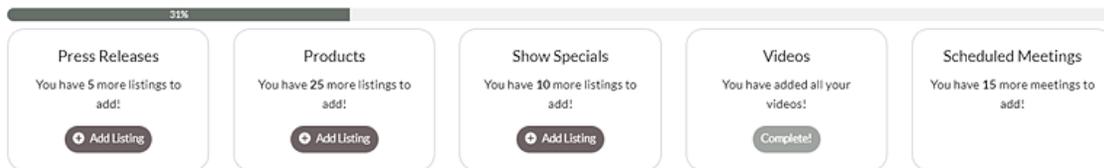
5. Add Press Releases, Products, Show Specials, and Videos

Depending on your package level, you have the option to add the following content that will be displayed in your Company Profile, as well as across various sections of the Hub.



Press Releases You have 5 more listings to add! Add Listing	Products You have 25 more listings to add! Add Listing	Show Specials You have 10 more listings to add! Add Listing	Videos You have added all your videos! Complete!	Scheduled Meetings You have 15 more meetings to add!
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- ▶ **Press Release:** 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. On the next page, click Add Photo to add a photo to the listing



- ▶ **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. On the next page, click Add Photo to add a photo of the product.
- ▶ **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, and a link to the Learn More box, and click Save. On the next page, click Add Photo to add a photo to the show special listing.
- ▶ **Video:** 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.

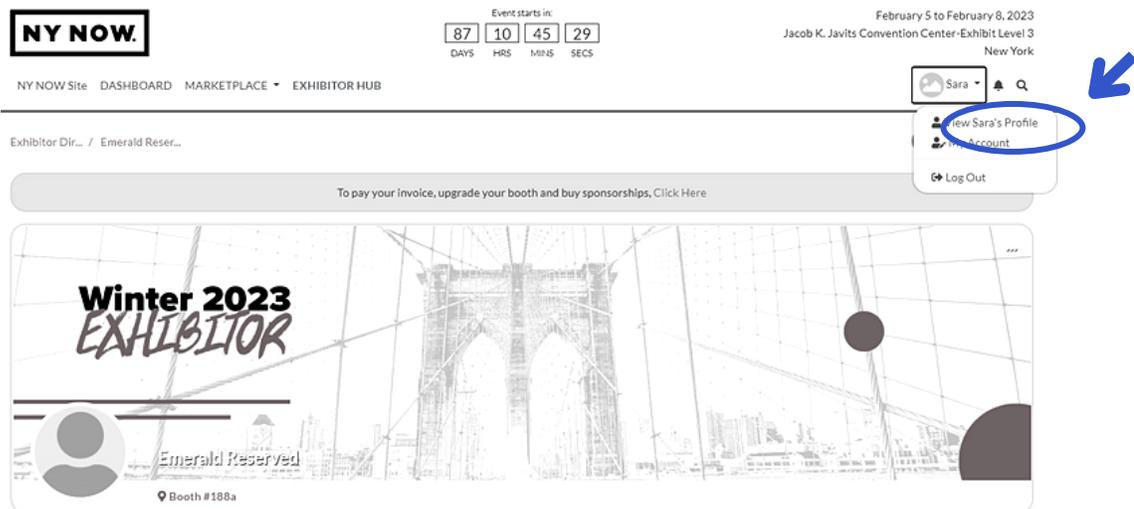
Brands with complete information and content-rich profiles achieve an average of 3x more qualified leads!

Step 3

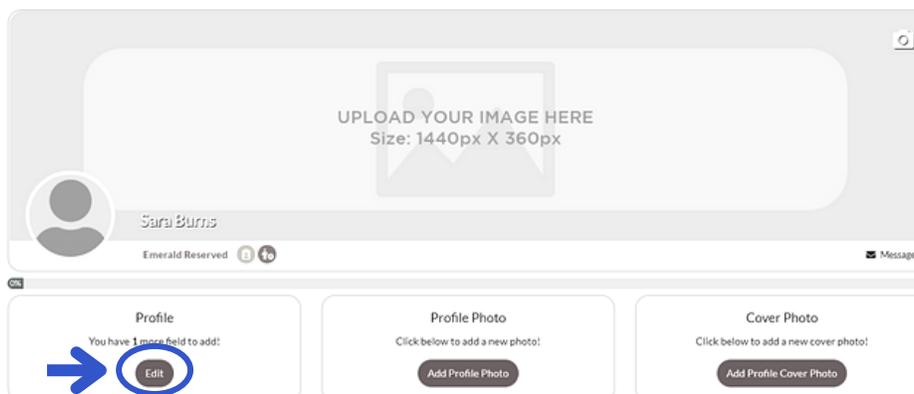
UPDATE YOUR PERSONAL PROFILE

A new feature of the NY NOW Exhibitor Hub is the ability for all individuals to have your own personal profile. This allows buyers and retailers to see you, not just your company profile, and message you directly. You want to make sure you fill out your personal profile - 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 our About Me information, including location, website, and click Save when complete.



Step 3

3. Select who you would like to be able to view your information

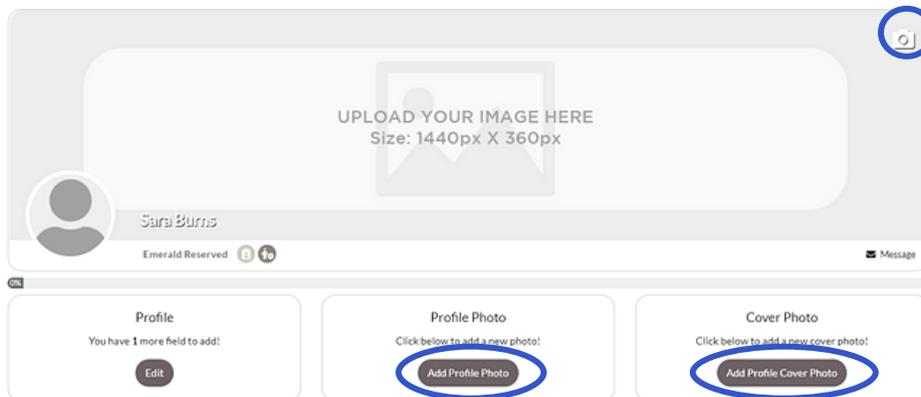
EDIT PROFILE

Product Categories

Everybody

Click on Everybody in the top right corner to change your selection

4. Upload your personal Profile Photo and Cover Photo by clicking the buttons below each section or by clicking the photo icon on the top right of your cover photo.



Congratulations! **Buyers and Retailers can now find you in the Hub**

Exhibitor Profile Features

1
Company Logo:
Stand out on the
interactive floor plan
with your company
logo

2
Company
Description:
Provide detailed
information to make
your business easy
to find and browse

3
Product Categories:
Appear in more
searches

4
Tasks:
Complete all
required paperwork
prior to the Market

5
Featured Links:
Take advantage of
all the pre-market
promotion
opportunities
available to you

6
Listings:
View and manage all
of your listings easily
in one space