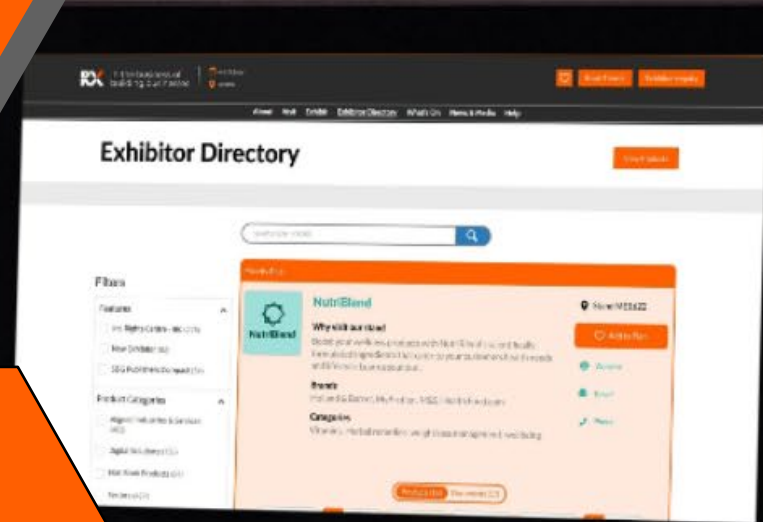





In the business of  
building businesses



# EXHIBITOR PROFILE

YOUR GUIDE TO  
COMPLETING YOUR  
EXHIBITOR PROFILE

# INTRODUCTION TO YOUR EXHIBITOR PROFILE



**NutriBlend**

**Why visit our stand**  
Learn about our commitment to quality and see how our natural ingredients can enhance your offering to the market.

**Brands we represent**  
Holland & Barret, MyProtein, M&S, Health Food.com

**Description**  
Scientifically formulated dietary supplements providing essential nutrients for active and balanced lifestyle nutrition products. Our products are crafted with the finest ingredients, to ensure you deliver the best possible products to your customers.





[Add to Plan](#)

**Main company offer**  
Health and Fitness Supplements

**Product categories**  
Vitamins | Weight management | Herbal Remedies | Wellbeing | Sports Nutrition

**Main geographic region**  
United Kingdom | International shipping

**Gallery of products and services**






-  Dietary Supplements
-  Weight-loss support
-  Shakes and Smoothies
-  Herbal remedies

**Documents**

- OTHER - 3MB  
**Scientific formulation spec**  
[Download the PDF](#)
- OTHER - 3MB  
**A-Z essential vitamins**  
[Download the PDF](#)
- OTHER - 3MB  
**Ingredient use cases**  
[Download the PDF](#)
- OTHER - 3MB  
**More about NutriBlend**  
[Download the PDF](#)

**Stand:** ME1622

**FOLLOW US**

-  Facebook
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**COMPANY WEBSITE**  
[www.nutriblend.com](http://www.nutriblend.com)

**COMPANY EMAIL**  
[hello@nutriblend.com](mailto:hello@nutriblend.com)

**COMPANY PHONE**  
+44 7935900202

**ADDRESS**  
NutriBlend  
31 Station Road  
Manchester  
M5 6G5

Stand out.  
Get noticed.  
Unlock business.

Read on to discover how you can drive interest in your business by showcasing your brand on the event website.



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# INTRODUCTION TO YOUR EXHIBITOR PROFILE

## What is an Exhibitor Profile?

An Exhibitor Profile serves as your online showroom. Help attendees find you and your products while they plan their visit. Attract relevant audiences by industry, category, or product line for high quality connections and access more business opportunities at the event.



## Why should I use an Exhibitor Profile?

The key to your event success lies in **visibility**. By aligning your profile with specific industries, categories, or product lines, you're able to **attract a relevant audience, foster quality connections and unlock more business opportunities during the event**.

**94% visitors plan their visit before the show**. Therefore, completing your profile early increases your visibility and connects you with more potential buyers.

## How to Access the Exhibitor Hub

The Exhibitor Hub is where you can manage the content to display on the show website via your online Exhibitor Profile. There are different ways to access the Exhibitor Hub:



Login Link from Website



Exhibitor Activation Email

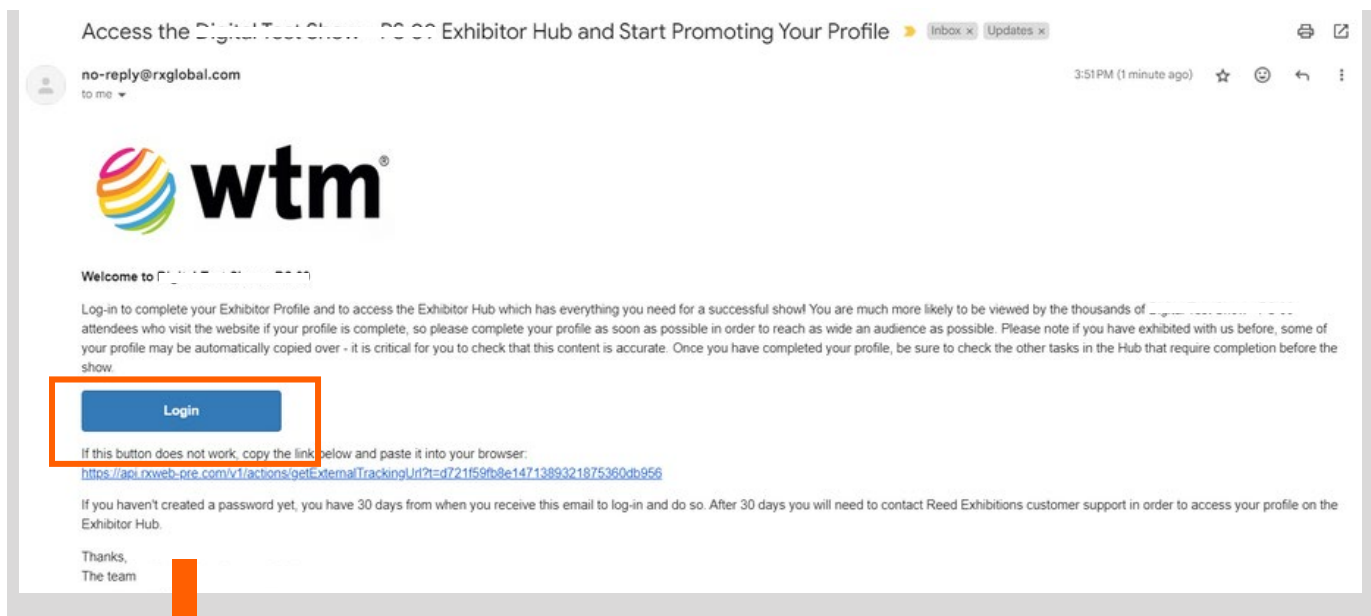
*NOTE: Some show websites may have the link published in a different location.*

# HOW TO LOG IN TO YOUR EXHIBITOR HUB

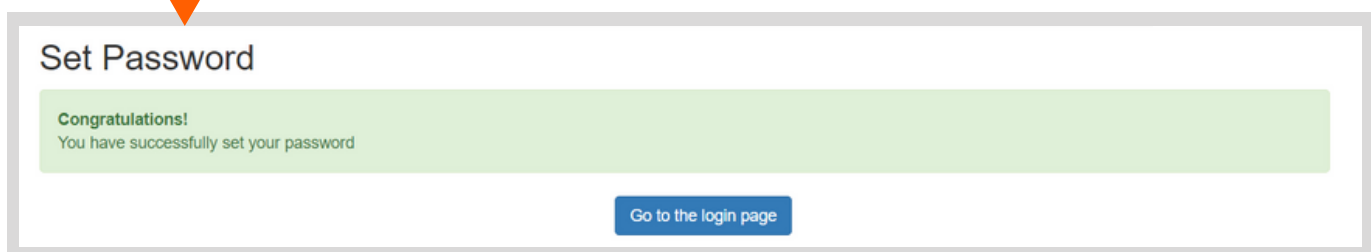
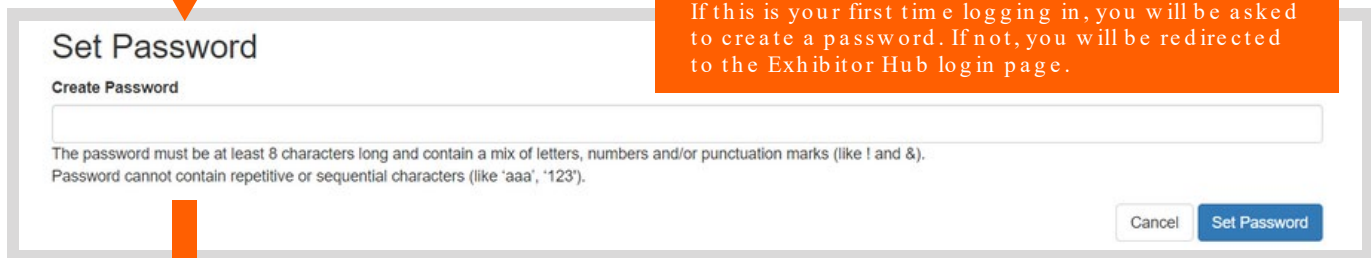
## How to Log In to Your Exhibitor Hub

When accessing the Exhibitor Hub for the first time, you will receive an activation email from **no-reply@rxglobal.com** with the email subject about accessing the Exhibitor Hub to start completing your profile.

Click the **Login** button in the email and create your secure password. This email grants you access to the Exhibitor Hub.



If this is your first time logging in, you will be asked to create a password. If not, you will be redirected to the Exhibitor Hub login page.



# AFTER SETTING UP YOUR ACCOUNT

## Exhibitor Hub Login Page

You will be redirected to the Exhibitor Hub login page.

You can input your username and password, then click on the Login button.



## Exhibitor Hub Homepage

Now you are in the homepage, if you're exhibiting at multiple RX events, the dropdown menu allows you to manage which event profile you'd like to edit.

Your profiles are linked, meaning key fields like display name, description, logo, and social handles are automatically cloned across all the RX events you're exhibiting (Note: These fields can still be edited).

You can also view the tasks assigned by the show team through the Exhibitor Tasklist.

← dropdown menu


### Exhibitor Tasklist

Task	Category	Due Date	Status	Completion
Form with PDF	Admin	27 February 2023	Mandatory	Complete

# HOW TO COMPLETE YOUR PROFILE

The layout of your profile editor closely resembles the final published version. It is divided into manageable sections for your convenience.

Remember to complete all fields, taking note of any specifications to upload your data in a format that showcases your content in the best way possible.

Begin editing by clicking on the blue pencil icon  at the top of each section.



## Quick Tip

Track views, monitor popular products, optimise descriptions and product tags, or change images to better attract viewers.

Remember that the contents of your profile will be visible to all attendees, so it's vital to include all relevant information about your company and products.

## Upload your Logo and Cover Image

In this section, you can upload your logo and cover image.

Specifications:

	Logo	Cover Image
Format	JPG, PNG	JPG, PNG
Max. file size	1MB	1MB
Image Dimension	180x180px	min. 1400x350px
Aspect Ratio		4:1

The screenshot shows two upload sections. The top section is for the 'Cover image' with a blue pencil icon in the top right corner. It lists specifications: 'Format: jpg, png', 'Max file size: 1MB', 'Minimum: 1400x350px', and 'The image should have a ratio of 4:1'. Below this is a note: 'Please ensure you own or have the owner's consent to use this image'. The bottom section is for the 'Logo' with a blue pencil icon in the top right corner. It lists specifications: 'Format: jpg, png', 'Max file size: 1MB', and 'Recommended: 180x180px'. Below this is a note: 'Please ensure you own or have the owner's consent to use this image'.

## Add Descriptions

Double-check your company name as it will be used everywhere - directory, app, onsite signage, you name it!

You can add a brief description of what makes your brand stand out from the rest, to help viewers mark your stand as a must-see.

You can also craft a creative and memorable company description to help viewers quickly understand what makes you unique.

The screenshot shows the profile editor for 'Reed Exhibitions'. At the top right is a blue pencil icon. Below the company name is a tag: 'TRAVEL SHOW - SEPTEMBER 2020 SPECIFIC'. There are two text input fields. The first is titled 'Why visit our stand' with a subtext 'Tell visitors why they should visit your stand. Maximum 200 characters'. The second is titled 'Description' with a subtext 'Describe what your company does. Maximum 600 characters'.

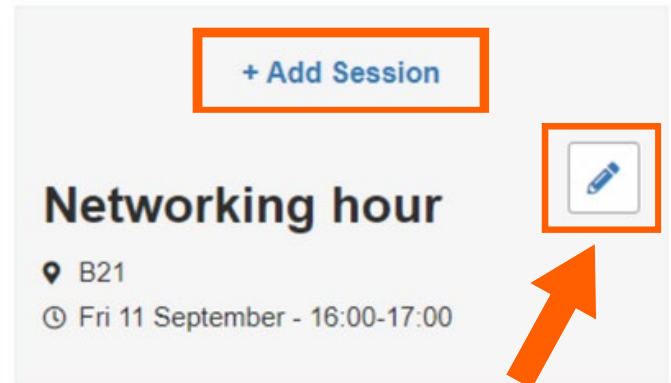
# HOW TO COMPLETE YOUR PROFILE

## Add Sessions

Add events you're hosting during the show so visitors can plan ahead and ensure they don't miss out.

Provide details including the session title, speaker names, location, date, and time, so users know what to expect.

Click 'save' when you're done.



Click on the pencil icon to edit session details. Make sure to click on Save once you are finished!

## Add Social Media Channels

By continuing the conversation with potential customers post-show on social media platforms, you can drive customer engagement.

A vertical form for adding social media channels. It consists of six sections, each with a social media icon and a text input field. The sections are: Facebook (https://www.facebook.com/YourCompanyName), Twitter (https://www.twitter.com/YourCompanyName), YouTube (https://www.youtube.com/YourCompanyName), LinkedIn (https://www.linkedin.com/YourCompanyName), Wechat (https://www.wechat.com/YourCompanyName), and Instagram (https://www.instagram.com/YourCompanyName).

# HOW TO COMPLETE YOUR PROFILE

## Add Contact Details

Make sure your company contact details are accurate and easily monitored.

Remember to include the HTTP or HTTPS prefix in your company website URL for a functional hyperlink and double-check that the company email is valid. You can choose to remove the published email by deleting the information (you can leave the space blank).

Your business address can also be added here, along with your phone number (don't forget the country dial code).

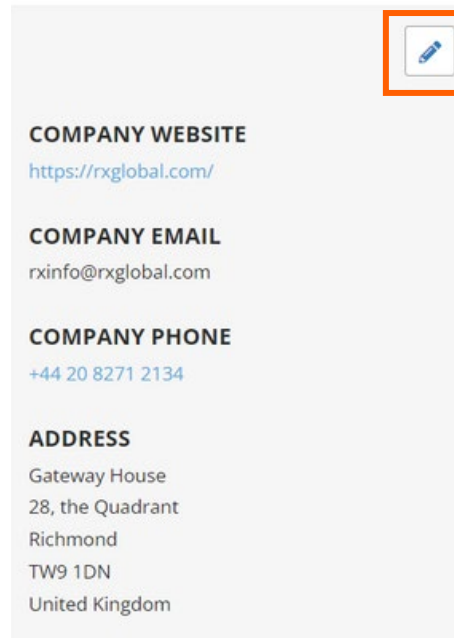
## Add Filters

Website visitors use filters or categories to find companies in the Exhibitor Directory. In some instances, these selections are also used for matchmaking (registered show attendees are connected with relevant exhibitors).

This section is mandatory. Be specific when adding your products, as appearing in irrelevant categories can frustrate buyers.

### Import from last event button:

This feature pre-populates filter responses from your previous event edition to the current one. You can overwrite these responses without affecting other events.



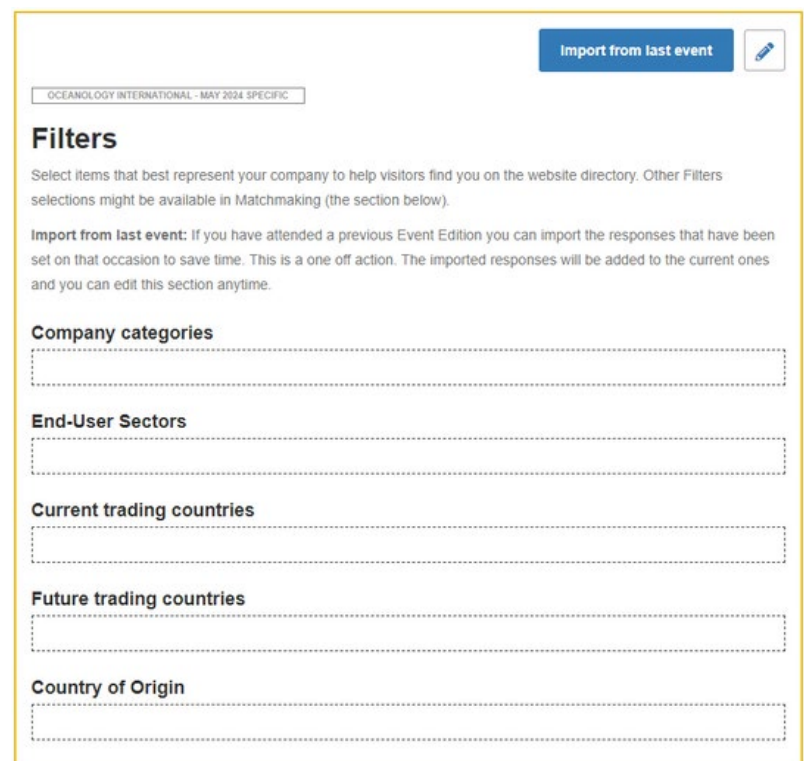
The screenshot shows a profile form with the following fields:

- COMPANY WEBSITE**: <https://rxglobal.com/>
- COMPANY EMAIL**: rxinfo@rxglobal.com
- COMPANY PHONE**: +44 20 8271 2134
- ADDRESS**: Gateway House, 28, the Quadrant, Richmond, TW9 1DN, United Kingdom

A red box highlights a pencil icon in the top right corner of the form, with an orange arrow pointing to it from a text box on the right.

Click on the pencil icon to add your contact details.

Make sure to click on Save once you are done!



The screenshot shows the 'Filters' section of a profile form. It includes an 'Import from last event' button and a pencil icon. Below the button is a text box with the following text:

OCEANOLOGY INTERNATIONAL - MAY 2024 SPECIFIC

**Filters**

Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

**Import from last event:** If you have attended a previous Event Edition you can import the responses that have been set on that occasion to save time. This is a one off action. The imported responses will be added to the current ones and you can edit this section anytime.

**Company categories**

**End-User Sectors**

**Current trading countries**

**Future trading countries**

**Country of Origin**

# HOW TO COMPLETE YOUR PROFILE

## Add Products

This section allows you to showcase your products on your company profile and the Product Directory, so visitors can learn more about your offerings before the show. Here, you can add your product name, description, and image.

### Import from last event button:

This feature pre-populates product details from your previous event edition to the current one. You can overwrite specific product details without affecting their product details in another event.

### Gallery of products and services

Import from last event: If you have attended a previous Event Edition you can import the products that have been displayed on that occasion to save time. This is a one-off action. The imported products will be added to the current ones and you can edit this section anytime.

[Add Products](#) [Import from last event](#)

Products added: 0



### Quick Tip

As you track views of your profile, this is a great opportunity to test different products and understand which ones are most attractive to the viewers so you can use this information to feed into your event strategy.

## Add Documents

In the documents section, you can upload a PDF which users can then view and download from your profile. Make sure the file name is clear and descriptive.

### Import from last event button :

This feature pre-populates documents from your previous event edition to the current one. You can overwrite the details without affecting their product details in another event.

[Import from last event](#)  

### Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

Import from last event: If you have attended a previous Event Edition you can import the documents that have been displayed on that occasion to save time. This is a one off action. The imported documents will be added to the current ones and you can edit this section anytime.

- 1
- 2 [Upload PDF file](#)  
Maximum size 5MB per file.

---

#### DOCUMENTS

These documents are available on the show website.

# HOW TO COMPLETE YOUR PROFILE

## How to Add Stand Sharers (Applicable for Main Stand Holders Only)

### Stand Sharers

**WARNING:** deactivating a sharer will result in them losing their badge, diary and any other entitlements. Please contact the event sales team if you have any queries regarding sharer allocation or amendments.

You currently have 1 active Stand Sharers (package: up to 4)

[+ Add Stand Sharer](#)

Status	Exhibitor name
<input checked="" type="checkbox"/> Active	New Sharer

If you're a Main Stand Holder with sharers, you can register them by accessing the Stand Sharers button from your Exhibitor Hub page. You'll need to provide their company name, address, and admin details.

Bear in mind both the company name and display name should be the sharer's name, not your contracted name.

## How to Manage the Admins

[Profile](#) [Company Administrators](#)

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

[+Add Company Administrator](#)

	First name	Last name	Email address	Login roles	
<input type="checkbox"/>	Phil	Jones	philjones88@gmail.com	Primary Administrator	
<input type="checkbox"/>	James	Wilson	jameswilson00@gmail.com	Diary Manager (one only)	

In the admin section, you can add additional admins who can log in to the portal, update the Exhibitor Profile, and order badges. You can assign an admin multiple roles, for instance: lead capture contact, diary user, printed catalogue contact, and so on.

# EXHIBITOR SETTINGS

## Exhibitor Settings

This information won't be visible to visitors. Please contact customer service to update this information.

TRAVEL SHOW - SEPTEMBER 2020 SPECIFIC

### Exhibitor Type \*

Exhibitor

### Stand Sharer Allocation

This is the total number of allowed Stand Sharers

0 Stand Sharer(s)

### Badge Count

This is the total number of allotted badge(s)

2 Badge(s)

In the Exhibitor Settings section, you'll find a summary of your package. This is where you can see your badge and sharer allocations. If you'd like to purchase extra allocations, more details are available on our website or from our team .

## How to Reset Your Password

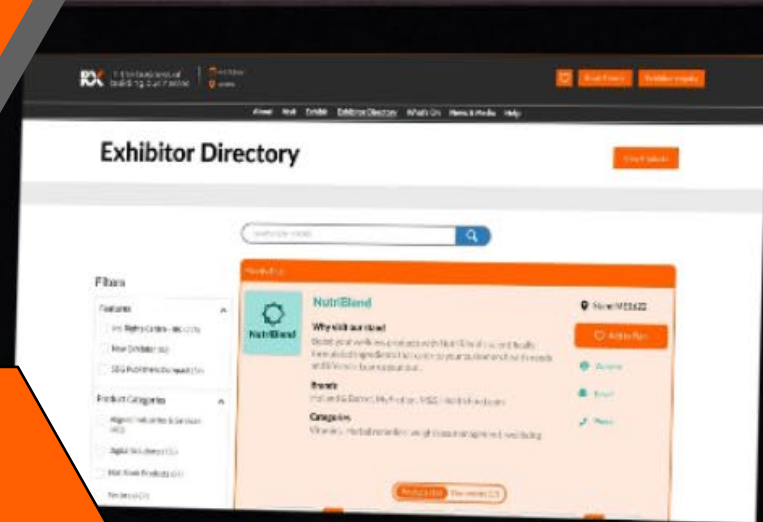
If you've forgotten your password, you can reset it by entering your email address at the following link: <https://auth.reedexpo.com/password/forgotpassword?locale=en-GB>.

## Need more help?

Remember, don't hesitate to ask for help if you're having trouble accessing or updating the Exhibitor Profile. Our dedicated customer services team is always ready to assist.



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# EXHIBITOR PROFILE

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