

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.

The screenshot shows the IMEX exhibitor dashboard for 'zzz TestProfile'. The top navigation bar includes 'About IMEX Frankfurt', 'For Testing', 'Exhibit', 'Attend', 'What's On', 'News Hub', and 'SHOW MORE'. The dashboard is divided into several sections:

- Profile Overview:** Shows a profile picture and the name 'zzz TestProfile' with a 'Profile preview' link.
- Complete your profile:** A progress indicator shows 57% completion. Tasks include Company Logo, Company Overview, Exhibiting Categories, Team Members, Product Profiles, and Favourites.
- Meeting requests:** Shows 0 confirmed and 0 cancelled requests.
- Products:** Shows 0 total products with an '+ Add Product' button.
- Top performers:** A table showing performance metrics for 'zzz TestProfile' across Meetings (Confirmed, Chats, Scanned), all currently at 0.
- Notifications:** A section indicating 'No notifications to show yet'.
- Interactions and Content Scans:** A section at the bottom with a note: 'Interaction data will appear here nearer to the show'.

Guides and help

IMEXhibitor

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.

Edit Company profile

Please ensure that you click Save at the bottom of the page when any changes are made. Fill in all fields marked with an asterisk *

1. Products and countries of operation

Guidelines

- Choose from the products and services list what best describes the features you offer
- Choose the countries you operate in
- IMEX will review and approve your selection
- You can view our product and country categories guide [here](#)

Enter your categories by clicking Add Categories below *

Products, services, and operating location categories to be Exhibited at this IMEX show *

Rooms up to 100: X

2. Company profile details

These details will be shown on your company profile and visible in the exhibitor directory.

Company logo *

Company name and description *

➔ 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.

2. Company profile details

These details will be shown on your company profile and visible in the exhibitor directory.

Company logo *

Company logo *

Supported formats: PNG, JPG, JPEG
Aspect Ratio 1:1

Company name and description *

Company name *

zzz TestProfile

If you need to add any links to your company description, please include the full address in the link including <https://>
e.g. <https://linkedin.com/company/imex>

Company description (this can include additional images) *

Normal text

Test description

Social media links

When adding your website and social media links below, please include the full address including <https://>
e.g. <https://linkedin.com/company/imex>

Website

Social links

Facebook

LinkedIn

Twitter

Youtube

Instagram

Need help with any of your preparations for the show? Check out our [help for exhibitors pages](#).

Cancel Save

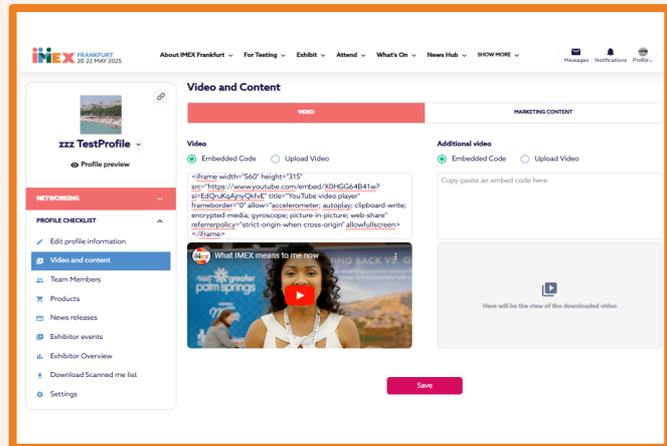
Guides and help

IMEXhibitor

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.



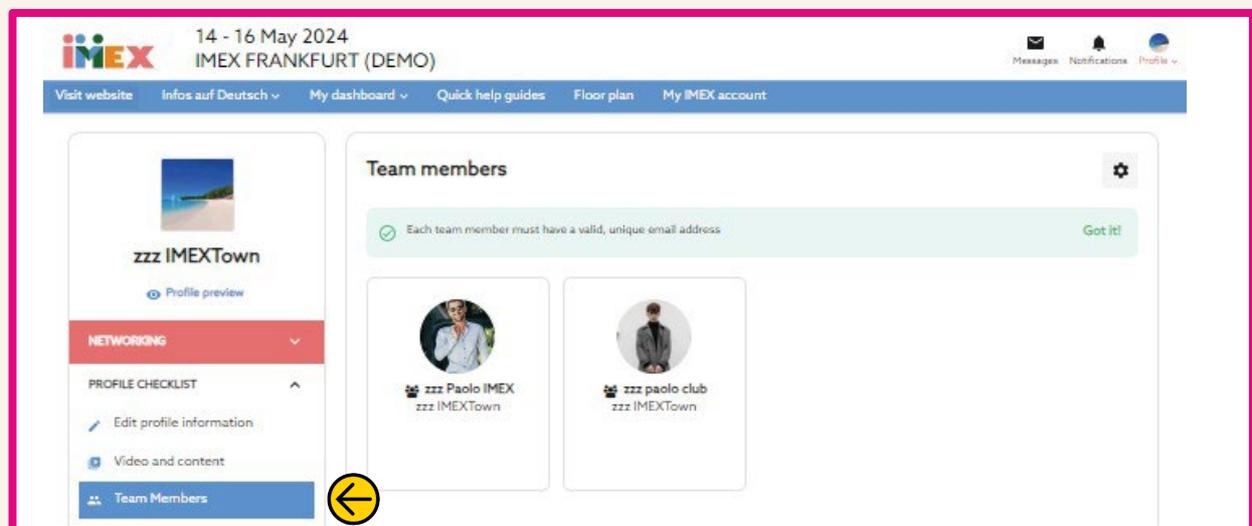
Copy and paste the embed code from YouTube into the Embedded code field. If you have a file on your computer, you'd like to upload instead, just click Upload Video, and select your file.

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.



Guides and help

IMEXhibitor

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.

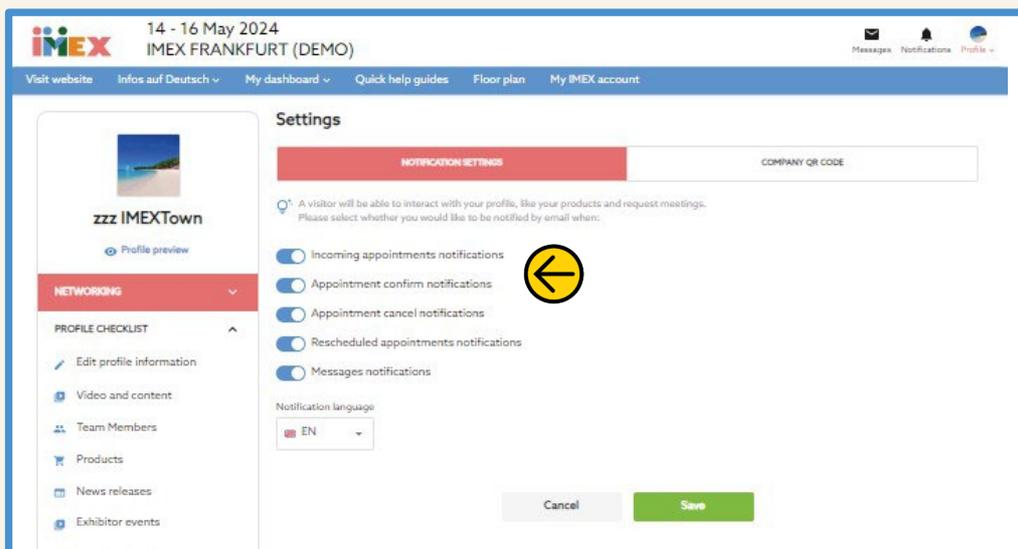
The screenshot shows the IMEX Exhibitor dashboard for the event '14 - 16 May 2024 IMEX FRANKFURT (DEMO)'. The user is logged in as 'zzz IMEXTown'. The main navigation menu includes 'Visit website', 'Infos auf Deutsch', 'My dashboard', 'Quick help guides', 'Floor plan', and 'My IMEX account'. The 'Edit product' form is displayed, showing the following fields and options:

- Product Name:** Brighton Golf Course
- Product Categories:** + Add category
- Product Description:** Brighton Golf Course
- Product Video:** Embedded Code (selected) or Upload Video. The code is: `<iframe width="560" height="315" src="https://www.youtube.com/embed/rWD8gYolluM?si=H4Y27k5bQX3j3P" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>`
- Media Files:** A dashed box for uploading files, with a note: 'DROP YOUR MEDIA FILES HERE OR CHOOSE FILE up to 25 MB'. Supported formats: PDF, DOC, DOCX, TXT, XLS, XLSX, MP3, BMP, JPG, PNG, MP4.
- Buttons:** Cancel and Save.

Yellow arrows point to the 'Products' menu item in the left sidebar and the 'Save' button at the bottom right.

Notification settings

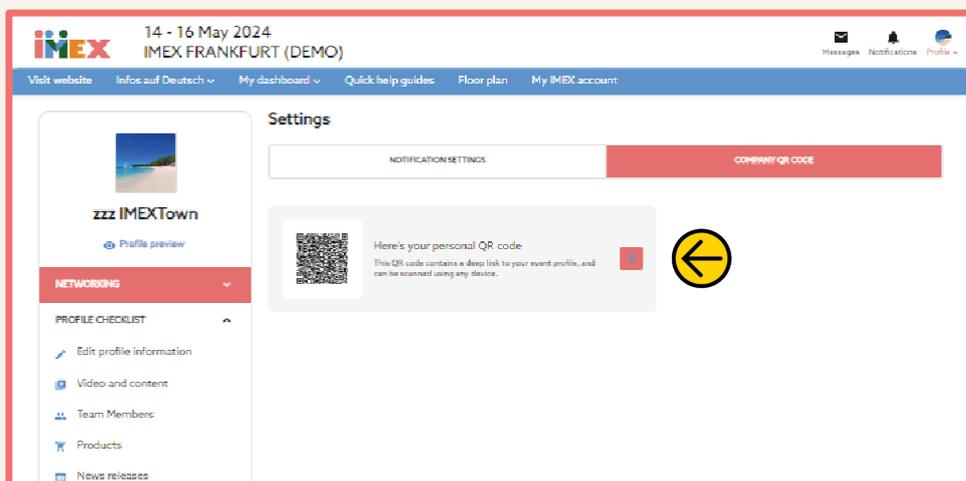
Here you can change settings for email notifications. These are typically triggered by IMEX show interactions e.g. when a meeting is requested or one of your products has been liked. If you don't want to receive these notification emails, use the toggle switch, then click Save.



Company QR code

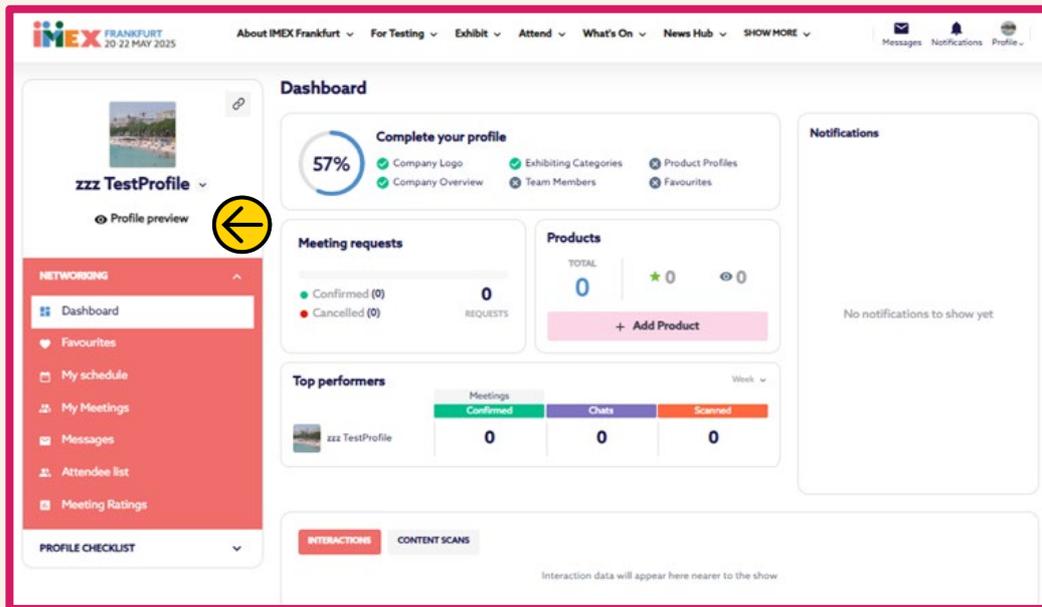
Every exhibitor company has a system-generated QR code which can be printed and displayed on your booth at the show, or shared on your social media channels. This code will link direct to your company profile, where buyers can book meetings with you.

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!