

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:

The screenshot shows the 'My Exhibitor Events' interface. On the left is a navigation menu with 'Exhibitor events' highlighted. The main content area shows an event titled 'Happy Hour' for 'zzz Dustin' on Tuesday, 14 May 2024, from 15:30 to 16:00 in Hall 8. A 'STARTS IN' timer shows 5 weeks, 5 days, 04 hours, and 13 minutes. A yellow arrow points to the 'Exhibitor events' menu item.

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:

The screenshot shows the 'Choose type of Event' dropdown menu. The 'Type' field is set to 'Choose type'. The dropdown list includes: 'Activities and competitions', 'Outside show event (evening)', 'Outside show event (morning)', 'Press event', and 'Stand/ booth event'. A yellow arrow points to the dropdown arrow.

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STEP 3

Once you select the event type, click 'save' and you'll be lead to this screen:

The screenshot displays the IMEX exhibitor dashboard for the event '14 - 16 May 2024 IMEX FRANKFURT 2024 (SANDBOX)'. The user is logged in as 'zzz Dustin'. The main content area is titled 'New Exhibitor Event' and contains the following fields and options:

- Event Name:** A text input field with the placeholder 'Enter name'.
- Type:** A dropdown menu currently set to 'Stand presentation'.
- Language:** A dropdown menu currently set to 'Select'.
- Date:** A date picker field.
- Time start:** A time picker field with the placeholder 'Select time'.
- Time end:** A time picker field with the placeholder 'Select time'.
- Event Description:** A rich text editor with a toolbar containing 'Normal text', bold (B), italic (I), underline (U), bulleted list, numbered list, and link icons. The text area contains the placeholder 'Event Description'.
- Event Categories:** A section with a '+ Add category' button.
- Contacts:** A dropdown menu with the placeholder 'Select items'.

Additional features and options visible on the form include:

- A photo upload area with the text 'ADD PHOTO up to 15 MB' and supported formats: jpeg, .png, .jpg, Aspect Ratio 1:1.7.
- A 'Hidden' toggle switch.
- A 'Direct invite link' section with a 'Save event first' button.
- An 'Attach your partner companies?' dropdown menu with the placeholder 'Select items'.
- A 'Location (2)' dropdown menu with the placeholder 'Select location'.
- A 'Save' button at the bottom right, highlighted with a yellow arrow.

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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. Ensure the title briefly tells a buyer what the event is. Such as 'Exhibitor names cocktail hour', or 'Exhibitor names destination quiz'.

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 which of your team members will attend the event.

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

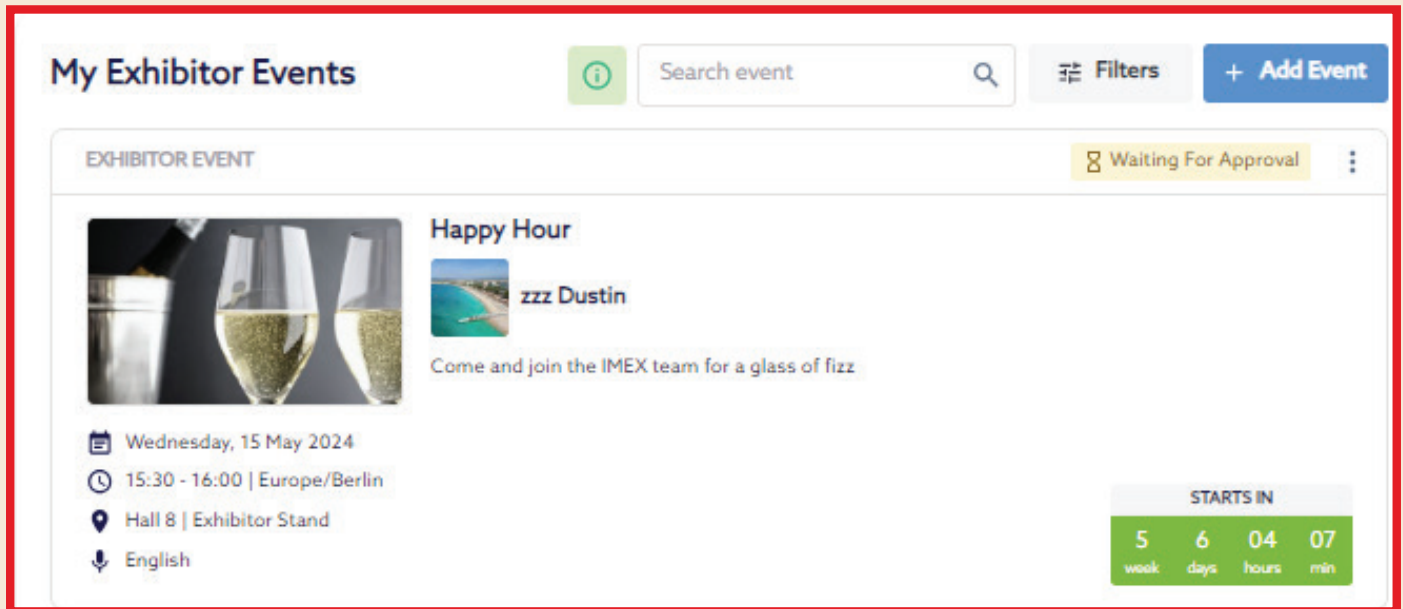
The screenshot displays the iMEX exhibitor dashboard for the event '14 - 16 May 2024 IMEX FRANKFURT 2024 (SANDBOX)'. The user is logged in as 'zzz Dustin'. The main section is titled 'New Exhibitor Event' and contains the following fields and options:

- Event Name:** Happy Hour
- Type:** Stand/ booth event
- Language:** English
- Date:** 2024-05-1
- Time start:** 15:00
- Time end:** 17:00
- Event Description:** Come and join us for a glass of fizz
- Event Categories:** Algeria, Rooms up to 100
- Hidden:**
- Direct invite link:** Save event first
- Attach your partner companies?:** Select items
- Location (1):** Select location
- Contacts:** zzz Dustin 1

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

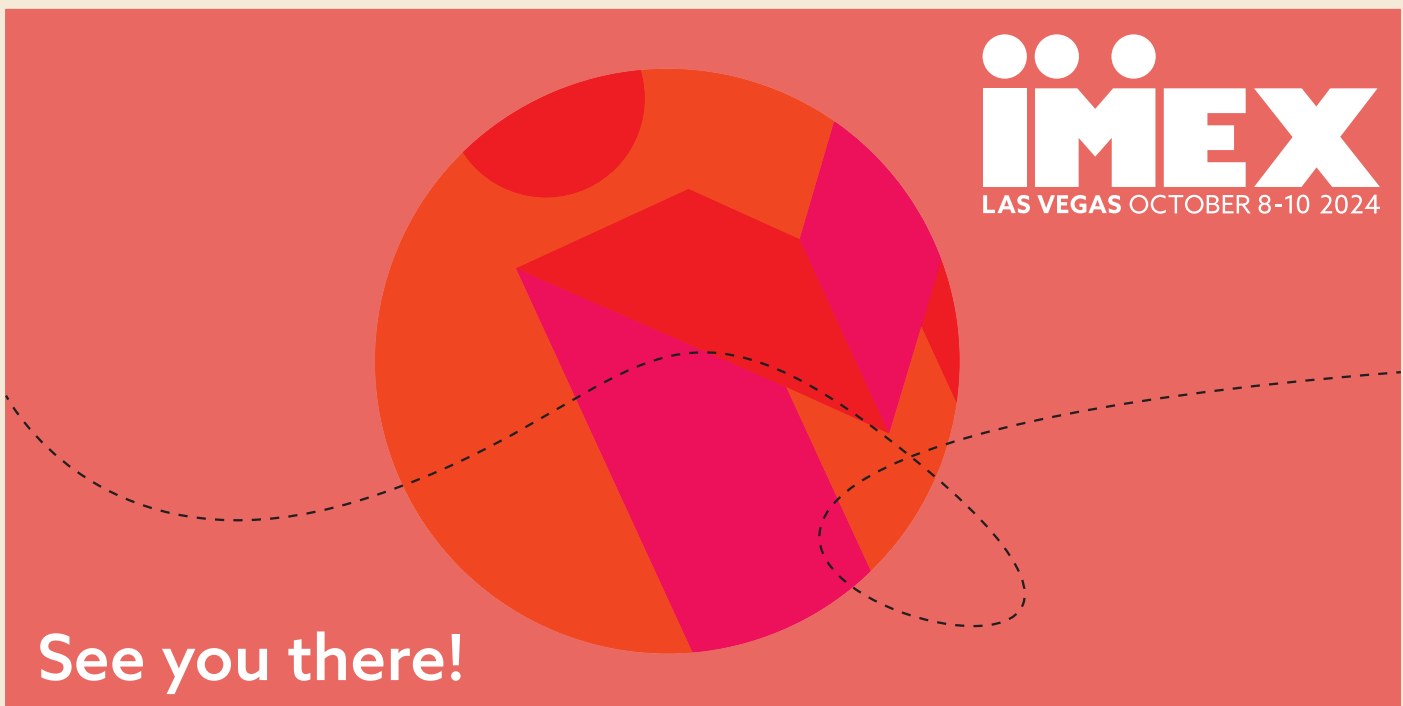
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Hit **'Save'**, the event will then appear in your Exhibitor Events list as below:



The screenshot shows the 'My Exhibitor Events' dashboard. At the top, there is a search bar with the text 'Search event', a magnifying glass icon, and a 'Filters' button. To the right is a blue '+ Add Event' button. Below the search bar, the event is listed under the heading 'EXHIBITOR EVENT'. The event title is 'Happy Hour' by 'zzz Dustin'. The description reads 'Come and join the IMEX team for a glass of fizz'. The event details are: Wednesday, 15 May 2024, 15:30 - 16:00 | Europe/Berlin, Hall 8 | Exhibitor Stand, and English. A 'STARTS IN' timer shows 5 weeks, 6 days, 04 hours, and 07 minutes. A yellow status tag indicates 'Waiting For Approval'.

The event will also be visible in the Events area of the Exhibitor Directory for attendees to locate and sign up to the event. If you have selected to hide your event, you will need to share the Direct invitation link with prospective attendees.



The graphic features a stylized globe with orange and pink segments. In the top right corner, the IMEX logo is displayed with the text 'LAS VEGAS OCTOBER 8-10 2024'. At the bottom left, the text 'See you there!' is written in a white, sans-serif font. A dashed white line curves across the bottom of the globe.