

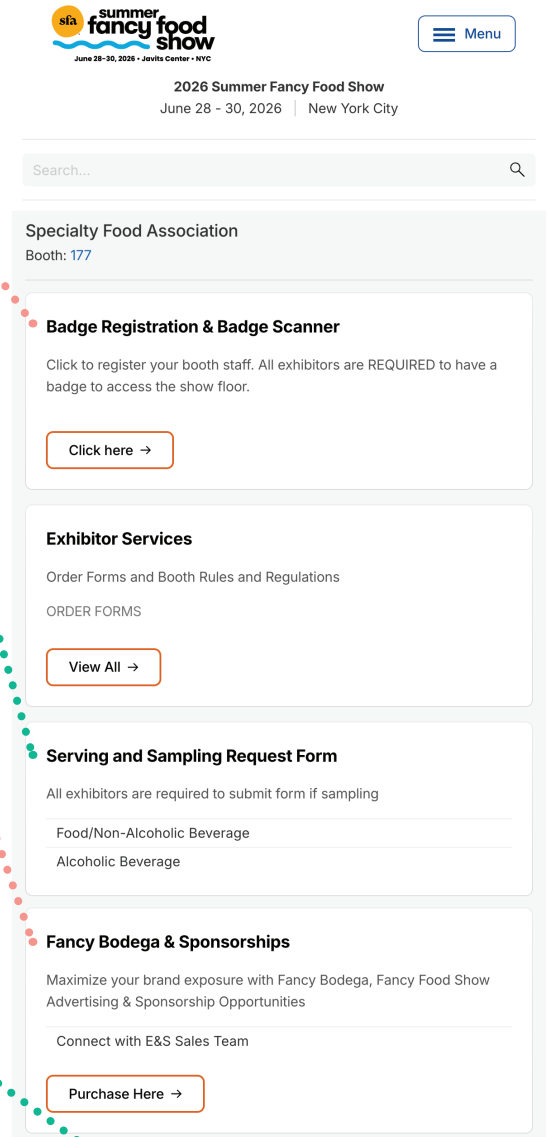
How to be Found by Buyers: In Person and In the App

10 steps to setting up your physical and virtual booths

Your Exhibitor Dashboard

The behind-the-scenes hub to set up your physical booth.

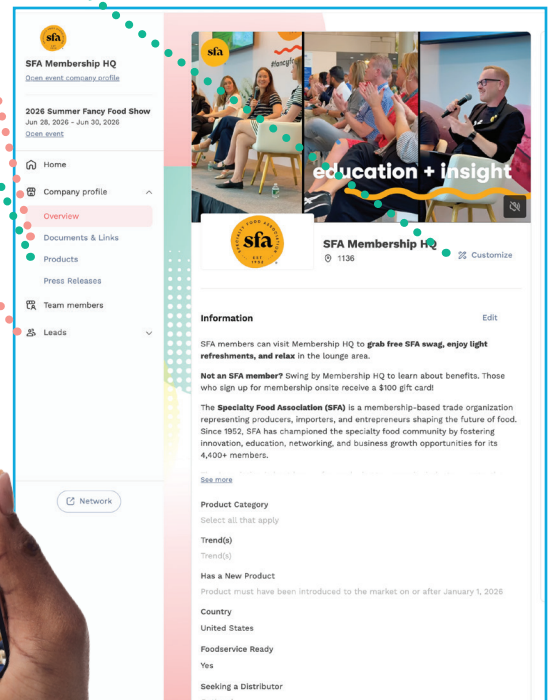
1. **Log in** →
2. **Register your team**
 - They cannot enter the show without being registered and picking up their badges.
3. **Submit your forms**
 - All exhibitors are required to submit a form if sampling at the show.
4. **Order lead scanners**
 - Scan badges at the show and download the leads after the event.
5. **Buy sponsorships**
 - Explore additional ways to connect with your target audience at the show.





The Show App

This is your public-facing company profile within the show app - it's your virtual booth.

6. **Log in** →
7. **Customize your page**
 - Add your company logo
 - Add header and background images
 - Add your social media accounts and contact details
8. **Add documents**
 - Add white papers, videos, URLs, and more to enhance your brand.
9. **Showcase your products**
 - Add the products you'll be showcasing onsite so buyers can find them before, during, and after the show.
10. **Start Networking with Attendees**
 - Search, connect, chat, and book meetings with attendees.



Product Examples

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SFA Membership
 SFA Membership HQ
- 
Winter FancyFaire*
 SFA Membership HQ
- 
Summer Fancy Food Show
 SFA Membership HQ