

# COUTURE

MAY 29 | 6PM - JUNE 2, 2024

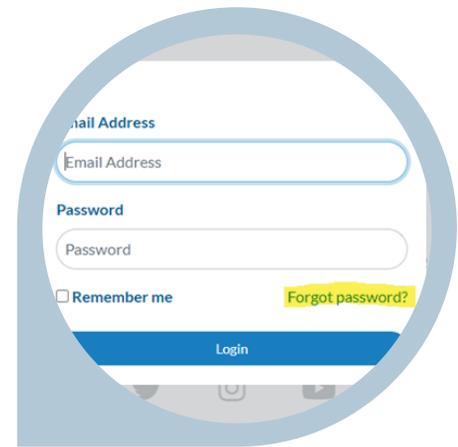
WYNN LAS VEGAS

Welcome to the new COUTURE Planner!  
Here's how to update your exhibitor information.

## STEP 1

### LOGIN

1. Go to [couture2024.smallworldlabs.com/home](https://couture2024.smallworldlabs.com/home)
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 payments, 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, please Contact Operations at: [Maliah.Vivanco@EmeraldX.com](mailto:Maliah.Vivanco@EmeraldX.com) for help.)*
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 **Go to Exhibitor Dashboard** to begin updating your exhibitor profile



## STEP 2

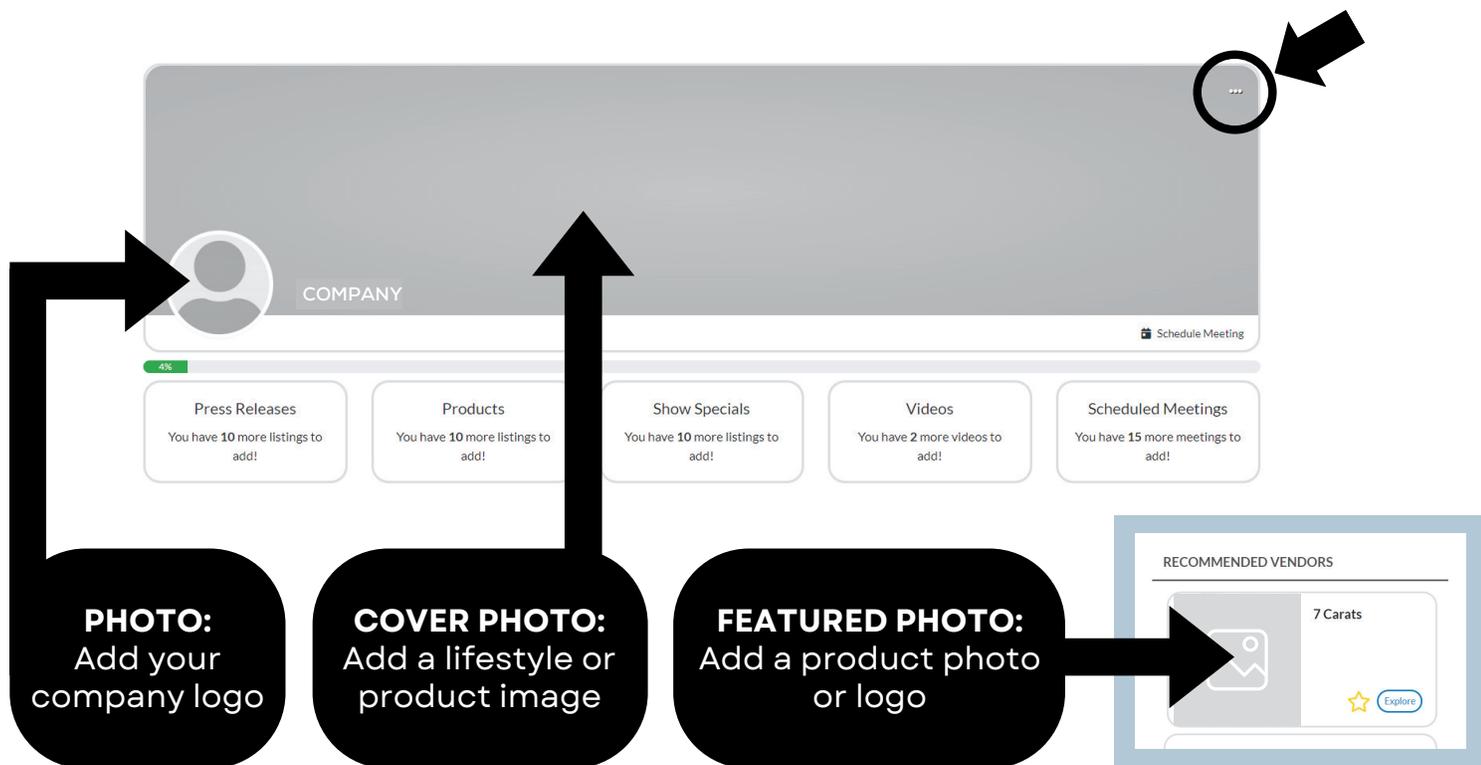
### UPDATE YOUR COMPANY'S PROFILE

It is so important for you to update your company information as this info is the only way COUTURE 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

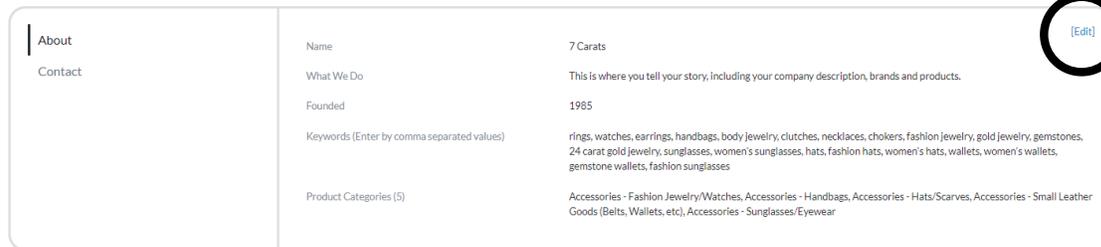


**PRO TIP:** Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**.

## 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.
- ▶ **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.

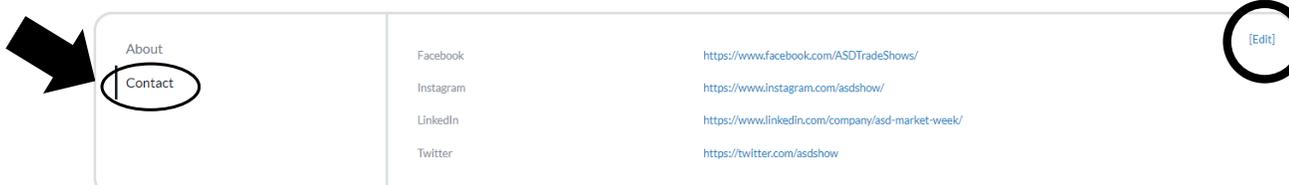
- ▶ **Product Categories:** Select up to 5 relevant Product Categories, as this will ensure your company is listed in these sections of the printed Vendor Directory and when buyers search the online Vendor Directory.

! 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

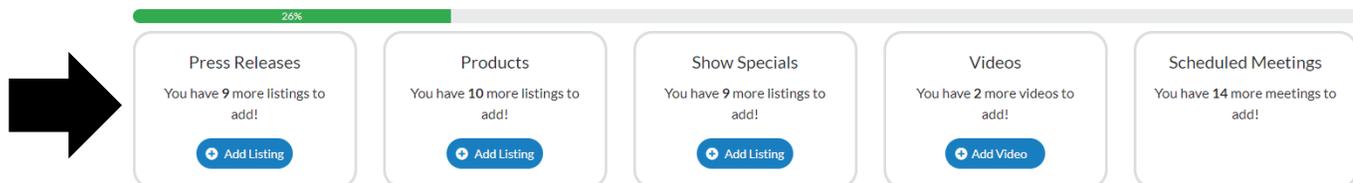
About Contact	Facebook	<a href="https://www.facebook.com/ASDTradeShows/">https://www.facebook.com/ASDTradeShows/</a>
	Instagram	<a href="https://www.instagram.com/asdshow/">https://www.instagram.com/asdshow/</a>
	LinkedIn	<a href="https://www.linkedin.com/company/asd-market-week/">https://www.linkedin.com/company/asd-market-week/</a>
	Twitter	<a href="https://twitter.com/asdshow">https://twitter.com/asdshow</a>



- 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 COUTURE Show Planner, used by attendees when planning which exhibitors to see at the show:



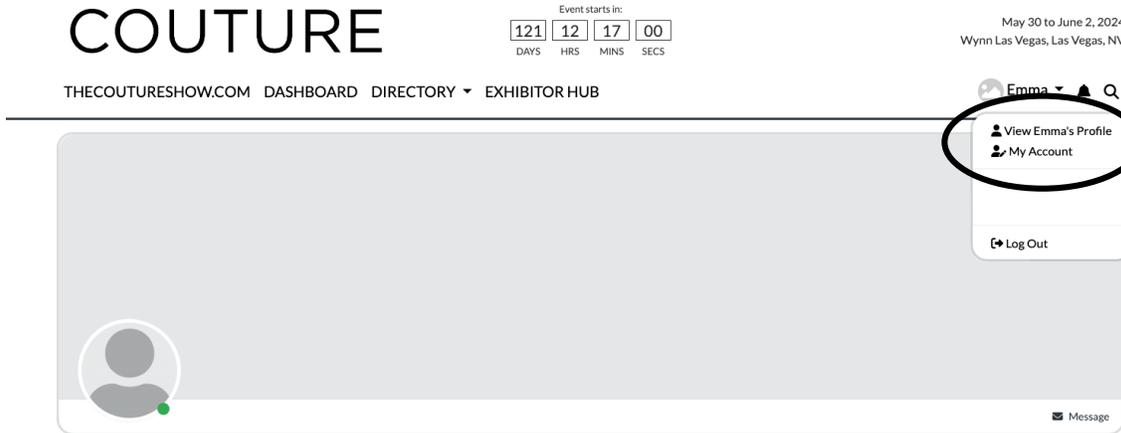
- ▶ **To Add Press Releases:** Click **Add Listing** and fill in the **Title** of the press release, use the **Description** box to add the body of the press release, add a link to the **Learn More** box, and click **Save** once complete.
  - On the next page, click **Add Photo** to add a photo to the 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 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.

### STEP 3

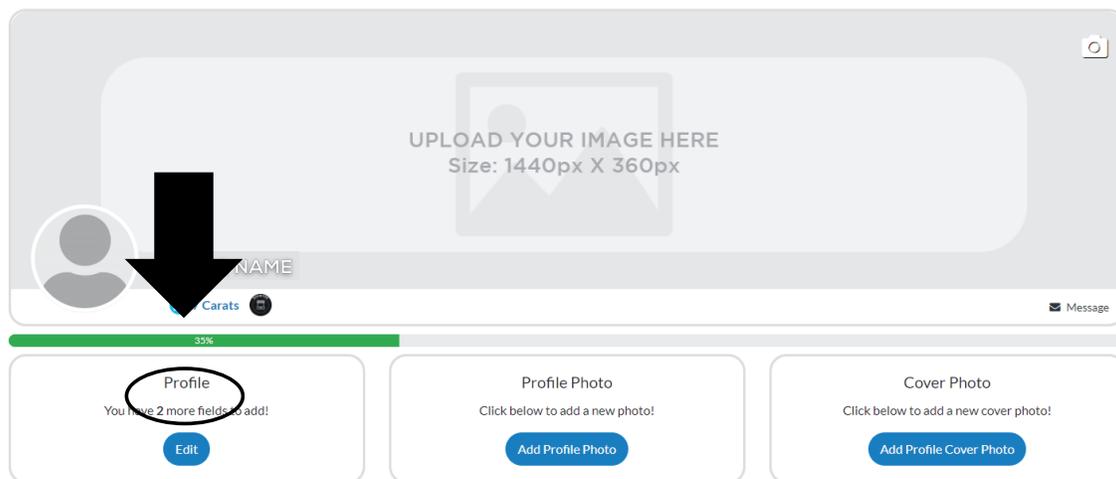
## UPDATE YOUR PERSONAL PROFILE

A new feature of the new COUTURE 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:

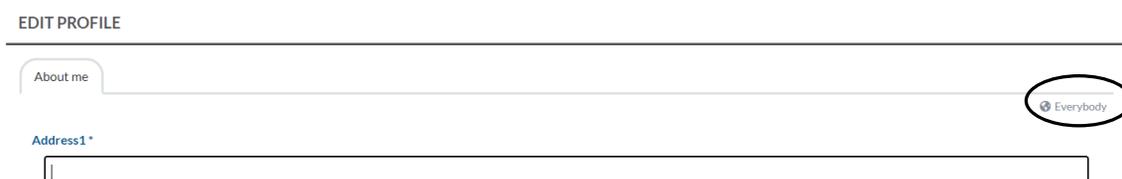
1. Click on your name in the top right corner of the screen, and then click on View Profile



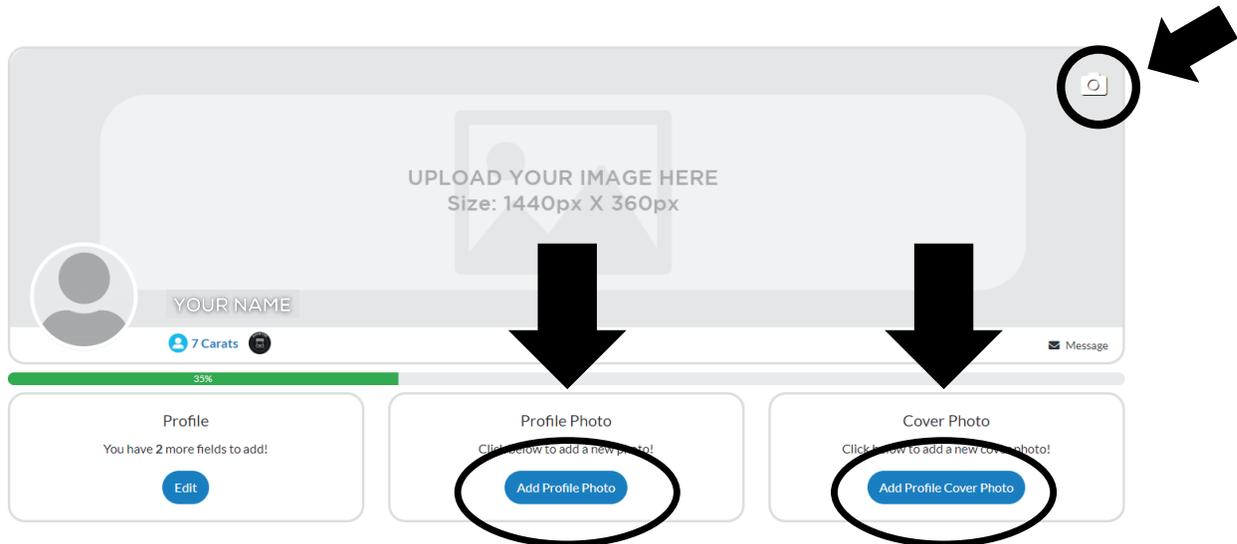
2. From your personal profile page, click on the Edit button under Profile to add your "About Me" info including location and website and click Save when complete.



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 Show Guide searches and Show Planner listings!

## COUTURE CONNECT UPGRADES

The 30,000+ global viewers of the official COUTURE website visit regularly leading up to the event. As a COUTURE exhibitor you have access to FREE online exposure on the site. To maximize your visibility to this highly exclusive group of retailers and press, COUTURE has made available cost-effective upgrade packages to give you the opportunity to showcase your entire collection with photos and/or video, highlight your salon location on the interactive floor plan, read your press releases and materials, and much more.

**FREE** – Automatic with your Exhibit Package - Your logo, basic profile, and salon location in the interactive floor plan. The exhibitor profile will be self-managed by the exhibitor with an assigned login and password.

### Available ADD-ONS to Your COUTURE Online Exhibitor Profile:

#### **BRONZE PACKAGE:**

- Free package plus upload ONE product image (product images are searchable, listed on your profile, and visible on the interactive floor plan)
- Company profile up to 900 characters

#### **SILVER PACKAGE:**

- Everything from Basic Package, **PLUS**
- Upload TWO product images
- Upload TWO press releases
- Company profile up to 1200 characters
- Enhanced Listing Icon

#### **GOLD PACKAGE:**

- Everything from the Enhanced Package; **PLUS**
- Upload a Sponsorship Image with a live hyperlink (image appears on all pages of the COUTURE Connect, including the interactive floor plan and the attendee homepage).

#### **PLATINUM PACKAGE:**

- Everything from Premium Package, **PLUS**
- Upload Your Video to Your Online Profile
- Company profile up to 2000 characters

Contact [sales@thecoutureshow.com](mailto:sales@thecoutureshow.com) for more information.