

ASDMARKETWEEK

Welcome to the ASD Exhibitor Dashboard!
Here's how to update your company information.

STEP 1

LOGIN

1. Go to march2025.smallworldlabs.com/home

2. Click the **Login** button

3. Click **Forgot Password?** to create a password

(Note: Everyone will need to do this for every show, as this password is different from the A2Z password you have for accessing online payments, etc)

4. Enter your email address and click **Submit**

(Note: you will need to use the email address associated with your account. Contact your [Customer Success Manager](#) for help if needed)

5. You will then receive an automated email to reset your password

(Note: This automated email will come from Admin@smallworldlabs.com, this email address is not monitored. Do not reply.

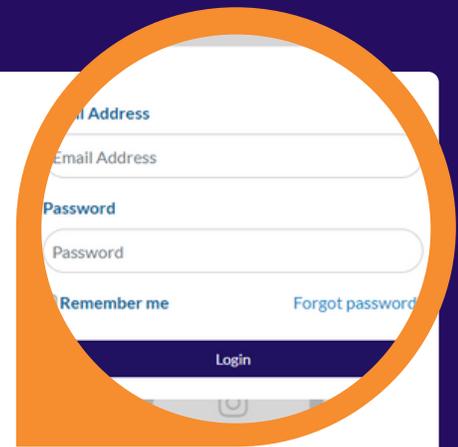
6. Click **Reset Password** in the email

7. Create your password and click **Reset Password**

(Note: Save this password - your email and password will now transfer across Emerald events that are utilizing the Exhibitor Dashboard)

8. Return to the login page and log in with your email and new password

9. Once logged in, you will need to click the blue button that says **Go to Exhibitor Dashboard** to begin updating your exhibitor profile



STEP 2

UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way ASD buyers can find your company in the printed and online Vendor Directory. Be as thorough as possible for best results!

From your **Exhibitor Dashboard** page, update as much of the information below that is available to you depending on your package level:

1. Add your company logo:

- Click on the 3 dots on the top right of the cover photo and click on Add Photo. Make sure your upload is JPEG/JPG file format.

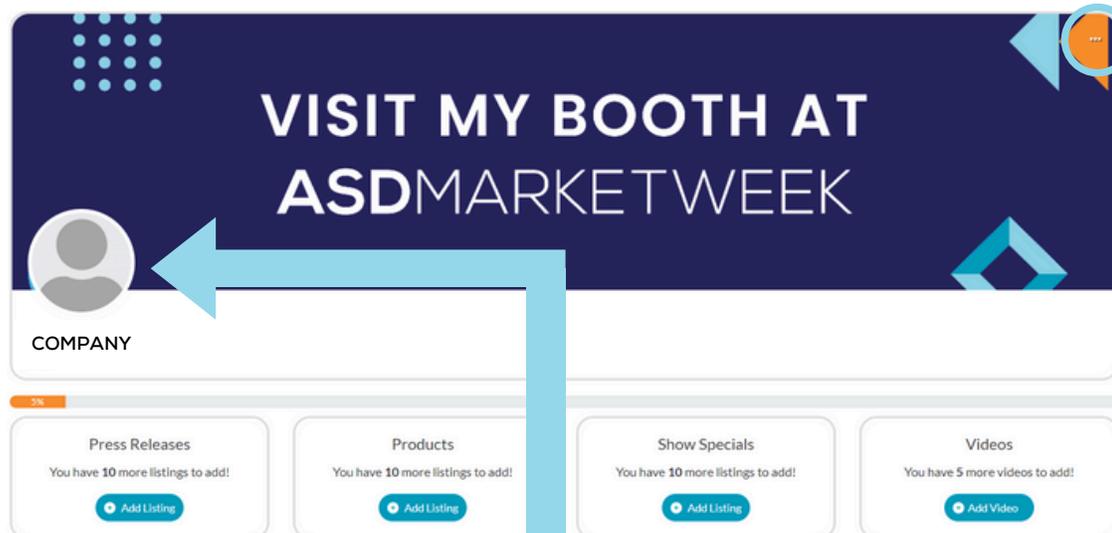
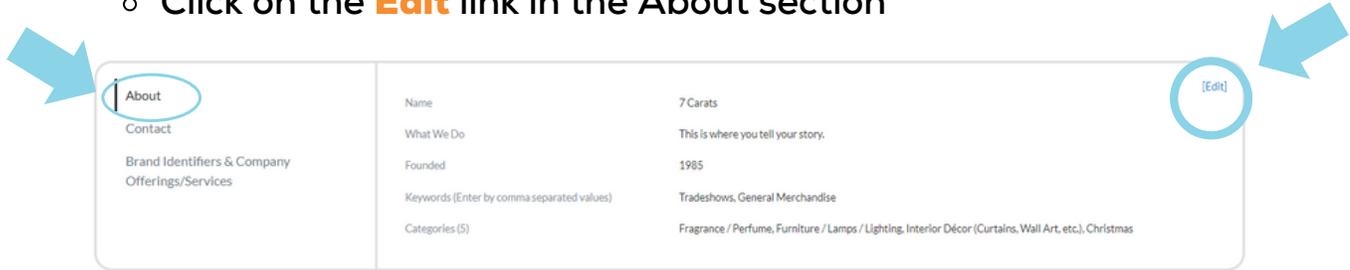


PHOTO:
Add your company logo

PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**.

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

- Click on the **Edit** link in the About section



About	Name	7 Carats
Contact	What We Do	This is where you tell your story.
Brand Identifiers & Company Offerings/Services	Founded	1985
	Keywords (Enter by comma separated values)	Tradeshows, General Merchandise
	Categories (5)	Fragrance / Perfume, Furniture / Lamps / Lighting, Interior Décor (Curtains, Wall Art, etc.), Christmas

- Edit/Fill in all sections, especially:

- ▶ **Name:** Add/edit your company name how you would like it to appear in the printed and the mobile app.
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Keywords:** Adding your products, categories and brands as keywords will help ensure your company appears in searches in the Mobile App.

*This is your opportunity to **be specific** about the brands and products you offer. Be sure to separate each keyword with a comma. **Maximum 499 characters, including commas and spaces.**

- ▶ **Product Categories:** Select up to 5 relevant Product Categories, as this will ensure your company is listed in these sections of the printed Vendor Directory and when buyers search the Mobile App.

! 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	Address	Culver City, CA United States
Contact	Facebook	https://www.facebook.com/ASDMarketWeek/
Brand Identifiers & Company Offerings/Services	Instagram	https://www.instagram.com/asdmarketweek/
	LinkedIn	https://www.linkedin.com/company/asd-market-week/

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

4. Update your company's **Brand Identifiers & Company**

Offerings/Services section

- Click on the **Edit** link in the Brand Identifiers & Company Offerings/Services section



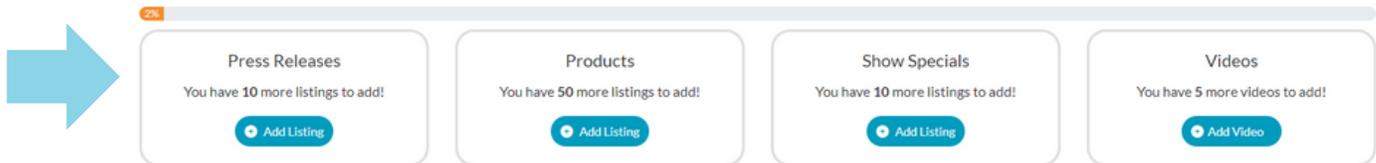
- Select all of the options that apply:
 - ▶ **Brand Identifiers:** Unique characteristics of your company/products.
 - ▶ **Company Offerings/Services:** Additional services you provide to your customers
- ⚠ Don't forget to click **SAVE** once you are finished!

Continue onto Step 3 to upload company listings!

STEP 3

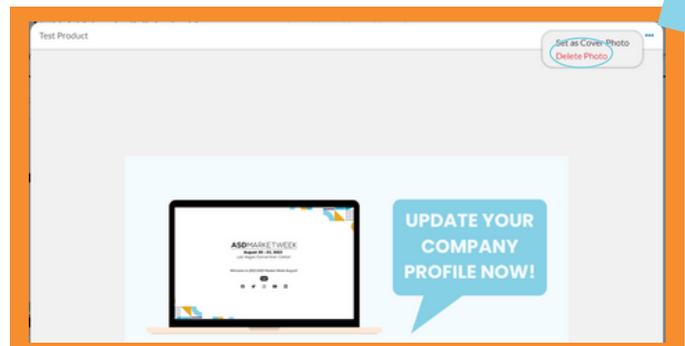
ADD YOUR COMPANY LISTINGS

Add Press Releases, Products, Show Specials, and Videos Depending on your package level, you have the ability to add the following listings that will be displayed in various sections of the ASD Mobile App, used by attendees when planning which exhibitors to see at the show:



- ▶ **To Add Press Releases:** 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** once complete.
 - On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add 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** once complete.
 - On the next page, click **Add Photo** to add a photo of the product.
- ▶ **To Add 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, add a link to the **Learn More** box, and click **Save** once complete.
 - On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add Videos:** 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.

PRO TIP: To update or replace listing images, first open the listing and then click on the current photo. After the listing image is opened, click on the 3 dots indicated to the right, and select "Delete Image". This will remove the current image for the listing. Then follow the instructions above for uploading an image.



APPENDIX 1

EXHIBITOR TASKS

Tasks appear on the Exhibitor Dashboard directly above the *Listings* section at the bottom of the page. Tasks are common items exhibitors must complete prior to the start of the show.

TASKS

Each Task will start with a title →

Tasks with due dates will display it below →

Check to mark task complete →

- Upload Insurance
- Apply to be featured in the Vendor Preview Guide & Product Showcases
- Nevada State Event Specific Tobacco License
Due: 2025-02-07 5:00 PM
- Register for Exhibitor/Staff Badges - Coming soon
- Food & Product Sampling Form
Due: 2025-02-07 5:00 PM

 Not all Tasks are relevant to each exhibitor. If a task does not apply to you, mark it as complete to continue the progress on your profile.

FEATURED LINKS

Featured Links are recommended action items for exhibitors, though they are not required and many items have no-due date

FEATURED LINKS

[Book Hotel](#)

Book your hotel rooms through EventSphere, ASD Market Week's only official housing vendor.

[Free Customizable Promotion Tools](#)

Download these free marketing tools that include customized social media images, animated website banners, email signature graphic for your sales team personalized with your company name and booth number.

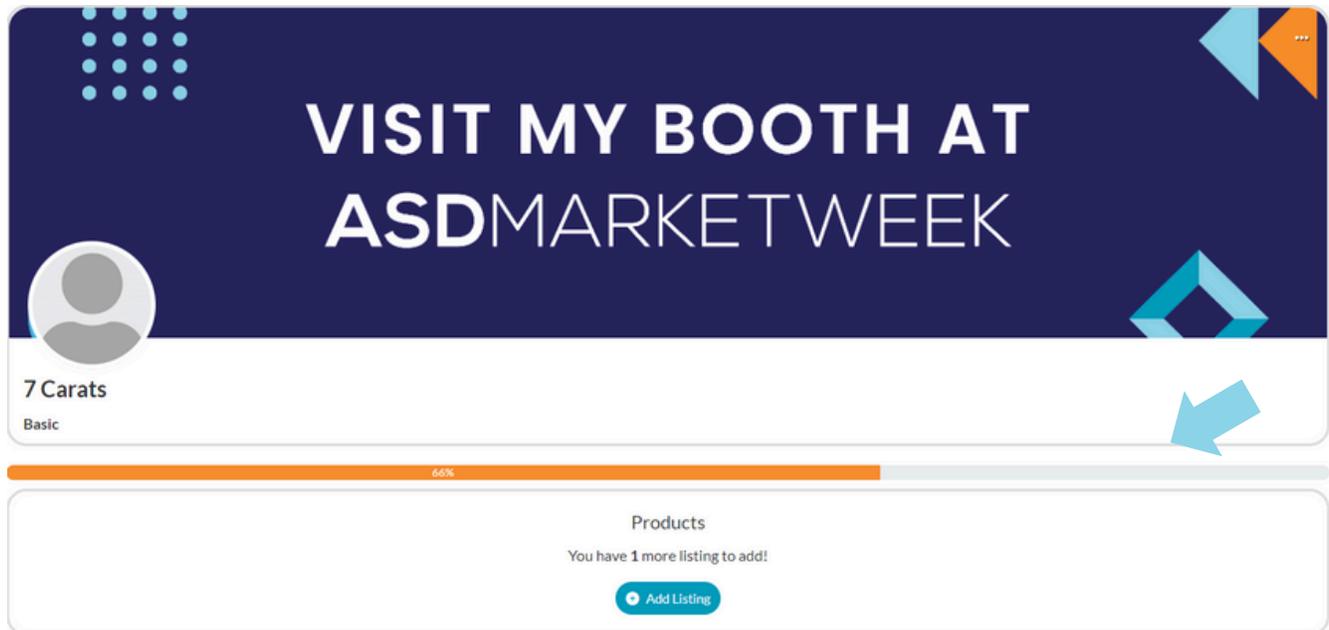
[Sponsorship + Advertising Opportunities](#)

Gain additional exposure to more Buyers before you arrive, at the show, and year-round

APPENDIX 2

COMPANY PROFILE PROGRESS BAR

Located at the top of the Exhibitor Dashboard, the Progress Bar is a visualization of your Company Profile completeness.



HOW TO GET TO 100%

Complete the following items to reach 100%

- ▶ **Update **What We Do** in the About field:** Step 2-2
- ▶ **Update **Founded** in the About field:** Step 2-2
- ▶ **Update **Website** in the About field:** Step 2-2
- ▶ **Update **Keywords** in the About field:** Step 2-2
- ▶ **Update **Categories** in the About field:** Step 2-2
- ▶ **Upload all **Company Listings** based on package level:** Step 3
- ▶ **Complete all **Tasks**:** Appendix 1

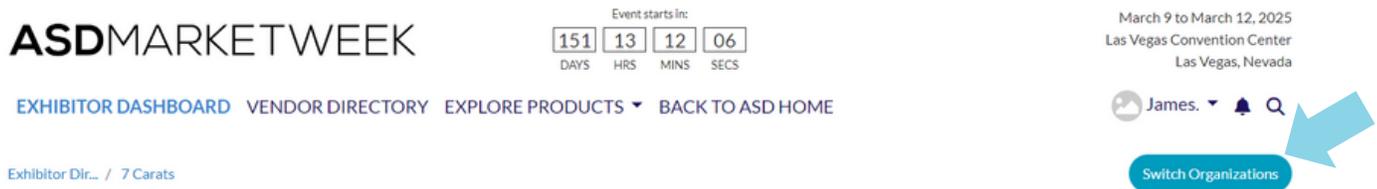
APPENDIX 3

SWITCHING ORGANIZATIONS

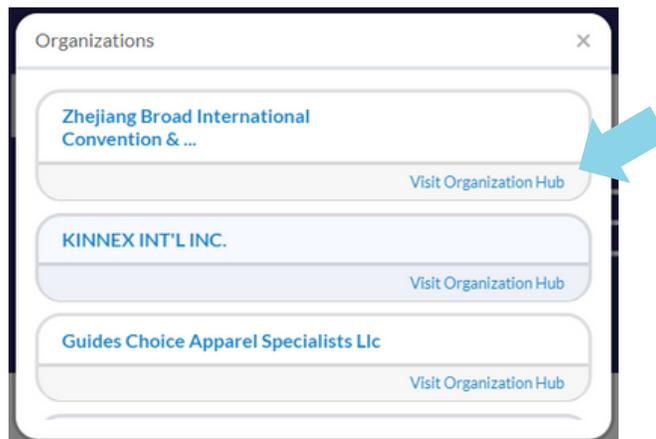
Each booth space at ASD Market Week receives a unique Company Profile. If you have multiple booths at ASD, you have multiple Company Profiles.

It is recommended that you update each Company Profile to generate the maximum amount of exposure when buyers search through the Mobile App. Follow the instructions below to switch between profiles.

1. Go to the **Exhibitor Dashboard** Tab and select "Switch Organizations"



2. From the pop-up menu select **View Organization Hub**



3. Proceed with instructions as normal to make changes



The log in credentials you are using when opening the "Switch Organization" menu must be associated with the other Company Profile to proceed. Contact your **Customer Success Manager** for assistance.