

# How to maximise your *visibility* in easyFairs<sup>®</sup> show catalogues

An easyFairs<sup>®</sup> QuickGuide

# 1. Setting up a standard catalogue entry

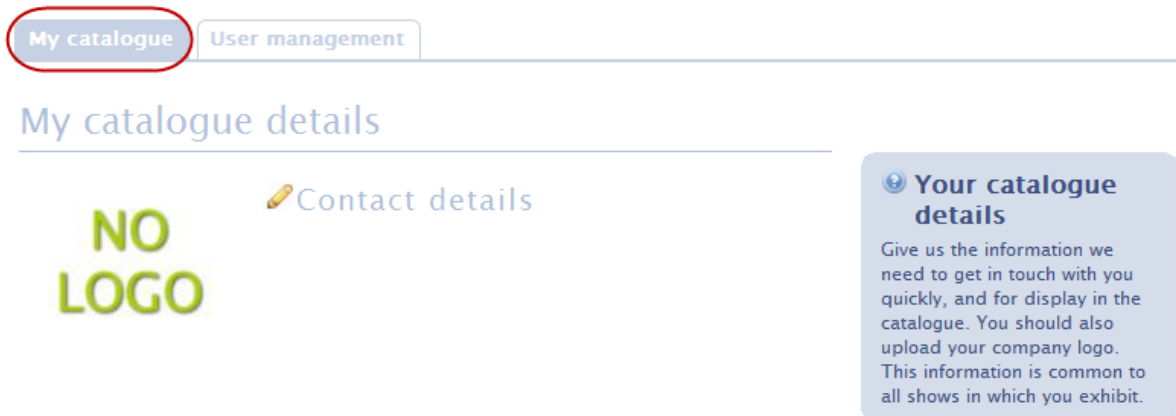
Thank you for deciding to exhibit with easyFairs and registering with My easyFairs.<sup>1</sup>

easyFairs provides an Online Catalogue for each show, available in the Show's website. You will be listed in the Exhibitor List and have your own personal Catalogue Page with your logo, products, etc.

We'd like you to get maximum visibility from this catalogue entry, and that's the focus of this easyFairs® QuickGuide.

To set up a standard catalogue entry, simply go to My easyFairs and then click on My catalogue:

## My easyFairs



The screenshot shows the 'My easyFairs' interface. At the top, there are two tabs: 'My catalogue' (which is highlighted with a red border) and 'User management'. Below the tabs, the heading 'My catalogue details' is visible. On the left, there is a placeholder for a logo that says 'NO LOGO' in green. To the right of the logo is a pencil icon and the text 'Contact details'. On the far right, there is a blue box titled 'Your catalogue details' containing the following text: 'Give us the information we need to get in touch with you quickly, and for display in the catalogue. You should also upload your company logo. This information is common to all shows in which you exhibit.'

You can check that your details for this show are correct and you can add a company description for inclusion in the catalogue. Please remember to provide this in both/all of the show languages and ideally also in English.

---


<sup>1</sup> If you booked your stand online you will have been prompted to register a password that gives you access to My easyFairs. If you have not yet registered at My easyFairs and need help, please contact your easyFairs representative.

## 1.1 Your contact information and logo

Click on the EDIT icon  to modify your contact data:

### My catalogue details

**Logo** **Postal code** **City**



**Country**

**Website**

**Visitors contact email**


Click on the icon above to upload your company logo or other image.

**DONE**



This contact data is used in the online catalogue. The email address is not displayed in the catalogue. However, visitors can get in touch via a contact form. Note that the information is automatically saved as you type it; there is no "Save" button.

Note also that this information is for catalogue entries only. Your administrative information (invoicing address, for example) can only be modified by easyFairs.

To upload your logo, click on the logo image (or the "No Logo" image if you do not have one yet). This will open a small window:

**File Upload** 

allowed formats: jpg,png,gif  
Max size: 5Mb


 [browse files](#) |  [upload](#) | [Finish](#) | [cancel](#)

**Overall Progress (15.4 kB)**

0%

**File progress**

0%

 **sgi\_logo2.jpg** 15.4 kB  
[Remove](#)

Click “Browse Files” to select the image on your hard drive and then click ‘Upload’.

The logo is shown on your personal catalogue page. If you have an easyFairs® BOOSTER PACK, your logo also appears in the Exhibitor List. **This will make your name stand out!**

## 1.2 Tell visitors about your company

You can describe your company in the catalogue. Simply type or paste a short text in “Tell us about your company”.

Tell us about your company

English - delete

The world's leading organiser of time & cost-effective trade shows  
We make it easy for people to meet and do business in a professional environment.

**Describe your core business**

Give us a high-level description of your business's main activities and services (by business we mean your company or, if a large enterprise, your particular division). This information is common to all shows in which you exhibit.

**Add translations**  
*Make sure you have an English description and add as much translations as you want.*


Dansk	Deutsch	Español	Français
Italiano	Nederlands	Norsk	Polski
Suomi	Svenska		

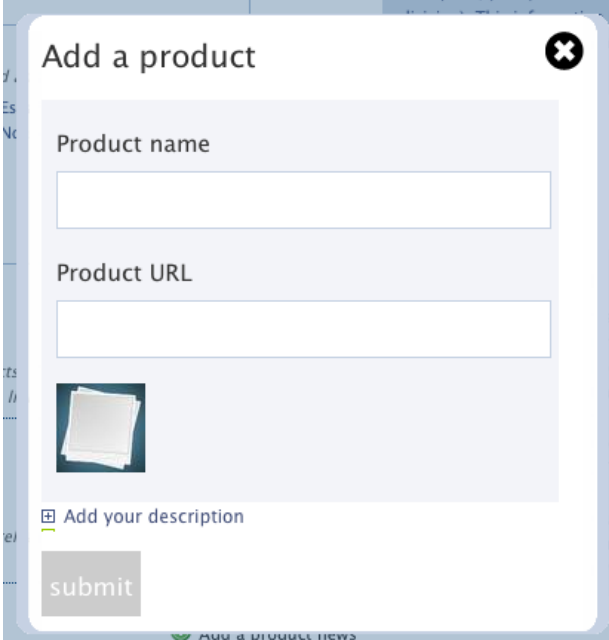
If you want to insert the description in another language, simply select the language in the list below the text box.

Note that the information is automatically saved as you type it; there is no “Save” button.

### 1.3 Your products, press releases and documents

The easyFairs Online Catalogue lets you publish information about your products, downloadable documents (such as brochures, spec sheets and press releases).

To add a product click  [Add a product](#) . This will open the product window:






The screenshot shows a modal window titled "Add a product". It features a close button (X) in the top right corner. The form contains the following elements:

- Product name:** A text input field.
- Product URL:** A text input field.
- Image:** A small image placeholder showing a stack of papers.
- Add your description:** A button with a plus icon and a text label.
- submit:** A grey button at the bottom.

Enter the name of your product and (optionally) a URL (for example, if you have a page dedicated to this product on your own website). You can also upload a picture of the product, which will be visible in the catalogue and in the Product Showcase if you have bought the easyFairs® BOOSTER PACK (see below).

You can also add a description of your product (in all the languages that are available on the easyFairs Website) by clicking the  [Add your description](#) button.

Don't forget to save your product by clicking 

You can also click  [Add a press release](#) or  [Add a product news](#) and upload a PDF Document. Note that you need to enter a description of the document. You can upload PDFs for different languages.

## 1.4 Your stand name

By default, your company will appear in the Exhibitor List and on the online floor plan under your company name. But you are free to choose another stand name (for example the name of one of your company brands).

You can change this in the My shows part of My easyFairs:

### My shows



#### EMPACK

05 August - 06 August 2010, Brussels Expo (Belgium)

[Buy additional items](#)

[Documents & materials from easyFairs \(2\)](#)

Boosted product:

Stand name




#### Boosted product

To gain extra visibility, you will be able to boost one of your products for every show for which you have a Booster Pack.

If you want, you can have a different name for each easyFairs show that you take part in.

You can also select which one of your products will be featured in the Product Showcase (see below) if you have bought the easyFairs® BOOSTER PACK.

## Example of a catalogue entry using all the standard options




### EMPACK Demo

Brussels Expo, Brussels - 05/08 - 06/08/2010

[ADD TO MY CALENDAR](#) [SEND TO A FRIEND](#)

#### Your Stand Name

**Stand 4007. 4009**

Contact details  
1200 Brussels  
Belgium


[back to catalogue](#)

**Also in product categories:**

- Packaging services
- Packaging converters

**VISIT FREE**


**BOOK A STAND**




**FREE ACCESS**  
Register here

The world's leading organiser of time & cost-effective trade shows We make it easy for people to meet and do business in a professional environment.

#### Products

**Your Product 2**

**Your Product 1**  
Your Product 1 description

---

#### Press releases

[Press release 2](#)

[Press release 1](#)

---

#### Product news

[Product news 2](#)

[Product news 1](#)

---

#### Contact Your Company Name now!

Name:


Email:

Your message:

[visit](#)

- Welcome
- Why visit?
- Exhibitor catalogue
- Floorplan
- Practical info
- Getting there
- learnShops
- Testimonials
- Press
- Exhibitor product news
- Exhibitor press releases
- Show gallery

[exhibit](#)



THE & COST-EFFECTIVE TRADE SHOWS

**Keep me updated**

#### Co-located show(s)

ELMÄSSA  
Sweden, Stockholm  
20/10 - 21/10/2010

---

PLASTTEKNIK Öresund  
Sweden, Malmö  
18/05 - 19/05/2010

---

ECOPACK  
United Kingdom, Birmingham  
24/02 - 25/02/2010

---

PACKAGING IRELAND  
Ireland, Dublin  
16/06 - 17/06/2010

---

PACKTECH  
United Kingdom, Birmingham  
24/02 - 25/02/2010

---

#### Related show(s)

ELMÄSSA och SKYDD & SÄKERHET  
Sweden, Malmö  
10/02 - 11/02/2010

---

PLASTTEKNIK Öresund  
Sweden, Malmö  
18/05 - 19/05/2010

---

PACK & EMBALLAGE  
Sweden, Stockholm  
20/10 - 21/10/2010

---

PACK & EMBALLAGE  
Öresund

## **2. easyFairs® BOOSTER PACK catalogue entry**

### **2.1 Advantages of the easyFairs® BOOSTER PACK**

With the easyFairs® BOOSTER PACK, setting up an attractive catalogue entry is as easy as 1-2-3!

If you have invested in the easyFairs® BOOSTER PACK you can enhance your catalogue entry with logos, product descriptions and pictures, and other documentation. An attractive catalogue entry will help you to maximise the return on your investment.

The Booster Pack will give you these advantages:

The easyFairs® BOOSTER PACK is designed to raise your visibility before, during and after the show

- Pre-show product review e-mail

Maximise your visibility in easyFairs e-mail marketing in the build up to the show. Your logo / image and message are included in the body of the e-mail

- Product showcase (1)

Feature a product at the top of the exhibitor catalogue. You can include one photo and unlimited text, with click-through to your own website

- Logo in online catalogue (2)

Your logo appears next to your entry in the exhibitor catalogue on the website

- Logo inclusion on website (3)

Your logo appears on a scroller for “boosted” exhibitors

The screenshot shows the 'easyFairs EMPACK' website for Brussels Expo, Brussels, from 05/08 to 06/08/2010. It features a navigation bar with 'ADD TO MY CALENDAR' and 'SEND TO A FRIEND' buttons. A 'FREE ACCESS Register here' badge is in the top right. The main content area lists exhibitors such as 'A Company 6', 'easyFairs Belgium SA/NV', 'Cris S.A.', 'PACKTest In.', 'susannes foretag', 'test', 'We are DS', and 'Your Stand Name'. A 'VISIT FREE' and 'BOOK A STAND' button is visible. A 'FESTOOL' logo is also present. A 'Co-located show(s)' section lists events like 'ELMÄSSA' and 'PLASTTEKNIK Öresund'. A 'Related show(s)' section lists 'ELMÄSSA och SKYDD & SAKERHET' and 'PLASTTEKNIK Öresund'. A 'visit' menu includes options like 'Welcome', 'Why visit?', 'Exhibitor catalogue', 'Floorplan', 'Practical info', 'Getting there', 'learnShops', 'Testimonials', 'Press', 'Exhibitor product news', 'Exhibitor press releases', and 'Show gallery'. A 'Printable version' link is also available.

- Logo in floor plan

Your logo appears on both the online and the onsite floor plans, making your stand stand out!

The screenshot shows the 'easyFairs EMPACK Brussels' floor plan for October 2010 at Brussels Expo. The floor plan is a grid of numbered stands (e.g., 1001, 1002, 1003, 1005, 1006, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 4001, 4002, 4003, 4004, 4005, 4006, 4007, 4008, 4009, 4010, 4011, 4014, 4015, 4017, 4018, 4019, 4020, 4021, 4022, 4023, 4024, 4025, 4026, 4027). The 'easyFairs' logo is highlighted in a red circle on stand 4007. The floor plan also shows 'Entrance' and 'Exit' directions, and a 'Restaurant' area on the right side.

- Post-show highlights e-mail

Extend your reach not only to visitors but also to potential buyers who pre-registered but did not attend the show in person. Your message (image and text) are included in the body of the e-mail

## 2.2 How to boost a product?

In My shows, choose the product you would like to boost by clicking on “Add a product”.

You now see your full list of products – just select the one you want to boost for this show.

### My shows



**EMPACK**

05 August – 06 August 2010, Brussels Expo (Belgium)

[Buy additional items](#)

[Documents & materials from easyFairs \(2\)](#)

Boosted product:

Add a product ▼  
Add a product  
Your Product 1  
Your Product 2

Stand name

Your Stand Name



#### Boosted product

To gain extra visibility, you will be able to boost one of your products for every show for which you have a Booster Pack.

### My shows



**EMPACK**

05 August – 06 August 2010, Brussels Expo (Belgium)

[Buy additional items](#)

[Documents & materials from easyFairs \(2\)](#)

Boosted product:

✕ Your Product 1 Add a product ▼

Stand name

Your Stand Name



#### Boosted product

To gain extra visibility, you will be able to boost one of your products for every show for which you have a Booster Pack.