



Welcome to the new WPPI Planner!

Here's how to update your exhibitor information.

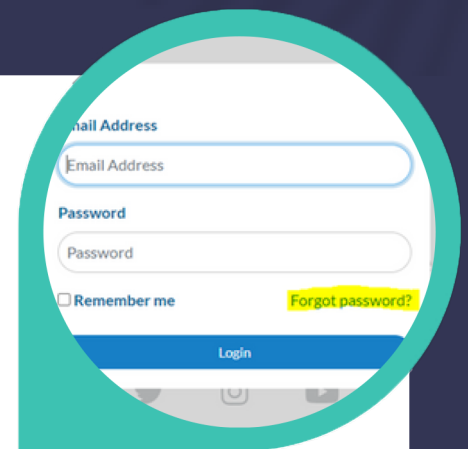
STEP 1

LOGIN

1. Go to **wppi2025.smallworldlabs.com**
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 you have for accessing online payment, etc)

4. Enter your email address and click **Submit**
(Note: You will need to use the email address associated with your account. If you don't know this email address, Contact Operations at: operations@wppievents.com for help.)
5. You will then receive an automated email to reset your password
(besure 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, you will need to click the blue button that says
Go to Exhibitor Dashboard to begin updating your exhibitor profile



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 WPPI retailers can find your company in the printed and online Show Guide, as well as when they search through the Show Planner listings. Be as thorough as possible for best results!

From your **Exhibitor Dashboard** 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

The diagram illustrates the Exhibitor Dashboard interface. At the top is a large grey rectangular area representing the cover photo. In the top right corner of this area, there is a small circle containing three dots, which is highlighted by a teal arrow. To the left of the cover photo is a circular profile picture placeholder, also highlighted by a teal arrow. Below the cover photo is a row of five white boxes with rounded corners, each containing a category name and a count of items to be added: 'Press Releases' (10 more listings), 'Products' (10 more listings), 'Show Specials' (10 more listings), 'Videos' (2 more videos), and 'Scheduled Meetings' (15 more meetings). Below these boxes are three teal rounded rectangular callout boxes. The first callout box, labeled 'PHOTO:', points to the profile picture placeholder and contains the text 'Add your company logo'. The second callout box, labeled 'COVER PHOTO:', points to the cover photo area and contains the text 'Add a lifestyle or product image'. The third callout box, labeled 'FEATURED PHOTO:', points to the 'RECOMMENDED VENDORS' section on the right and contains the text 'Add a product photo or logo'. The 'RECOMMENDED VENDORS' section shows a vendor card for '7 Carats' with a star icon and an 'Explore' button.

PHOTO:
Add your company logo

COVER PHOTO:
Add a lifestyle or product image

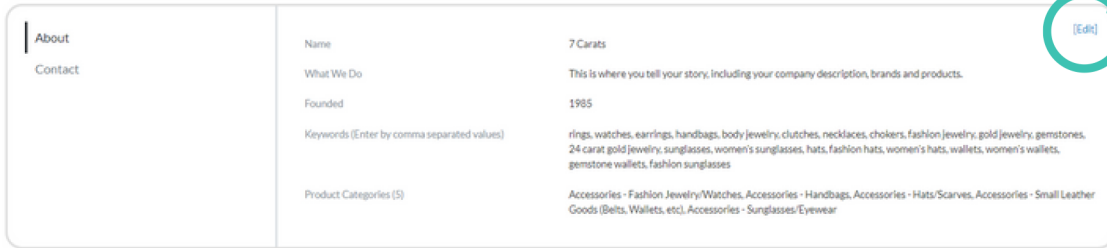
FEATURED PHOTO:
Add a product photo or logo

RECOMMENDED VENDORS
7 Carats
★ Explore

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

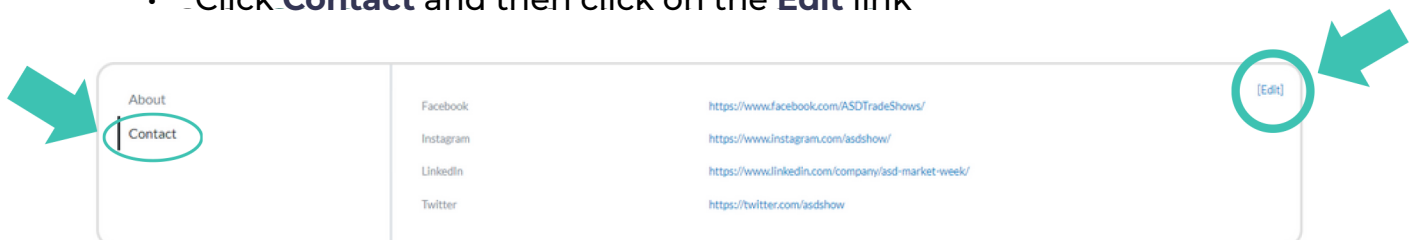


The screenshot shows a form for the 'About' section. On the left is a sidebar with 'About' and 'Contact' links. The main form area has several fields: 'Name' (7 Carats), 'What We Do' (This is where you tell your story, including your company description, brands and products.), 'Founded' (1985), 'Keywords (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), and 'Product Categories (5)' (Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc.), Accessories - Sunglasses/Eyewear). An '[Edit]' link is circled in green in the top right corner, with a green arrow pointing to it.

- Edit/Fill in all sections, especially:
 - ▶ **Name:** Add/edit your company name how you would like it to appear in the printed and online Show Guide
 - ▶ **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 5 relevant Product Categories, as this will ensure your company is listed in these sections of the printed Vendor Directory and when buyers search the online Vendor Directory.
- ! 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

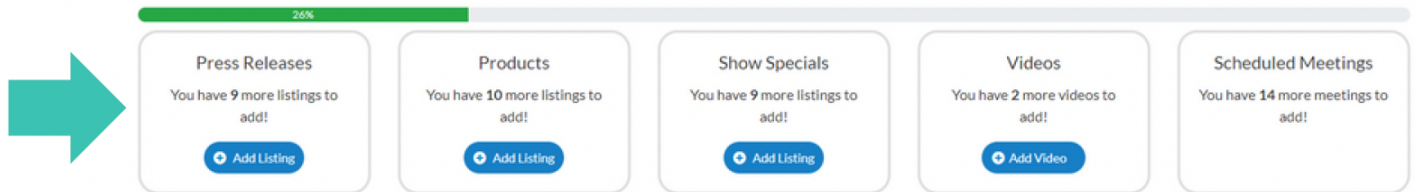


The screenshot shows a form for the 'Contact' section. On the left is a sidebar with 'About' and 'Contact' links. The 'Contact' link is circled in green, with a green arrow pointing to it. The main form area has social media links: Facebook (https://www.facebook.com/ASDTradeShows/), Instagram (https://www.instagram.com/asdshow/), LinkedIn (https://www.linkedin.com/company/asd-market-week/), and Twitter (https://twitter.com/asdshow). An '[Edit]' link is circled in green in the top right corner, with a green arrow pointing to it.

- 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 that will be displayed on your Company Profile, as well as various sections of the WPPI Show Planner, 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 (Formerly called “Product Spotlight”):** 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 on 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.

Congratulations! Attendees can now find you in their print & online Vendor Directory searches and Show Planner listings!
For any additional questions you have, feel free to reach out to us: operations@wppievents.com