In the business of
building businesses

EXHIBITOR PROFILE

YOUR GUIDE TO COMPLETING YOUR EXHIBITOR PROFILE

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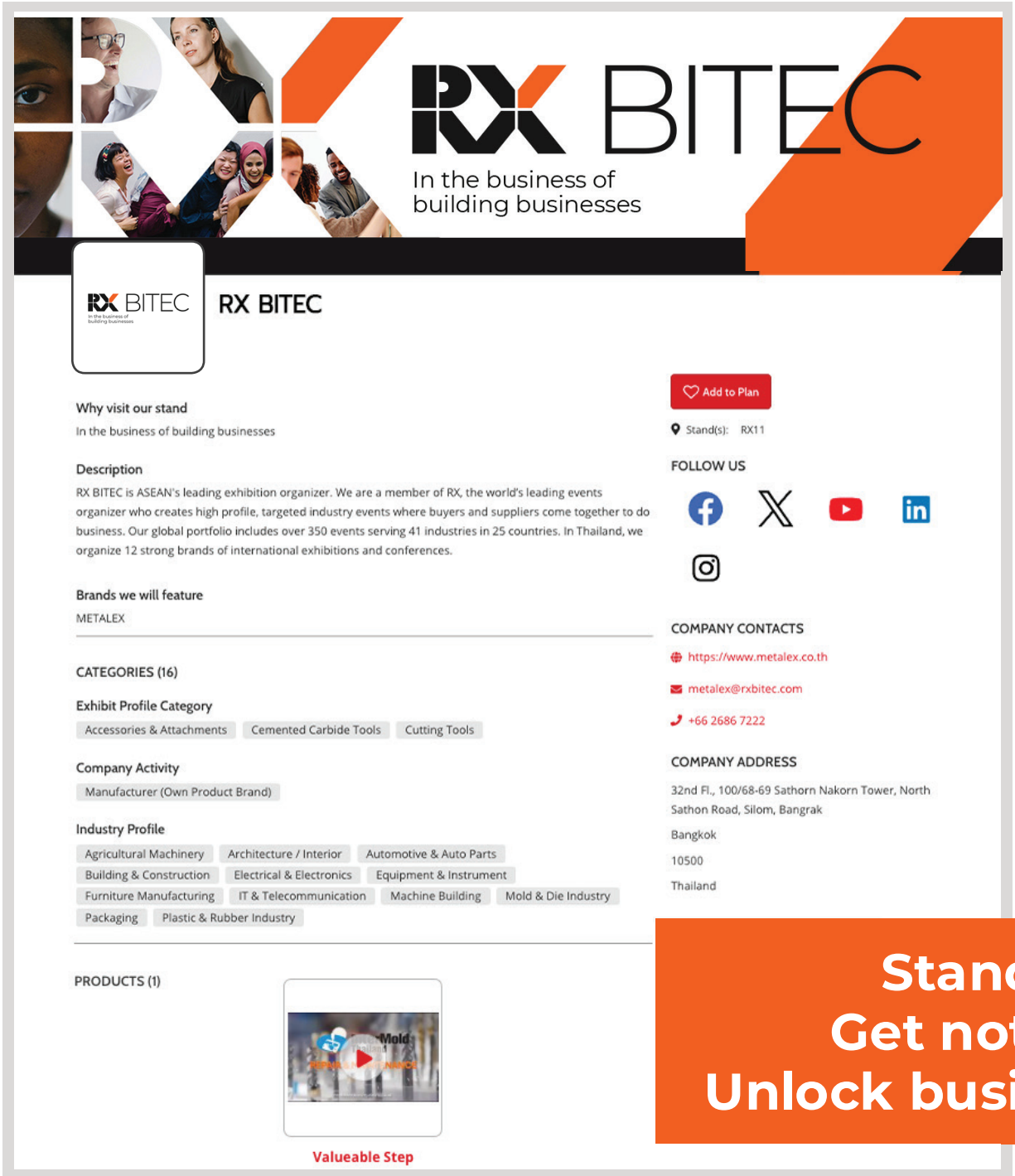
INTRODUCTION TO YOUR EXHIBITOR PROFILE



Stand out.
Get noticed.
Unlock business.

Read on to discover how you can drive interest in your business by showcasing your brand on the event website.

INTRODUCTION TO YOUR EXHIBITOR PROFILE

What is an Exhibitor Profile?

An Exhibitor Profile serves as your online showroom. Help attendees find you and your products while they plan their visit. Attract relevant audiences by industry, category, or product line for high quality connections and access more business opportunities at the event.

Why should I use an Exhibitor Profile?

The key to your event success lies in **visibility**. By aligning your profile with specific industries, categories, or product lines, you're able to **attract a relevant audience, foster quality connections and unlock more business opportunities during the event.**

94% visitors plan their visit before the show. Therefore, completing your profile early increases your visibility and connects you with more potential buyers.

How to Access the New Exhibitor Hub

The Exhibitor Hub is where you can manage the content to display on the show website via your online Exhibitor Profile. There are different ways to access the Exhibitor Hub:

1

Login Link from Website

2

Exhibitor Activation Email

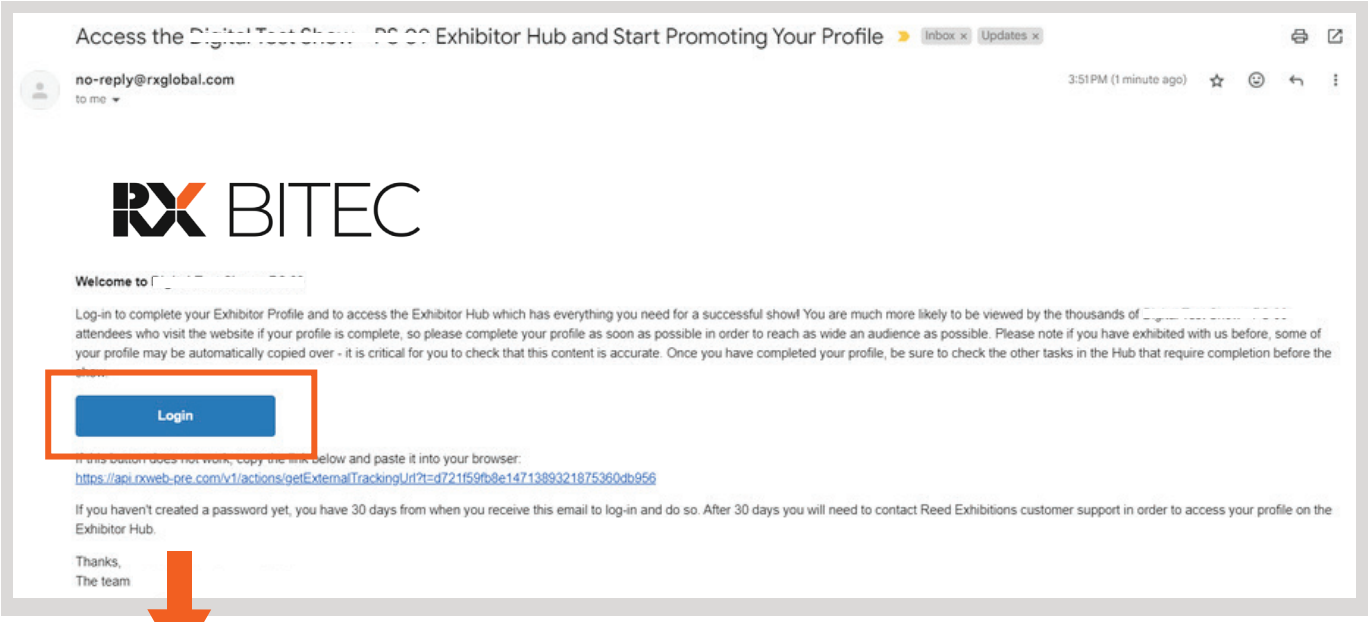
NOTE: Some show websites may have the link published in a different location.

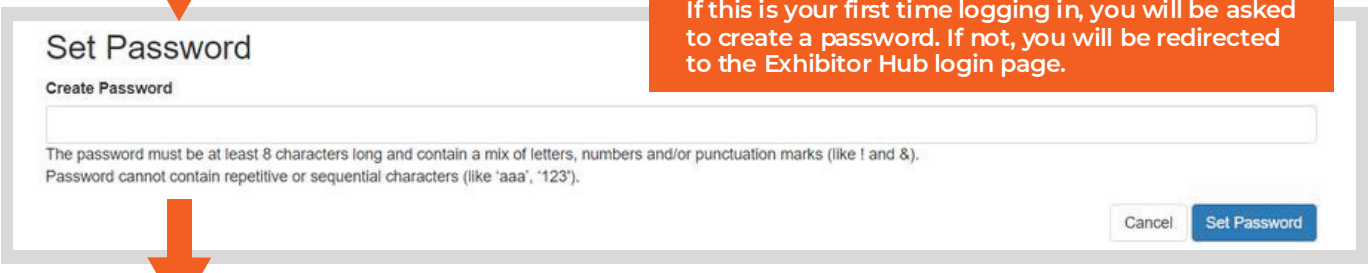
HOW TO LOG IN TO YOUR NEW EXHIBITOR HUB

How to Log In to Your New Exhibitor Hub

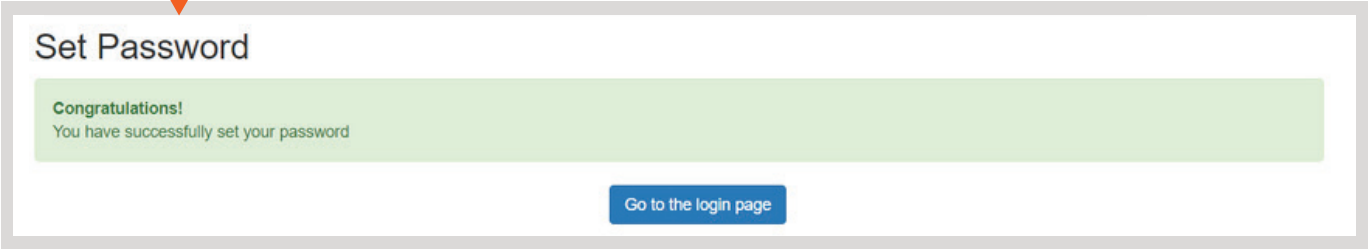
When accessing the Exhibitor Hub for the first time, you will receive an activation email from **no-reply@rxglobal.com** with the email subject about accessing the Exhibitor Hub to start completing your profile.

Click the Login button in the email and create your secure password. This email grants you access to the Exhibitor Hub.





If this is your first time logging in, you will be asked to create a password. If not, you will be redirected to the Exhibitor Hub login page.

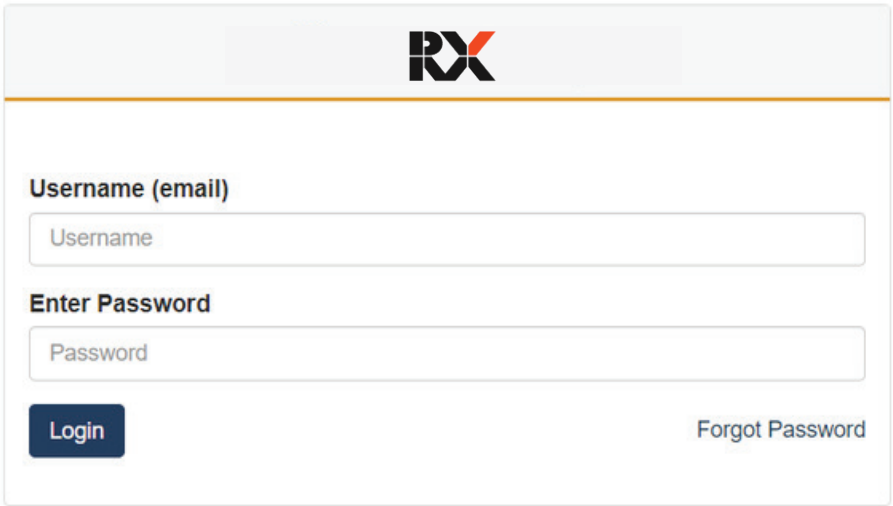


AFTER SETTING UP YOUR ACCOUNT

New Exhibitor Hub Login page

You will be redirected to the Exhibitor Hub login page.

You can input your username and password, then click on the Login button.

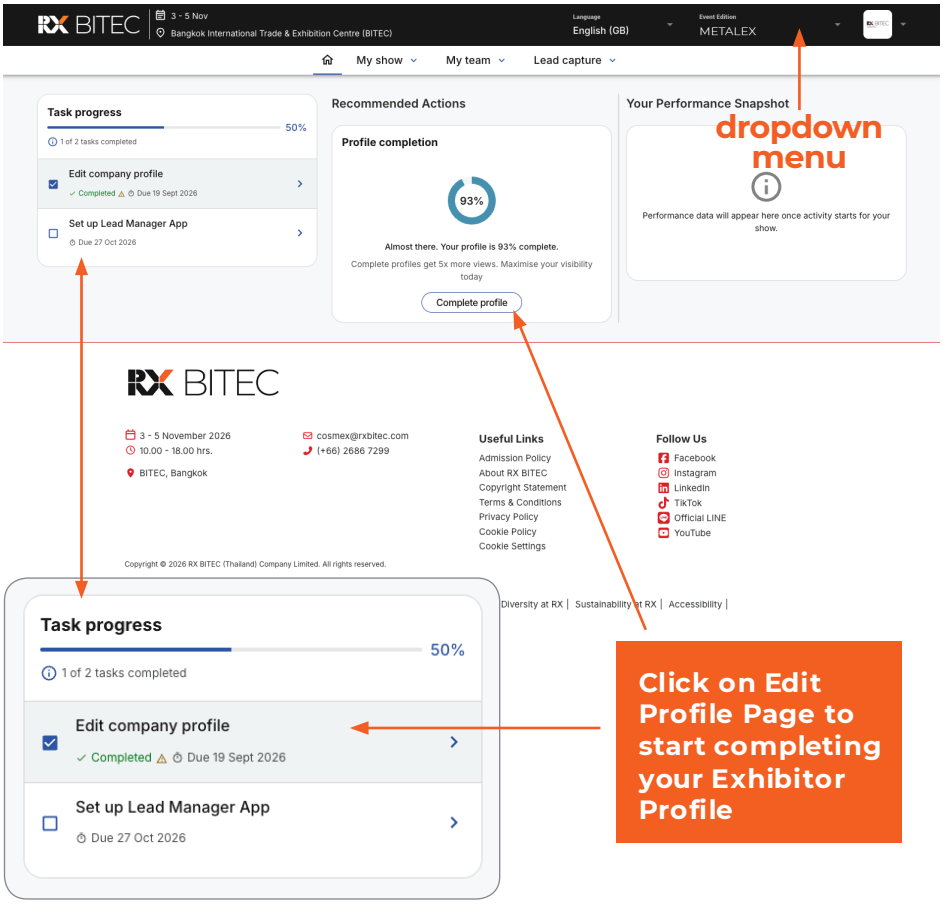


New Exhibitor Hub Homepage

Now you are in the homepage, if you're exhibiting at multiple RX events, the dropdown menu allows you to manage which event profile you'd like to edit.

Your profiles are linked, meaning key fields like display name, description, logo, and social handles are automatically cloned across all the RX events you're exhibiting (Note: These fields can still be edited).

You can also view the tasks assigned by the show team through the Exhibitor Tasklist.



HOW TO COMPLETE YOUR PROFILE

The layout of your profile editor closely resembles the final published version. It is divided into manageable sections for your convenience.

Remember to complete all fields, taking note of any specifications to upload your data in a format that showcases your content in the best way possible.

Begin editing by **clicking on the blue pencil icon** ( ) at the top of each section.

Quick Tip

Track views, monitor popular products, optimise descriptions and product tags, or change images to better attract viewers.

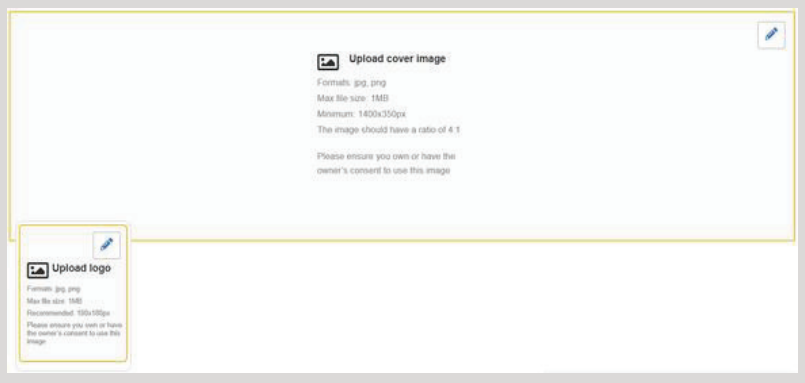
Remember that the contents of your profile will be visible to all attendees, so it's vital to include all relevant information about your company and products.

Upload your Logo and Cover Image

In this section, you can upload your logo and cover image.

Specifications:

	Logo	Cover Image
Format	JPG, PNG	JPG, PNG
Max. file size	1MB	1MB
Image Dimension	180x180px	min. 1400x350px
Aspect Ratio		4:1

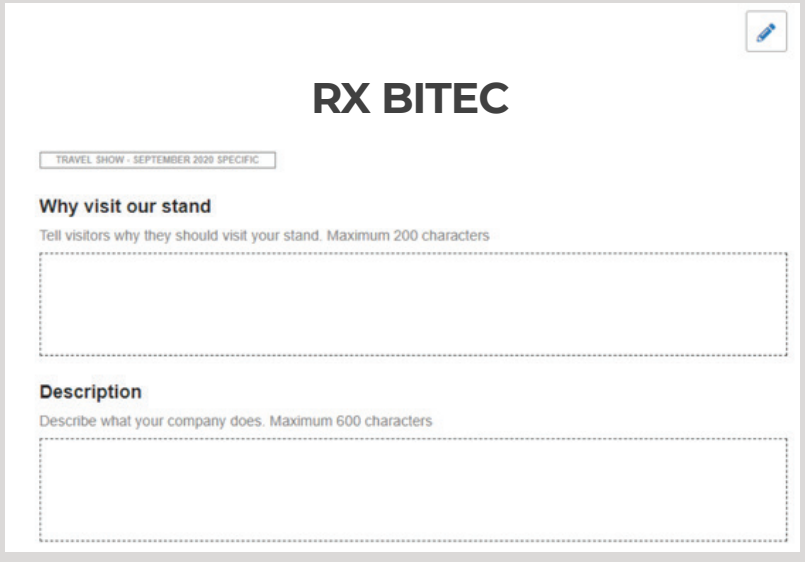


Add Descriptions

Double-check your company name as it will be used everywhere - directory, app, onsite signage, you name it!

You can add a brief description of what makes your brand stand out from the rest, to help viewers mark your stand as a must-see.

You can also craft a creative and memorable company description to help viewers quickly understand what makes you unique.



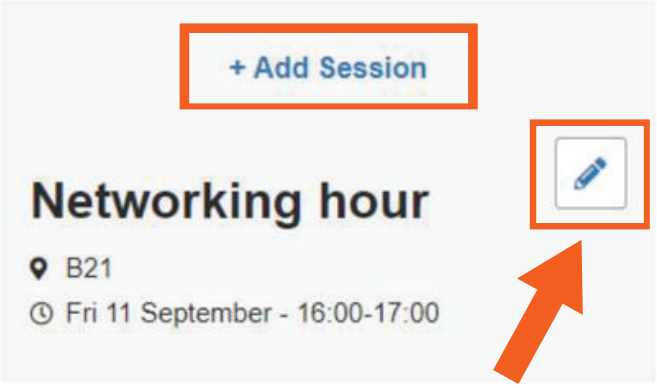
HOW TO COMPLETE YOUR PROFILE

Add Sessions

Add events you're hosting during the show so visitors can plan ahead and ensure they don't miss out.

Provide details including the session title, speaker names, location, date, and time, so users know what to expect.

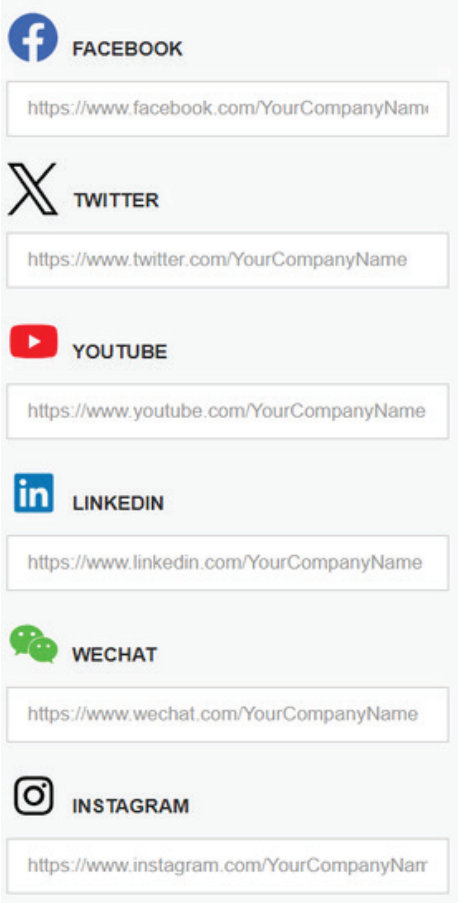
Click 'save' when you're done.



Click on the pencil icon to edit session details. Make sure to click on Save once you are finished!

Add Social Media Channels

By continuing the conversation with potential customers post-show on social media platforms, you can drive customer engagement.



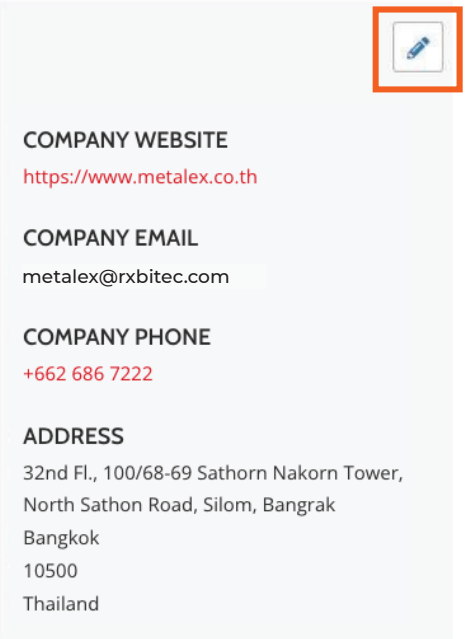
HOW TO COMPLETE YOUR PROFILE

Add Contact Details

Make sure your company contact details are accurate and easily monitored.

Remember to include the HTTP or HTTPS prefix in your company website URL for a functional hyperlink and double-check that the company email is valid. You can choose to remove the published email by deleting the information (you can leave the space blank).

Your business address can also be added here, along with your phone number (don't forget the country dial code).



Click on the pencil icon to add your contact details.

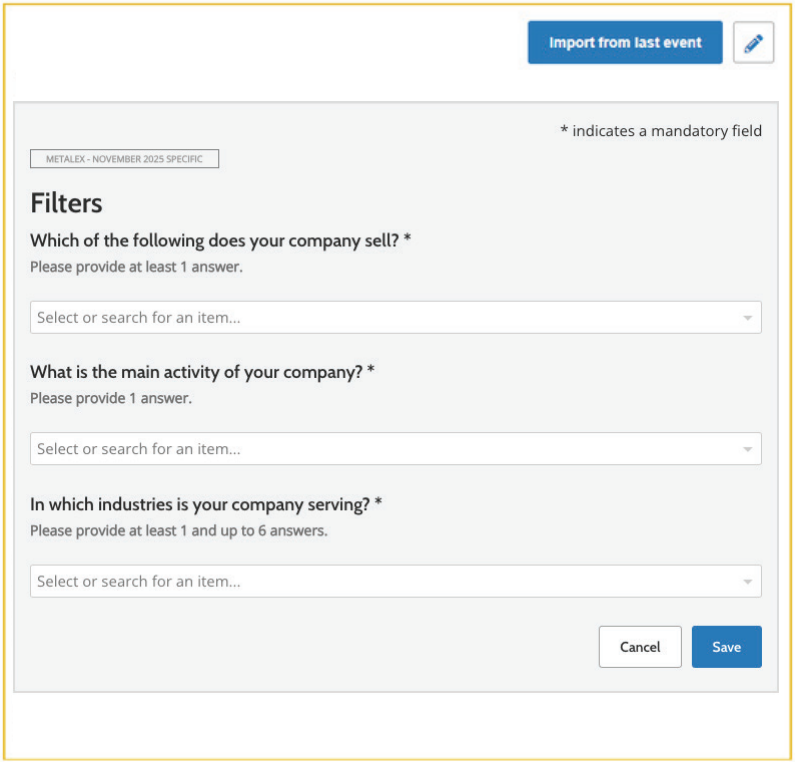
Make sure to click on Save once you are done!

Add Filters

Website visitors use filters or categories to find companies in the Exhibitor Directory. In some instances, these selections are also used for matchmaking (registered show attendees are connected with relevant exhibitors).

This section is mandatory. Be specific when adding your products, as appearing in irrelevant categories can frustrate buyers.

Import from last event button:
This feature pre-populates filter responses from your previous event edition to the current one. You can overwrite these responses without affecting other events.

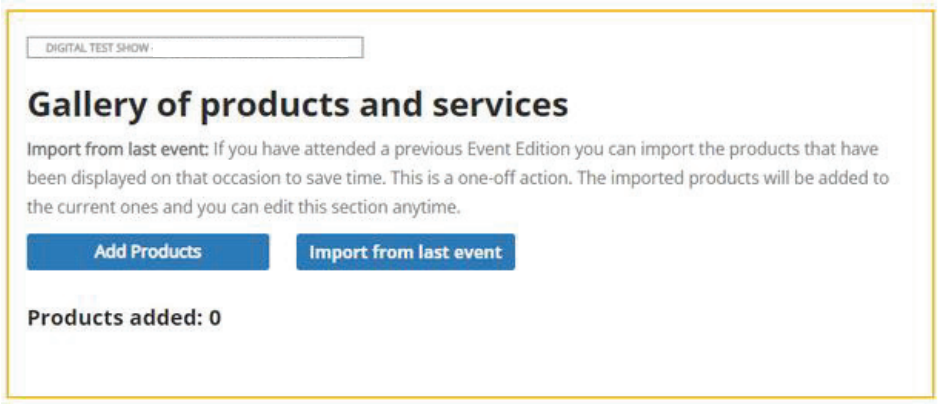


HOW TO COMPLETE YOUR PROFILE

Add Products

This section allows you to showcase your products on your company profile and the Product Directory, so visitors can learn more about your offerings before the show. Here, you can add your product name, description, and image.

Import from last event button:
This feature pre-populates product details from your previous event edition to the current one. You can overwrite specific product details without affecting their product details in another event.



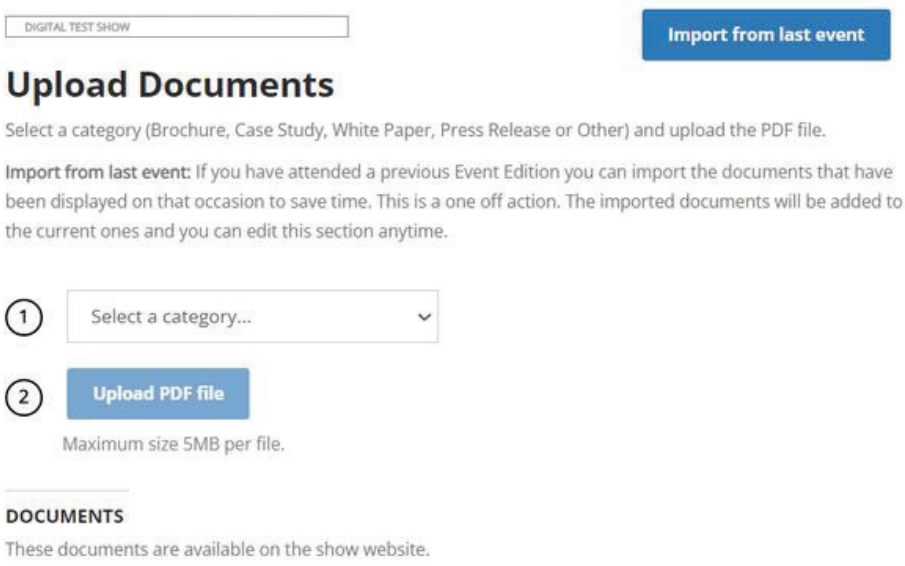
Quick Tip

As you track views of your profile, this is a great opportunity to test different products and understand which ones are most attractive to the viewers so you can use this information to feed into your event strategy.

Add Documents

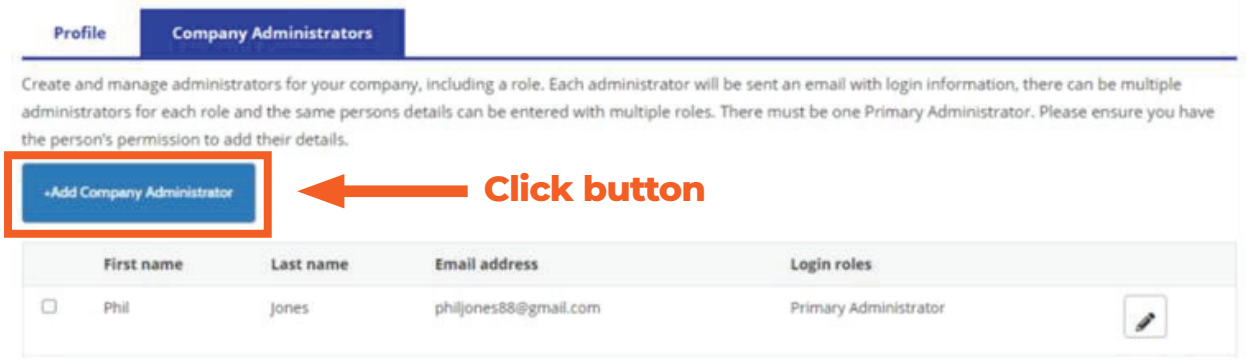
In the documents section, you can upload a PDF which users can then view and download from your profile. Make sure the file name is clear and descriptive.

Import from last event button:
This feature pre-populates documents from your previous event edition to the current one. You can overwrite the details without affecting their product details in another event.

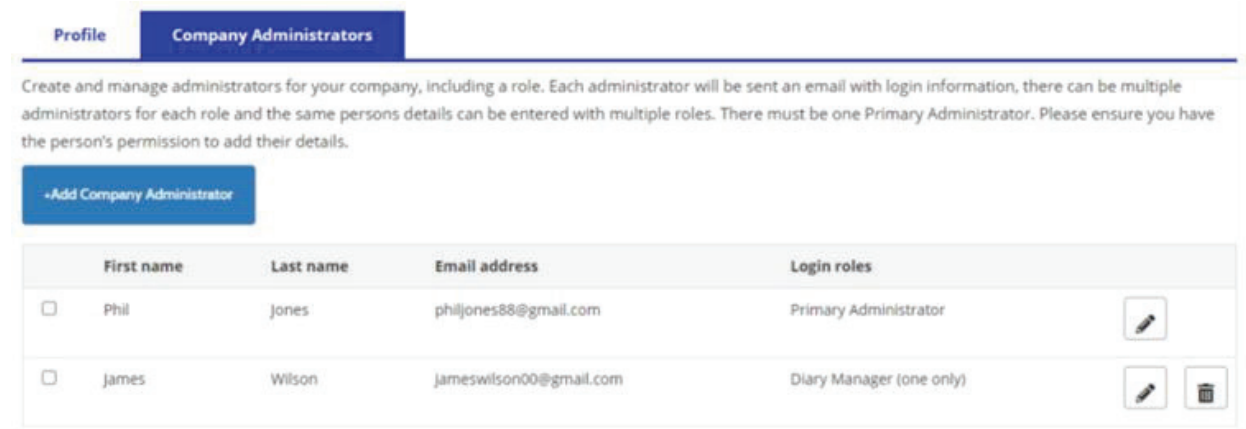


HOW TO COMPLETE YOUR PROFILE

How to Manage the Admins



In the admin section, you can add additional admins who can log in to the portal, update the Exhibitor Profile, and order badges. You can assign an admin multiple roles, for instance: lead capture contact, diary user, printed catalogue contact, and so on.

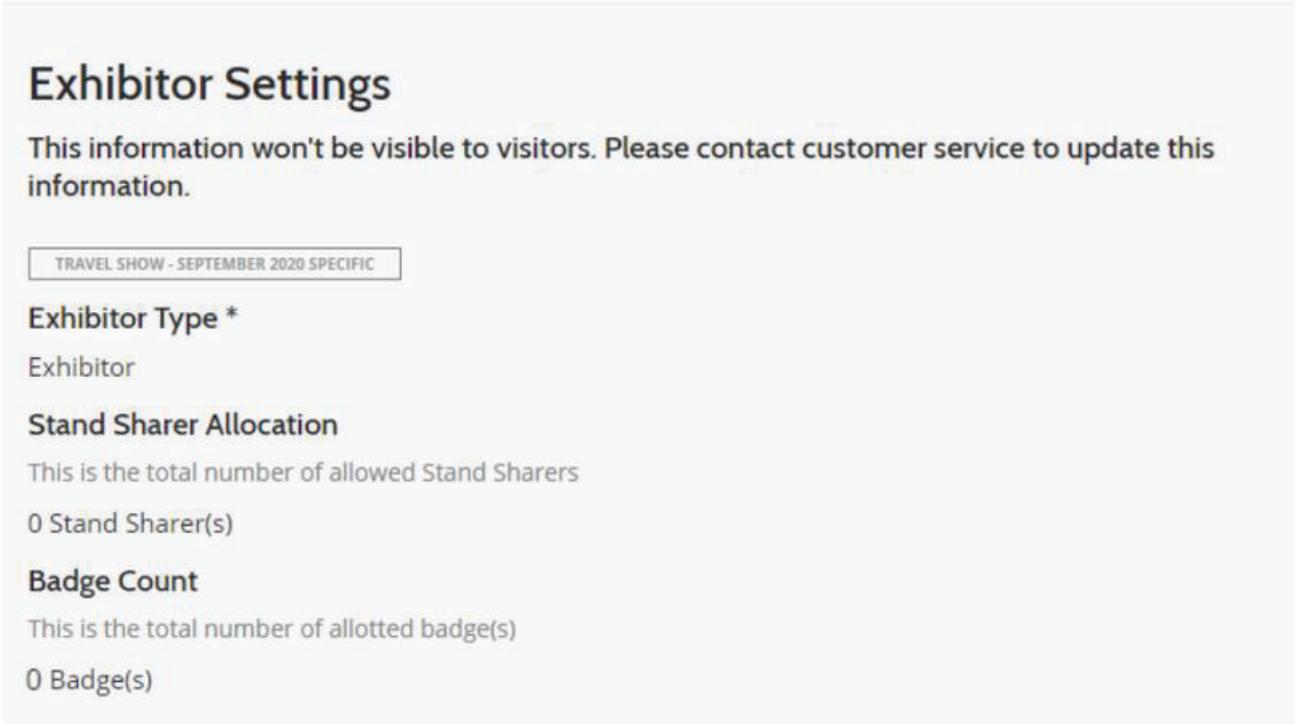


Our Recommendations

To enhance your visibility and fully leverage pre-show promotional opportunities, we recommend completing your exhibitor profile updates, including adding at least one product item, within one month of receiving the Exhibitor Activation Email / Welcome Email from no-reply@rxglobal.com.

During this, our Fulfilment Analyst team will be your primary contact to ensure a seamless and rewarding experience, aiming for your profile to reach 80% completeness or higher.

EXHIBITOR SETTINGS



In the Exhibitor Settings section, you'll find a summary of your package. This is where you can see your badge and sharer allocations. If you'd like to purchase extra allocations, more details are available on our website or from our team.

Information regarding badge registration and issuance can be found in Form 09, which is part of the Online Exhibitor Manual, officially released 3 months prior to the event.

If you'd like to purchase extra allocations, more details are available from our sales team.

How to Reset Your Password

If you've forgotten your password, you can reset it by entering your email address at the following link: https://auth.reedexpo.com/password/forgotpassword?locale=en-GB.

Need more help?

Remember, don't hesitate to ask for help if you're having trouble accessing or updating the Exhibitor Profile. Our dedicated customer services team is always ready to assist.

THANK YOU

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