Food ingredients Europe

co-located with

Health ingredients Europe

Exhibitor How-to Guide

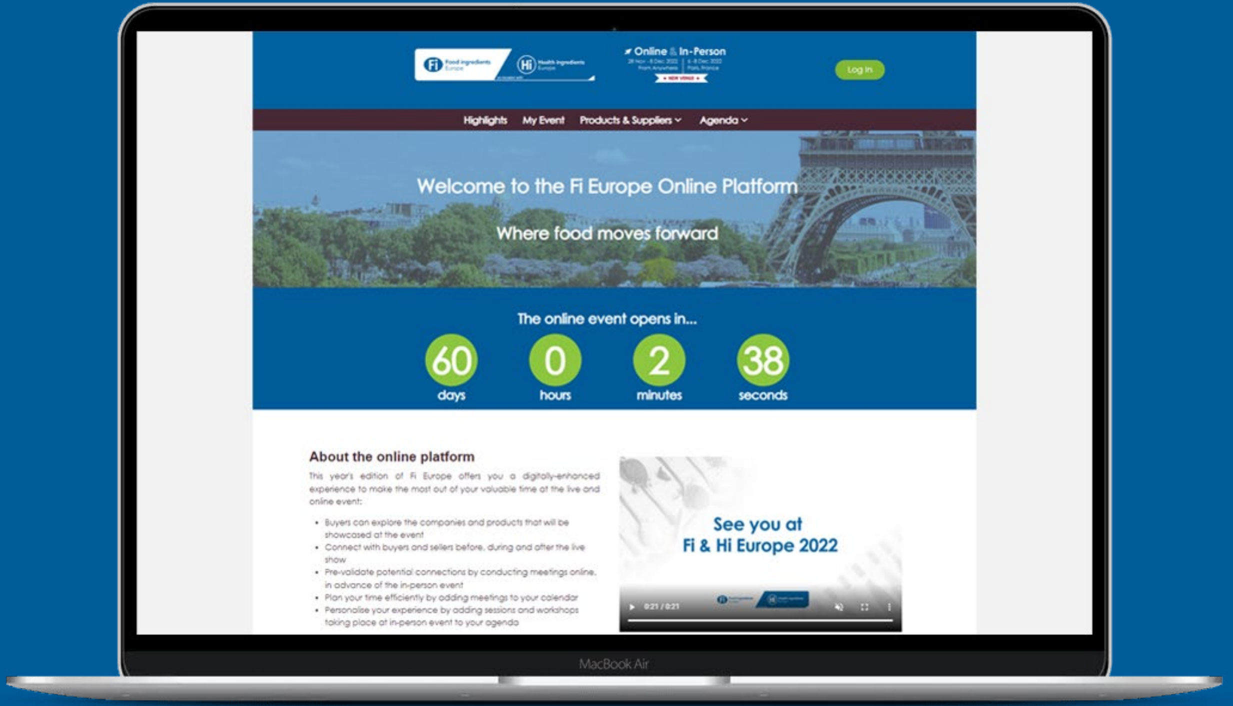
Contents

Introduction

The event platform has been re-designed to give you a more valuable event experience. You can now get a head start on the event by connecting with your target audience in advance and showcasing your products to potential buyers.

We know that navigating a new platform can be difficult, so this guide will help you to make the most of what it can offer.In this guide you can find how to:

- Represent your company through your online profile
- Showcase your products to potential buyers
- Engage with valuable contacts by connecting, messaging or setting up meetings
- Capture real-time leads that will maximise your company's ROI



Your event checklist

Follow the steps below to start your journey with Fi Europe and unlock your full event potential.

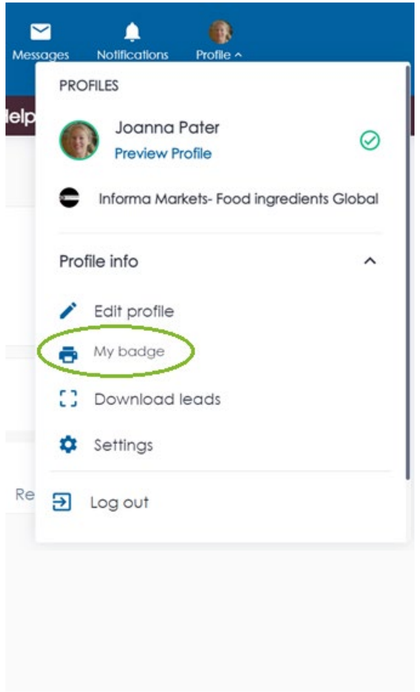
Admin Team Member

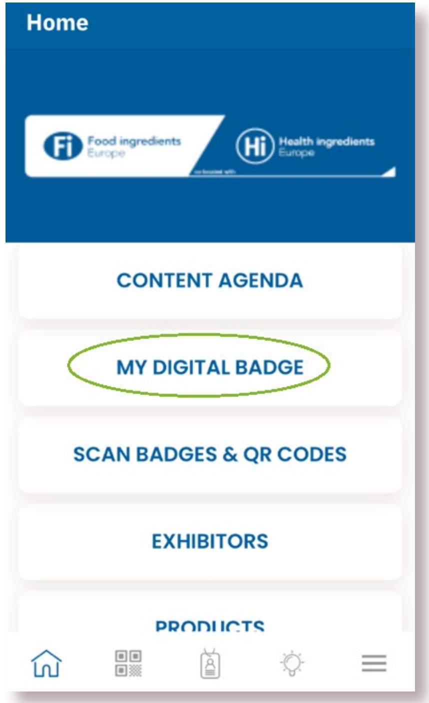
- **Step 1:** Register badges for all your staff in the exhibitor manual.
- **Step 2:** Update your company profile & products.
- **Step 3:** Update your personal profile.
- **Step 4:** Access your digital badge on the event platform and the app.
- **Step 5:** Add/remove team members as admin.

Team Member:

- **Step 1:** Update your personal profile.
- **Step 2:** Get your digital badge on the event platform and the app.

You are now ready to explore, discover and connect with the Food ingredients community.
Start connecting and learning in the event platform!

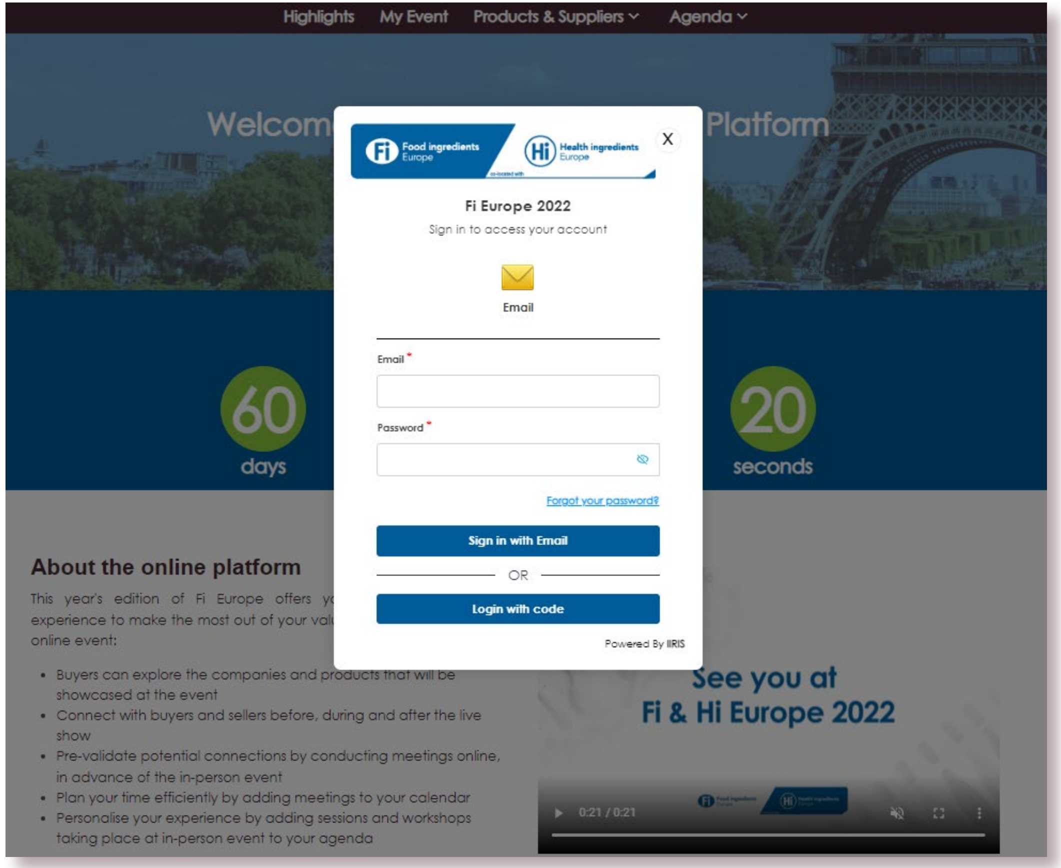




You are now ready to start connecting and learning in the event platform!

Log in to your account

- **Step 1:** You will receive an email from info@fieurope.com with your username and activation link to enter the Smart Event Platform
- **Step 2:** Once you've clicked on the activation link, you will be asked to create your password
- **Step 3:** Log in and start enjoying the platform!



My Company Profile & Products

Your profile type

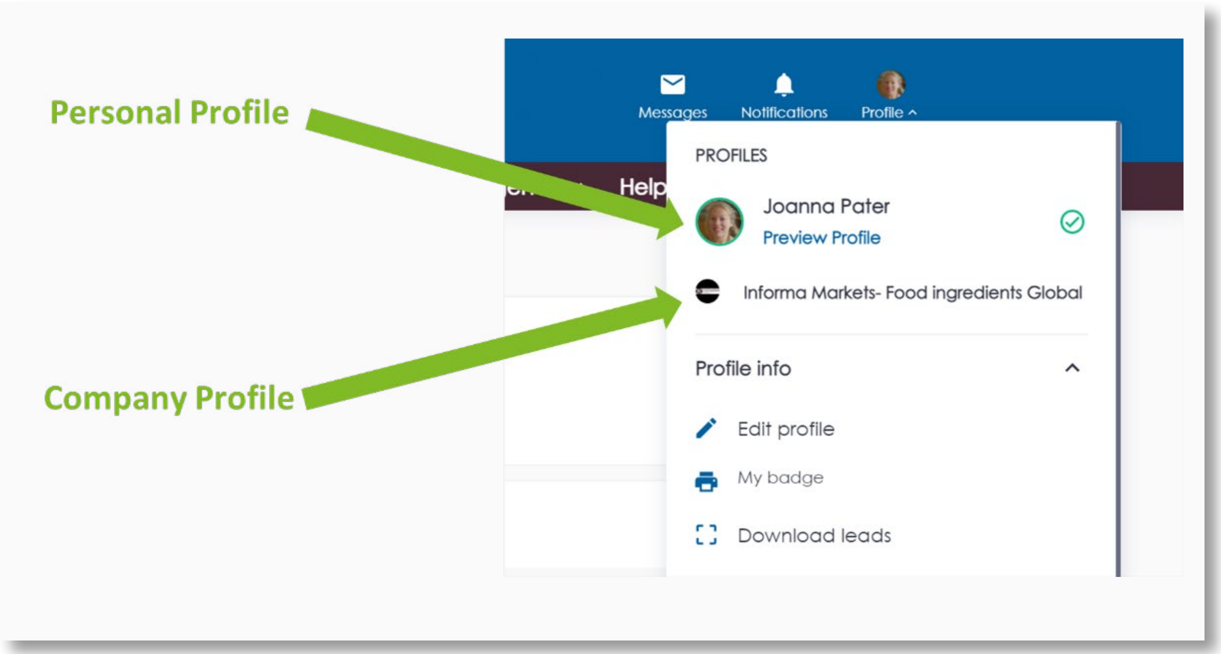
There are 2 different profile types available for you and your colleagues: Admin Team Member and Team Member.

Admin Team Members can...

- Update company profile and add products
- Edit personal profile and interact with others
- Upgrade their colleagues to an admin profile
- View the meeting schedules of their whole team
- Download all leads captured by the company

Team Members can...

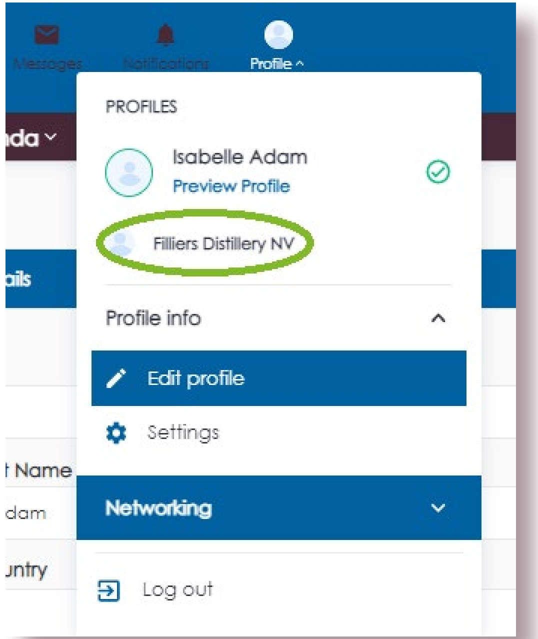
- View the company profile
- Edit personal profile and interact with others
- Capture and retrieve their own leads



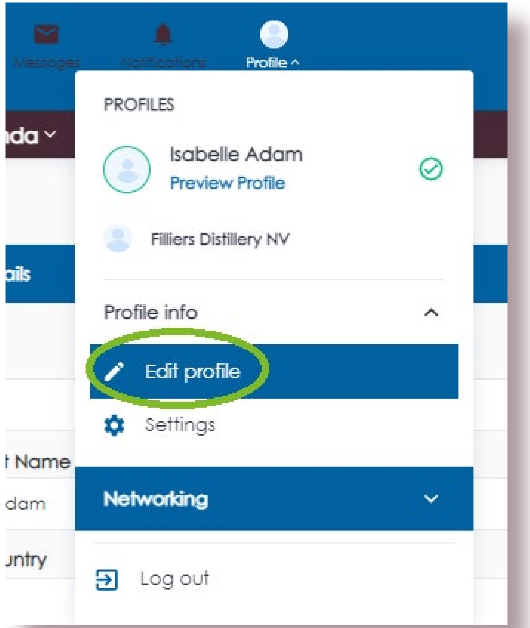
Check if you are an Admin Team Member

If you can edit your company profile, you are an Admin Team Member. To check this, follow these steps:

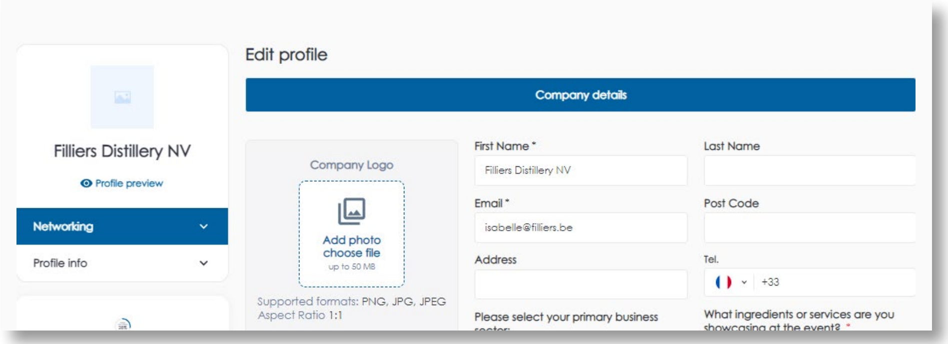
Step 1: Click on your company name to enter your company account



Step 2: Click on edit profile



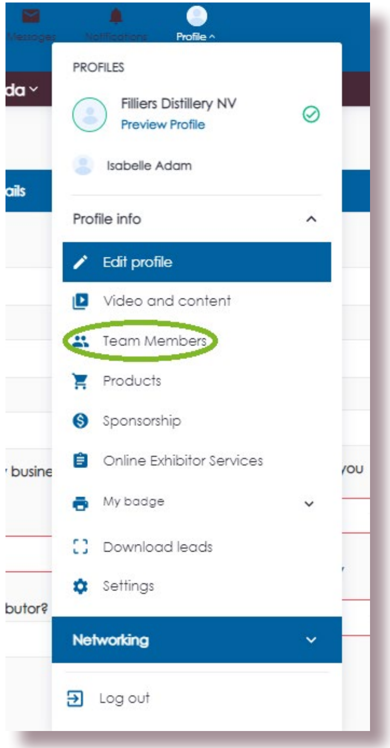
Step 3: Can you edit your company profile? If yes, you are an exhibitor admin. If not, you are a team member.



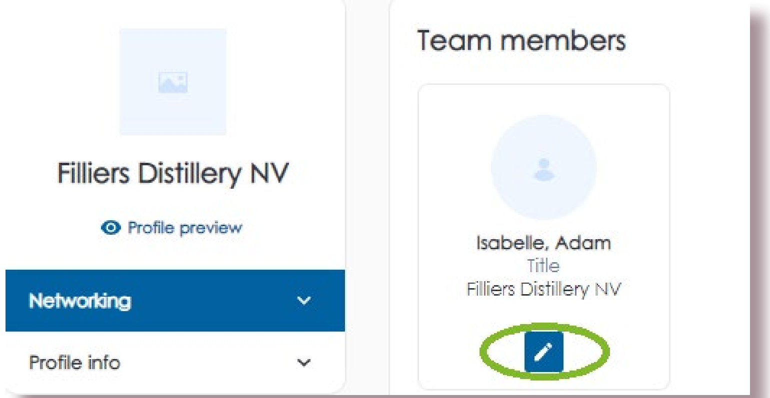
Add your team members as admin

Adding your colleagues as Admin Team Members gives them access to extra functionalities. They can also edit your company profile and products.
Only Admin Team Members can add other admins.

Step 1: Click on 'Team Members' in your company profile.

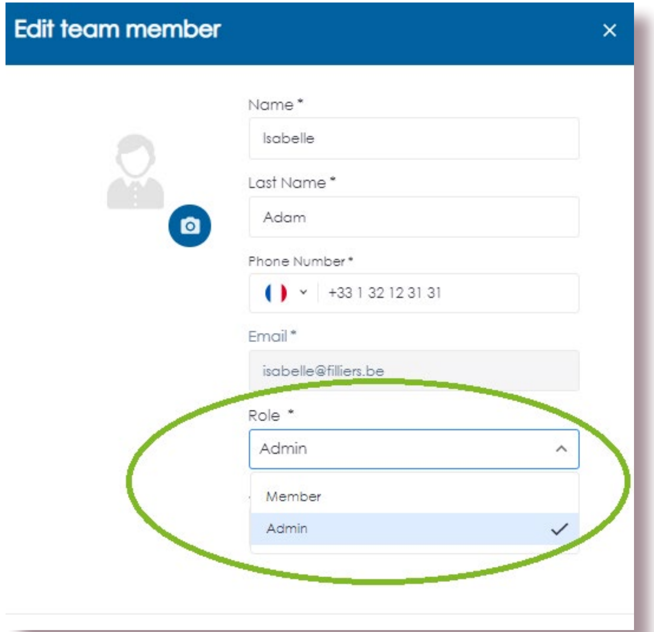


Step 2: Click on the team member you wish to add as an admin.



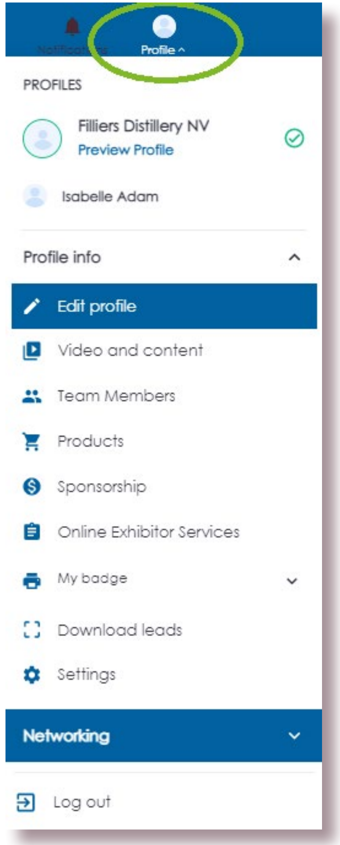
Reminder: Cannot see your colleague in the team member list? If so they are not yet registered. The Main Stand Holder needs to register them via the exhibitor resource center. Once registered you should see all your colleague in your Team Member's list.

Step 3: Change the role of your team member using the drop-down menu.

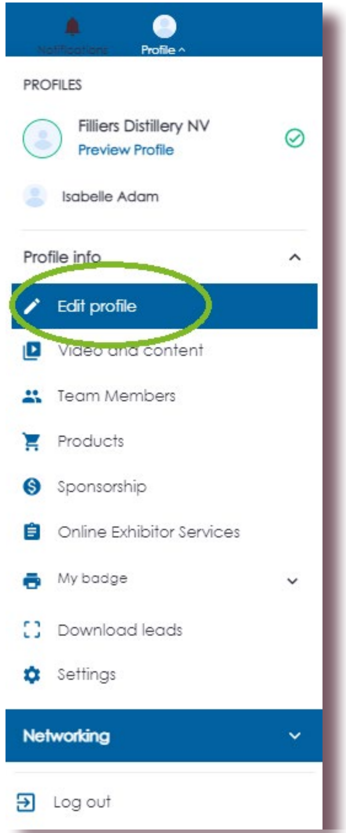


Access your company profile

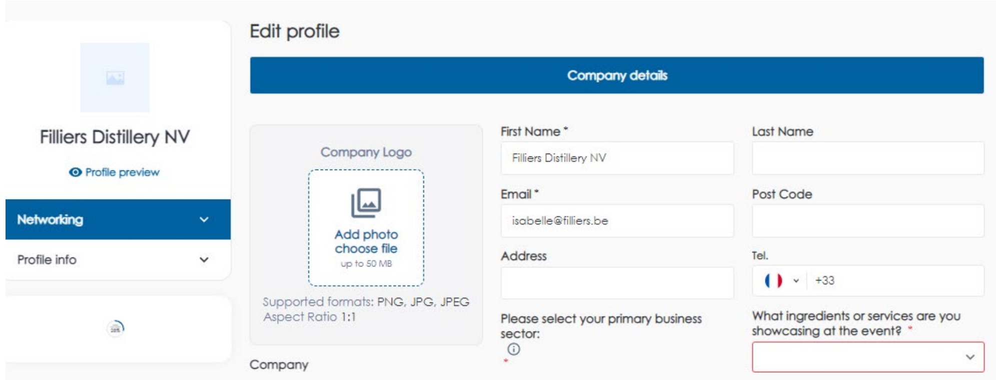
Step 1: Click on Profile on the top right.



Step 2: Click on your company name.



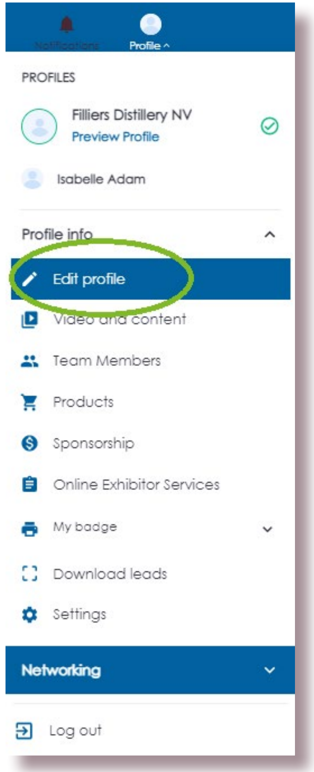
Step 3: You are in your company profile!



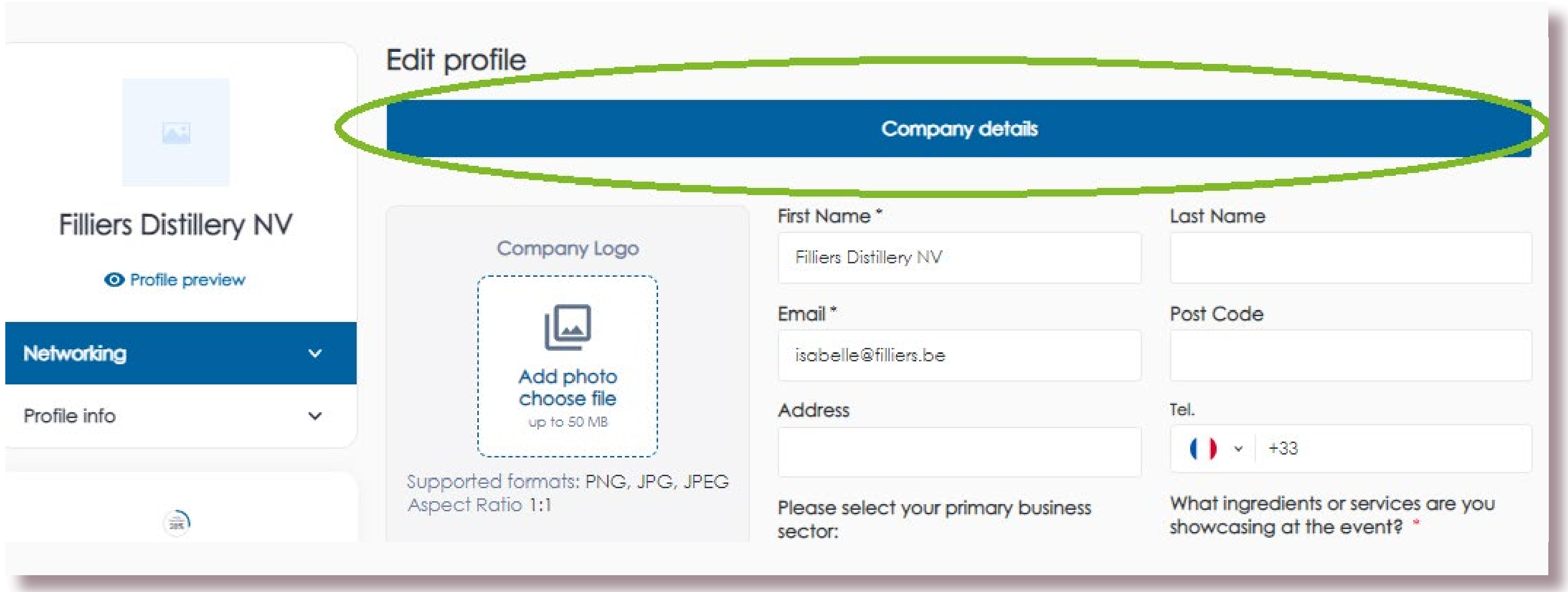
Edit your company profile

As an Admin Team Member, you can edit your company profile and products page. Put your best foot forward and engage your target audience by creating an engaging, informative and appealing profile.

Step 1: Once you are in your company profile, click Edit Profile.



Step 2: Fill in your company information under the following 3 tabs: My Company Details, My Company Interests and My Company Info.



Your products page

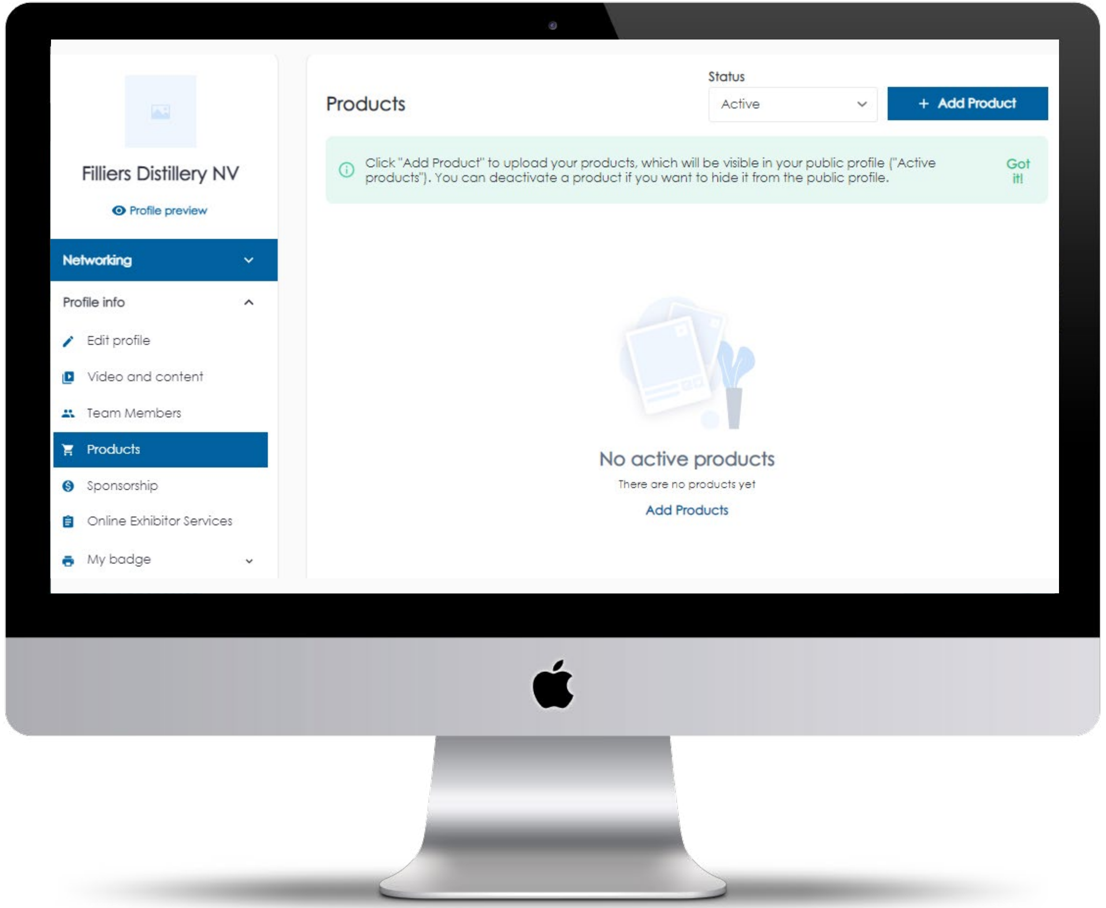
The Products page is an opportunity to broadcast your incredible products to the whole of the Food ingredients community. Adding unique descriptions and images will ensure your product reaches your target audience.

Advertise your products with:

- A unique name
- Several product categories
- An enticing description
- Multiple images and one product video
- Associated documents so your customers can access all the information they need

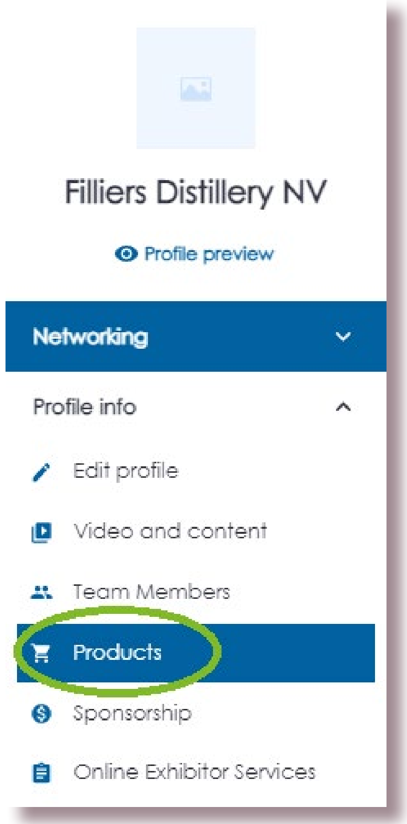
You can also attach a team member to each product. This allows your potential clients to contact the product specialist directly.

Products can be toggled to active status (visible to others) or inactive (visible only to you). This can be changed at any time.

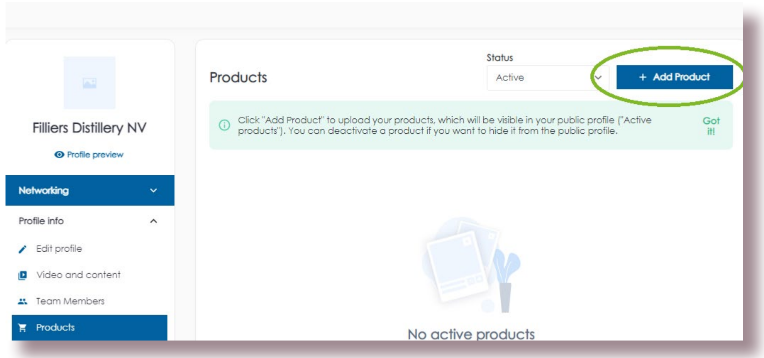


Edit your products

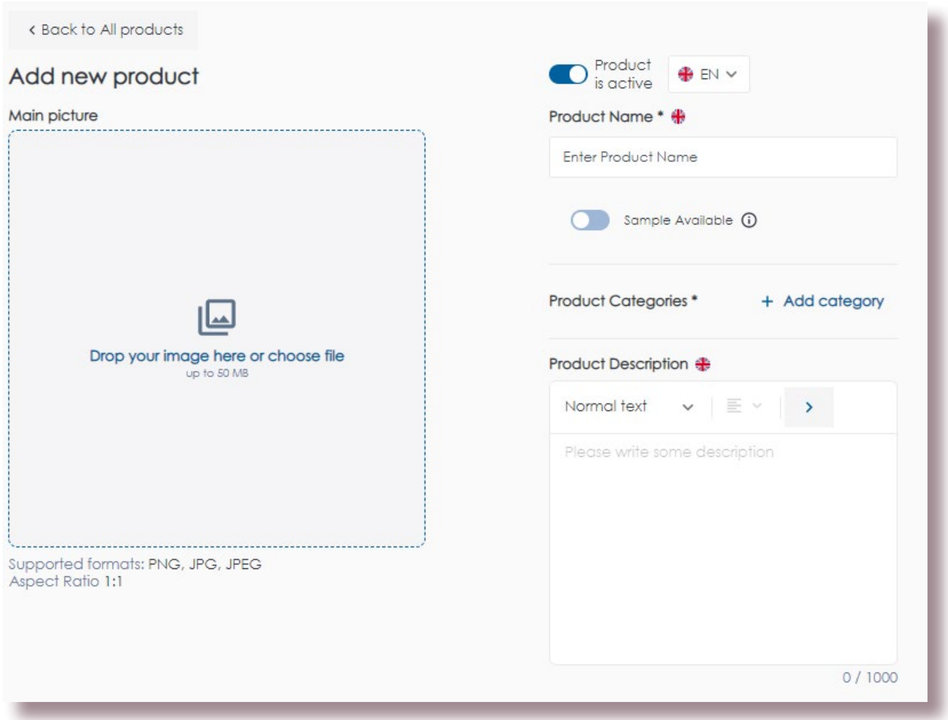
Step 1: Click on “Products” from your Company Profile view



Step 2: Click on “Add Product” or to edit your product



Step 3: Start editing your product information



My Personal Profile

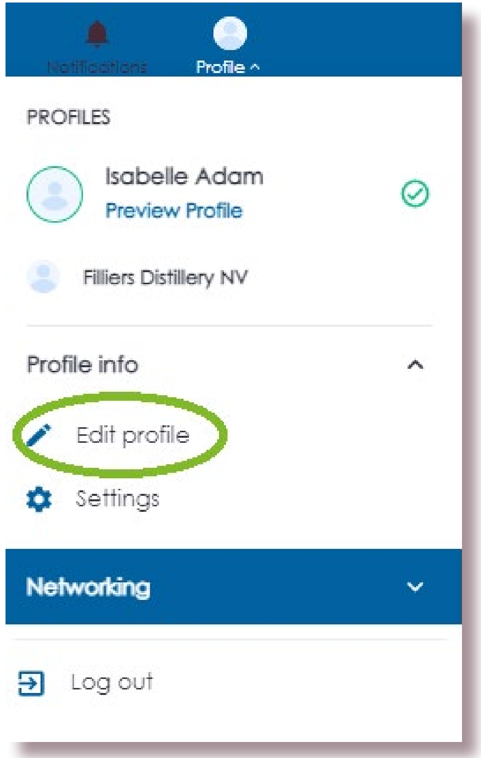
Edit your personal profile

All team members can edit their personal profile. Don't skip this step! Editing your profile ensures a more personalised event experience, connecting you to the right people.

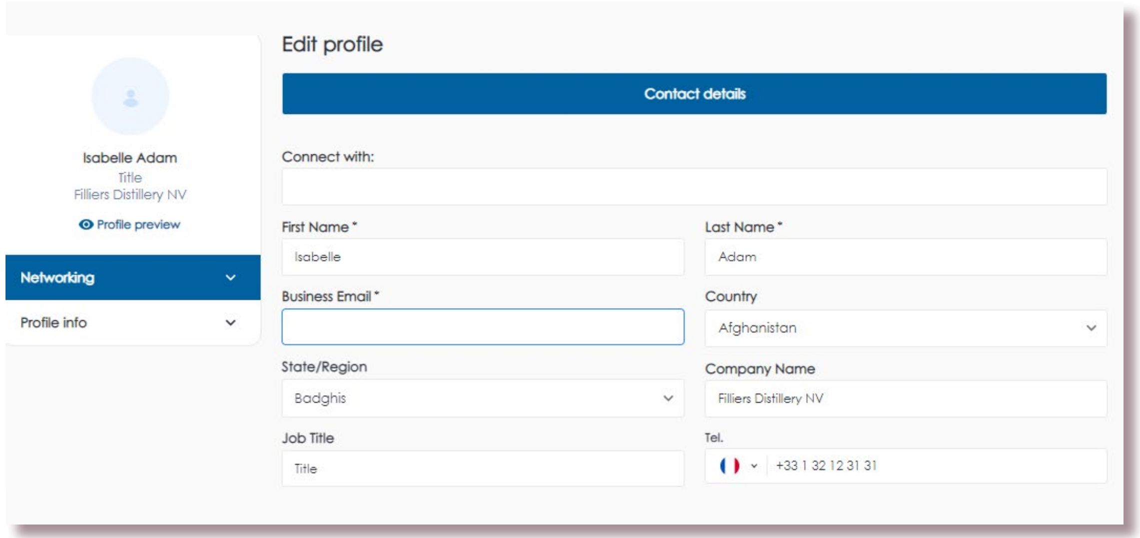
To edit your profile go to the drop-down menu and click Edit Profile. You can:

- Update your information and contact details
- Answer questions to let us know what you're looking for
- Add a photo so your connections can recognise you
- Change your notification settings
- Download your leads

Step 1: Click on "Edit Profile"



Step 2: Fill in & update your profile



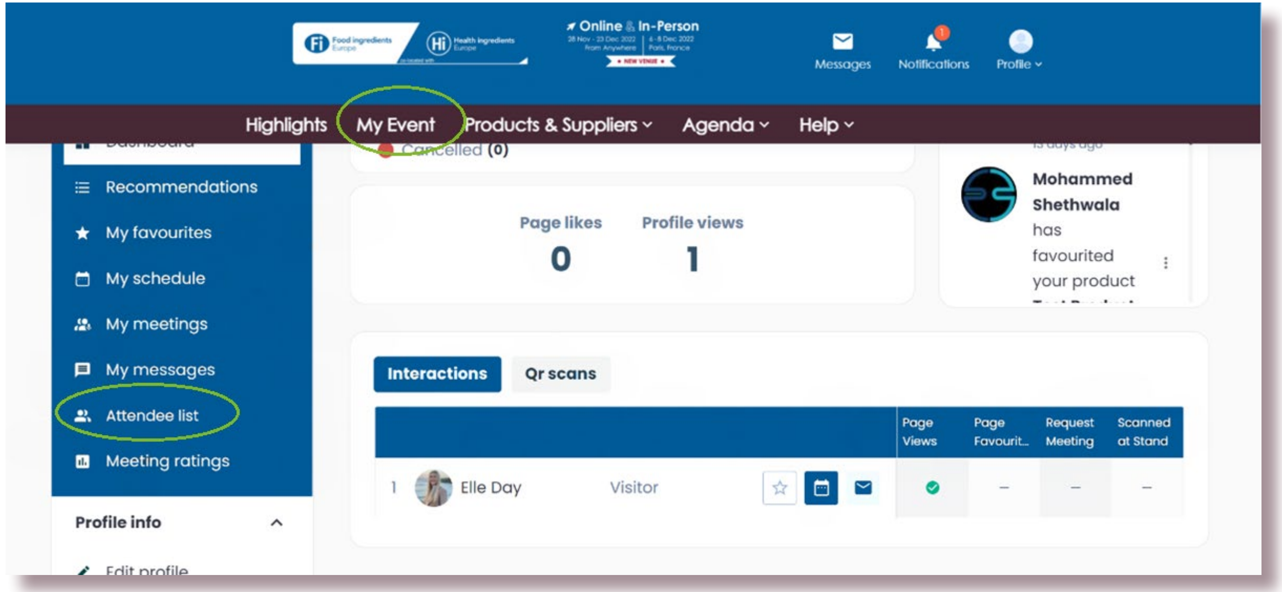
Reminder: Don't forget to click "Save"!

Networking

Discover the Attendees

Start building your pipeline of valuable contacts, conversations and customers through the Attendee List.

1. Find the attendee list under My Event page as shown on the right.
2. Browse through the list of attendees, using filters to find the people you want to connect with.
3. Click on an attendee's profile to find out more details.
4. Use the icons to add someone to your list of favourites, send a message or request a meeting.



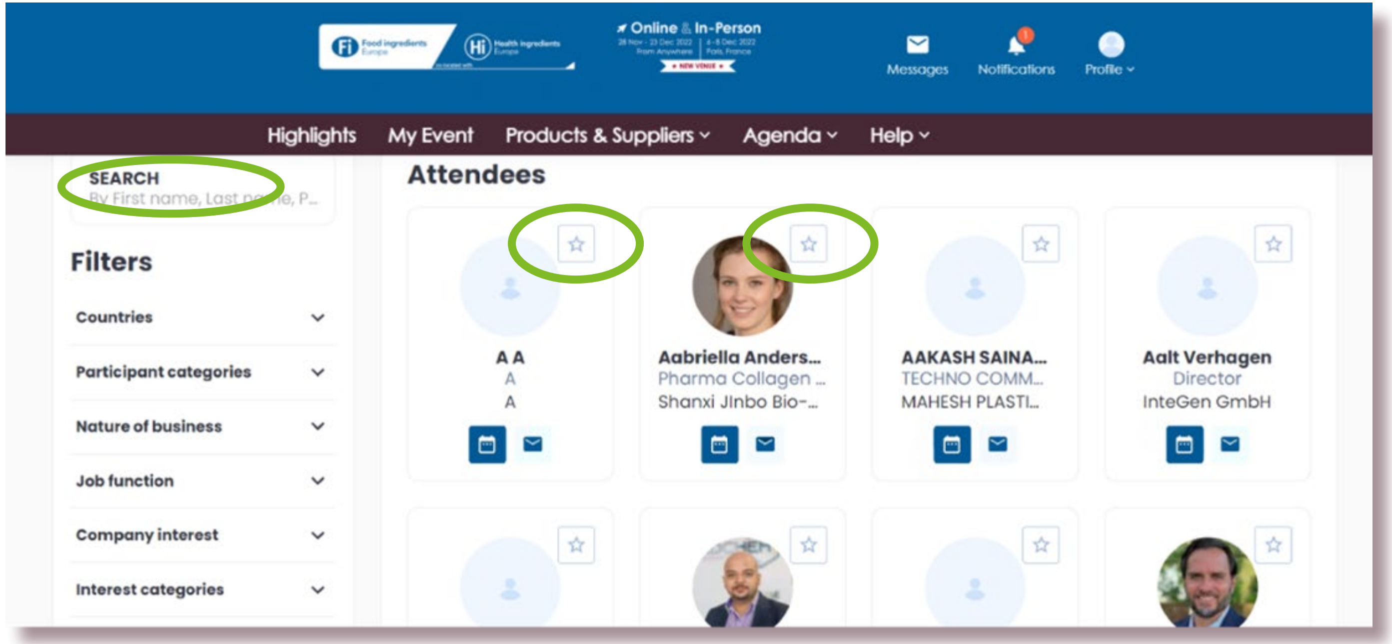
Save and view your favourites

Keep track of the companies, products and people you are interested in by adding them to your list of favourites.

To add someone to your favourites, click the star icon on their profile card. The star will change from hollow to solid when an item is in your favourites list.

To navigate to your list of favourites go to:

1. My Event
2. My Favourites in the drop-down menu



Messaging & Meetings

Send & view messages

Networking is now at your fingertips. Connect with members of the global Food ingredients community before, during and after the event by sending them a message. This is a great way to initiate potential business relationships.

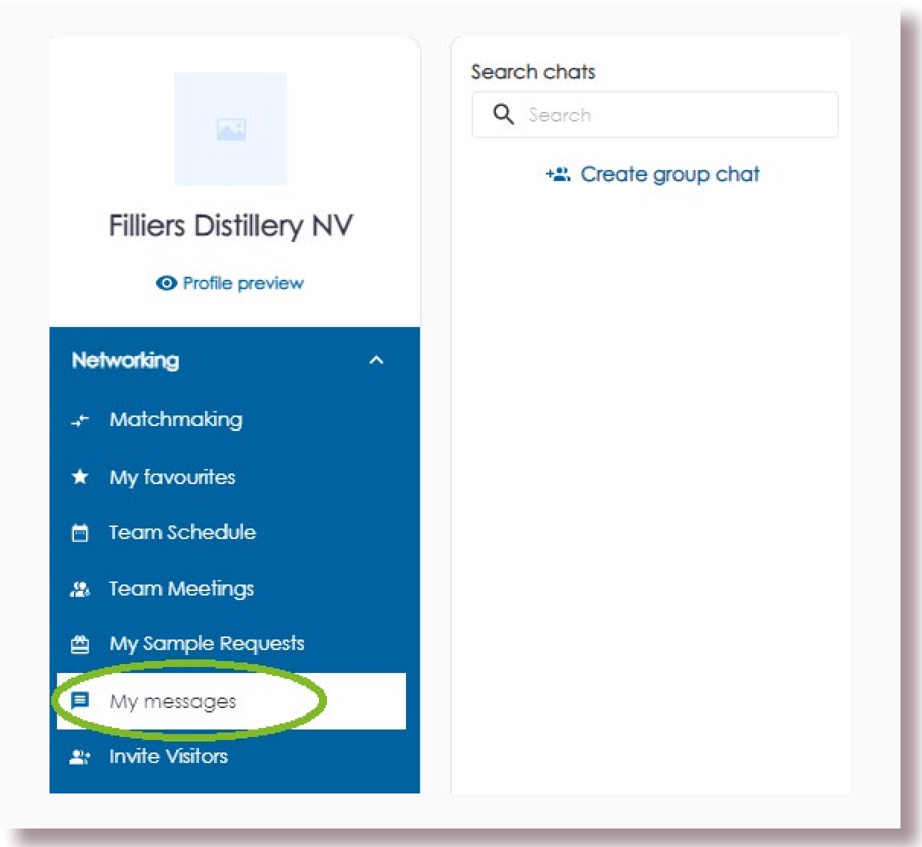
To send a message:

1. Click on the message icon
   This can be found throughout the platform on all company, product and people cards.
2. A messenger box will appear. You can type your message at the bottom and send it using the icon on the right

To view your messages:

1. New messages will be flagged in the upper right hand corner of your screen.
2. To view your messages go to the My Messages page. This can be found by clicking on your profile picture and selecting My Messages in the Networking section of the drop-down menu.

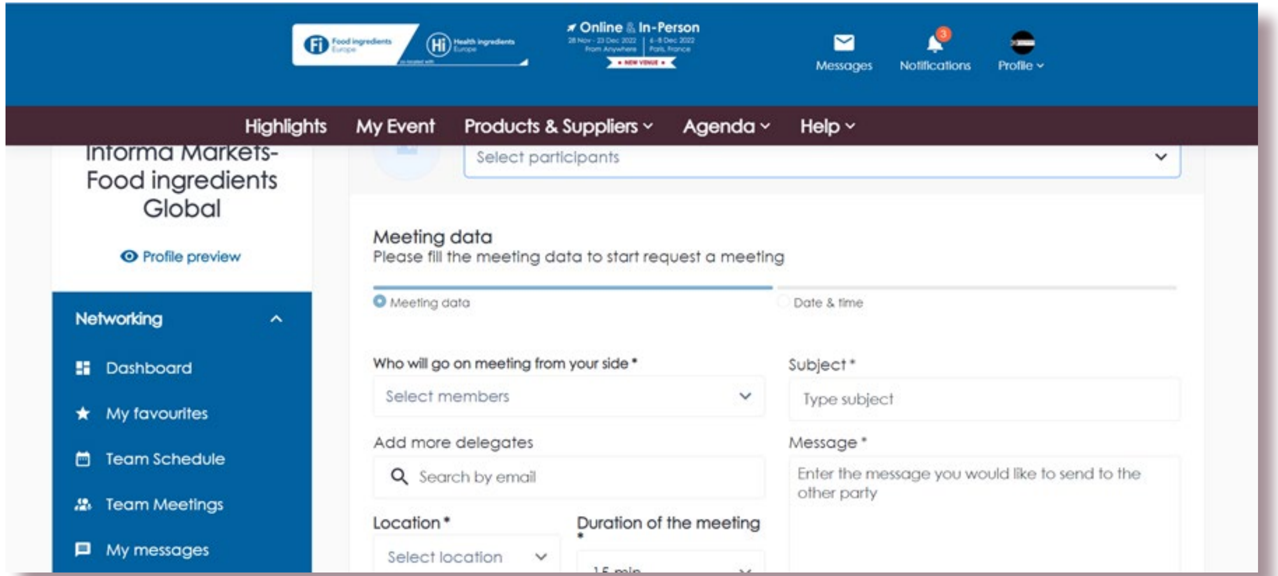
You can also create group chats. Head to My Messages and click on, Create Group Chat.



Request a meeting

Optimise your in-person event by booking your meetings in advance and prioritising time for conversations with potential clients.

1. Click on the meeting icon to request a meeting
2. Fill out the meeting request form. You will need to add a subject, message, location and meeting duration.
3. Select a date and time for your meeting.
4. Click Request Meeting to send your request.



View & manage personal meetings

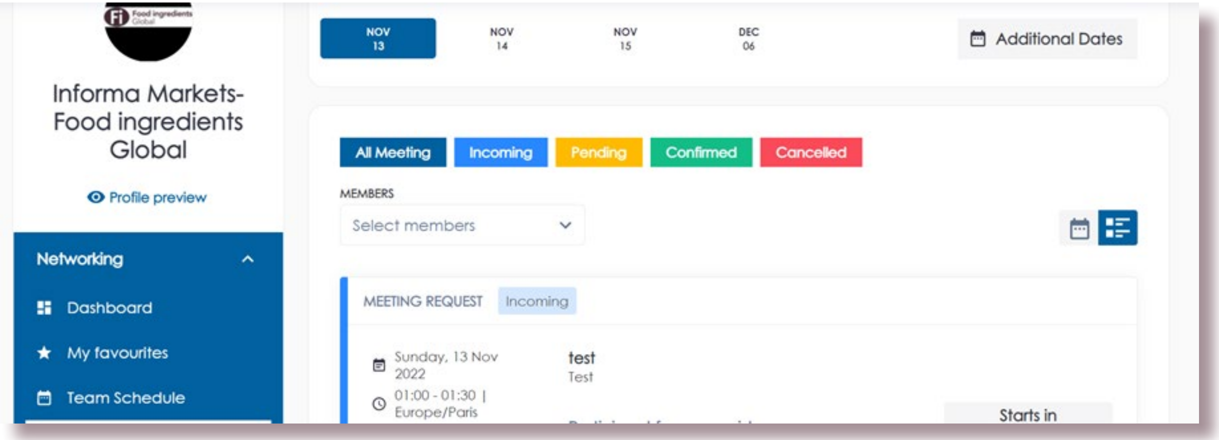
It is good business etiquette to action all meeting requests that you receive. You can do just that on the My Meetings page.

To navigate to My Meetings:

1. Click on the profile picture in the upper right.
2. Click on My Meetings in drop-down menu under Networking

On this page you can accept or decline a meeting request, as well as reschedule or cancel a confirmed meeting.

There is both a list view and a calendar view.



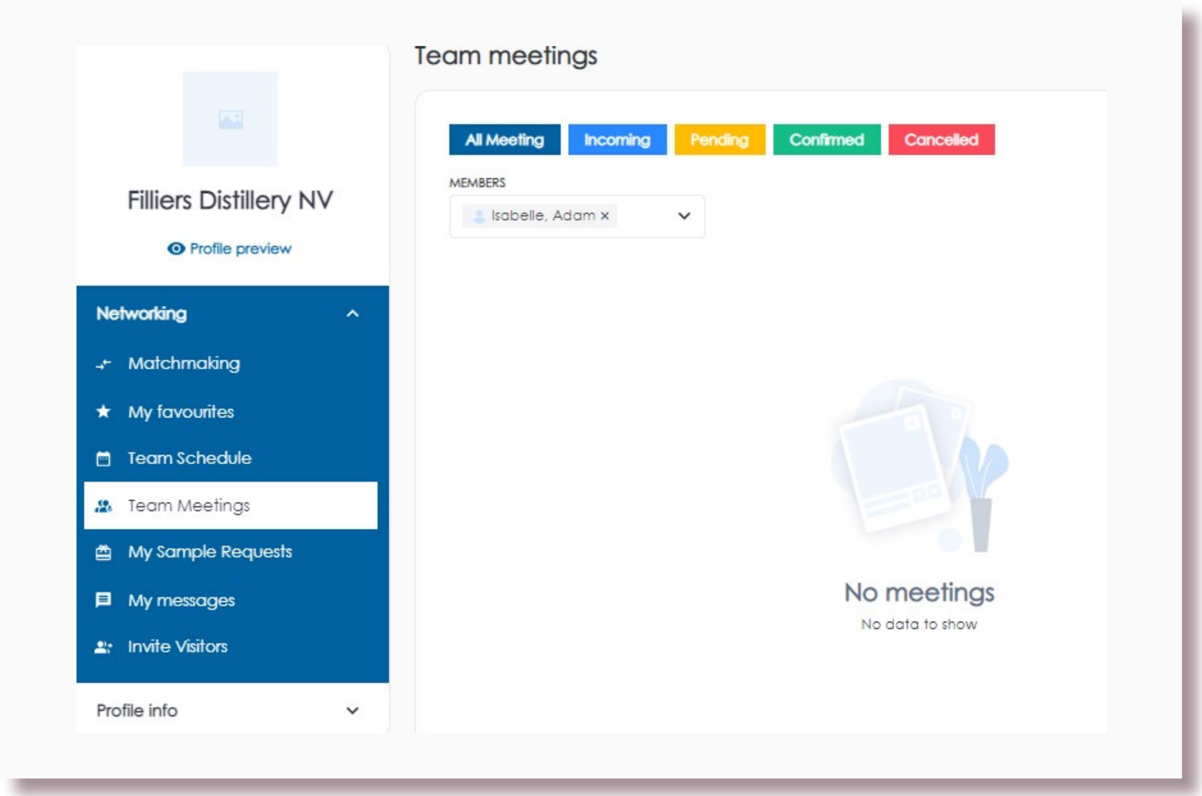
View & manage your team's meetings

See all of the connections your team are making at a glance on the Team Meetings page. Here you can see the meeting requests for all of your team members, along with their status.

On this page you can view meeting requests by:

- Status
- Team Member
- Date

Reminder: An overview of your highest performing team members can be found on the company dashboard.



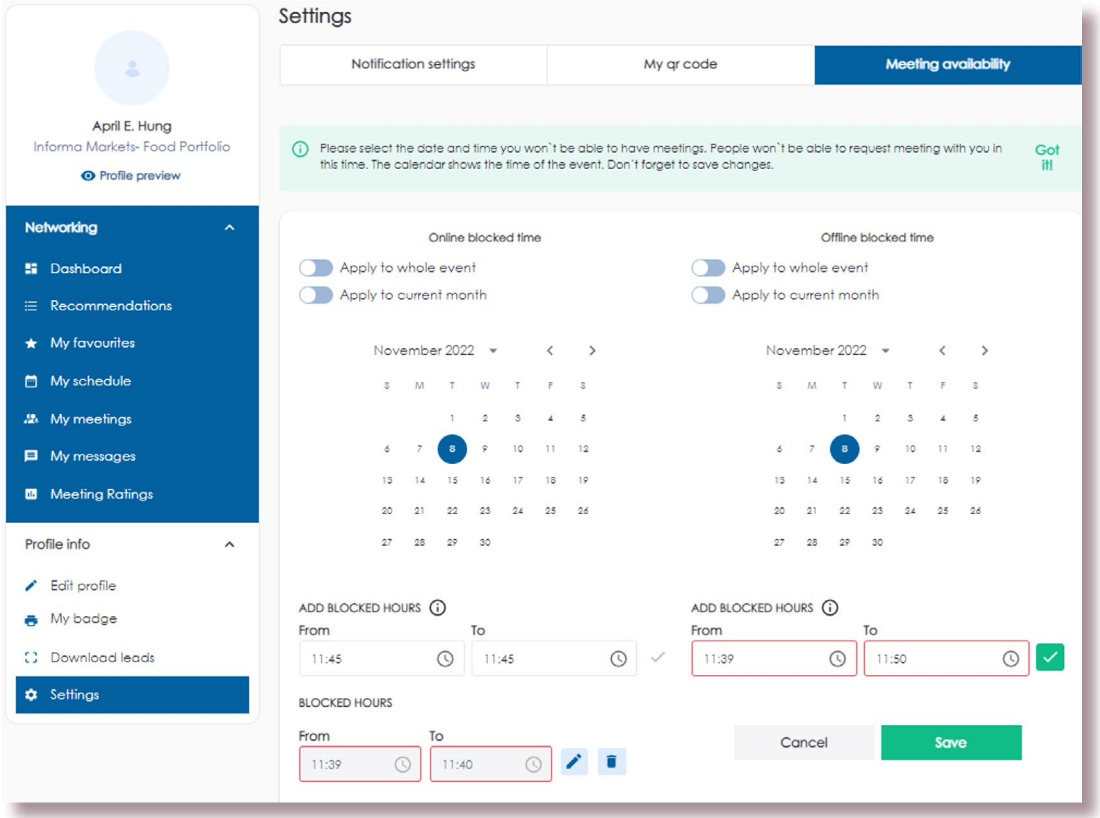
Manage your calendar

You can manage your meeting availability for both online and offline meetings.

1. Click **Settings** at the bottom of the left navigation bar.
2. At the top of the page select **Meeting Availability.**
3. Select a date and find the option to **add blocked hours.**
4. Type in the hours you are unavailable for meetings.
5. Click the **tick icon** to block them in your calendar.

You can add multiple blocks in a day and use the toggles to apply them across the whole event or current month.

Attendees will not be able to request meetings with you in these hours.

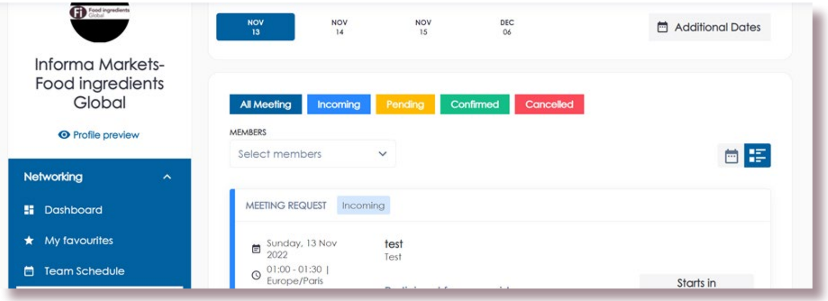


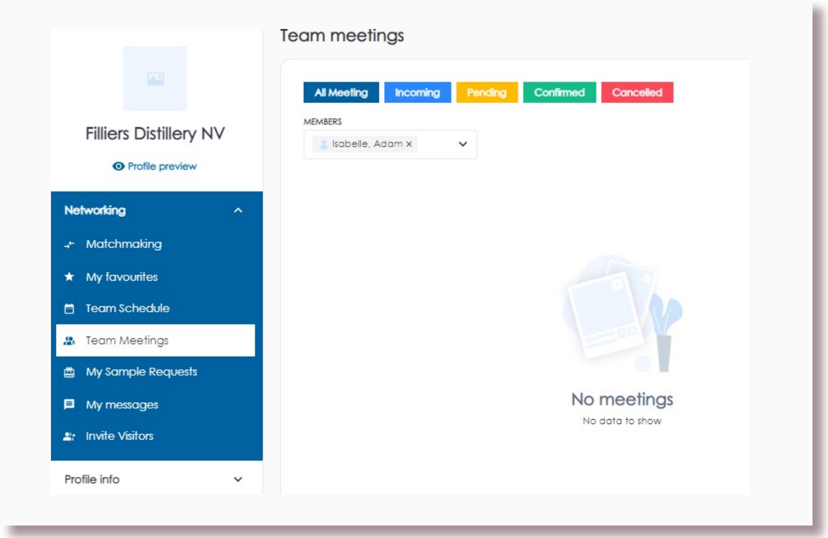
Start your virtual meeting

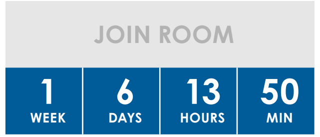
You can join your scheduled meetings from the My Meetings page.

1. Navigate to the My Meetings page. Here you will see a countdown clock for each of your meetings.
2. At the scheduled time, the Join Room button will turn green. Click to join your meeting.
3. On the next screen, click Continue to do a microphone and camera check.
4. Click Join Room.

Please note, you can join up to 10 minutes before the start of your meeting. The meeting room will also stay open should the meeting run over.





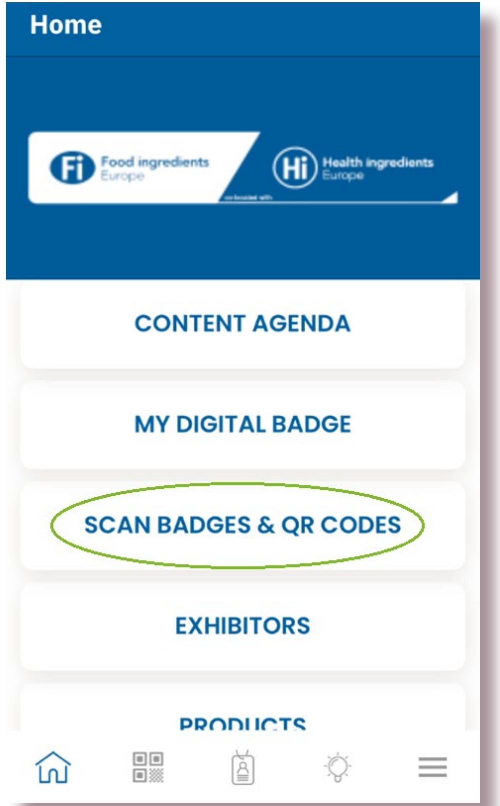


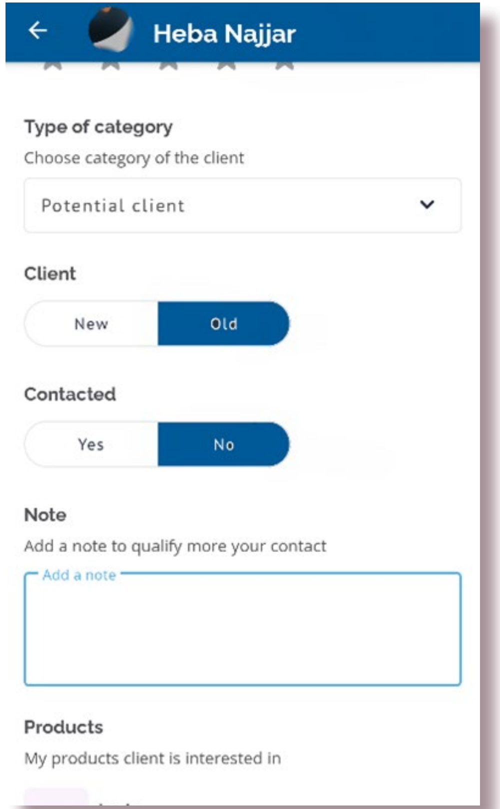
Lead Retrieval

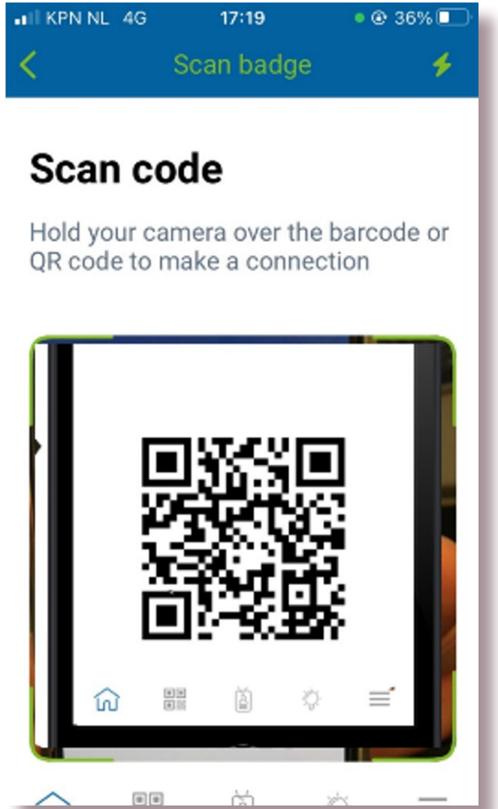
Scan a badge

Unlock business growth and elevate your lead retrieval on-site by scanning the badges of prospective clients. It's simple and efficient. Follow the steps below to revolutionise your lead capture.

1. Log into the app and click Scan QR or Badge on the main screen.
2. Your camera will open, point it at the attendee's badge to automatically capture all of their data.
3. Qualify your lead by answering the targeted questions on the next screen.
4. Add your own notes at the bottom.



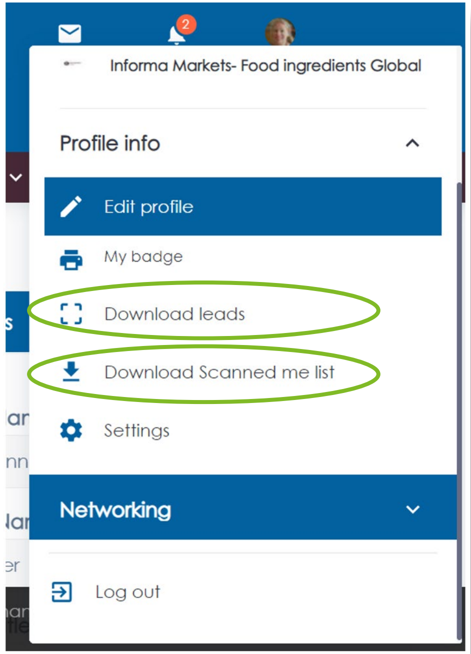




Download your leads

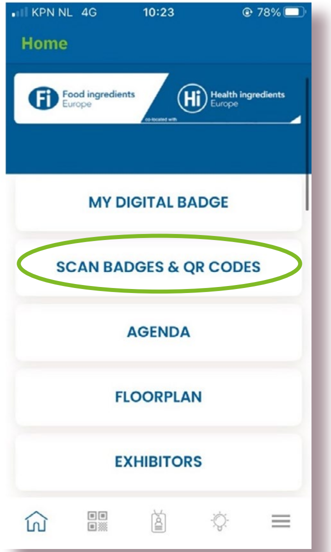
Leads can be downloaded into a spreadsheet directly from your desktop or the mobile app. You can download the details of all the badges you have scanned plus all the people who have scanned you. Send these to your sales team to convert connections into revenue!

Desktop:
Go to your profile. To download the lead scanned by you, click **download leads.** To download the details of people who have scanned you, click **download scanned me list.**

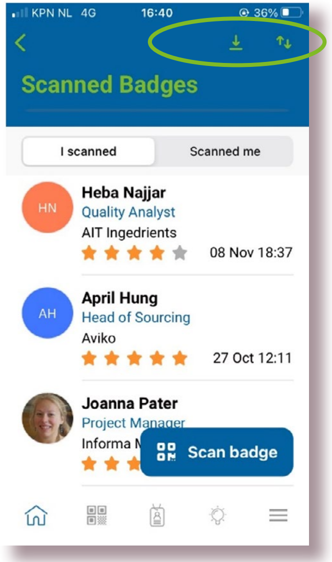


App:

1. Click **scan badges & QR codes**



2. Click the **download icon** to receive two spreadsheets containing your scanned leads and the details of leads that have scanned you.



Analytics

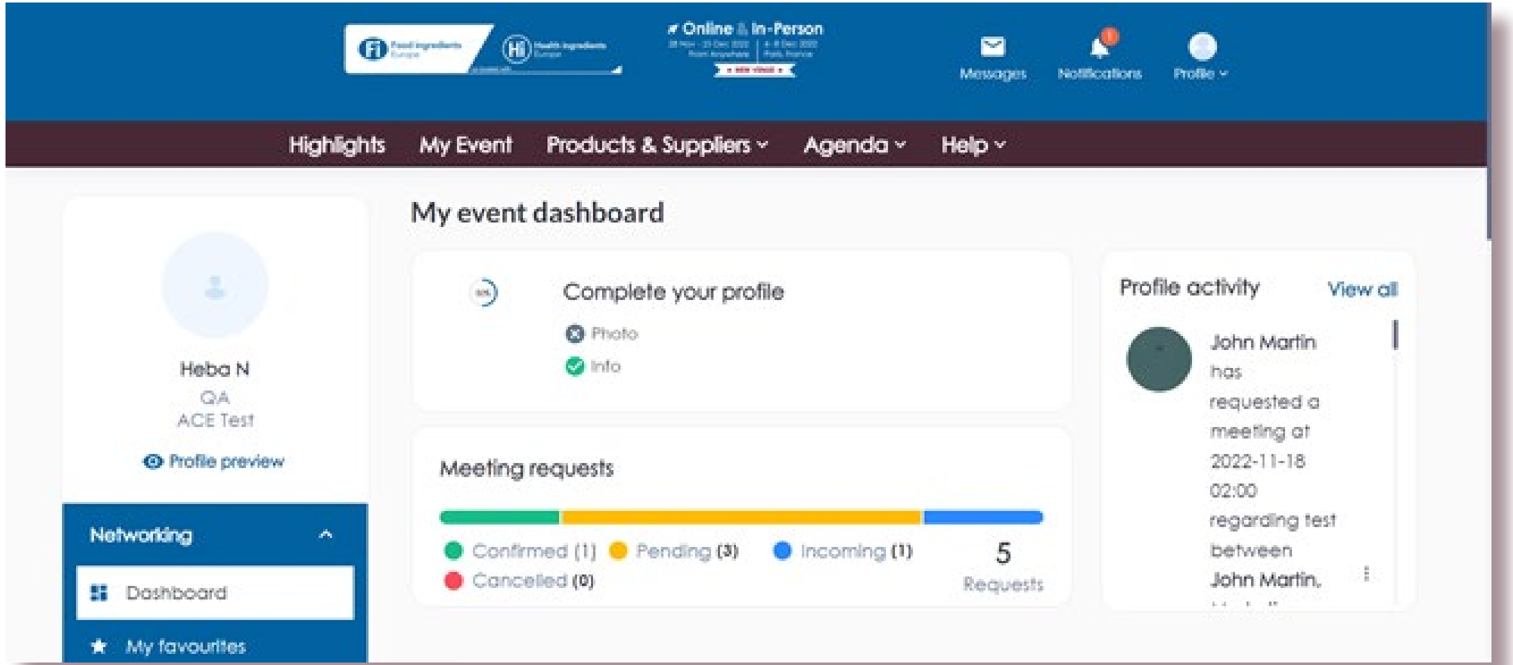
Your personal dashboard

On your personal dashboard you can see an overview of your activity on the platform. It's a good place to get a snapshot of how your event is going.

To navigate to this page: ensure you are accessing your personal profile then click My Event on the top navigation bar.

In the dashboard you can see:

- Personal profile completeness
- Number of personal meeting requests, by status
- Notifications
- Interactions (favourites, contacted, scanned etc...)



Your personal interactions dashboards

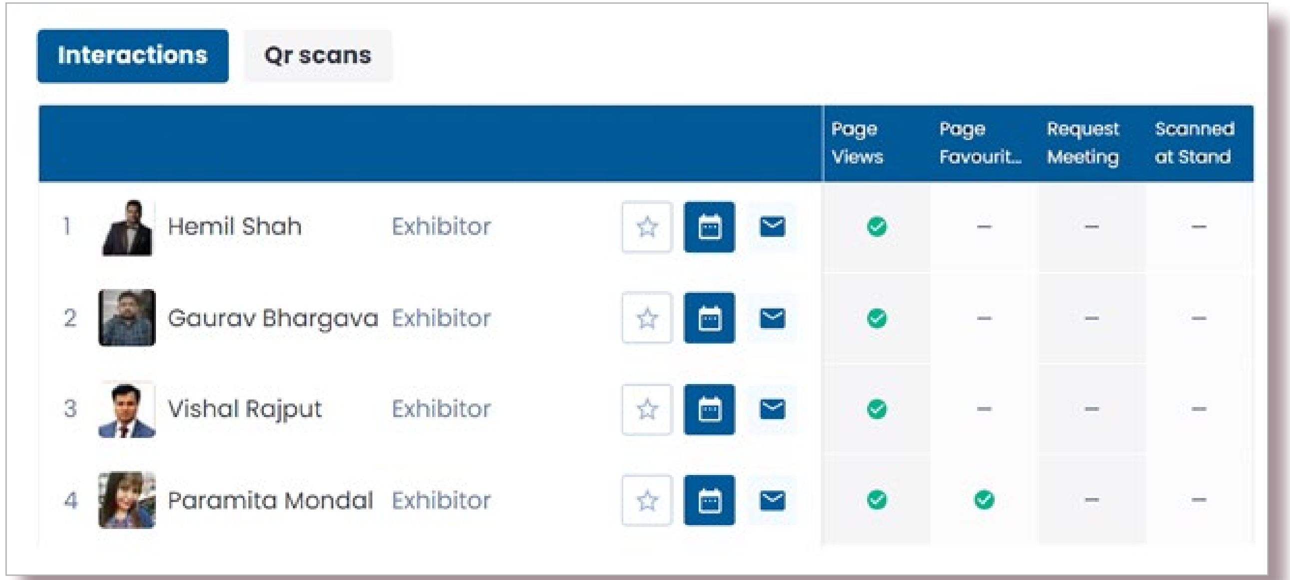
Convert interactions into opportunities. At the bottom of the dashboard page, you will see a list of people who have interacted with your profile online or onsite. Follow up those leads to move your business relationships forward.

Interactions displayed are:

- Personal profile page viewed
- Personal profile favourited
- Meeting requested
- Scanned at stand

On this page you can:

- Click into a person's profile to see additional details about them
- View all leads
- Add a person to your favorites
- Send a message
- Send a meeting request



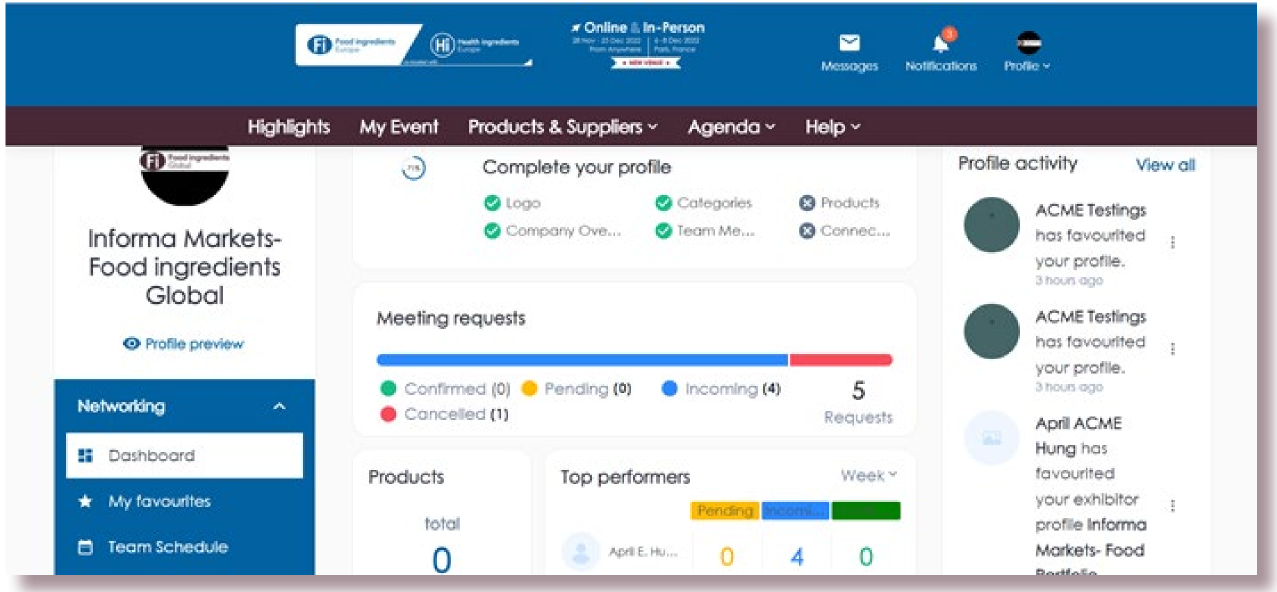
Your company dashboard

Keep track of how your company is performing at the event on the company dashboard. Here you can find important statistics, interactions and activity to inform your next steps.

To navigate to this page: ensure you are accessing the company profile then click My Event on the top navigation bar.

In the dashboard you can see:

- Company profile completeness
- Number of meeting requests, across all team members
- Product stats
- Company profile activity
- Top performing team members



Company interactions dashboard

New business relationships begin with an interaction. At the bottom of the dashboard page, you will see a list of who has interacted with your company. Create growth for your company by following up of those leads with a message or a meeting request.

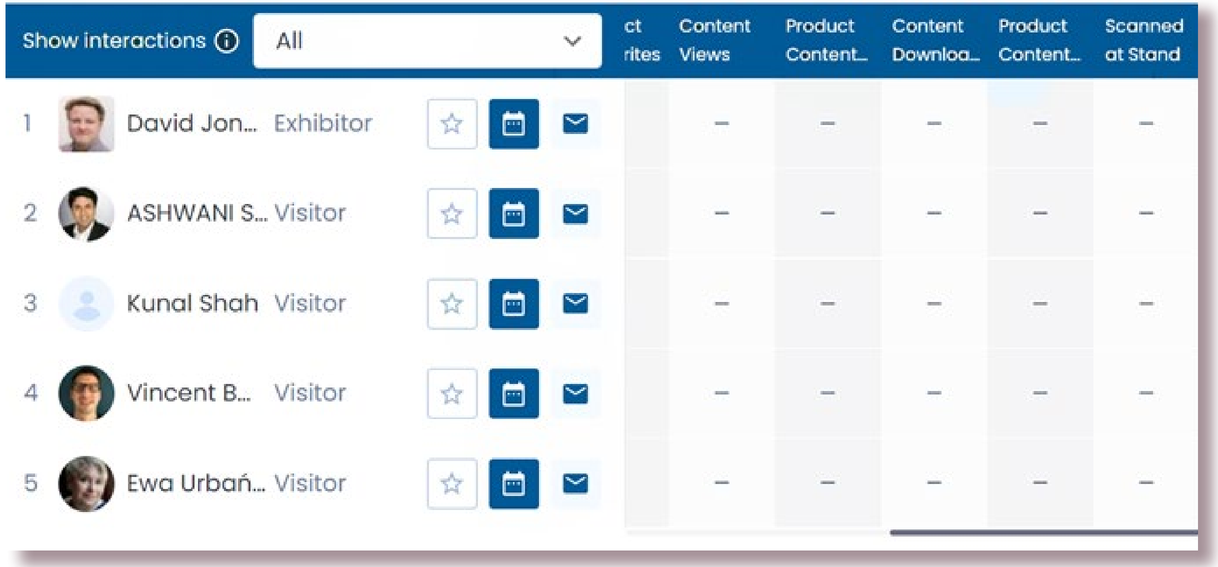
Interactions displayed are:

- Company profile page viewed
- Page favourited
- Meeting requested
- Product viewed
- Product favourited
- Scanned at stand

If you have any additional sponsorship add-ons such as banners you can also see them here.

On this page you can:

- Click into a person's profile to see additional details about them.
- View all leads from both the website and mobile.
- Add a person to your favourites.
- Send a message.
- Send a meeting request.



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