

A STEP-BY-STEP GUIDE TO MAKING THE MOST OF YOUR BOOTH PROFILE

STEP 1 Login to your [exhibitor portal](#). Sign with the email address on file (Must Be Company's Primary Contact) If you are logging in for the first time or have trouble logging in, contact your account executive or email us at exhibit@worldofconcrete.com.

STEP 2 Update your exhibitor profile. Once up-to-date, click the Update Company Information button to publish.

Complete Your Profile

<input checked="" type="checkbox"/> Company Information	None added
<input checked="" type="checkbox"/> Product Categories	None added

- Update **Company Information**. These items publish on your company profile.
- Ensure your **Product Categories** are accurate for your company's product(s).

This is crucial in ensuring attendees can find you when they are searching for your product categories.

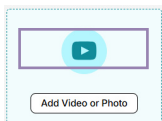
STEP 3* Update your advertising content. This includes your logo, products, and collateral.

<input checked="" type="checkbox"/> Logo	None added
<input checked="" type="checkbox"/> Product Photos/Videos	0 of 17 added
<input checked="" type="checkbox"/> Collateral	0 of 10 added

<input checked="" type="checkbox"/> Online Contacts	0 of 15 added
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Upload your logo. Select the **Logo button** under Complete Your Profile. Logo will be scaled automatically to fit size requirements, it must be a minimum of 600 pixels wide and 200 pixels tall. Make sure you crop around your logo image tightly on all sides before sizing to ensure maximum height and/or width.

Add your products to your product showcase select the **Product Photos/Videos** button under Complete Your Profile. When sizing your product images, make sure all files are sized to 2400 pixels wide by 1800 pixels tall. If image is a vertical image, it looks best to center that image in the 2400 x 1800 pixel size so the images appear consistent online. Video specs: 1280 pixels wide by 720 pixels high, not exceeding 5 minutes in length.



When adding products, select **Add Video or Photo** button, enter the product title, enter the product description, and then add your already sized product image, then select "yes" for product specific.

Add your Press Releases, White Papers, Brochures, and Case Studies select the **Collateral** button under complete your profile, add a title select the type of collateral, file type, upload your collateral and select submit exhibitor collateral button.

Add your Virtual Business Cards, Select the **Online Contacts button** under Complete Your Profile, add contact information, social media handles, description and headshot.

The number of products in your Product Showcase are based on the level of package you have selected for your online profile. See the next page for package options. Basic comes with your exhibit space package. We recommend upgrading to the Smart Business or Maximum Exposure package to add more products and have lead generation turned on.