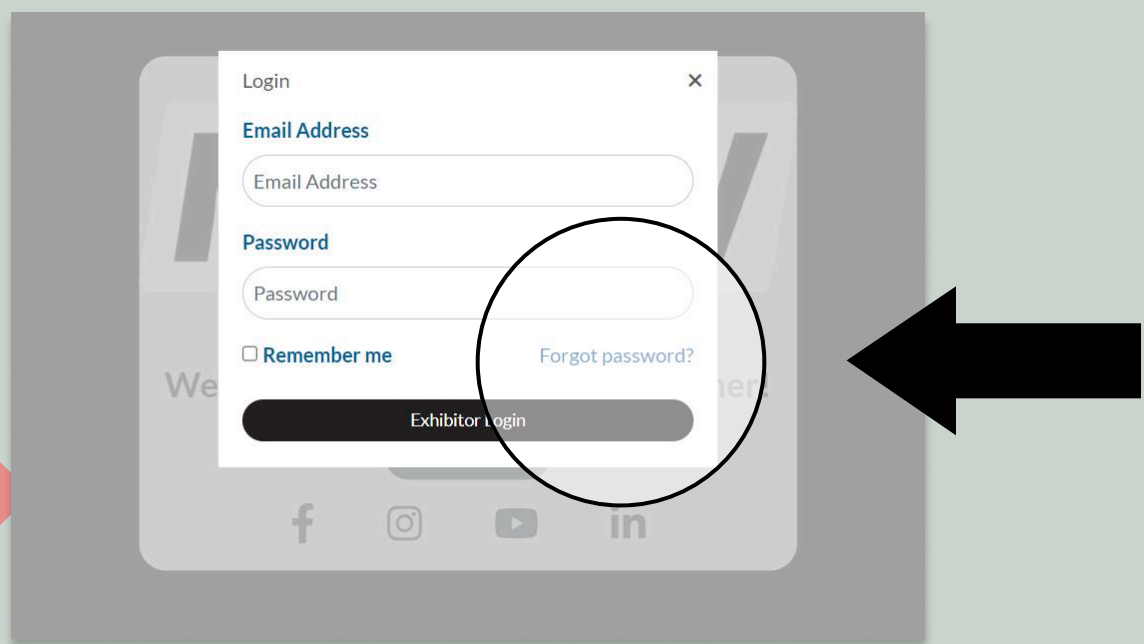


# Your Exhibitor Hub Cheat Sheet

## Step One → LOGIN

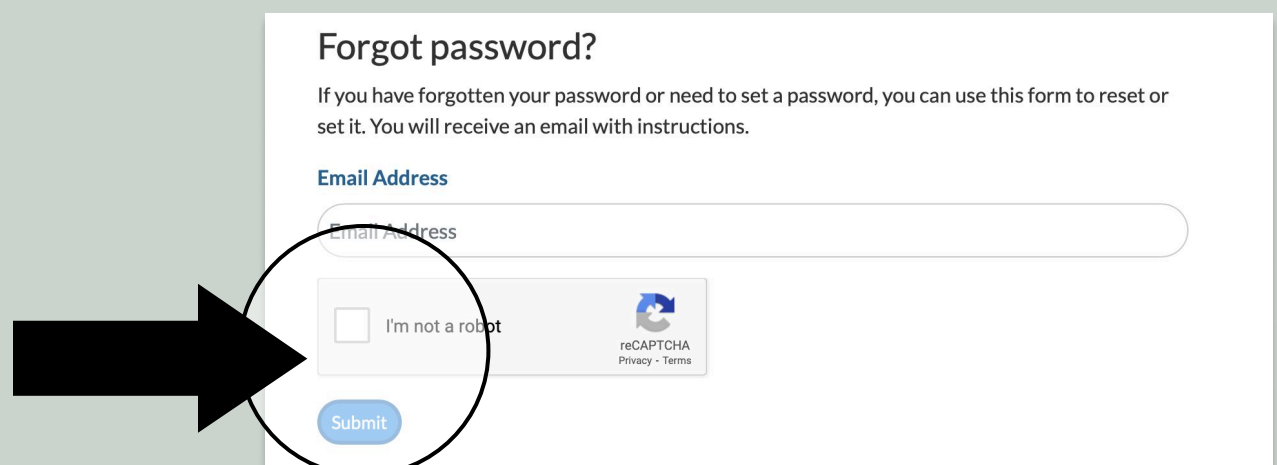
- 1 Go to [nynowsummer2025.smallworldlabs.com](https://nynowsummer2025.smallworldlabs.com)
- 2 Click the Login button
- 3 Click **Forgot Password?**



- 4 A new window will open, where you'll enter your email address to reset your password.  
**NOTE: YOU MUST ENTER THE SAME EMAIL ADDRESS USED IN YOUR NY NOW CONTRACT.**

- 5 You will receive an automated email from [admin@smallworldlabs.com](mailto:admin@smallworldlabs.com) with a link to reset your password – follow those instructions.

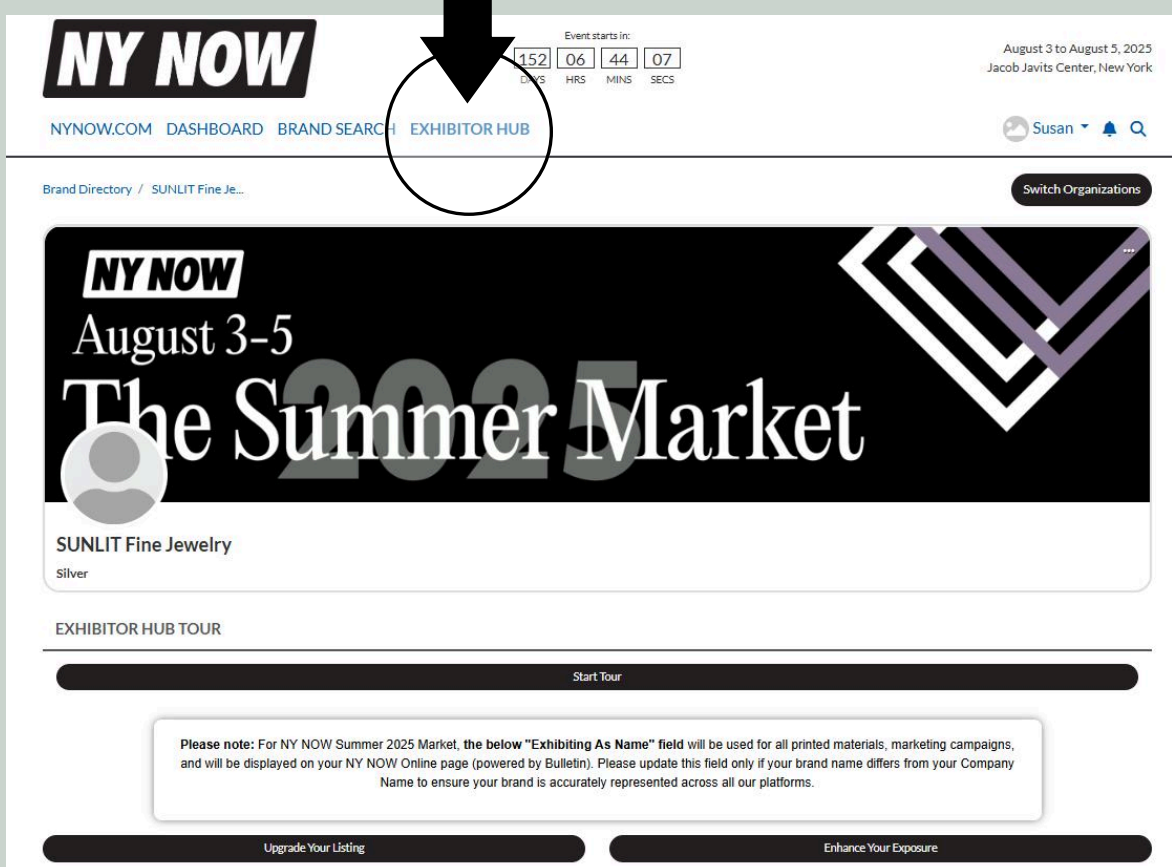
- 6 Return to the Exhibitor Hub at [nynowsummer2025.smallworldlabs.com](https://nynowsummer2025.smallworldlabs.com) & log in with your email and new password.



## Step Two → ACCESS ALL NY NOW BUSINESS-RELATED ITEMS

Once you've successfully logged in, click **EXHIBITOR HUB** in the top navigation bar.

- 1 **IMPORTANT!**  
If your "Exhibiting As Name" (the brand name you want displayed in all marketing materials) is different from the Company Name on your contract, add that information here.



- 2 Access the below items and more, all in one place:
  - a. Access invoices
  - b. Make payments
  - c. Manage your contract
  - d. Submit your insurance
  - e. Register your staff
  - f. Purchase sponsorship opportunities
  - g. Review the Exhibitor Services Manual

