Company profile guide

Your company profile is shown in our Exhibitor Directory which Buyers use to find the exhibitors they'd like to meet at the show. It contains the key information about your company.

To update your company profile, click Update Profile in your IMEX Account.

Note: you can switch between your company profile and your individual profile using the selector in the top-right hand corner of the screen.

On the left there are two groups of features:

1. Networking	**2. Profile checklist**

Networking

Dashboard: This is where you can monitor how complete your profile is, see any interactions with your company profile, view favorites, add your products, and see who the top performers in your team are in terms of meetings.

Throughout the show cycle, more features will become available to you. The Dashboard is a great place to see key stats for your profile, and see updates from us.

Profile checklist

Every item listed under the profile checklist menu header corresponds with items for your company profile. Work your way down this list by completing all actions. This will help you to market your brand and secure quality meetings.

Edit profile information

There are two steps to creating your Company Profile:

→ STEP 1

Add any products or services that your company offers and select any countries that the company operates in and be specific. These selections are used to power our search, filter and recommendations for buyers.

→ STEP 2

To complete your profile, you need to add a company logo and provide a company description. You can also include a website URL and any social media links you'd like to be visible on your company profile.

Note: Click Save at the bottom of the page every time you amend any of this information.

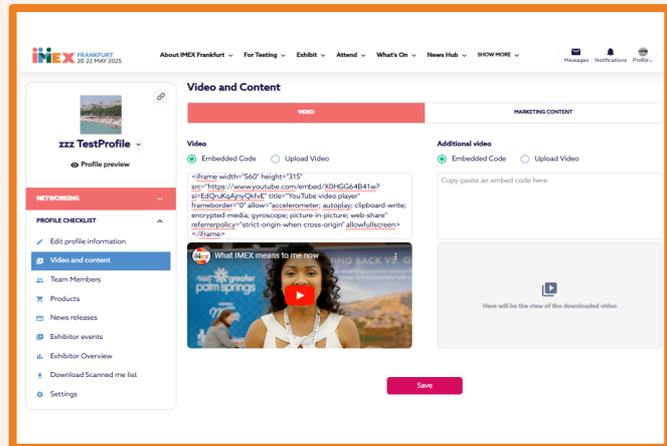## Video and content

Here you can embed or upload any videos you'd like featured on your company profile.

If you want to embed a YouTube video, for example, navigate to your chosen video,click the Share icon underneath, and click the Embed icon.


Copy and paste the embed code from YouTube into the Embedded code field. If you have a file on your computer, you'd like to upload instead, just click Upload Video, and select your file.

Finally ,click Save. Either solution will result in these videos being shown on your company profile.

Team members

This is where you can view all team members associated with the company profile and see their individual profiles as they are shown in the attendee List.

For any changes, or to register new team members/partners, visit your IMEX account by clicking the My IMEX Account icon in the top navigation bar. To return to your Dashboard view, click Show Dashboard again.
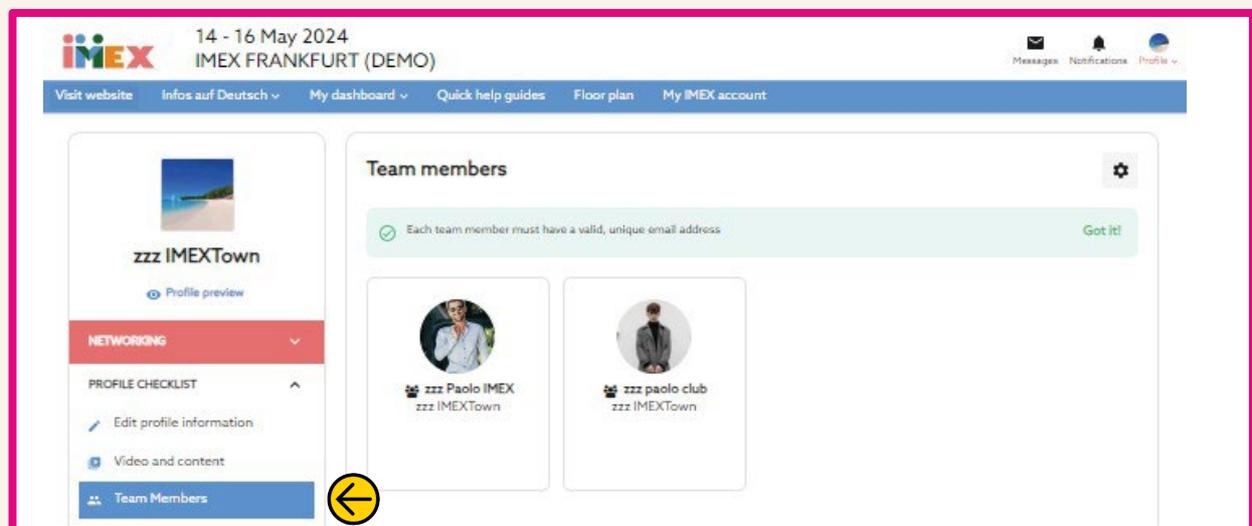
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Products

This area allows you to expand on your company offer. Add photos, videos and more detailed descriptions about the types of products/services you offer. You can also assign these to specific team members, so that meeting requests initiated from your product profile are allocated to your specified subject matter experts. Products are searchable by buyers in their own listings, easily accessible from the Exhibitor Directory. Additionally, any interactions with buyers and other attendees will create leads for you in your leads export.

In this example we are a company whose primary offer is a hotel, but we'd like to add our golf course as a product in its own right...

First, we need to add the following: Product Picture, Name, Category/Country of Operation and Description

Then we can assign this product to a specific member of the team, upload a video promotion for our product, and add in any additional media files, e.g. a PDF of key costs.
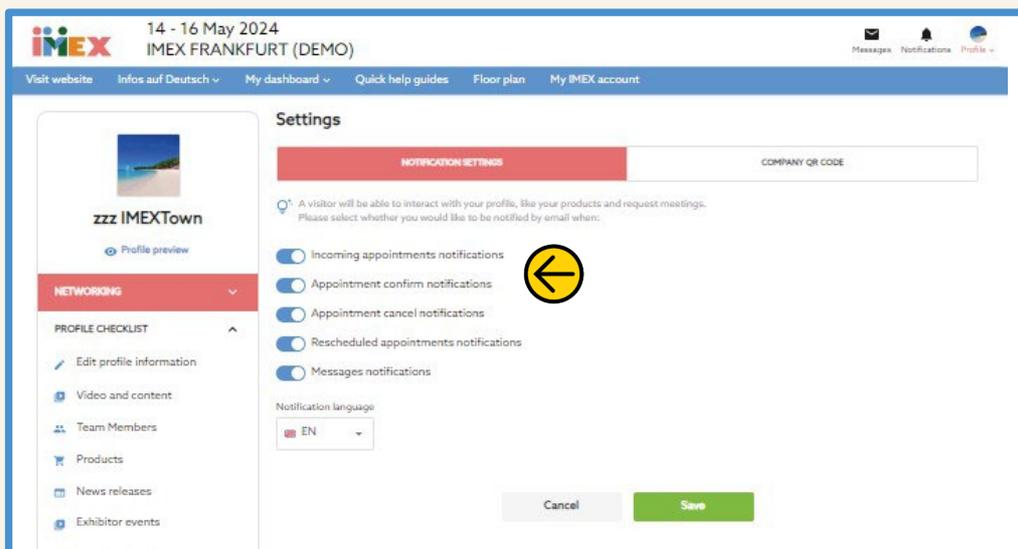
Finally, click Save.

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Notification settings

Here you can change settings for email notifications. These are typically triggered by IMEX show interactions e.g. when a meeting is requested or one of your products has been liked. If you don't want to receive these notification emails, use the toggle switch, then click Save.
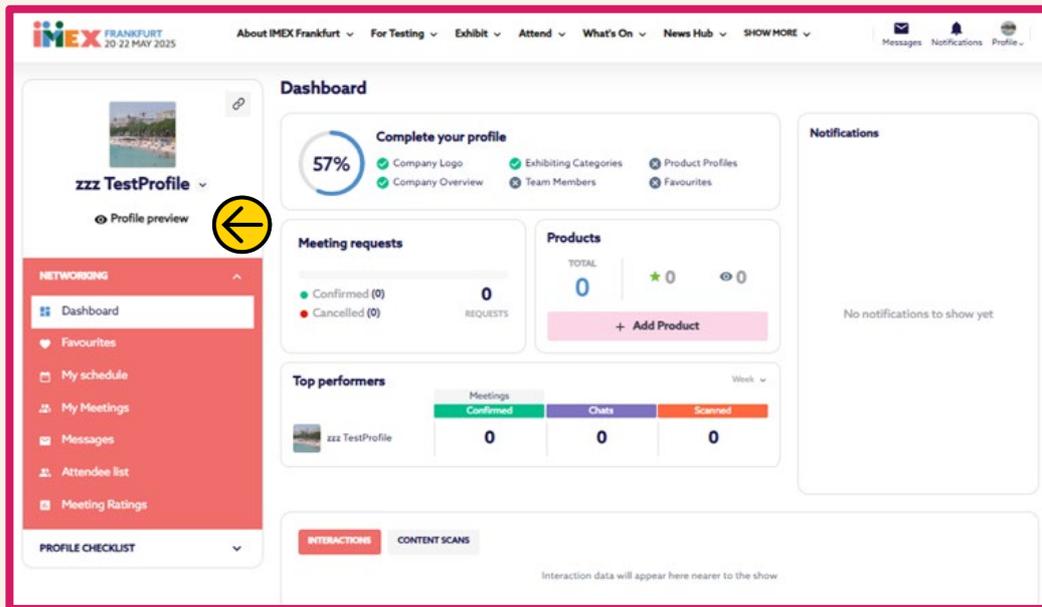

Company QR code

Every exhibitor company has a system-generated QR code which can be printed and displayed on your booth at the show, or shared on your social media channels. This code will link direct to your company profile, where buyers can book meetings with you.

Note: Every QR code scan generates a lead in your lead list.
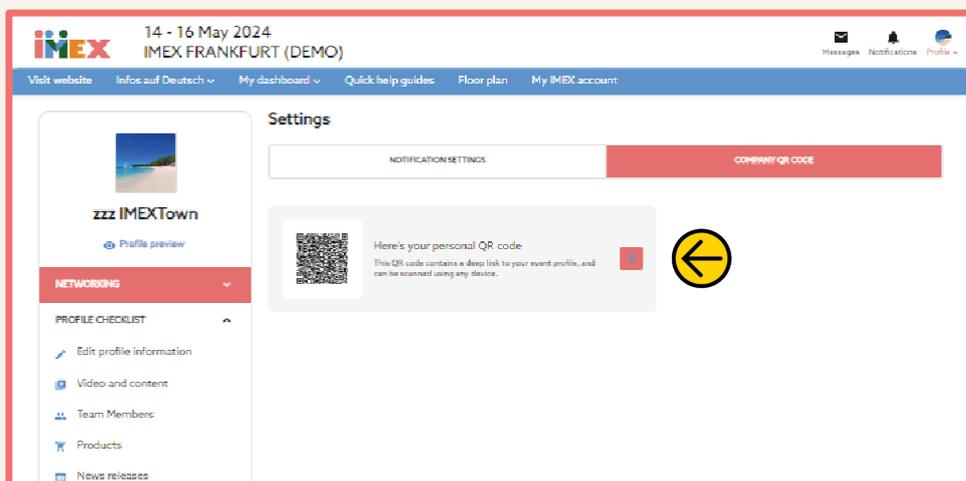
Profile view

Want to see how your profile will look in our exhibitor directory? Click Profile Preview (highlighted in yellow below) when you are in your company profile. Note: the Exhibitor Directory will go live closer to the show.

See you there!

iMEX