RFiD JOURNAL LIVE!
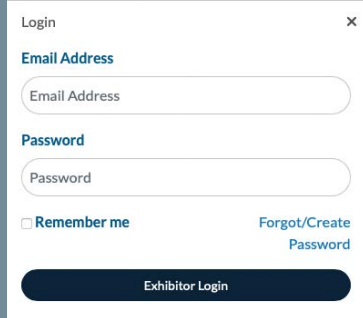
Welcome to the new RFID Journal LIVE! Show Planner!

Here's how to update your exhibitor information.

LOGIN

1. Go to **https://live2024.smallworldlabs.com/**
2. Click the **Login** button
3. Click **Forgot Password?**
4. Enter your email address and click **Submit**
   (Note: you will need to use the email address associated with your account. Contact your Customer Support Manager for help if needed)
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, you will need to click the blue button that says **Click Here to Access the Console** to begin updating your exhibitor profile

UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way RFID Journal LIVE! buyers can find your company in the printed and online Vendor Directory, 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:

- 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
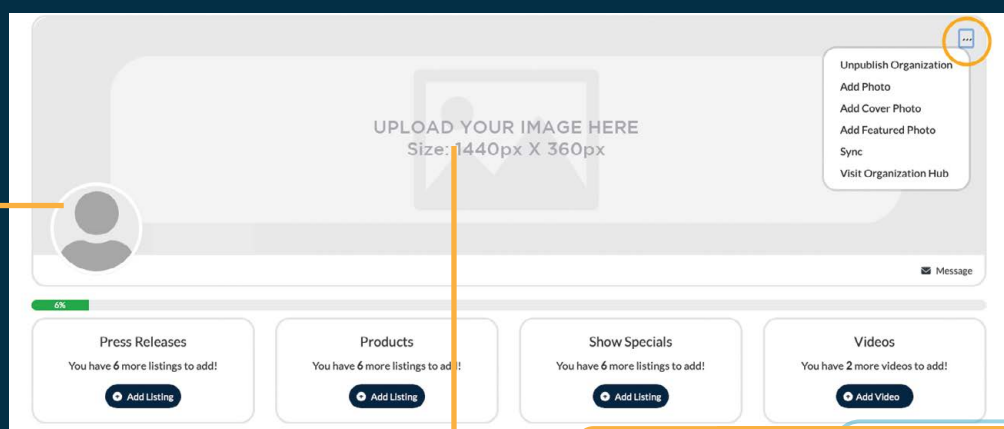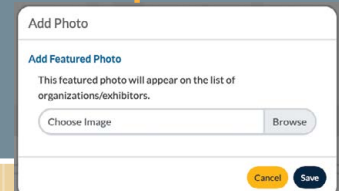

PHOTO:
Add your company logo

COVER PHOTO:
Add a lifestyle or product image

FEATURED PHOTO:
Add a product photo or logo

2. Update your company's About section
   • Click on the **Edit** link in the About section

- **Name:** Add/edit your company name how you would like it to appear in the printed and online Vendor 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.
- **Keywords:** VERY IMPORTANT! Adding your products, categories and brands as keywords will ensure your company is listed when buyers search the online Vendor Directory!
  Be sure to enter as many products as you can here (be specific!) and separate each one with a comma.
- **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
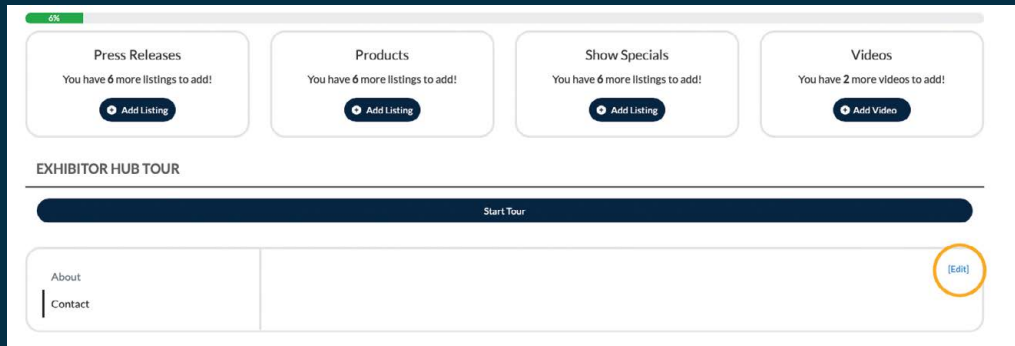

4. Add Press Releases, Products, Show Specials, and Videos

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 RFID Journal LIVE! Show Planner, used by attendees when planning which exhibitors to see at the show:
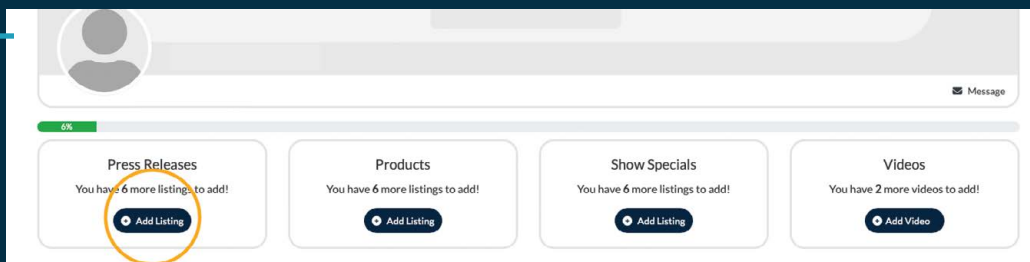
• **To Add Press Releases:** Click **Add Listing** and fill in the **Title** of the press release.

- 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 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.
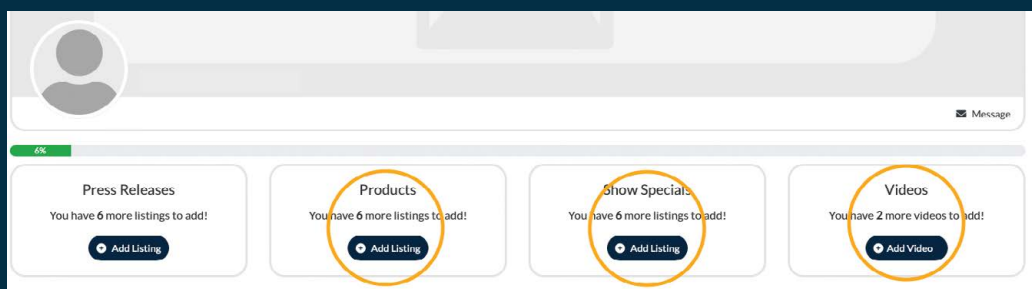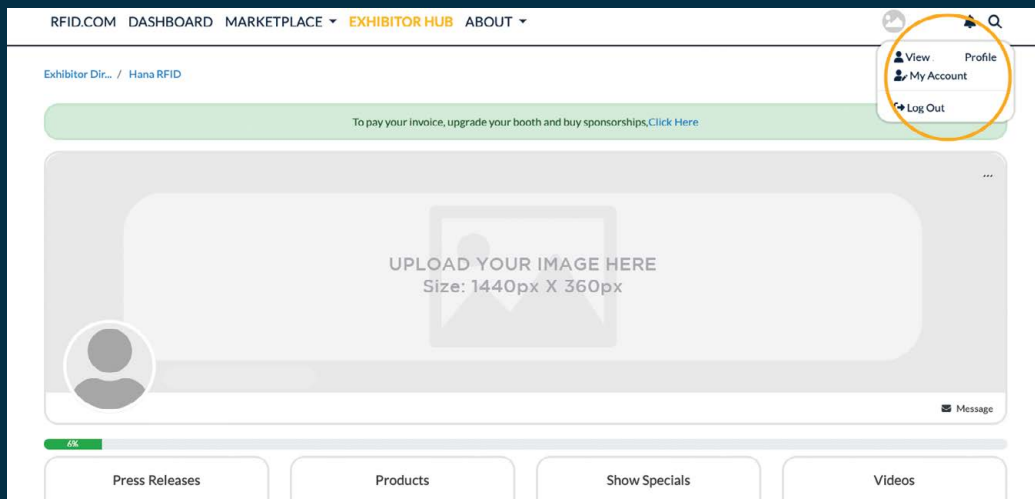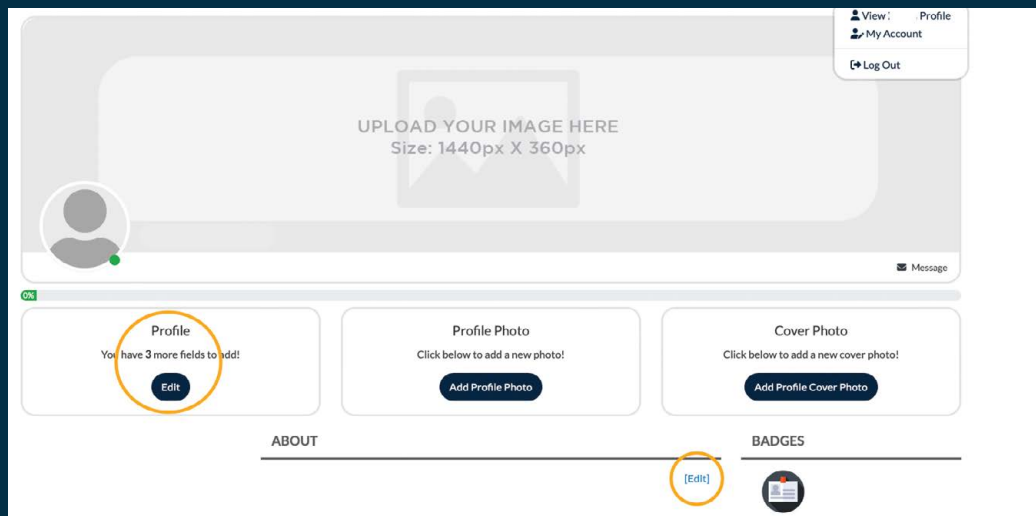
UPDATE YOUR PERSONAL PROFILE

A new feature of the new RFID Journal LIVE! Show Planner is the ability for all individuals to have your own personal profile. This allows buyers to see you, not just your company profile, and message you directly. 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 including location and website 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.
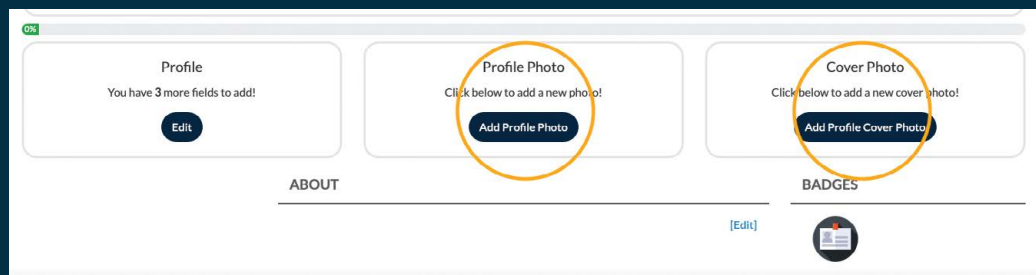
Congratulations! Attendees can now find you in their print & online Vendor Directory searches and Show Planner listings!