



Welcome to the new WPPi Planner!

Here's how to update your exhibitor information.

STEP 1

LOGIN

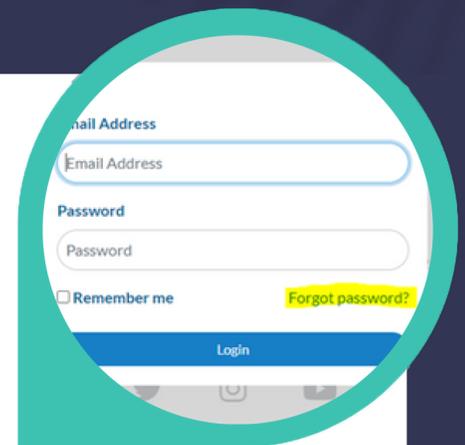
1. Go to wppi2025.smallworldlabs.com
2. Click the **Login** button
3. Click **Forgot Password?**

(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 image shows a screenshot of the Exhibitor Dashboard. At the top, there is a large grey area representing the cover photo. A teal circle highlights three dots in the top right corner of this area, with a teal arrow pointing to it. Below the cover photo is a profile picture placeholder labeled 'COMPANY' and a 'Schedule Meeting' button. Underneath are five cards: 'Press Releases' (10 more listings to add), 'Products' (10 more listings to add), 'Show Specials' (10 more listings to add), 'Videos' (2 more videos to add), and 'Scheduled Meetings' (15 more meetings to add). At the bottom, there is a 'RECOMMENDED VENDORS' section with a card for '7 Carats' and an 'Explore' button. Three teal callout boxes are positioned below the dashboard: 'PHOTO: Add your company logo' with an arrow pointing to the profile picture; 'COVER PHOTO: Add a lifestyle or product image' with an arrow pointing to the cover photo; and 'FEATURED PHOTO: Add a product photo or logo' with an arrow pointing to the 'RECOMMENDED VENDORS' section.

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

About Contact	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
	Product Categories (5)	Accessories - Fashion Jewelry/Watches, Accessories - Handbags, Accessories - Hats/Scarves, Accessories - Small Leather Goods (Belts, Wallets, etc), Accessories - Sunglasses/Eyewear



- 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

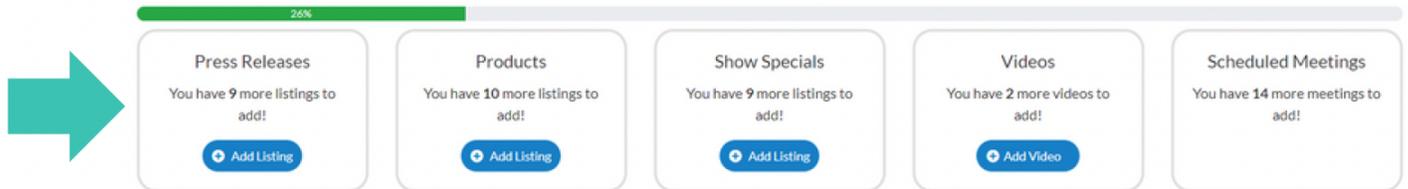
About Contact	Facebook	https://www.facebook.com/ASDTradeShows/
	Instagram	https://www.instagram.com/asdshow/
	LinkedIn	https://www.linkedin.com/company/asd-market-week/
	Twitter	https://twitter.com/asdshow



- 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