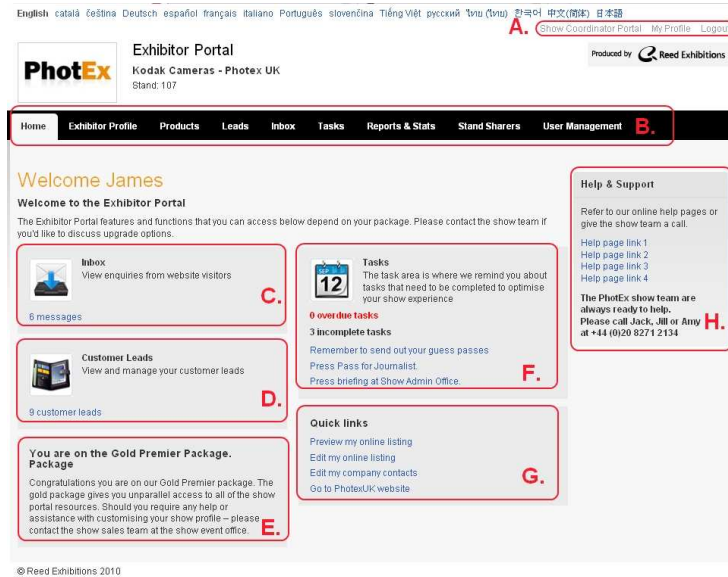


JCK MARKETPLACE – REFERENCE GUIDE

I. Creating an Exhibitor Profile

The Exhibitor portal is the central management point of access to update and manage your online profile within Marketplace. Below is a screenshot of the Exhibitor Portal Dashboard.



Once in the Exhibitor Dashboard, navigate to the “**My Profile**” tab found at the top right corner (in this diagram, labeled “A”). This link takes you to the edit section of your profile. You are now able to update your online profile.

Below is what the screen will look like – once here, you are able to edit your company name, email, address, etc.

Edit profile

* denotes a required field.

1: Your Email

Your email address is also your username. If you change your email address we will send a confirmation to the new address. You will need to confirm the change and then login with your new address from that point onwards.

* Email address

2: Your Details

* First Name

* Last Name

Company

City/Town

State/Province/County

Country

3: Change Password

Next, navigate to the “**Exhibitor Profile**” tab next to “**Home**” in the top navigation bar. Below, is what the backend of your Exhibitor Profile looks like. Here, you are able to adjust your company name, company description, website, phone/fax, etc.

You can also upload your company logo – which should be a **150 x 150 pixels** image. It must be a static image file in **.jpg** format.

Within the “**Exhibitor Profile**” tab, you are also given the opportunity to select specific product categories that you would like your company name to appear under.

The screenshot shows the 'Company Details' form in the Exhibitor Profile section. The form includes a 'Name' field with 'Kodak Cameras' entered, a 'Description' text area with a character count of 459, and a 'Printed Description' preview. The interface also features a language selection menu and a 'Help & Support' sidebar.

Other options within the Exhibitor Profile include “**Company Contacts.**” – This tab is located at the top under the “**Exhibitor Profile**” button. Once in this window, select the “**Add a Contact**” button.

The screenshot shows the 'Company Contacts' page with a table of existing contacts. A blue 'Add a contact' button is visible. The table has columns for Role, Name, and Actions.

Role	Name	Actions
Primary Contact	Neill, Sam	
Secondary Contact	Bean, Jim	
Secondary Contact	Biel, Jessica	

Complete all fields as required. An exhibitor can only have 1 primary contact. Once saved, the Contact will be added to the Exhibitor Contact page.

To **change the primary contact**, first edit their contact details by making them a secondary contact, under the Role column. Then select the new primary contact and change their contact type to Primary.

To **edit or delete** a Company contact, select the icons (the pencil and the 'x') beside the contact name.

The next option is “**Company Documents**” – next to the “**Company Contacts**” tab. Once you select this, you are able to add PDF catalogs (the number depends on what purchased entitlement an exhibitor may have).

This is similar to the Company Contacts window. Simply select the **Add Document** button. Complete all fields as required.

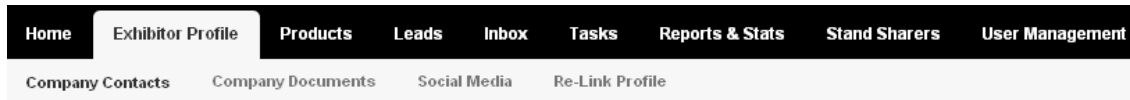
To **edit or delete** a Company document, select the icons (the pencil and the 'x') beside the document name.

Depending on the Exhibitors entitlements, an exhibitor may place their organizations social media link on their profile page.

NOTE: The Showroom & Featured Showroom levels have this ability.

Select the “**Social Media**” tab – located next to the **Company Documents** tab.

Social media links will appear on the Profile page of the Exhibitor.



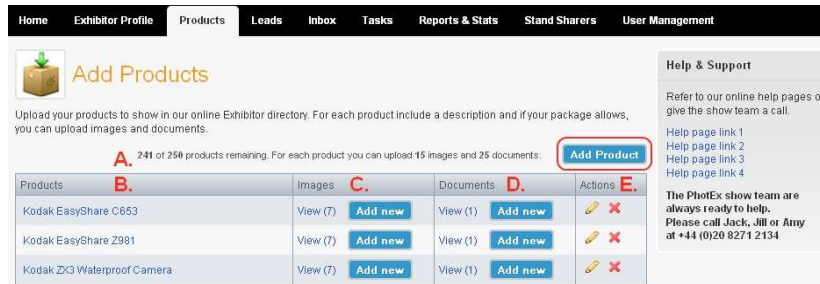
Select the required social media icon to open the **Add to profile** page. Add the required social media (Facebook, Twitter, LinkedIn, etc.) URL and Save.

To **edit or delete** a Social Media link, select the icons (the pencil and the 'x') beside the social media name.

II. Adding/Updating Products within your Profile

To access the Product option, select the **Products Tab** – located next to **Exhibitor Profile** tab.

To add a product to the Exhibitor profile, click on the **Add Product** button to open the **Add Product** screen.



Then the **Add Product** Window will appear (see below for screenshot).



In this window, you can add product name, description and image.

When uploading images, please follow the dimension guidelines below:

Image Size (dimension): **600 x 600 pixels** (w x h)
 File Format: **.gif/.jpg/.png** (image)
 Max File Size: **4MB**

You are also given the option of adding product categories to the specific product you are uploading.

Use the Expand All link to view all categories. Select the relevant category for the product. If the product category is part of a tree; select the lowest category available. The parent categories above will change color to reflect that the child category has been selected.



When complete, select the **“Save & add another product”** button located at the bottom of the **Add Product** window.

III. Retrieving Leads & Acquiring Reports/Stats

The **Leads** page is where you can receive details of registered website users that have expressed an interest in your company or products via sending an online inquiry or short-listing the product or exhibitor. To get to the **Leads** page, simply select the **“Leads”** tab – which is located to the right of the **“Products”** tab.

Name	A.	Language Preference	B.	Type	C.	Source	D.	Added	E.	F.
Wright, Nick				Message		Kodak Cameras		March 14, 2011		Contact
Smith, Fred		English		Shortlist		Kodak EasyShare Z981		January 16, 2011		Contact
Smith, Fred		English		Shortlist		Kodak EasyShare Z1012 IS		January 16, 2011		Contact
Smith, Fred		English		Shortlist		Kodak Cameras		January 16, 2011		Contact
White, Snow		English		Message		Kodak Cameras		November 18, 2010		Contact
Disney, Walt		English		Message		Kodak Max AA		November 18, 2010		Contact
Disney, Walt		English		Message		Kodak ZX3 Waterproof Camera		November 18, 2010		Contact

- **Column A:** Name of person who has expressed interest
- **Column B:** Preferred language of visitor
- **Column C:** Type of contact – example: Email message or Shortlist
- **Column D:** The source/page the visitor was accessing when they added or contacted the Exhibitor.
- **Column E:** Date of expressed interest
- **Column F:** This column allows you to contact the visitor – simply by clicking on the **“Contact”** hyperlink

NOTE: The blue button to the right (directly above the lead table) allows you to export the list of contacts to a spreadsheet.

The **“Inbox”** tab – which is located to the right of the **“Leads”** tab, can be used to retrieve emails generated from visitors who have expressed interest in your company/products.

Once you select the **Inbox** tab, an inbox data table appears – which appears to look very similar to an email inbox folder (like Outlook). To **open** a message click on the message **Subject** line (Column C).

From	Subject	Source	Date
wait.disney@opmail.com...	Re: Kodak ZK3 Waterproof Camera	Kodak ZK3...	November 18, 2010
wait.disney@opmail.com...	Re: Kodak Max AA Batteries	Kodak Max AA	November 18, 2010
snow.white@opmail.com...	Do you supply Bulk discount		November 18, 2010
mary.poppins@opmail.com...	Easy Share C653		November 18, 2010
speersj (jacqui.speers@reedexpo.co.uk)	Kodak Easyshare		January 13, 2011

The **Reports and Stats** tab is where you can view on screen statistics. These stats include performance of profile and products. To get to the **Reports/Stats** page, simply select the **“Reports & Stats”** tab – which is located to the right of the **“Tasks”** tab.

English català čeština Deutsch español français italiano Português slovenčina Tiếng Việt русский 日本語 한국어 中文(简体) 日本語 My Profile Logout

PhotEx Exhibitor Portal
Kodak Cameras - Photex UK
Stand: 107

Produced by **Reed Exhibitions**

Home	Exhibitor Profile	Products	Leads	Inbox	Tasks	Reports & Stats	Stand Sharers	User Management
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Directory Statistics

Use the date range tool to view statistics on the performance of your stand profile and products.

Date Range **A.** From March 01, 2011 To [] Clear Submit

General Statistics B.

Statistic (Number of...)	Count
Profile page - views	6
Product pages - views	13
Enquiries received	20
Website referrals	27
Shortlisted products	53
Shortlisted profiles	39
Customer leads	60

Most Viewed Products C.

No.	Product	Count D.
1	Kodak EasyShare C653	201
2	Kodak EasyShare Z981	111
3	Kodak EasyShare Z1012 IS	75
4	Kodak Max AA	66
5	Kodak EasyShare M380	66
6	Kodak Z0B SD Memory Card	63
7	Kodak ZK3 Waterproof Camera	61
8	Kodak Z8 Pocket Video Camera	59
9	Kodak EasyShare V803	54

- **Column A:** Allows you to specify a month/day time period you want to view a report on
- **Column B:** Contains general stats surrounding your profile
- **Column C:** Your most viewed products
 - **NOTE:** you can also view your “Most Shortlisted” products – that is, those visitors who have added your products to their Short List.
- **Column D:** Total number of page views that each product received