

How to use My easyFairs

A guide for exhibitors

My easyFairs



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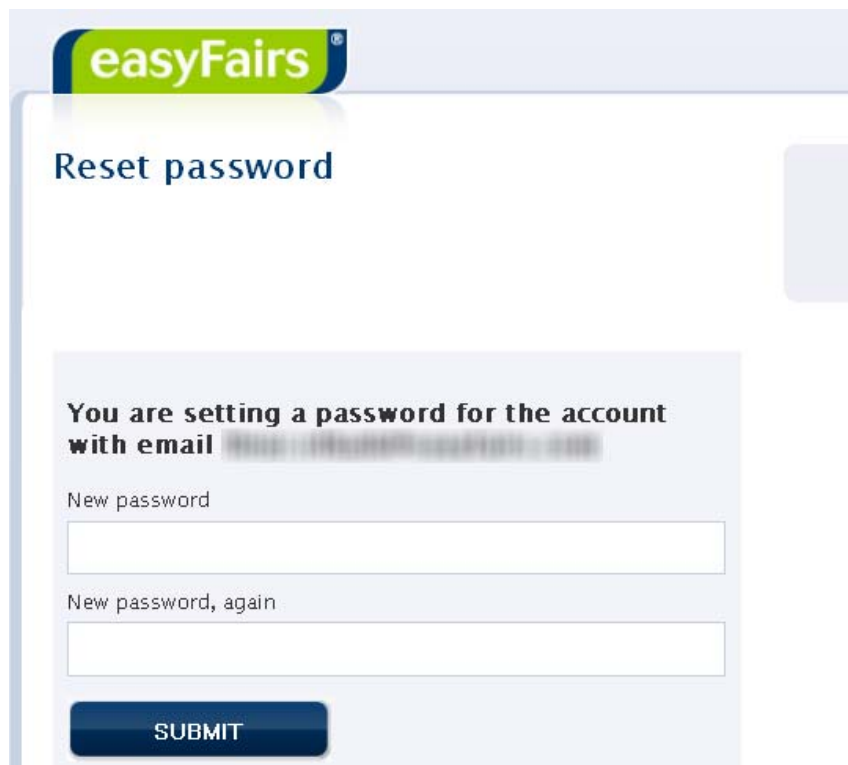
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Introduction

This guide introduces you to the main features of My easyFairs, the online self-service tool that helps you optimise your participation in easyFairs shows. You will find answers to most of your “how to?” questions in the guide, but if you need further assistance, please do not hesitate to get in touch with your easyFairs representative.

How to log in

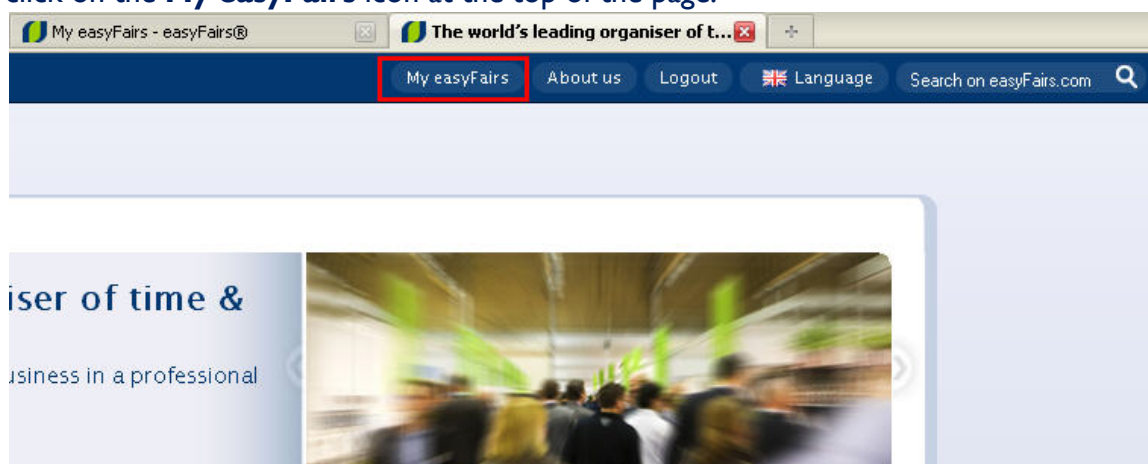
In the welcome email from easyFairs, you are provided with a link to access My easyFairs. When you click on this link, you are immediately redirected to a landing page where you can set your own personal password:



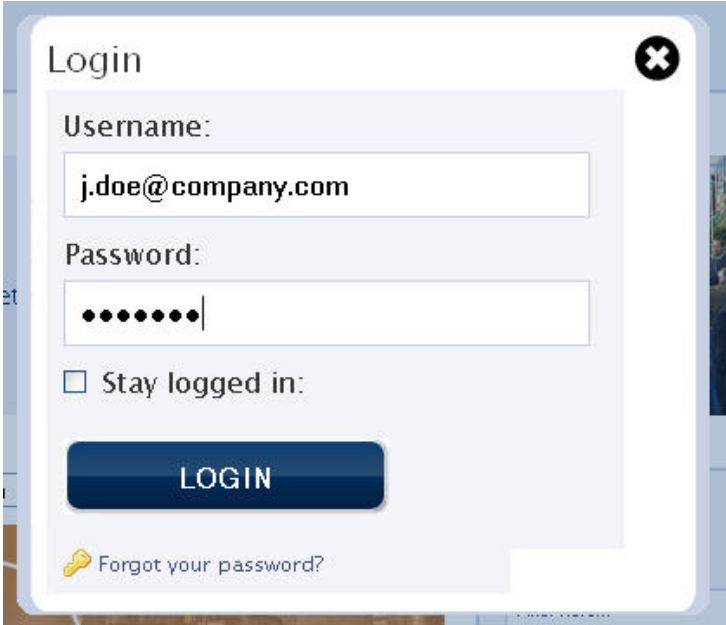
The screenshot shows the 'Reset password' page. At the top left is the 'easyFairs' logo. The main heading is 'Reset password'. Below this, a message states: 'You are setting a password for the account with email [redacted]'. There are two input fields: 'New password' and 'New password, again'. A dark blue 'SUBMIT' button is located at the bottom of the form area.

Enter a password of your choosing (twice) and click **SUBMIT**.

Then, the next time you want to log in to My easyFairs, just go to www.easyfairs.com and click on the **My easyFairs** icon at the top of the page.



Enter your username – the email address you provided to easyFairs – and the password that you chose upon first use.



The image shows a login form with the following elements:

- Title:** Login (with a close button 'X' in the top right corner)
- Username:** A text input field containing the email address "j.doe@company.com".
- Password:** A text input field with masked characters represented by seven dots.
- Stay logged in:** A checkbox that is currently unchecked.
- LOGIN:** A dark blue button with white text.
- Forgot your password?:** A link with a key icon.

How to enter your stand name and logo

Once you have entered your login and password, you arrive directly at your own My easyFairs – specifically, in the **My catalogue** interface. Here you will find the **My shows** area which lists all the shows you are exhibiting at.

To see your stand(s) for a show, click on the logo, the show name, or the **more** button.



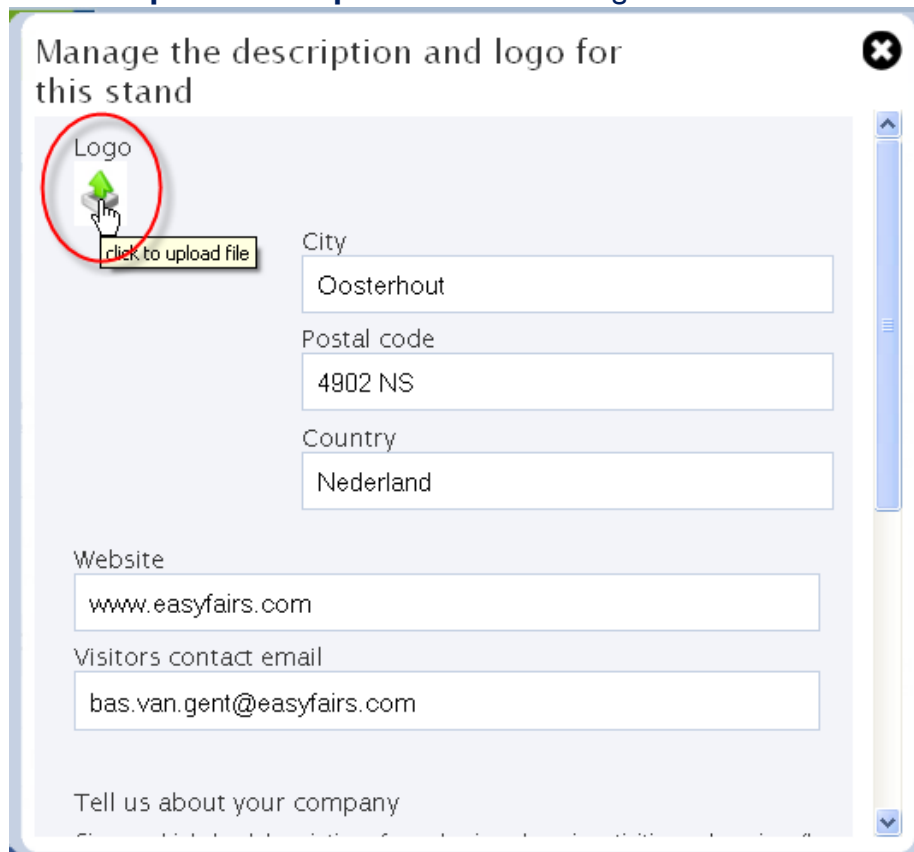
You can now provide a unique name and logo for each easyFairs show, or even for two separate stands at a single event.

The stand name can be entered or edited right in the field that appears on the top window. Don't forget to click the **save** button to the right of the text when done!

To add logos and description texts, click on **Manage the description and logo for this stand**.



Click the **upload file** or **photo** icon under Logo:



Manage the description and logo for this stand

Logo

click to upload file

City
Oosterhout

Postal code
4902 NS

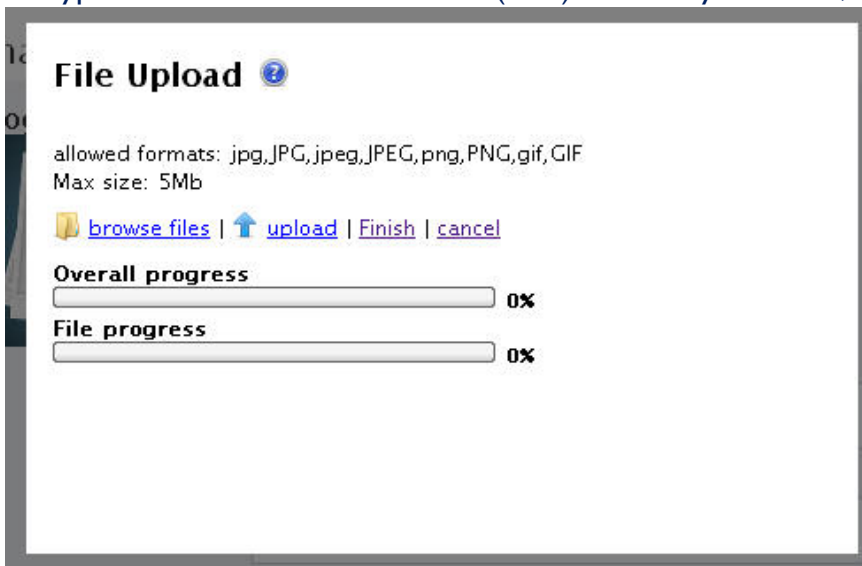
Country
Nederland

Website
www.easyfairs.com

Visitors contact email
bas.van.gent@easyfairs.com



Tell us about your company

Click **browse files** to find the image on your computer, click **upload** and then **Finish**. The file types allowed and size restriction (5Mb) are clearly indicated, as shown below:



File Upload ?

allowed formats: jpg,JPG,jpeg,JPEG,png,PNG,gif,GIF
Max size: 5Mb

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

Overall progress
0%

File progress
0%

How to enter your company details and description

In the **Manage the description for this stand** section you can also enter company details such as your postal address, website, contact e-mail and a description of your company. We strongly recommend that you also provide your description in English, as well as any other languages that you wish to include.

Manage the description for this stand

English

Vendic is an independent supplier of complete solutions for the vending industry with more than 20 years of experience.

We represent several market leaders when it comes to vending products, such as Sielaff vending machines, different payment solutions, both for cash and cashless.

Svenska - delete

Vendic är en oberoende helhetsleverantör för Vendingbranschen med drygt 20 års erfarenhet av området samt återförsäljare av tyska Sielaff automater som är världsledande när det gäller kvalitet och driftsäkerhet. Förutom automater säljer vi olika typer av betal- (inkl. cashless) och säkerhetslösningar för automater. Vi servar dessutom de flesta automatmärken på den svenska marknaden.

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 | | | |

SAVE

How to manage the content shown in your stand catalogue

To feature (and boost) products, add press releases and promote product news items through your easyFairs website presence, click on **Manage the catalogue for this stand**



In this section you can determine which products to promote in the online catalogue for this stand. If you have purchased a Booster Pack, you can also choose which of your products are “boosted”.

Use the check boxes on the right to make your selections and then click **SAVE**.

Here you can also add products, press releases or product news items to the catalogue for this stand by clicking on the plus (+) button...



...or by scrolling down to **My catalogue > All products.**

My catalogue

All products

 Add a product



Piacere – helautomatisk espressoautomat

Robimat

Varuautomat SN48

Kombiautomat – Gainomax

Side Pack – för ökad kapacitet!

Adding a product is similar to entering the stand description. You can enter a name, a description in English and other languages, a website link and a picture of your product.

Because our **multi-show, multi-industry, multi-country product search engine** is now available on the easyFairs website, it really pays to be meticulous when writing product descriptions so that they are correctly returned in product search results. Listing product descriptions and in both your local language and in English further increases your chances of being found!

Add a product

Name
English

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

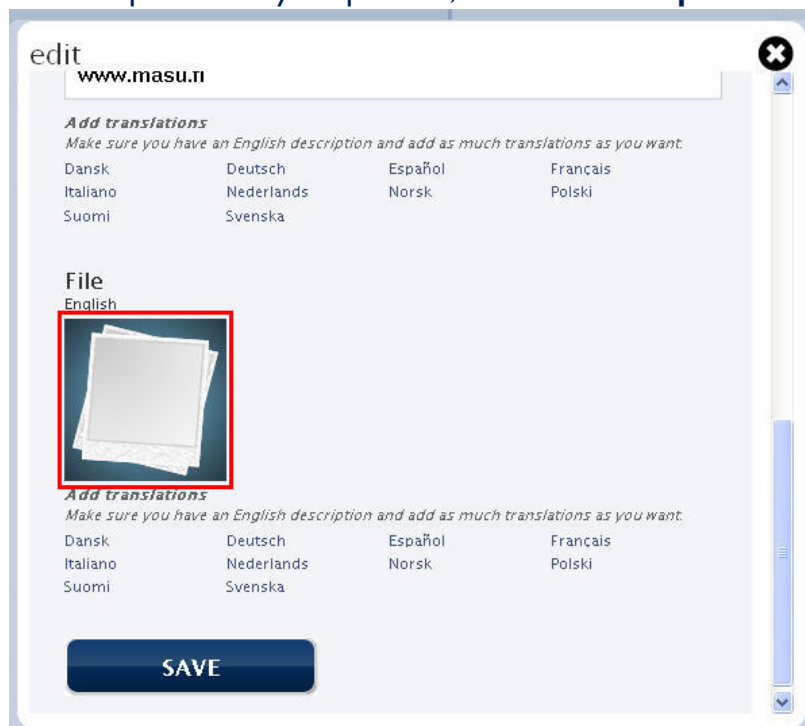
| | | | |
|----------|------------|---------|----------|
| Dansk | Deutsch | Español | Français |
| Italiano | Nederlands | Norsk | Polski |
| Suomi | Svenska | | |

Description
English

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 | | |

To add a picture for your product, scroll down the **photo** icon under *File*:



Browse to the image file on your computer, click **upload** and then **Finish**. The file types allowed and size restriction (5MB) are clearly indicated, as shown below:



Adding press releases and product news items is done in exactly the same way!

How to edit existing content

If you need to change existing content, go to the **My catalogue** section and point your mouse at the product to make the edit options appear. Click on the little yellow **pencil** icon to begin editing your product, press release or product news item.

My catalogue

All products

 Add a product



ma-su Juotava välipala Tyrni-Omena

ma-su Juotava välipala Mustaherukka-Mansikka



How to use the Social Media Share Tool

A Social Media Share Tool is now available on My easyFairs. This new feature is really easy to use and enables you to share your online stand information across the Social Media.



Simply click on the social network you want to share your information on. For instance, share your stand on Facebook:



Invite visitors, check on registrations and contact registered visitors

My easyFairs helps you get the most out of your participation by enabling you to:

- Invite visitors and contact those who register in response to your invitation
- View post-show data (Show / No Show)
- Search registered visitors
- View a chart showing the registration trend over time
- Filter on registration state (registered, visited, pending confirmation)

Here's how it works: a couple of months before the show, My easyFairs will display a link above your stand code with the text **Contact your pre-registered visitors / Register your staff**.




Clicking on this link takes you to the Registrations portal, which opens a new view with two tabs at the top of the box: **Registrations** and **Exhibitor personnel**:



Your personal registration link appears in the Registrations area. Use this link whenever you invite your contacts to an easyFairs show so that you can track their registrations later.

You can copy the link with one click using the button to the left of the link, as shown below:


You are here: **Registrations**




NL-SOL-1110-ROT

[? How it works](#)

The list below shows the **links that your visitors can use to register** for this event. Please use this link in your communication to your visitors or on your website.

[Create new link](#) 

Default URL

<https://form.n200.com/?s=0ty04zpclqgoz&c=3jq4x...> 

On the right hand side of the Registrations area there are 4 tabs: **Registrants**, **Registration Trend**, **Action Codes Report**, and **Show / No Show**.


Click on the **Registrants** tab to view, search and download all the Registrants (registered visitors) that have used your personal registration link or invitation code.

Registrants | Registration tr... | Action codes r... | Show/No show

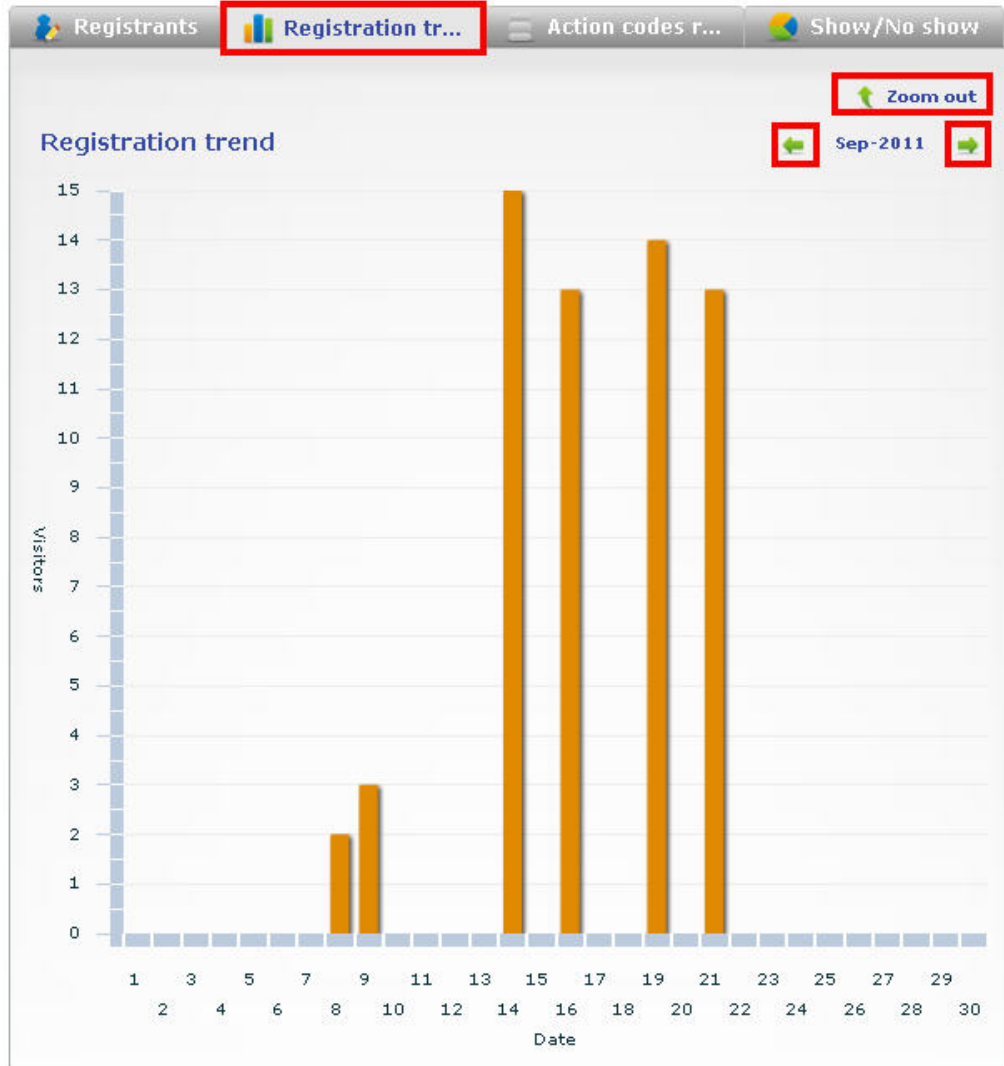
Search name

Search registration state <Any>

| Company | Name | Country | Registered via |
|------------------------|----------------------|-------------|----------------|
| a | A A | Netherlands | URL |
| b | B B | Netherlands | URL |
| Surplus Select BV | R. Soepenber | Netherlands | URL |
| BYK-Cera b.v. | H. Luttkhedde | Netherlands | URL |
| Masevon Technology | A.J. Altena | Netherlands | URL |
| NUON Power Buggenum | A.C.B.M. Van Beek | Netherlands | URL |
| Thermphos Internation: | A.J. Van As | Netherlands | URL |
| Thermphos Internation: | F.T. Dusseldorp | Netherlands | URL |
| Jacobs | A.B. Van Brakel | Netherlands | URL |
| Vitablend | K. Donga | Netherlands | URL |
| Lalesse Extrusion BV | A.M.M. Driessen | Netherlands | URL |
| Terlet NV | J. Abbink | Netherlands | URL |
| MechDes Engineering | H. Van Ommeren | Netherlands | URL |
| Suiker Unie | A.C.J. Van Der Borst | Netherlands | URL |
| SNC-Lavalin | J. Denayer | Canada | URL |
| Sime Darby Unimills | M.A.G. Pasman | Netherlands | URL |
| Foseco Nederland BV | A.J.F. Witbreuk | Netherlands | URL |
| Foseco Nederland BV | A. Witbreuk | Netherlands | URL |

Export 

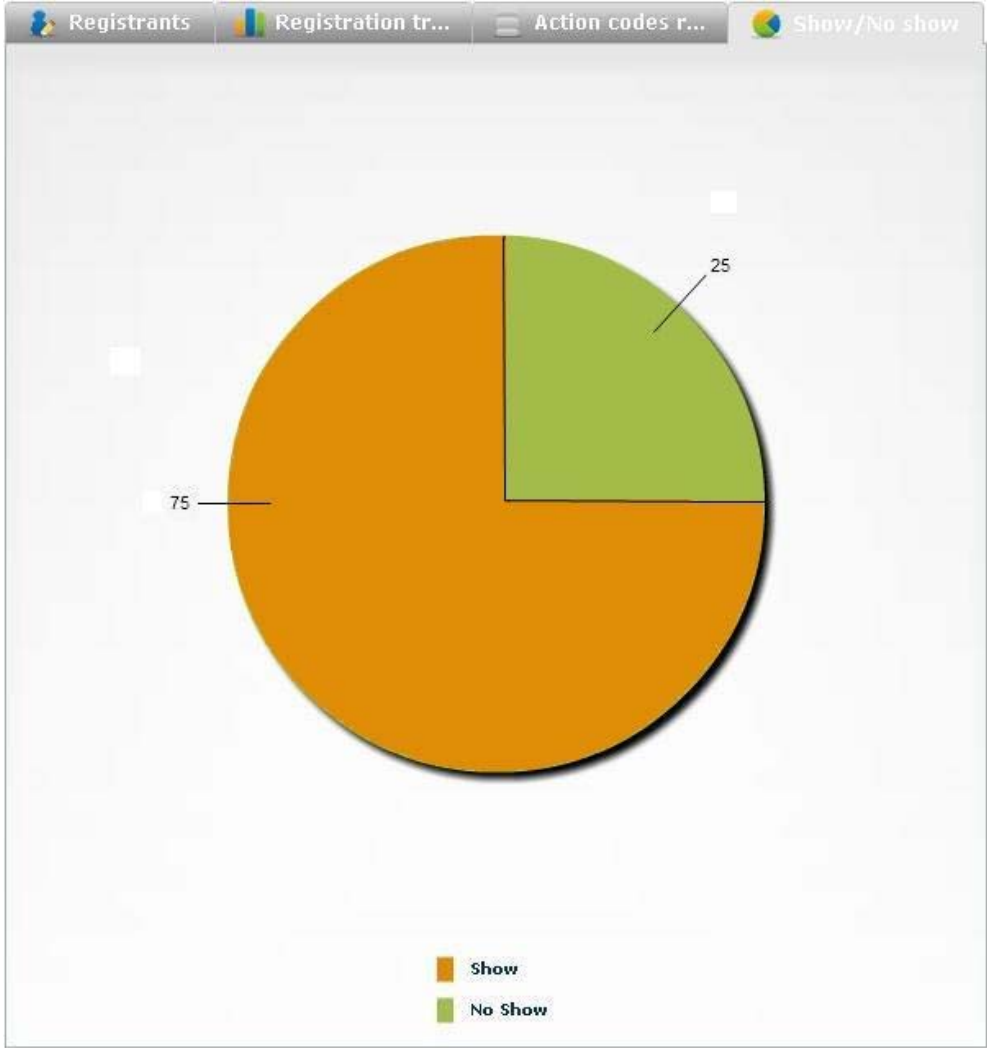
Click on the tab **Registration trend** to see a bar chart showing the number of registrations over time. You can look at one month at a time or **Zoom out** to see all the registrations for the year. This will help you to see, for example, which of your promotional activities were most effective.



Click on the **Action codes report** tab to see the total registrations separated by the code type, either URL or invitation.

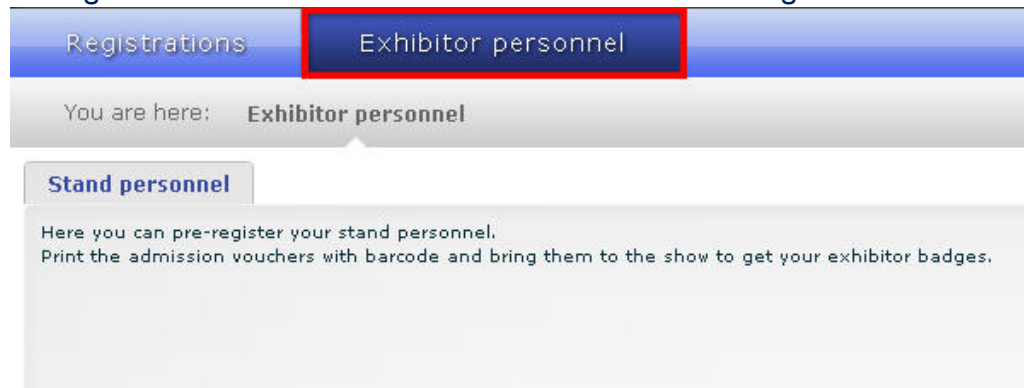
| Code type | Distributed | Registrations | Show | No show |
|------------|-------------|---------------|------|---------|
| Invitation | 750 | 660 | 500 | 160 |
| URL | 2 | 60 | 40 | 20 |

The final tab in this section is the **Show / No show** view. After an event, you'll see a pie chart showing the proportion of Registrants who came to the show, which allows you to track the effectiveness of your promotional activity.

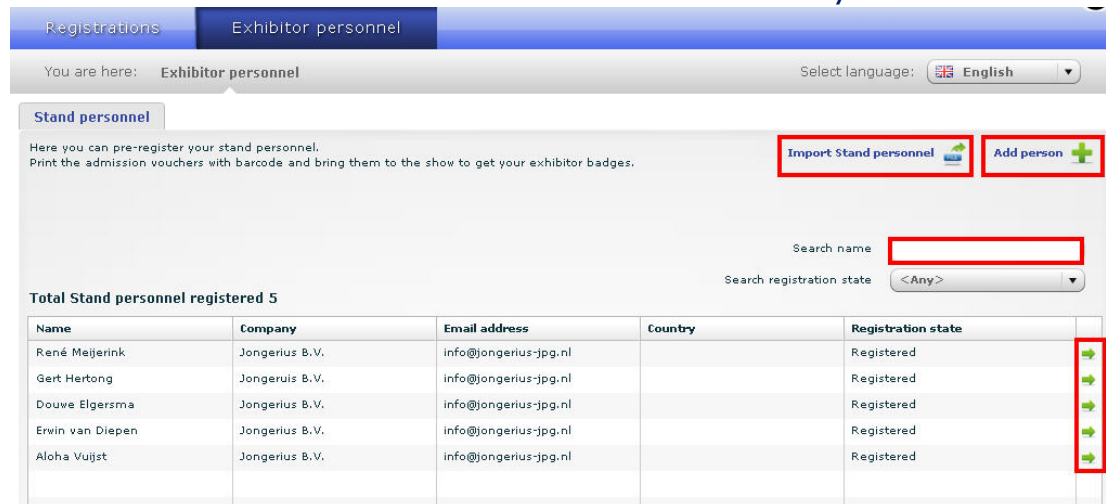


How to register your stand personnel

In the Registrations portal, click on **Exhibitor personnel** to register your employees or colleagues for the event. You can come back later and change the details at any time.



If you are looking for someone you've already registered, you can enter a name or part of a name in the **Search name** box and the list will be automatically filtered on those letters.



You can enter personnel one-by-one by clicking the **Add person** button and entering the data for each person.





English

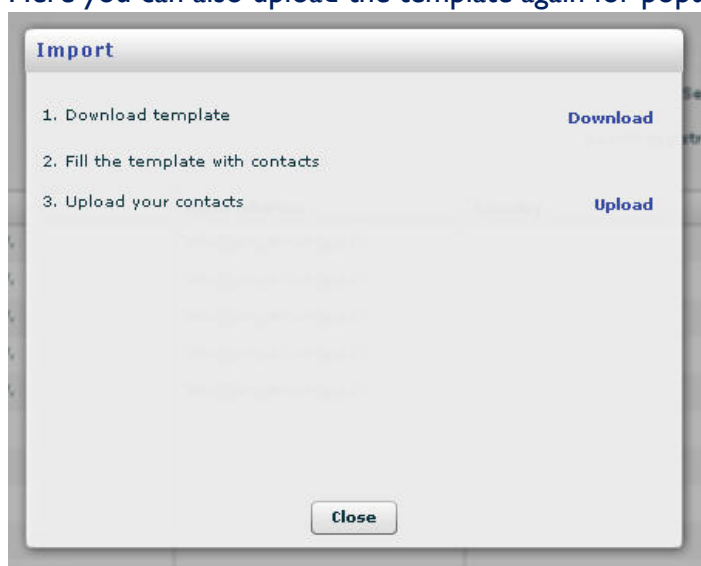
Standpersonnel details

| | |
|---------------|----------------------|
| First Name* | <input type="text"/> |
| Last Name* | <input type="text"/> |
| Company* | Jongerius B.V. |
| Job Function* | <input type="text"/> |
| E-Mail* | <input type="text"/> |

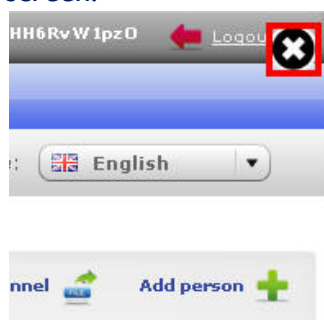
Back

Next

To register several names at once, upload a completed template. You can get the template by clicking on the **Import stand personnel button** (next to the **Add person** button). Here you can also upload the template again for populating the stand personnel list.



To leave the Registrations portal, simply click on the **X** in the top right hand corner of the screen.



If you encounter any problems with My easyFairs please don't hesitate to contact your easyFairs representative!