

MJBizCon®

Welcome to the new MJBizCon Online Directory!
Here's how to update your exhibitor information.

STEP 1

LOGIN

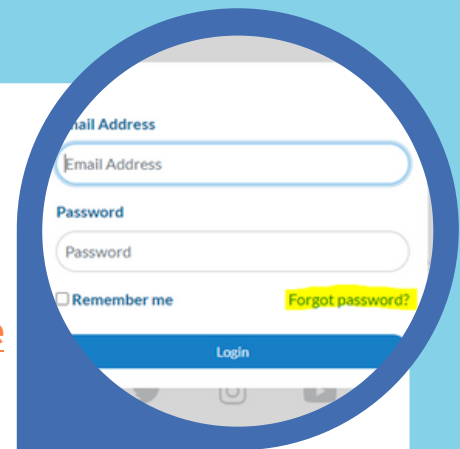
1. Go to <https://mjbizcon2023.smallworldlabs.com/home>
2. Click the **Login** button
3. Click **Forgot Password?**

(Note: Everyone will need to do this, as this password is different from the A2Z password)

4. Enter your email address and click **Submit**

(Note: use the billing contact email address from your A2Z contract. Contact sales@mjbiz.com if you don't know this.)

5. You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it.)
6. Click **Reset Password** in the email
7. Create your password and click **Reset Password**
8. Return to the **login page** and log in with your email and new password
9. Once logged in, **click the EXHIBITOR HUB** button in the top navigation



STEP 2

UPDATE YOUR COMPANY'S PROFILE

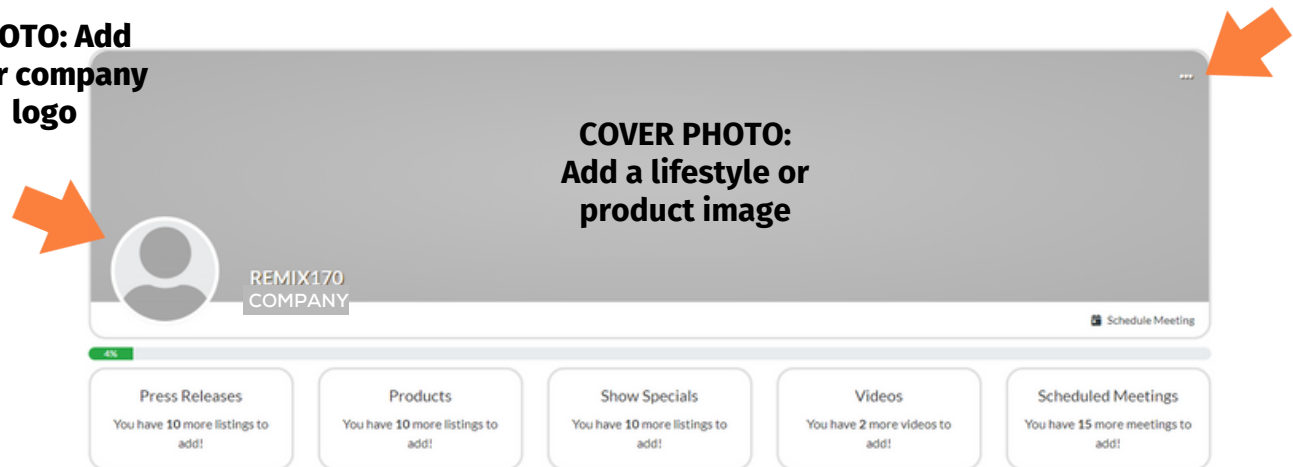
It is SO important for you to update your company information as this info is the only way MJBizCon attendees can find your company in online Directory. Be as thorough as possible for best results!

From your [Exhibitor Hub](#) page, update as much of the information below that is available to you **depending on your package level**:

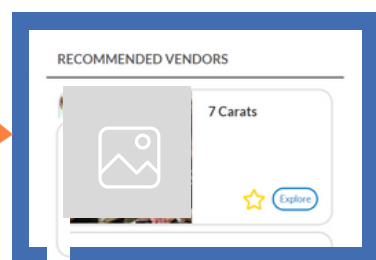
1. Add your company photos:

- Click on the **3 dots** on the top right of the cover photo and click on Add Photo, Add Cover Photo and Add Featured Photo.

PHOTO: Add your company logo



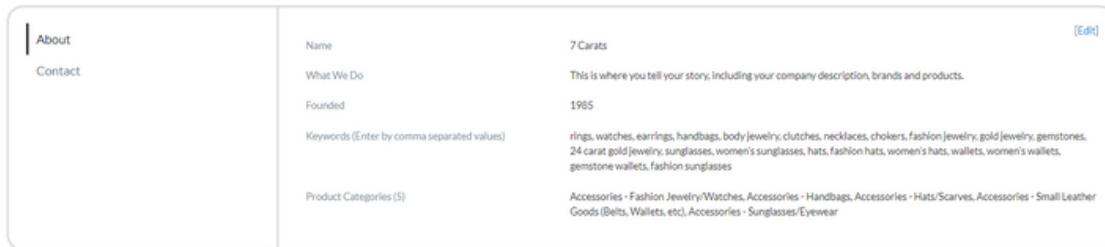
FEATURED PHOTO: Add a product photo or logo. **Level 3 only.**



PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**.

2. Update your company's **About** section

- Click on the **Edit** link in the About section



The screenshot shows a form for the 'About' section. On the left is a sidebar with 'About' and 'Contact' links. The main area contains fields for 'Name', 'What We Do', 'Founded', 'Keywords', and 'Product Categories'. An orange arrow points to the '[Edit]' link in the top right corner of the form.

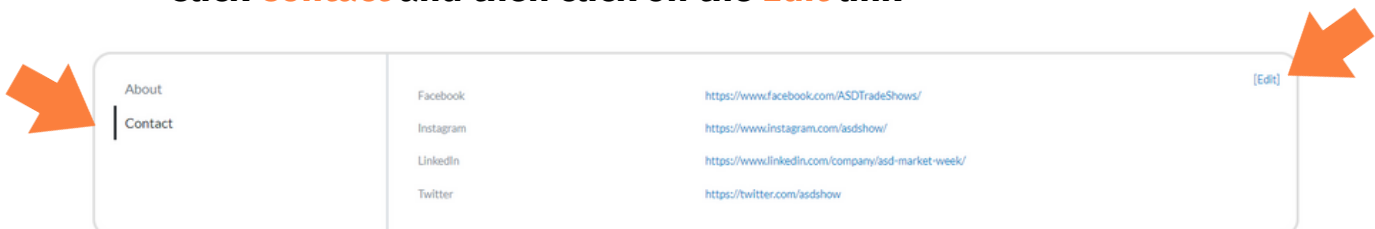
Name	7 Carats
What We Do	This is where you tell your story, including your company description, brands and products.
Founded	1985
Keywords (Enter by comma separated values)	rings, watches, earrings, handbags, body jewelry, clutches, necklaces, chokers, fashion jewelry, gold jewelry, gemstones, 24 carat gold jewelry, sunglasses, women's sunglasses, hats, fashion hats, women's hats, wallets, women's wallets, gemstone wallets, fashion sunglasses
Product Categories (5)	Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc), Accessories - Sunglasses/Eyewear

- Edit/Fill in all sections, especially:

- ▶ **Name:** Add/edit your company name how you would like it to appear in the Online Directory.
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Product Categories:** Select up to 3 relevant Product Categories, as this will ensure your company is listed in these sections when buyers search the Online Directory.
- ▶ Choose - BIPOC Owned Company, Woman Owned Company, New Exhibitor.
- ▶ Don't forget to click **SAVE** once you are finished!

3. Update your company's **Contact** section

Click **Contact** and then click on the **Edit** link



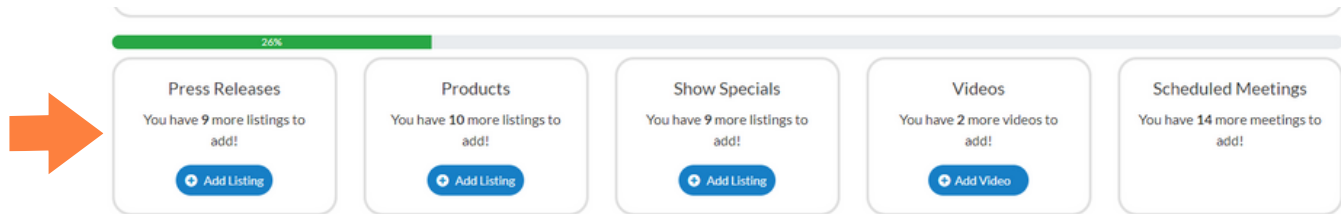
The screenshot shows a form for the 'Contact' section. On the left is a sidebar with 'About' and 'Contact' links. The main area contains fields for 'Facebook', 'Instagram', 'LinkedIn', and 'Twitter'. An orange arrow points to the 'Contact' link in the sidebar, and another orange arrow points to the '[Edit]' link in the top right corner of the form.

Facebook	https://www.facebook.com/ASDTradeShows/
Instagram	https://www.instagram.com/asdshow/
LinkedIn	https://www.linkedin.com/company/asd-market-week/
Twitter	https://twitter.com/asdshow

- Edit/Fill in all sections, and click **Save**

4. Add Press Releases, Products, Show Specials, and Videos

Depending on your package level, you have the ability to add the following listings to your Company Profile, as well as the exhibitor marketplace, used by attendees when planning which exhibitors to see at the show:



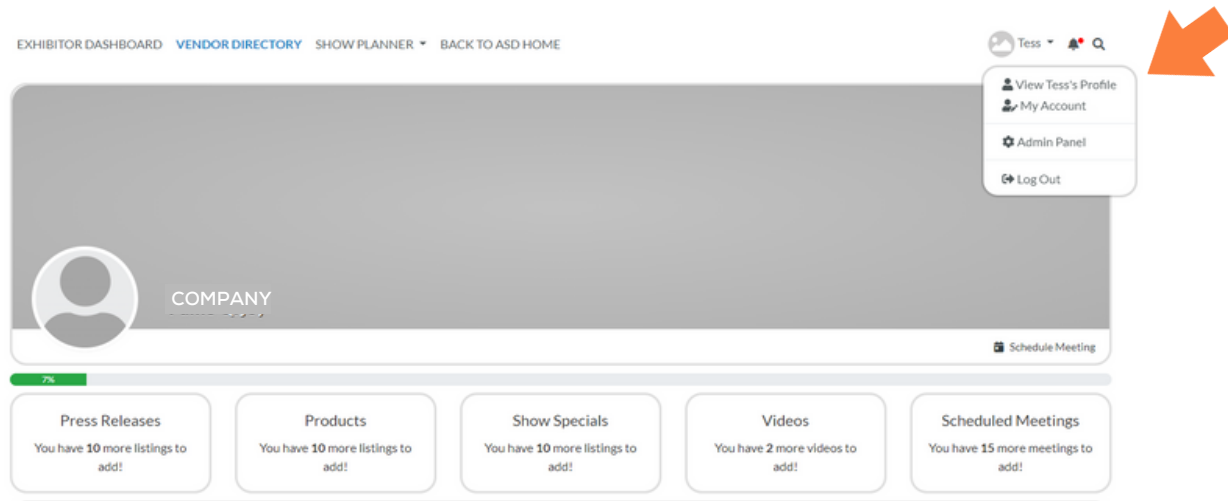
- ▶ **To Add Press Releases:** Click **Add Listing** and fill in the **Title** of the press release, use the **Description** box to add the body of the press release, add a link to the **Learn More** box, and click **Save** once complete.
- On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add Products:** Click **Add Listing** and fill in the **Title** and **Description** of the product you want to highlight, add a link to the **Buy Now** box, and click **Save** once complete.
- On the next page, click **Add Photo** to add a photo of the product.
- ▶ **To Add Show Specials:** Click **Add Listing** and fill in the **Title** of the show special you are promoting, use the **Description** box to add the details of the deal or offer, add a link to the **Learn More** box, and click **Save** once complete.
- On the next page, click **Add Photo** to add a photo to the listing.
- ▶ **To Add Videos:** Click **Add Video** and fill in the **Title** and **Description** of the video you want to post, add the video link to the **Add Video** box, and click **Save** once complete.

STEP 3

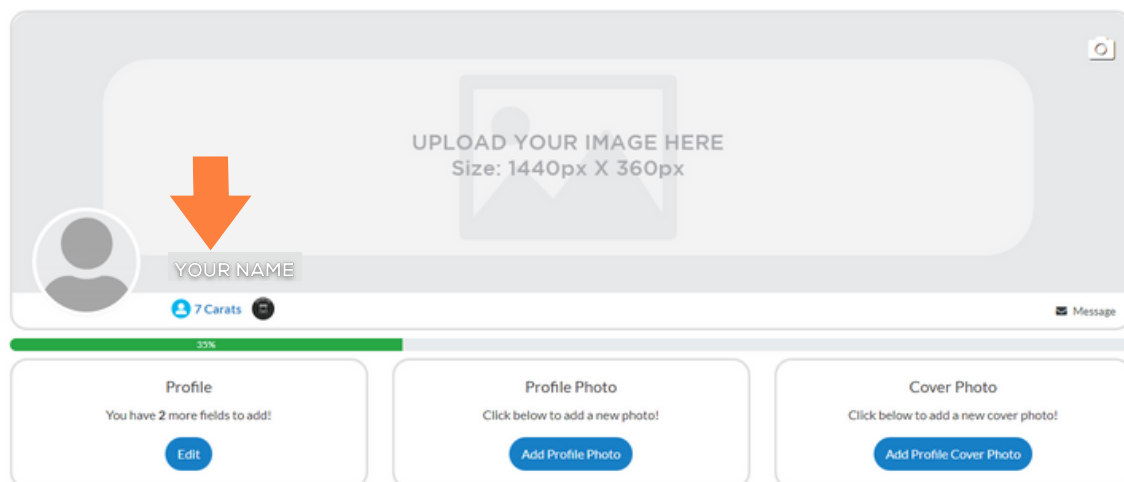
UPDATE YOUR PERSONAL PROFILE

This allows attendees to see you not just your company profile. Therefore, you want to make sure you fill out your personal profile! Here's how:

1. Click on your name in the top right corner of the screen, and then click on **View Profile**



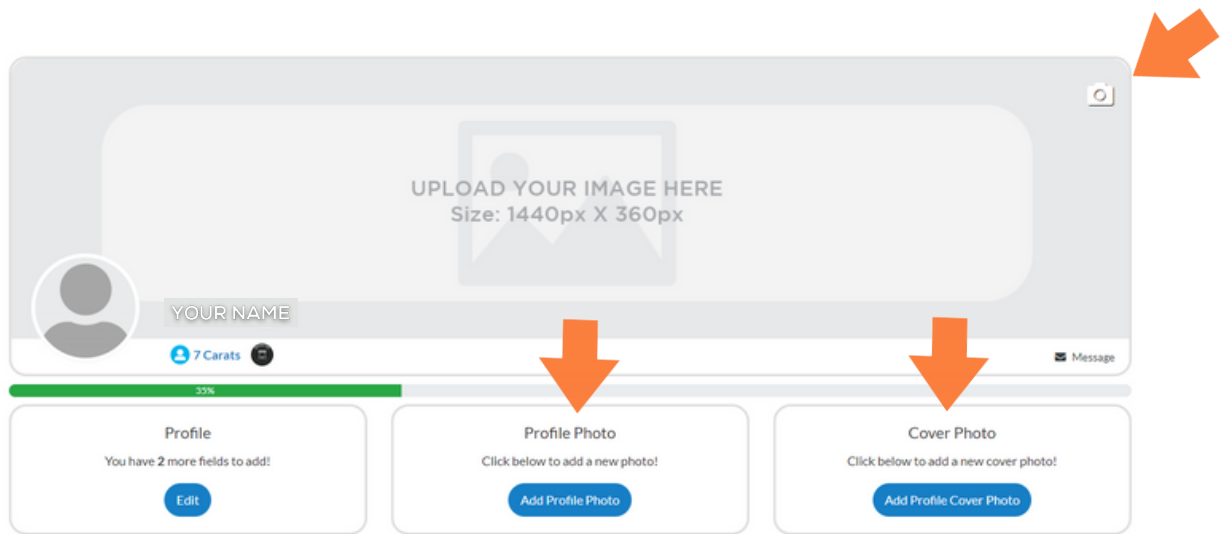
2. From your personal profile page, click on the **Edit** button under **Profile** to add your "About Me" info and click **Save** when complete.



You can also click on the **Everybody** icon in the top right if you want to change who sees this info.



3. Next, you can upload your personal **Profile Photo** and **Cover Photo** by clicking the buttons under each section, or by clicking the photo icon on the top right of your cover photo.



Congratulations! Attendees can now find you in their Online Directory searches and Exhibitor Marketplace listings!