

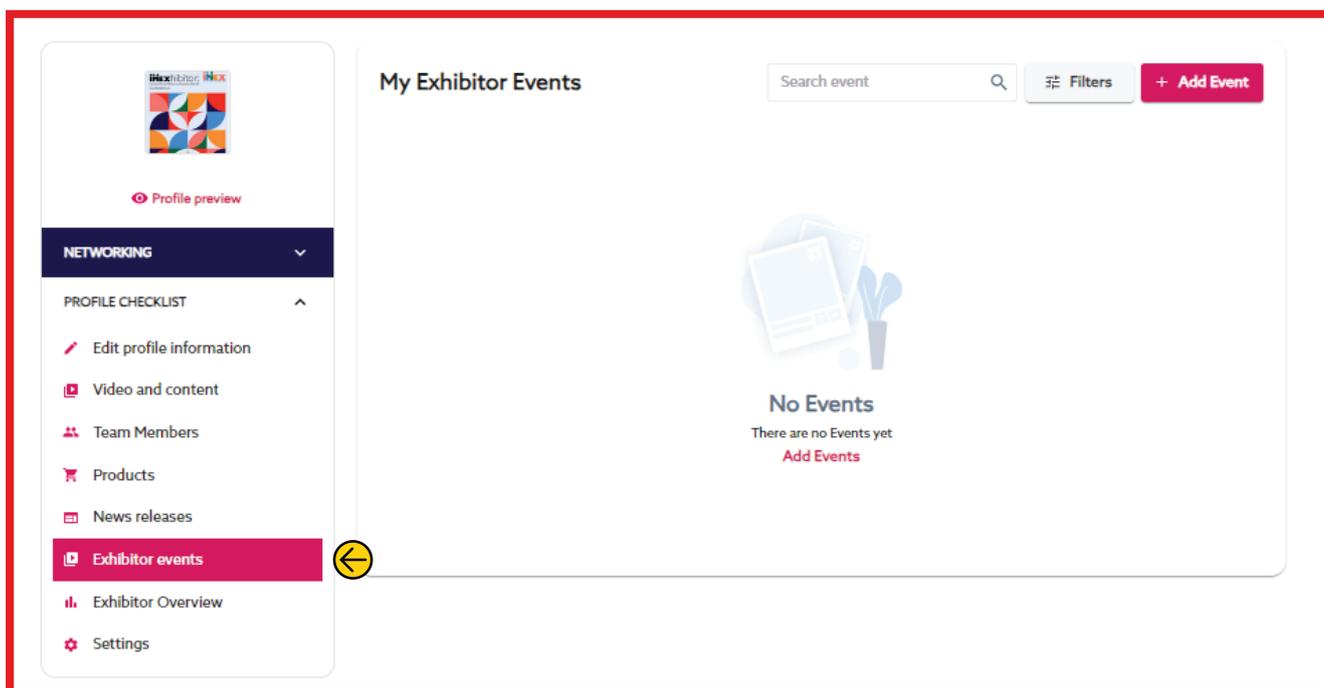
# Guides and help

## How to add an Event

### Step 1

Firstly, ensure you are looking at the **Company Profile**.

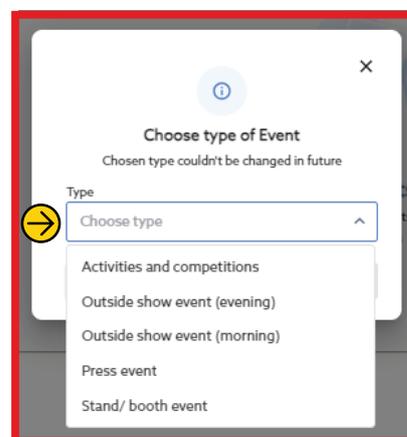
Navigate to the **Exhibitor Events** option on the Profile Checklist dropdown menu:



### Step 2

Click into the **+ Add Event** option on the right-hand side of the page.

This will allow you to select from the list of event options:



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### Step 3

Once you select the event type, click **'Save'** and this will lead you to this screen:

The screenshot shows the 'New Exhibitor Event' form on the IMEX America website. The form is titled 'New Exhibitor Event' and includes a 'Back to All events' link. The form fields are:

- Event Name \***: A text input field with the placeholder 'Enter name'.
- Type \***: A dropdown menu with 'Stand/ booth event' selected.
- Language \***: A dropdown menu with 'Select' selected.
- Date \***: A date picker with the placeholder 'yyyy-mm-dd'.
- Time start \***: A time picker with the placeholder 'Select time'.
- Time end \***: A time picker with the placeholder 'Select time'.
- Event Description**: A rich text editor with a toolbar and a placeholder 'Event Description'. Below the editor, it says 'This text will appear on a event card and a exhibitor event page.'
- Event Categories**: A dropdown menu with a '+ Add category' button.
- Contacts**: A dropdown menu with the placeholder 'Select items'.

At the bottom of the form, there is a yellow arrow icon pointing right and a green 'Save' button.

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You can complete the following fields (mandatory fields denoted by an \*):

**Add Photo** - Here you can add a jpeg, jpg or png image to appeal to viewers of the event.

**Event Name\*** - Here you can name your event.

**Language\*** - You can select the language your event will be held in.

**Date \*** - Here you can select which day of the show the event will be held on.

**Time start & Time end\*** - Here you can click on the clock and select the start and end time of your event (Note. The clock is in 24 hour time, also known as military time so if your event is scheduled for 1pm, please select 13:00 from the options) Most events have a time limit of 30 minutes apart from Activities and Competitions (120 mins) and the outside show events that do not have a time restriction.

**Event Description** - Give a brief outline of the event to appeal to your intended attendees.

**Event Categories** - Select the appropriate product or service category/ies for your company. This will help attendees find your event from the Events list.

**Location\*** - This will default to your booth for booth-based events. For outside show events, you will have access to input an alternative, custom location

**Attach your partner companies?** - If you have partner organizations on your booth, you can add the event into their profile also.

**Hidden & Direct invite link** - Hidden can be toggled to hide the event from the events list so you can target specific individuals to attend rather than having it publicly available. Direct invite link can be accessed once your event is saved. You are able to reopen the event to get the invite link and share with any specific individuals you'd like to attend.

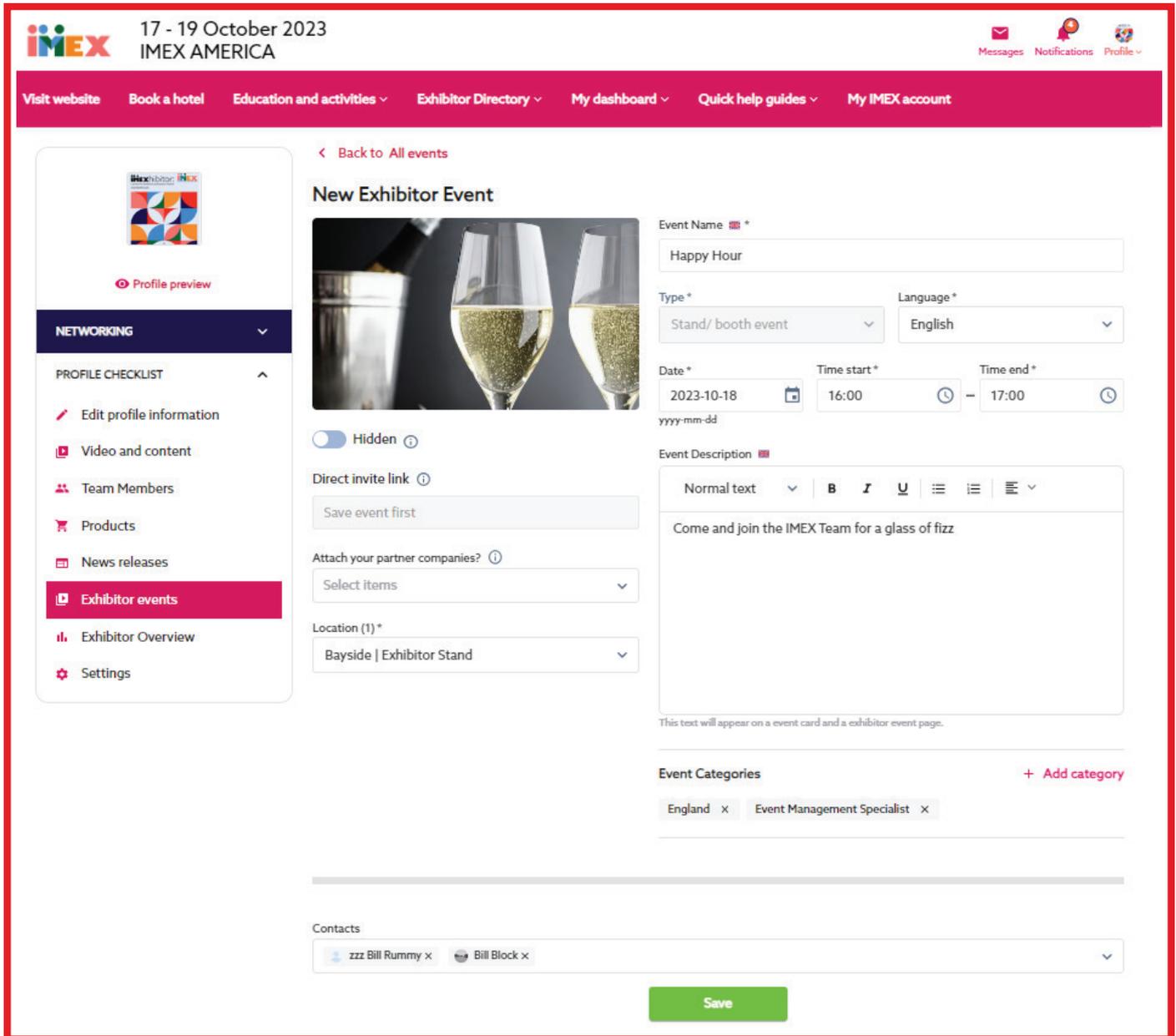
**Contacts** - Here you can select the team members you'd like to attend the event from your side.



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## How to add an Event

Once your event has been populated, it will look something like this:



The screenshot displays the IMEX America website interface for adding a new exhibitor event. The page is titled "New Exhibitor Event" and includes a navigation menu on the left with options like "Profile preview", "Networking", "Profile Checklist", "Edit profile information", "Video and content", "Team Members", "Products", "News releases", "Exhibitor events", "Exhibitor Overview", and "Settings". The main form area contains the following fields and options:

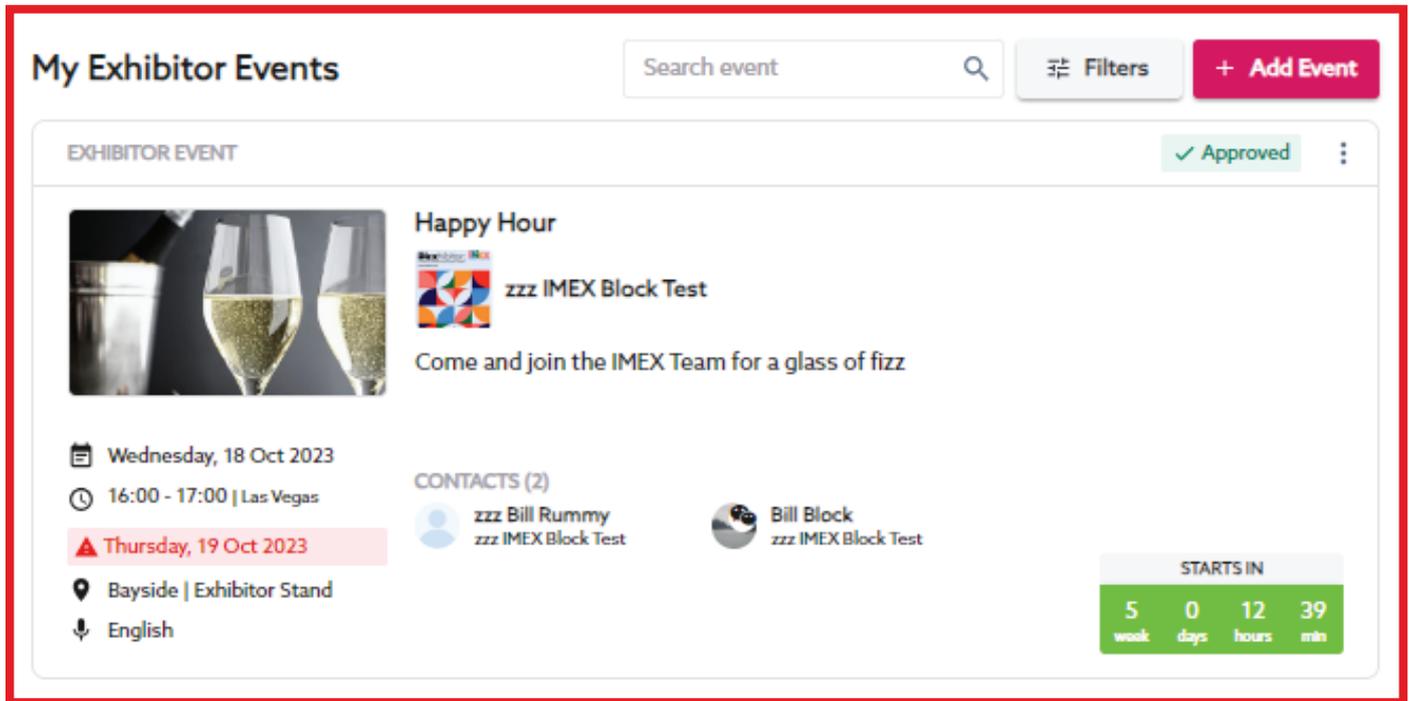
- Event Name \***: Text input field containing "Happy Hour".
- Type \***: Dropdown menu set to "Stand/ booth event".
- Language \***: Dropdown menu set to "English".
- Date \***: Text input field containing "2023-10-18".
- Time start \***: Text input field containing "16:00".
- Time end \***: Text input field containing "17:00".
- Event Description**: Rich text editor with a toolbar (Normal text, Bold, Italic, Underline, Bulleted list, Numbered list, Indent) and a text area containing "Come and join the IMEX Team for a glass of fizz".
- Event Categories**: Section with "Add category" button and tags for "England" and "Event Management Specialist".
- Contacts**: Section with tags for "zzz Bill Rummy" and "Bill Block".

A green "Save" button is located at the bottom right of the form.

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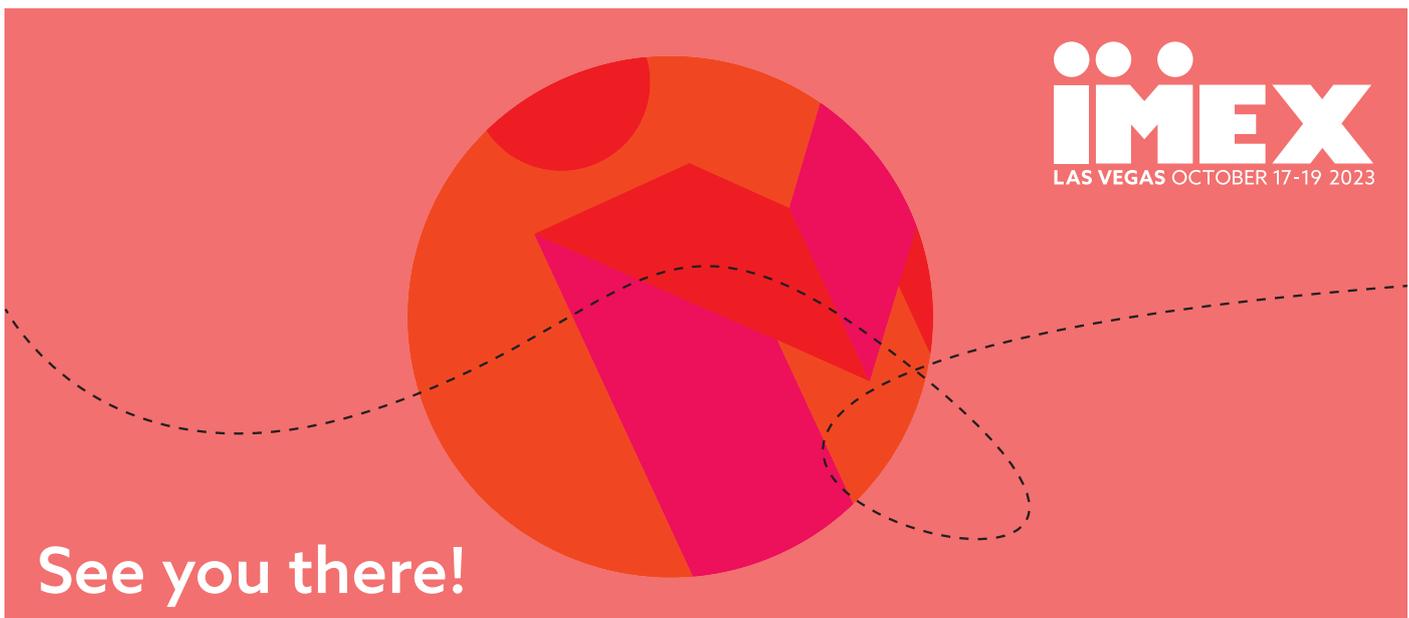
## How to add an Event

Hit **'Save'**, the event should then appear in your Exhibitor Events list as below:



The screenshot displays the 'My Exhibitor Events' dashboard. At the top, there is a search bar labeled 'Search event', a 'Filters' button, and a '+ Add Event' button. Below this, the event 'Happy Hour' is listed, marked as 'Approved'. The event details include a photo of champagne glasses, the title 'Happy Hour', and the organizer 'zzz IMEX Block Test'. The description reads 'Come and join the IMEX Team for a glass of fizz'. The event is scheduled for Wednesday, 18 Oct 2023, from 16:00 to 17:00 in Las Vegas. A red banner indicates the event is also on Thursday, 19 Oct 2023. The location is 'Bayside | Exhibitor Stand' and the language is 'English'. Two contacts are listed: 'zzz Bill Rummy' and 'Bill Block', both associated with 'zzz IMEX Block Test'. A 'STARTS IN' timer shows 5 weeks, 0 days, 12 hours, and 39 minutes remaining.

The event will also be visible in the Events area of the exhibitor Directory for attendees to locate and sign up to the event (unless your event has been hidden where you will need to share the Direct invite link with prospective attendees)



A promotional banner for IMEX Las Vegas. It features a large, stylized graphic of a globe or abstract shape in shades of red, orange, and pink. The IMEX logo is prominently displayed in the top right corner, with the text 'LAS VEGAS OCTOBER 17-19 2023' below it. The phrase 'See you there!' is written in a large, white, sans-serif font at the bottom left. A dashed white line curves across the bottom of the graphic.