

Welcome to the *New* NY NOW Exhibitor Hub!

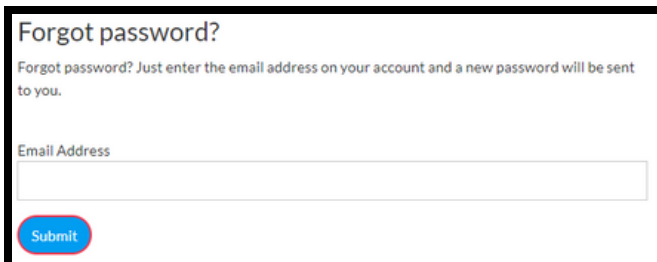
Step 1

Login

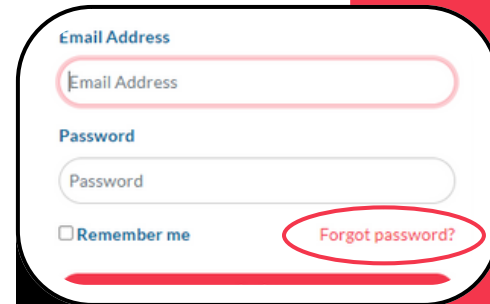
1. Go to winter2023.smallworldlabs.com/home
2. Click the **Login** button
3. Enter your email and click **Forgot Password?**

(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**



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](https://winter2023.smallworldlabs.com/home) 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



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:

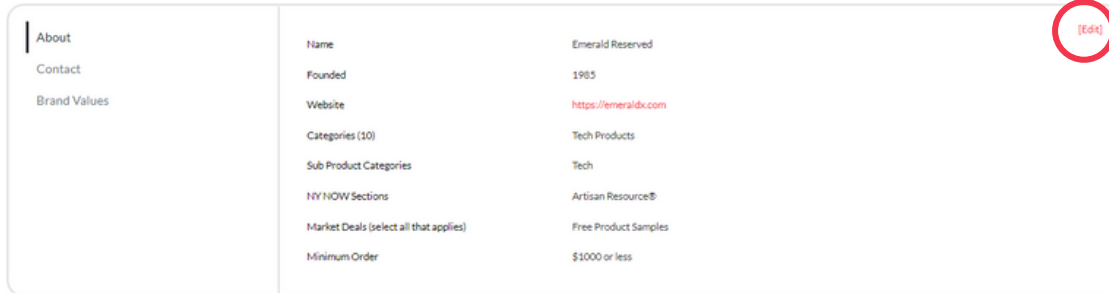
Click on the 3 dots on the top right corner of the cover photo and click on Add Photo. Add your cover photo and a featured photo.

The image shows a screenshot of the NY NOW Exhibitor Dashboard for 'Winter 2023 EXHIBITOR'. The dashboard features a cover photo of the Brooklyn Bridge with the text 'Winter 2023 EXHIBITOR' and 'Emerald Reserved'. A red circle highlights the three dots in the top right corner of the cover photo, with a red arrow pointing to it. Below the cover photo is a progress bar at 31% and 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). Each section has an 'Add Listing' button. Below the dashboard are three blue callout boxes: 'Photo' (Add your company Logo), 'Cover Photo' (Add a lifestyle or product image), and 'Featured Photo' (Add a product photo or logo). A red arrow points from the 'Featured Photo' box to a callout box showing a 'NY NOW' logo and an 'Explore' button.

Step 2

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

Click on the Edit link in the About section



About	Name	Emerald Reserved
Contact	Founded	1985
Brand Values	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

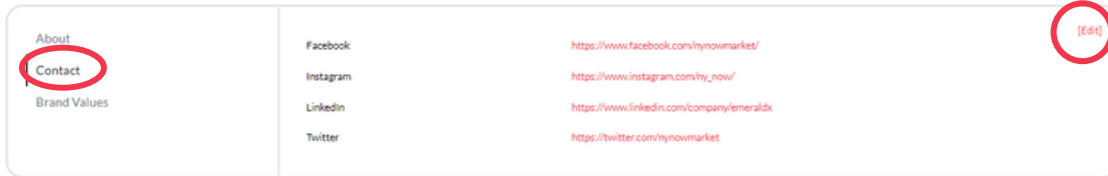
Edit/Fill in all sections, especially:

- ▶ **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

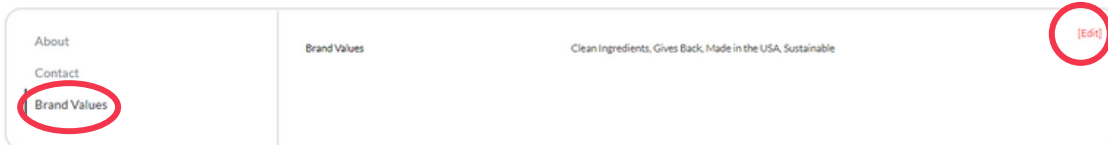
Click **Contact** and then click on the **edit** link



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

4. Update your company's **Brand Values** section

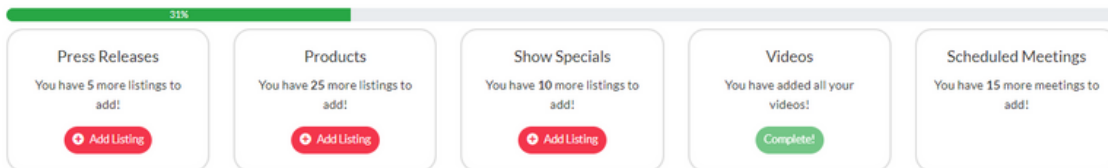
Click **Brand Values** and then click on the **edit** link



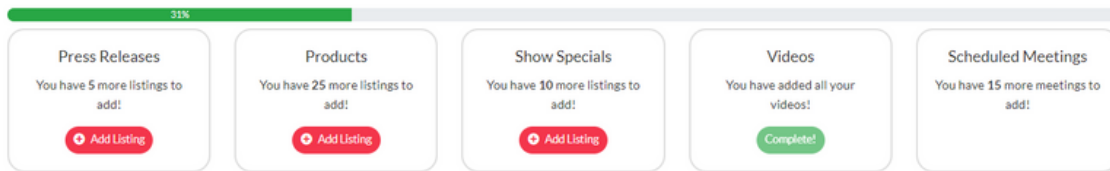
Select all **Brand Values** that are relevant to your company, and click **Save**

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 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.

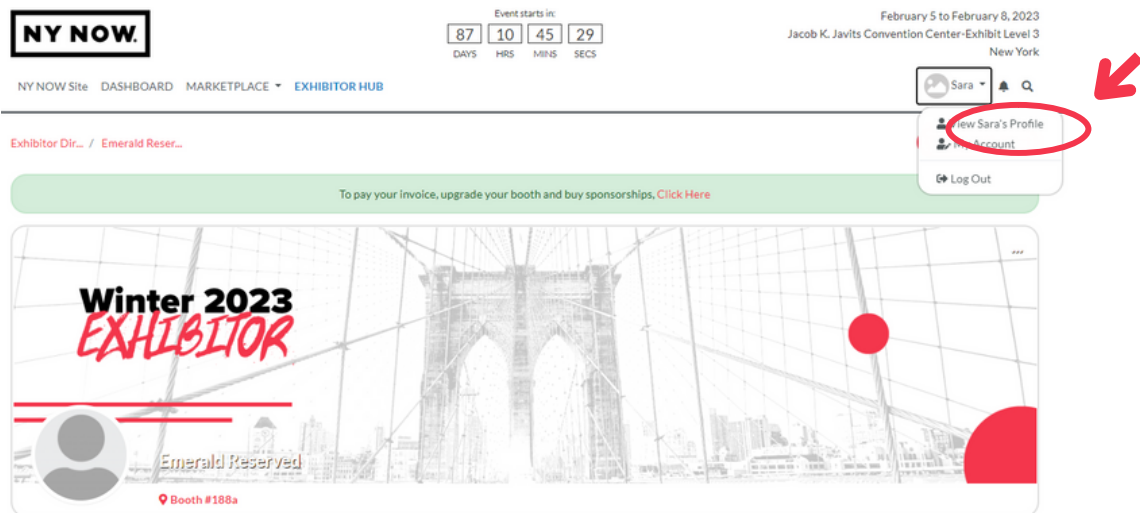
Brands with complete information and content-rich profiles achieve an average of 3x more qualified leads!

Step 3

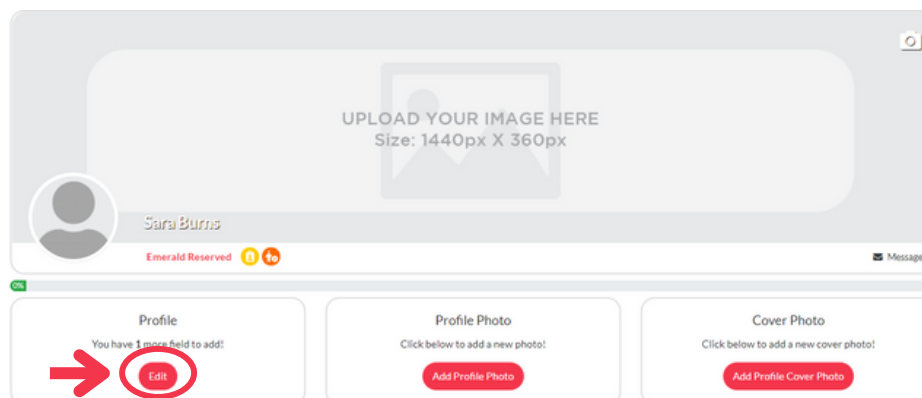
UPDATE YOUR PERSONAL PROFILE

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.



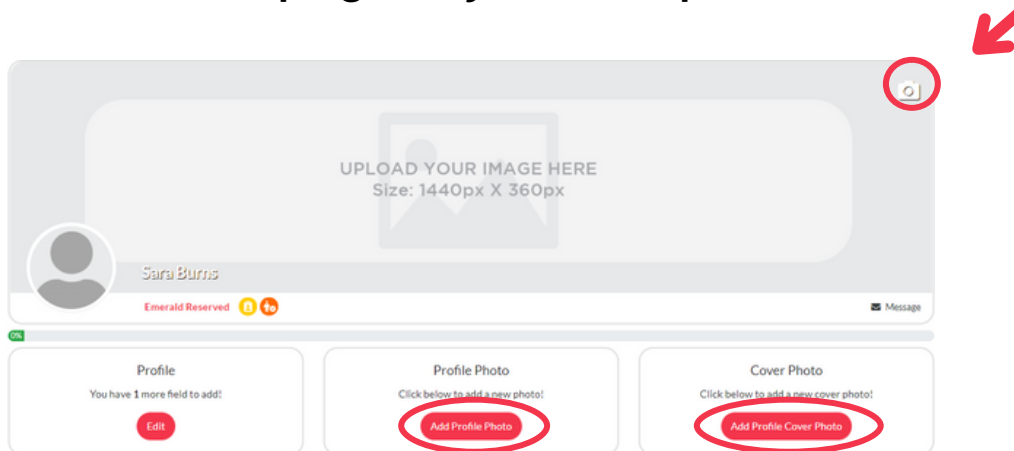
Step 3

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



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