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Asia

Fi Asia 2022

Exhibitor Guide

www.fiasia.com

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Online Event

13 June - 31 October 2022

In-Person

7-9 September 2022

Indonesia **JIExpo**, Jakarta

5-7 October 2022

Thailand **QSNCC**, Bangkok New Venue

Join us!

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Contents

Important Dates

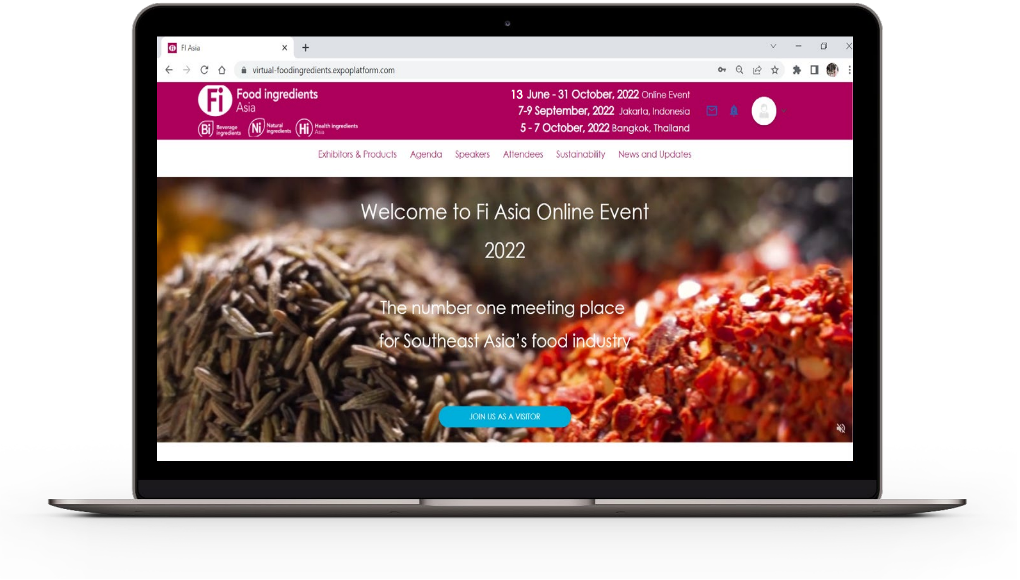
Date	Detail
Week of 18 May	As an exhibitor you will receive an activation email from noreply@expoplatform.com with your details to login to the Fi Asia Online Platform
18 May – 31 August	Period for exhibitors to build their online company page
Week of 13 June	Visitor registration Live and update their profile and start planning meetings
7-9 September	Fi Asia In-person Event in Indonesia
5-7 October	Fi Asia In-person Event in Thailand

Welcome to the Fi Asia 2022 Online Exhibitor Guide

Our new Online Event Platform offer a community to you to access into ASEAN's food and beverage industry. We provide an AI-powered platform for your community to connect, meet and do business with your target buyers.

Benefits for Exhibitors:

- ✓ Represent your company through your online profile
- ✓ 1 single platform to network with attendees who are interested in Jakarta and Bangkok events
- ✓ Access the event via your desktop or through the mobile app
- ✓ Get real-time leads from everyone who has viewed your profile online
- ✓ Connect with potential buyers who share your interests, pre, during and post event
- ✓ Engage with valuable contacts by connecting, messaging or setting up meetings



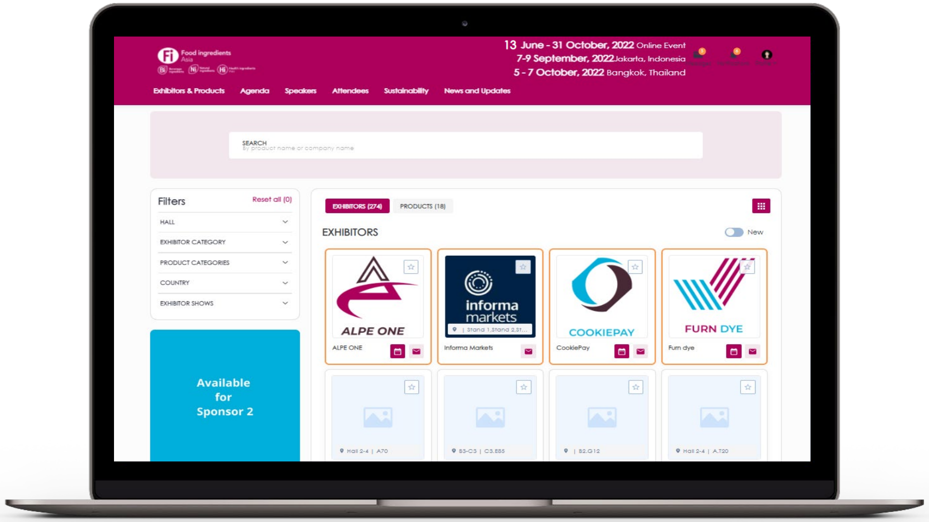
Event Checklists

As admin team member

- Step 1: Register name for all staff in the exhibitor manual
- Step 2: Update my Company Profile & products on the online event platform
- Step 3: Update my Personal Profile on the online event platform
- Step 4: Get my digital badge on the online event platform and or the App
- Step 5: Add/remove team members as Admin

As Team Member

- Step 1: Update my personal profile on the online event platform
- Step 2: Get your digital badge on the online event platform and/or the App



Accessing the Online Platform

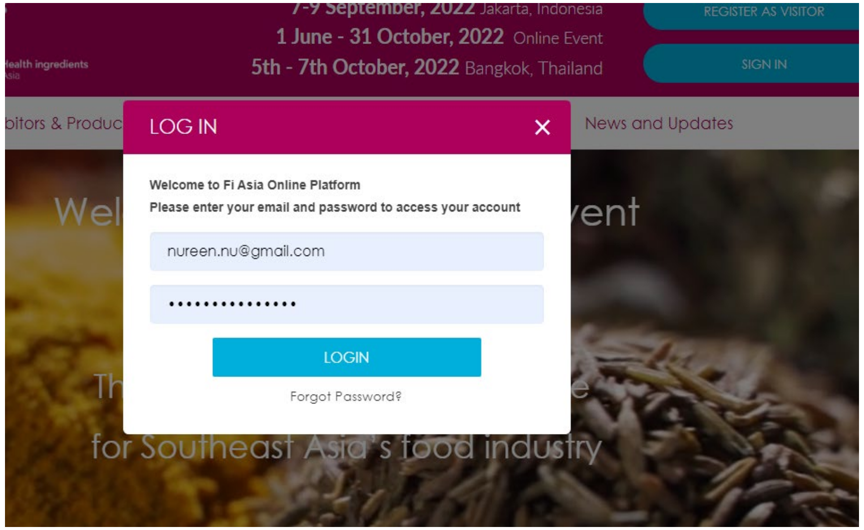
Logging in for the first time

Step 1: You will receive an email from fiasia@expoplatform.com with your username and activation link to enter the Fi Asia Online 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!

* Check your spam folder if you don't see an email in your inbox. You can also go to the online event Platform directly: https://online.fiasia.com/



Company Profile and Products

Overview of Profile Types

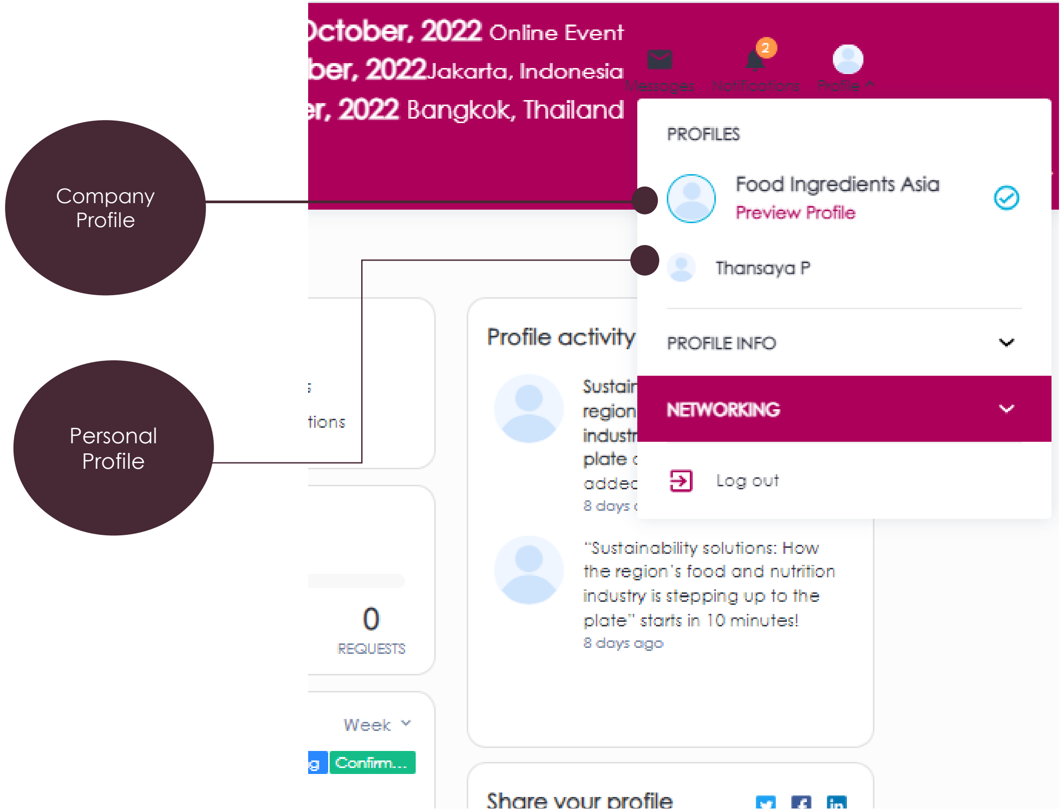
There are 2 different exhibitor profile types:

Admin Team Member

- Can update company profile, add products, add company information, etc.
- Has a personal profile that can be edited and can interact with others
- Can amend other team members' profiles to become admin
- Can view all team members' meeting schedules
- Can download all leads captured by the company

Team Member

- Has a personal profile that can be edited and can interact with others
- Can capture and retrieve their own leads
- Can view company profile but cannot edit

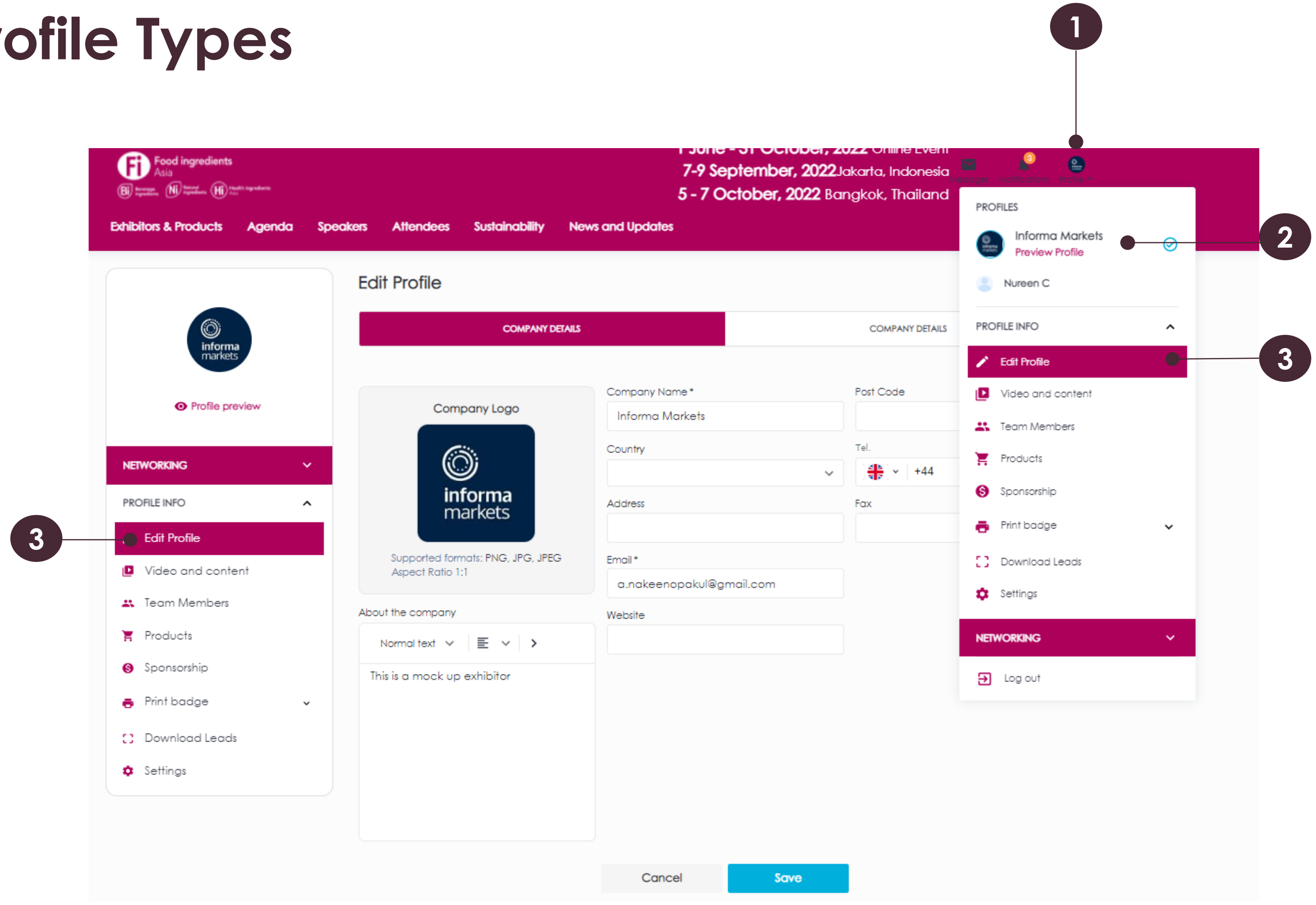


Overview of Profile Types

How do I know if I am an Admin Team member for my company?

Step 1: Click on your Company Name to go into your company account
Step 2: Click on Edit Profile
Step 3: If you can edit company profile, you are an exhibitor admin.
If not, you are a team member

*** Admin Team Member can add team member to be an admin.



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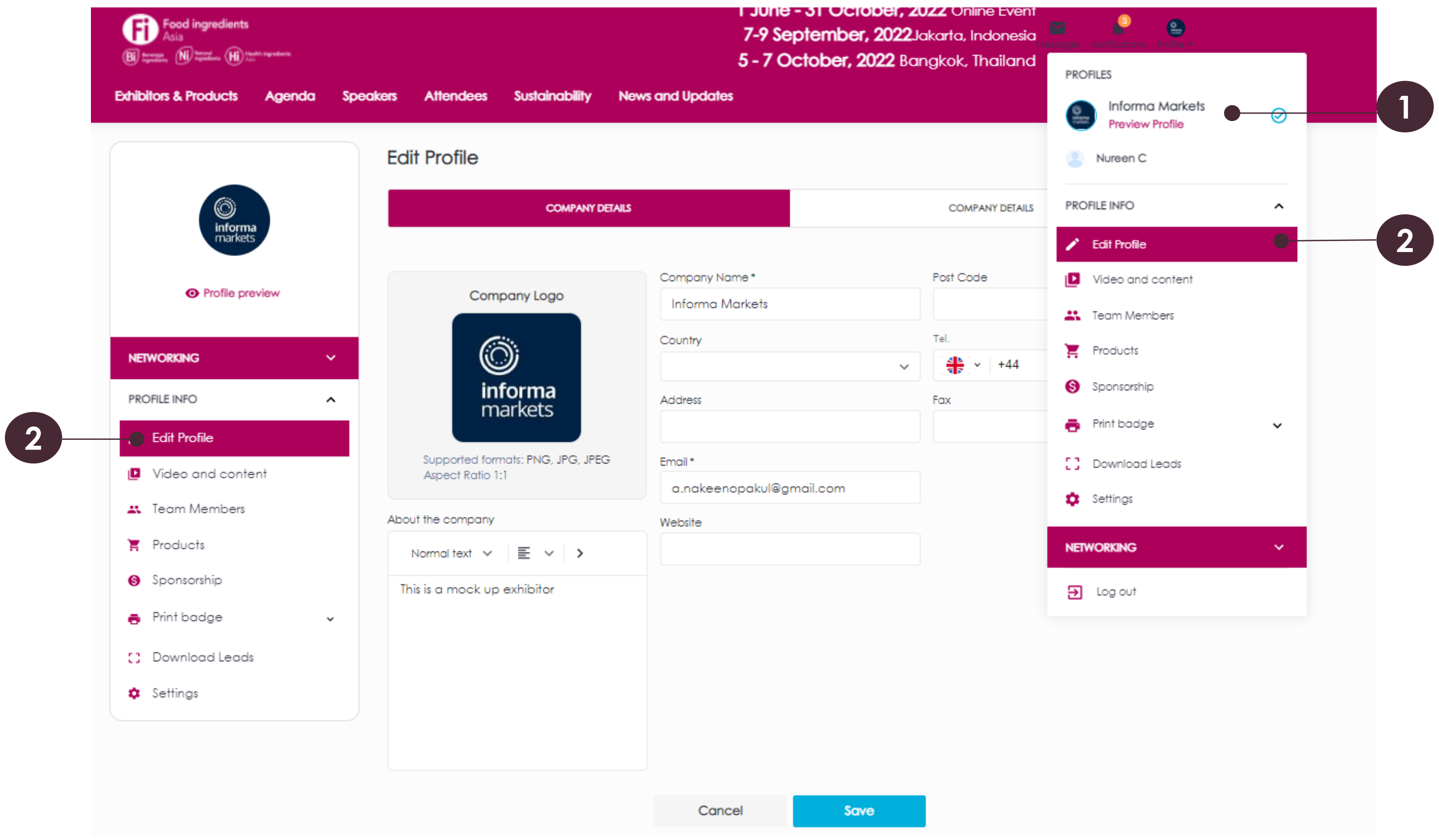
Building Your Company Profile

Edit and update my company profile

As an Admin Team Member, you can edit your company profile and products page. Make sure to take the time to create an engaging, informative and appealing profile. This is the best way to get the most out of the event.

Step 1: Once you are in your Company Profile, click on Edit Profile

Step 2: Fill in your company information in the below 3 tabs



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Building Your Company Profile

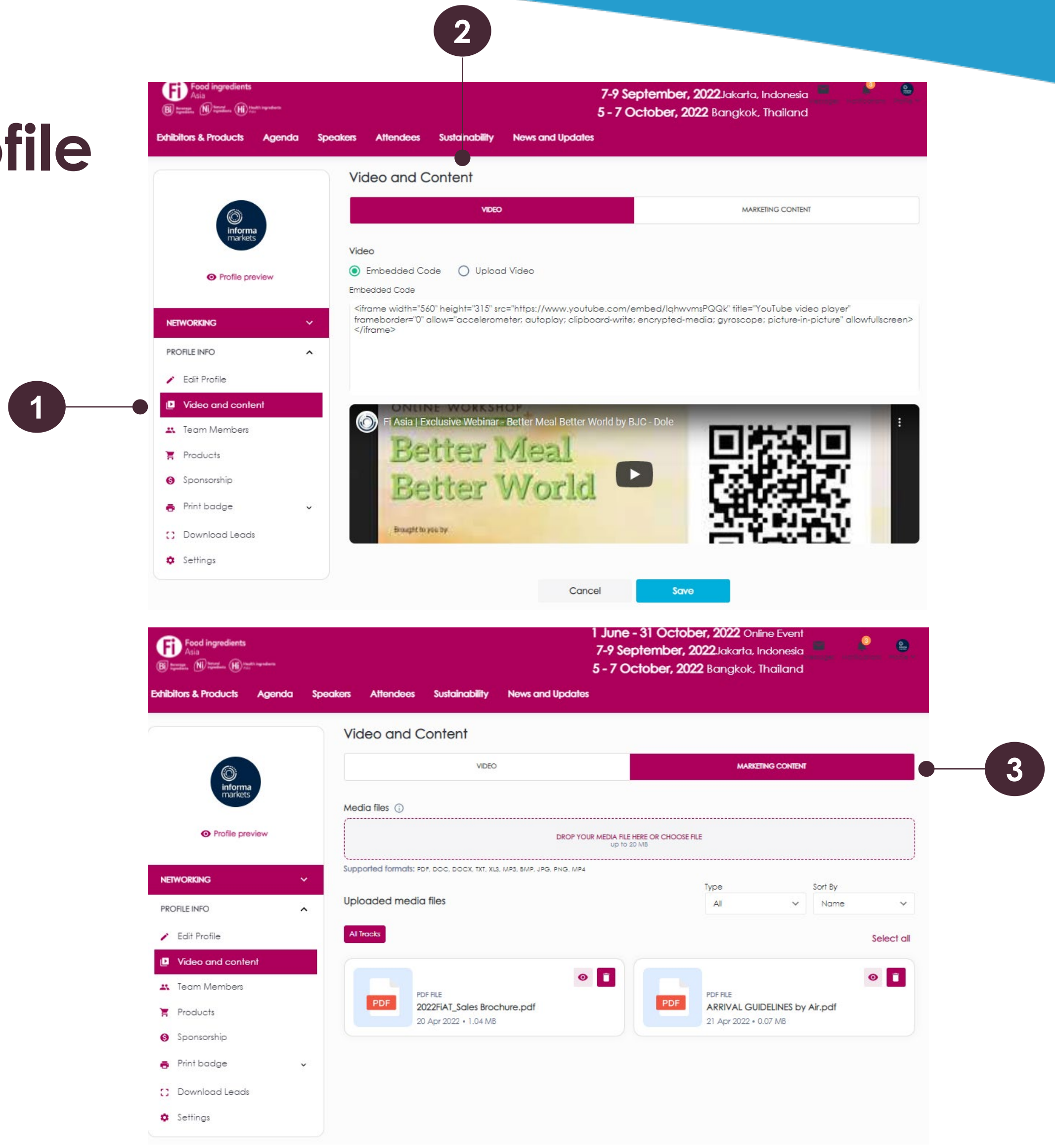
Update my video and content

As an Admin Team Member, you can upload your company or produce video and marketing content (brochure or white paper)

Step 1: Click on Video and Content

Step 2: Click on Video Tab. You can first upload it on Youtube or Vimeo, then paste the video id link in the open field for video or add the video file (Supported formats: MP4, WEBM, Size: 2MB)

Step 3: Click on Marketing Content Tab and upload you documents or brochure (Supported formats: PDF, DOC, DOCX, TXT, XLS, MP3, BMP, JPG, PNG, MP4.) You can upload maximum 2 documents.



Adding Team Member

As an admin, you can add your team members

Step 1: Click on "Team Members" in your Company Profile

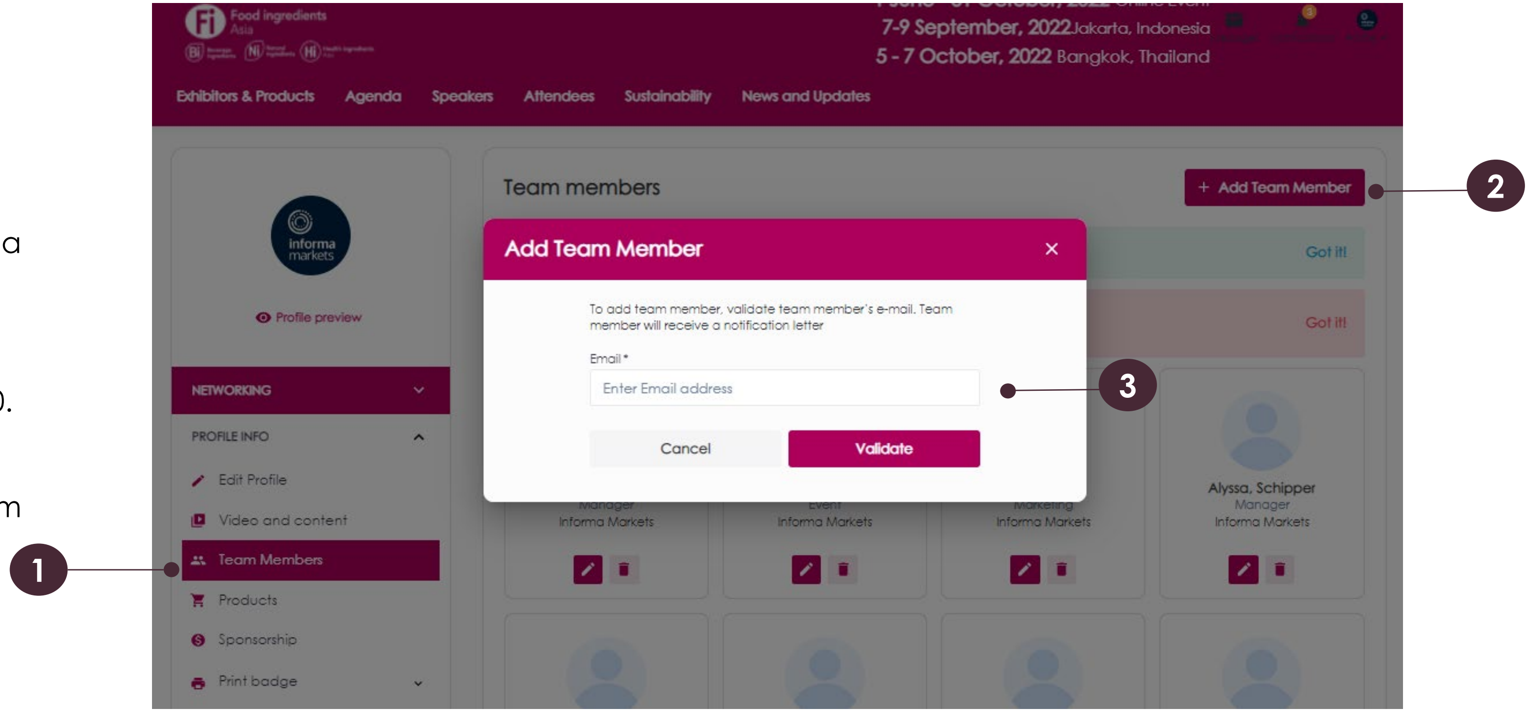
Step 2: Click add on the team member

Step 3: Add team member's email and your team will receive a notification email.

Admin can change the role of your team member

Reminder: Limit for team members creation has been set as 20.

Once registered you should see all your colleague in your Team Member's list.

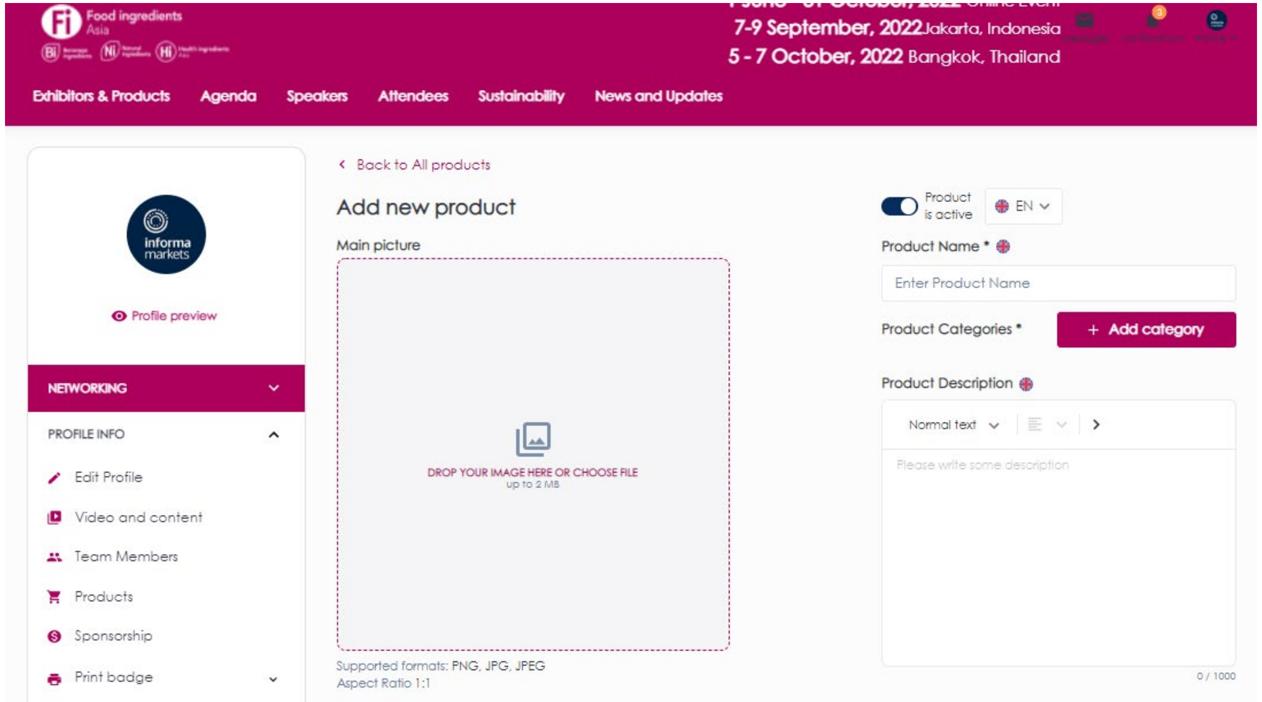


Product Page

Each product can have:

- A unique name
- Unique product categories
- A unique product description
- Multiple product images
- One product video
- Associated documents
- A team member attached if you have a team member who specializes in this product

Each product can be toggled to Active status, meaning it is visible to others, or Inactive status, meaning it is visible only to you. Each product's status can be changed at any time.

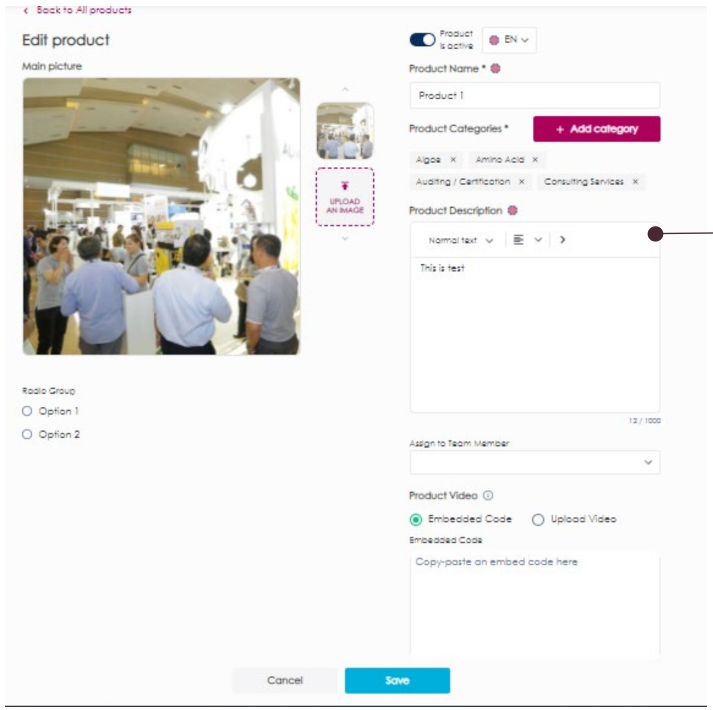


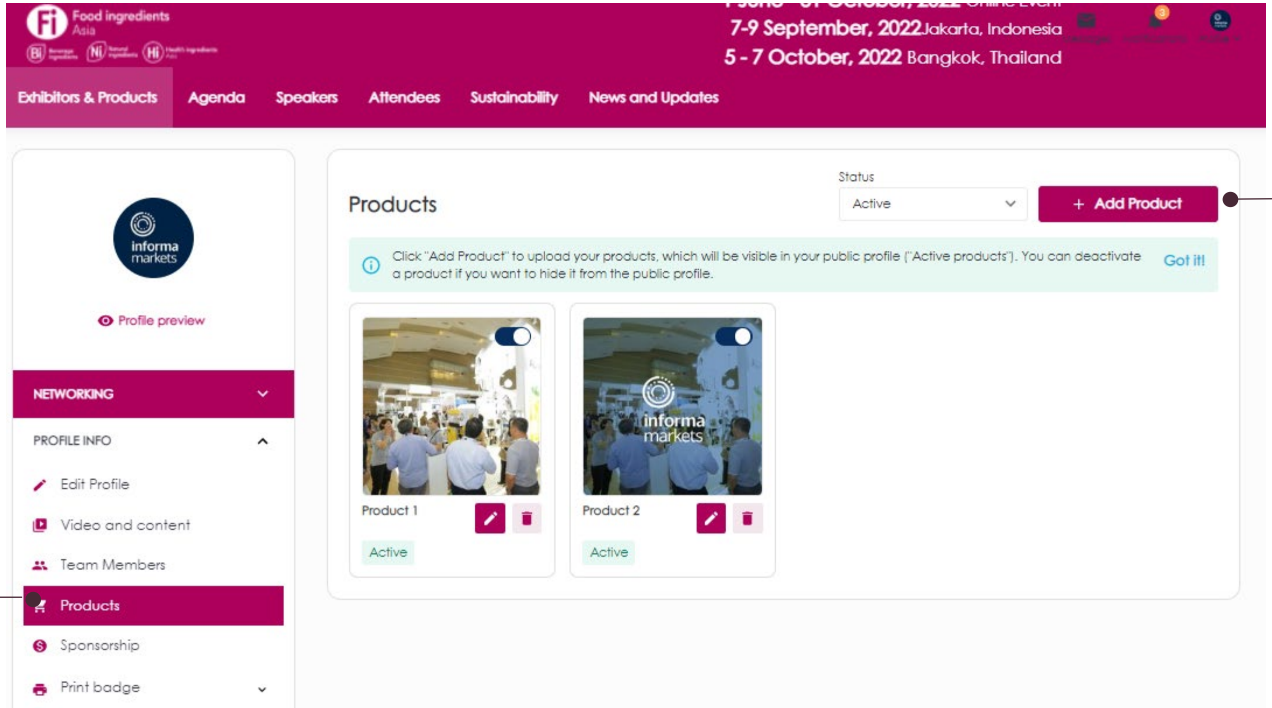
Adding Products

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 production information





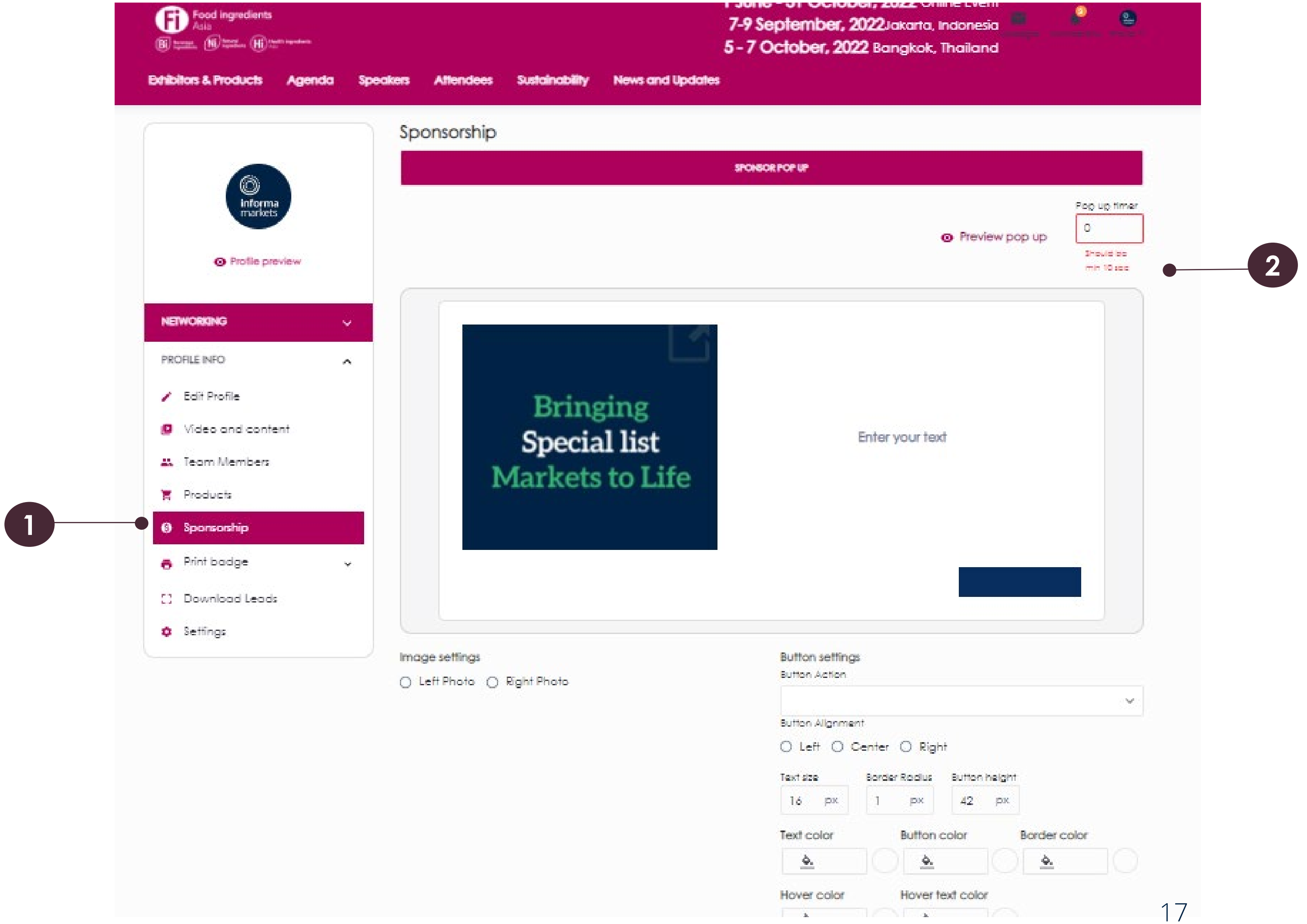
Sponsorships

As an admin, you can add a sponsorship pop-up banner to engage visitors

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

Step 2: Add your image and text

You can adjust text design. You can set pop up timer with 10-20 seconds to grab the viewer’s attention



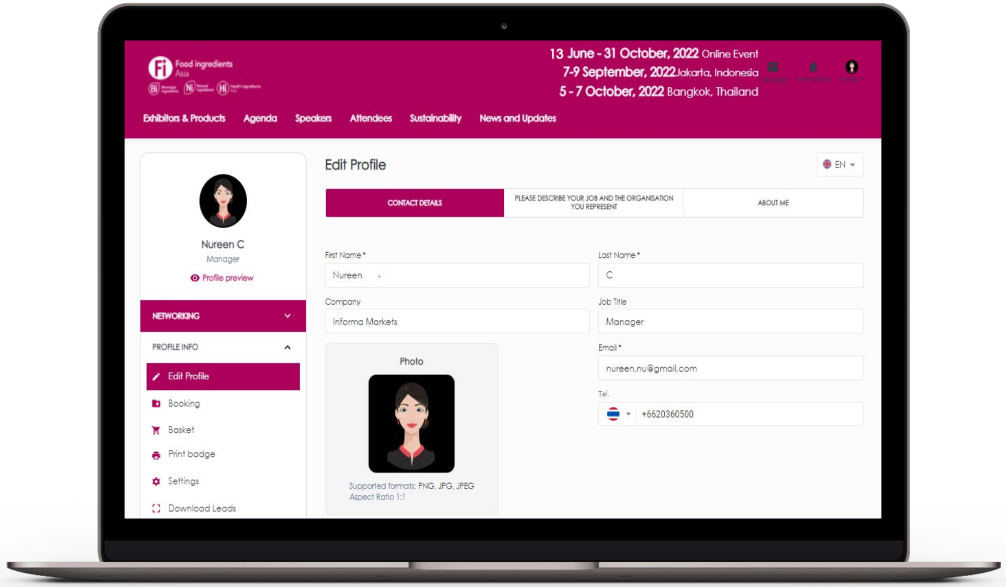
Personal Profile

Building Personal Profile

What is Personal Profile

As a Team Member, your profile is where you can:

- Update your profile information & contact details
- Give more information by answering the additional questions
- Add a photo to be easily recognised
- Set your notifications
- View your booking sessions
- Find your e- badge
- Download your leads

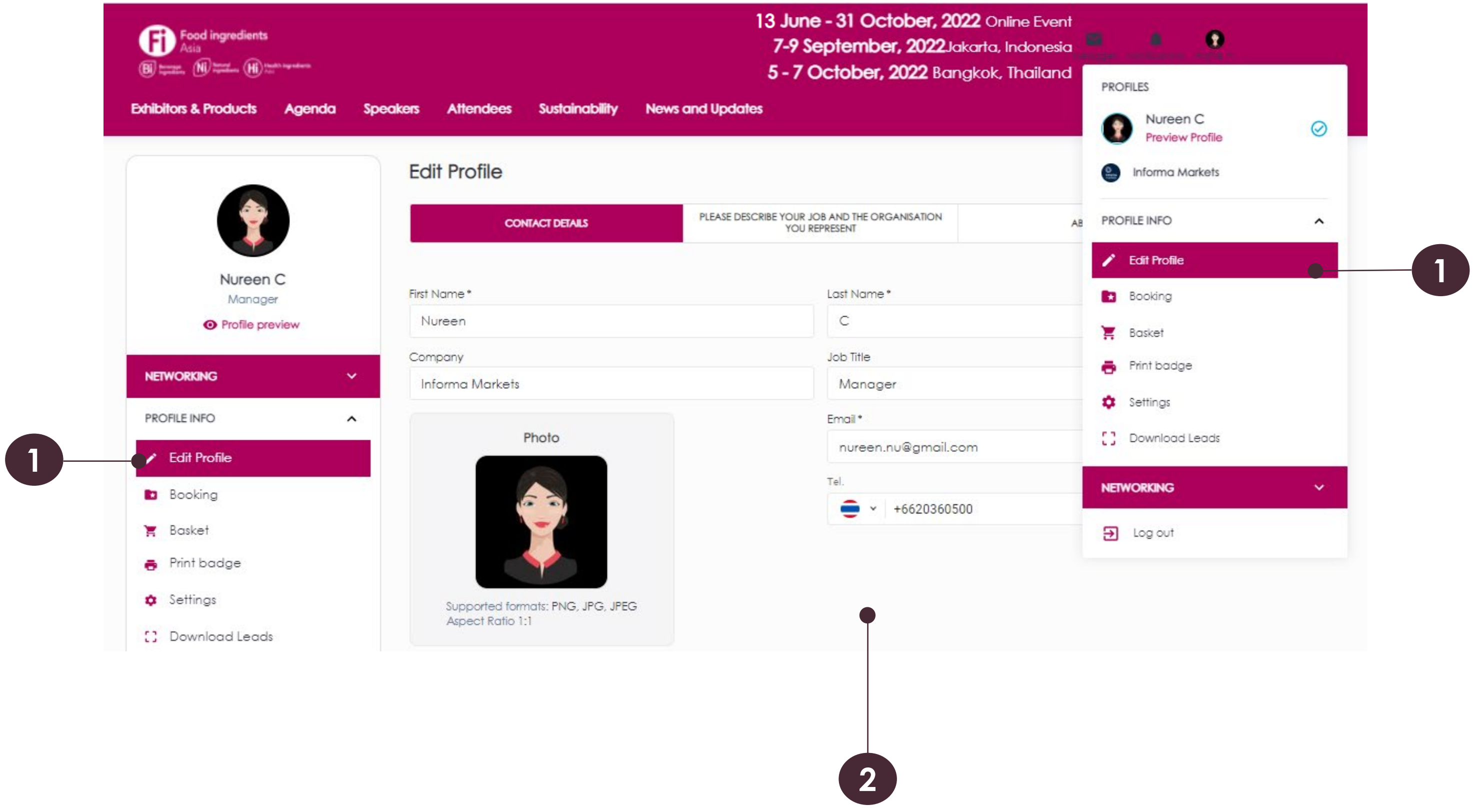


Building Personal Profile

How do I edit my personal profile?

Step 1: Click on “Edit Profile”

Step 2: Fill in & update your profile



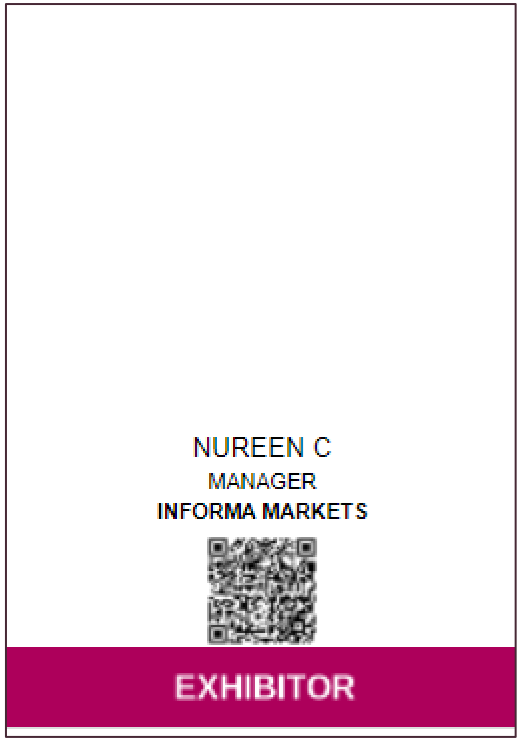
E-Badge

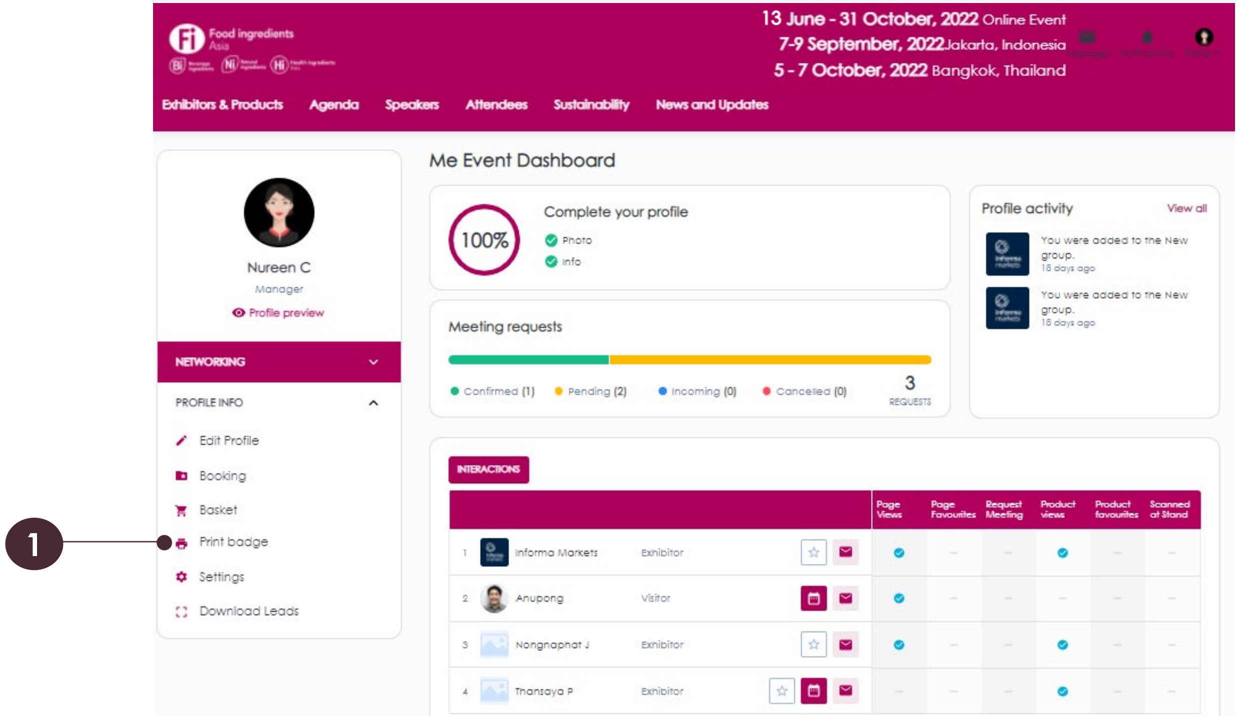
E-badge

Accessing my e-badge

Click on "Profile" and then My Badge.

As an admin, you can download your team member's e-badge.





Networking

Manage Meeting Availability

Manage my Meeting Availability

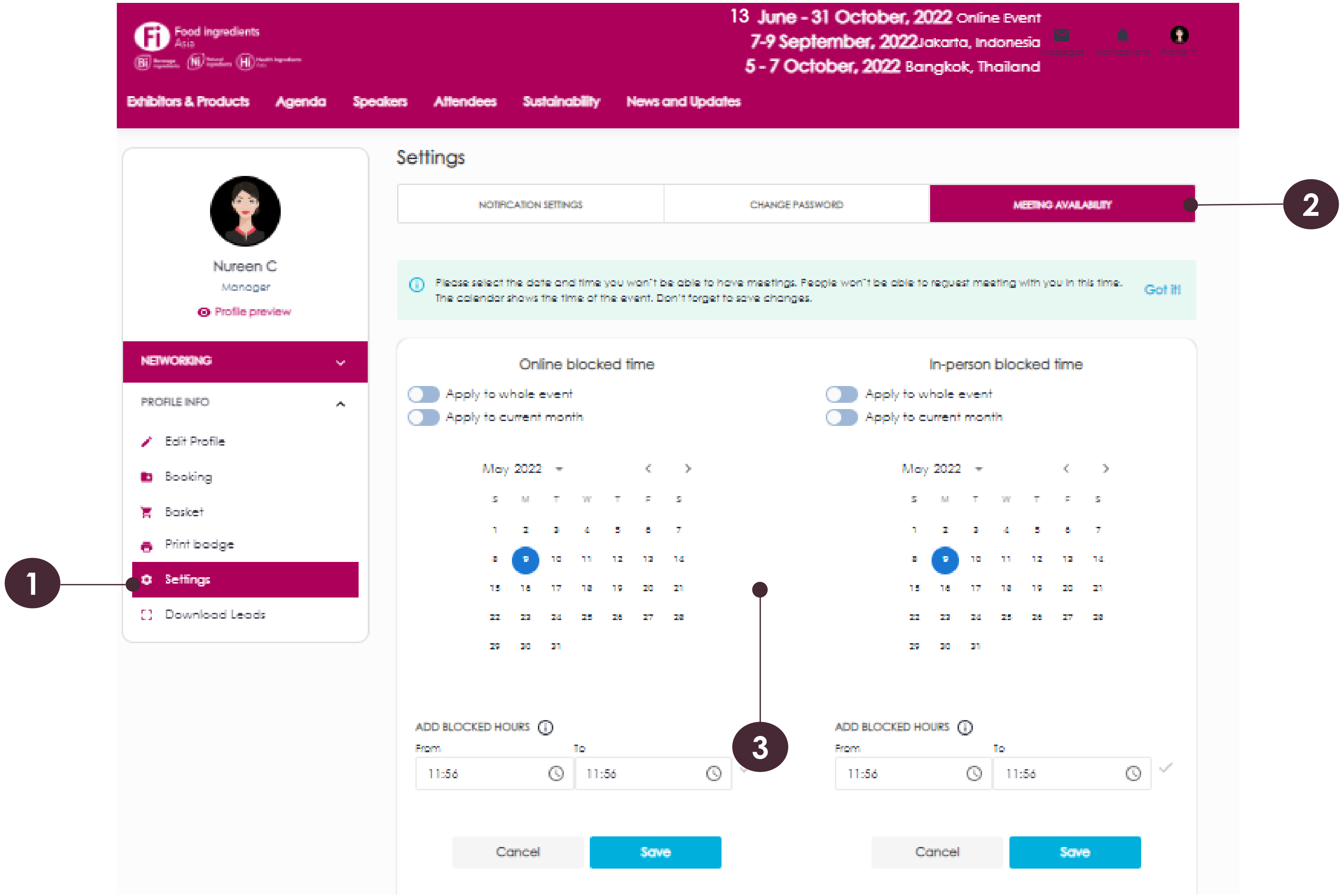
You need to update your availability so attendees know when they can request meetings with you.

Block your unavailable meeting time both online meeting and in-person meeting at JIExpo, Jakarta / QSNCC, Bangkok.

Step 1: From Profile Info Menu, Click on "Setting"

Step 2: Click on "Meeting Availability"

Step 3: Add Block date and time for both Online Event and In-person Event



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Networking Features - Engage with attendees

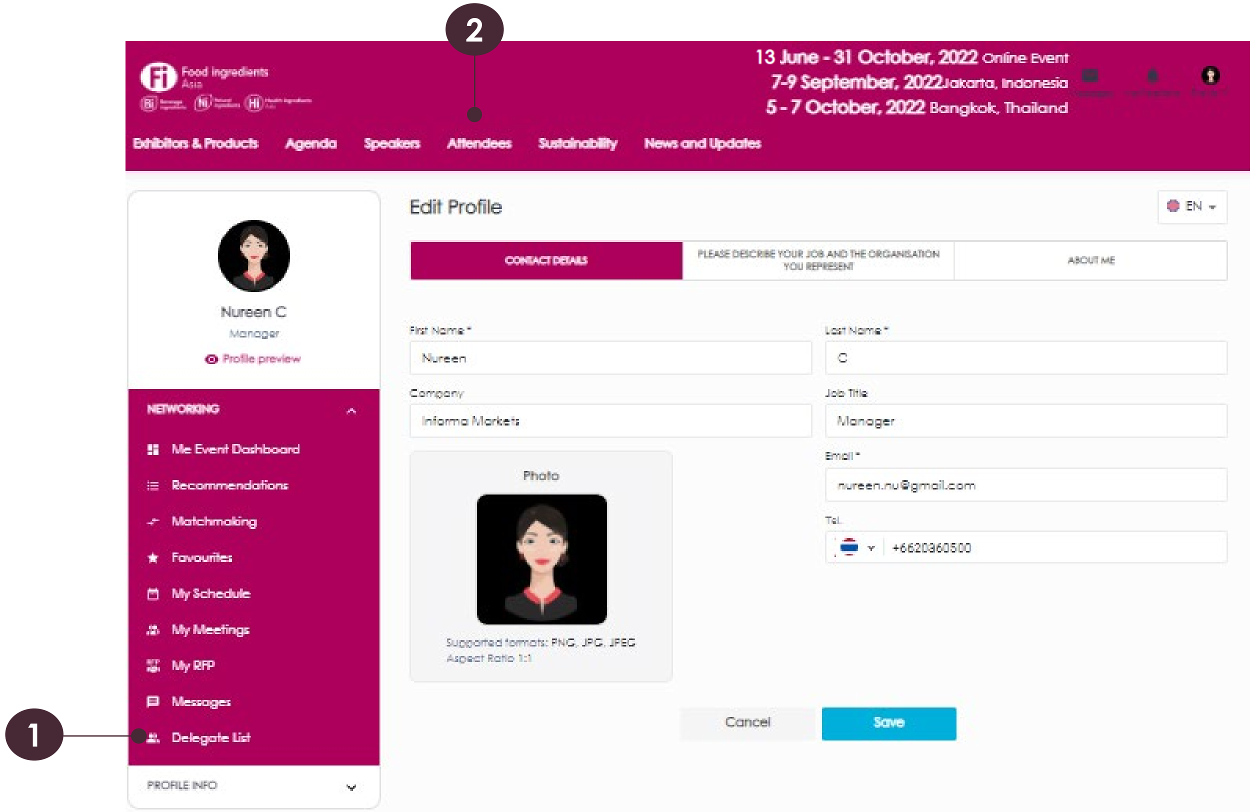
How to find attendees

Available from June 13th

2 ways to find the attendee list

1. Click on your profile, select Networking and click Delegate List
2. Under Attendee page

- This is where you can start building your pipeline of valuable contacts, conversations and customers. Use filters to best find who you want to contact and meet.
- Each person's profile can be clicked for additional details about that person. There are also icons that allow you to add the person to your list of favorites, send them a message, or request a meeting.



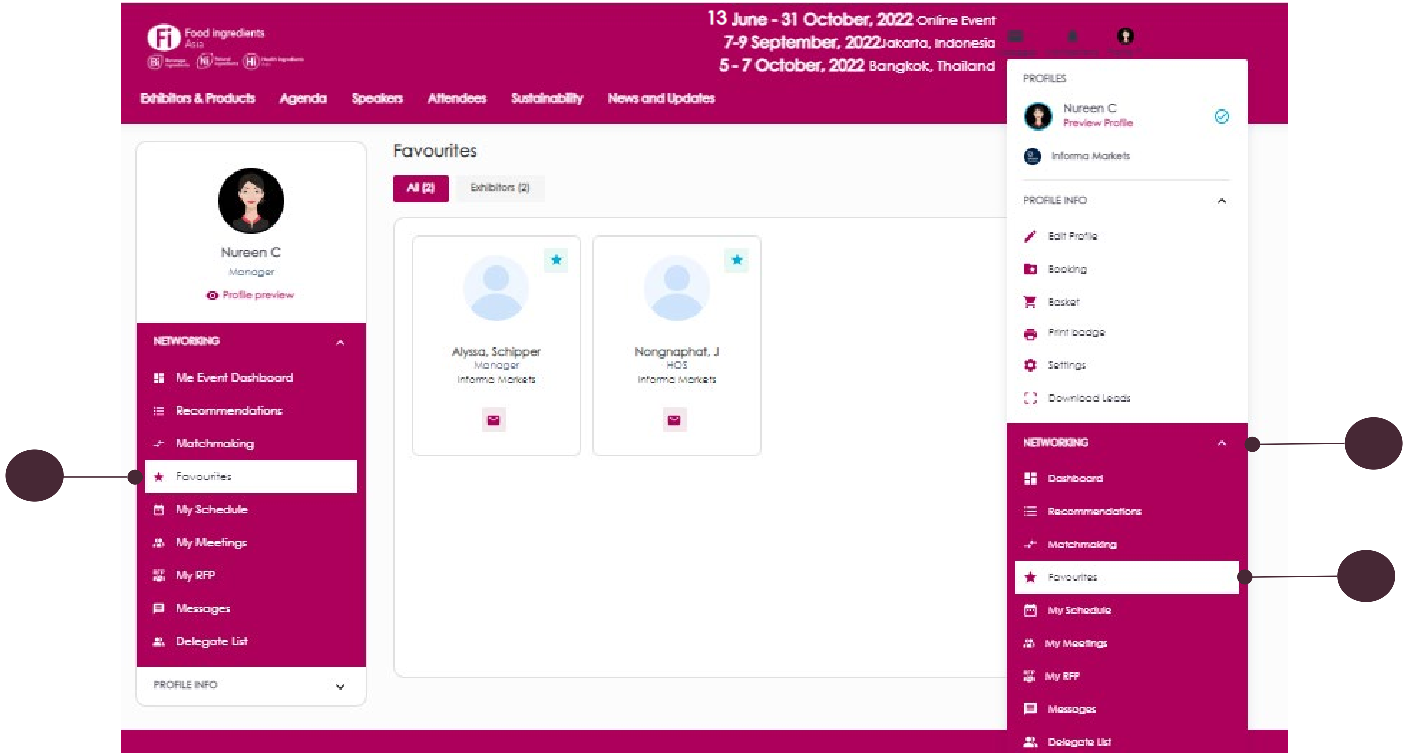
Saving and viewing favorites

You can save a person's profile, company or product to your list of favorites by clicking the star icon on the profile card.
An item that you have already favourited will have a solid star, while a not yet favourited item will have a hollow star. To navigate to your list of favorites go to:

o Profile

o Click on "Networking Section"

o Find my favorites in drop down menu



Messaging & Meetings

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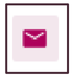
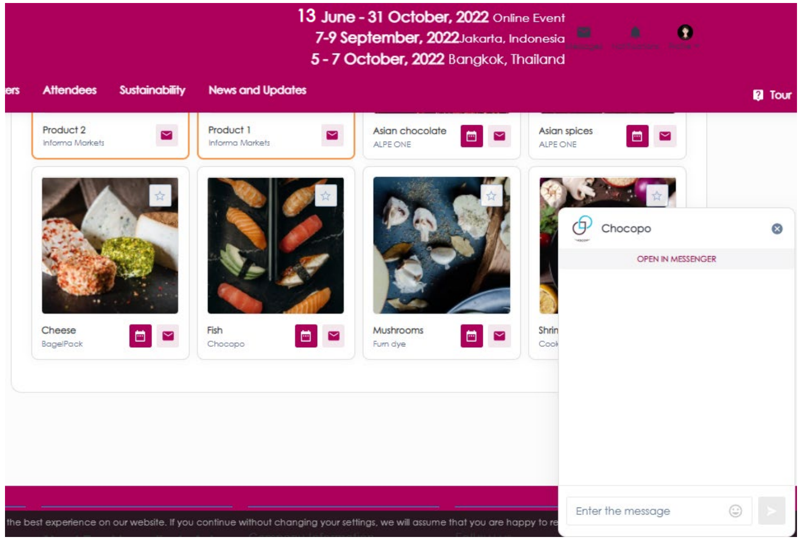
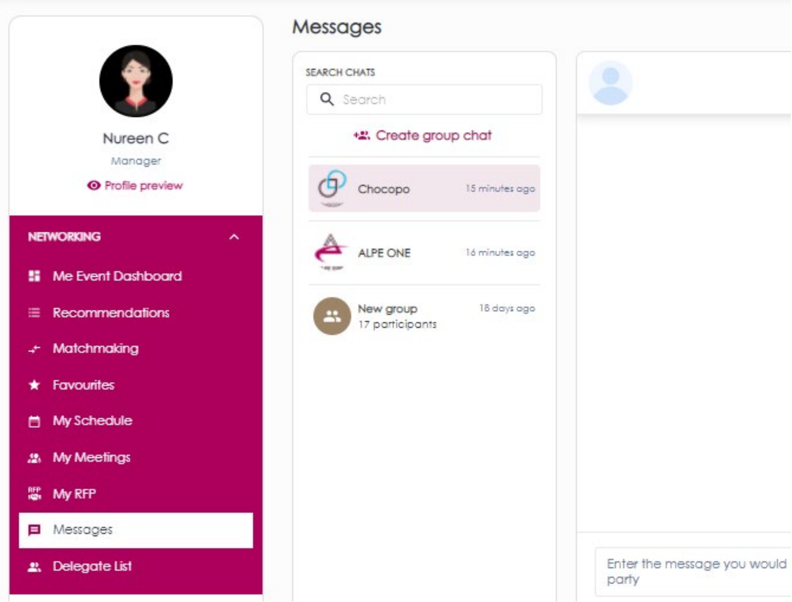
Sending & viewing messages

Throughout the platform you will see this Message icon  on all company, product and attendee profile.

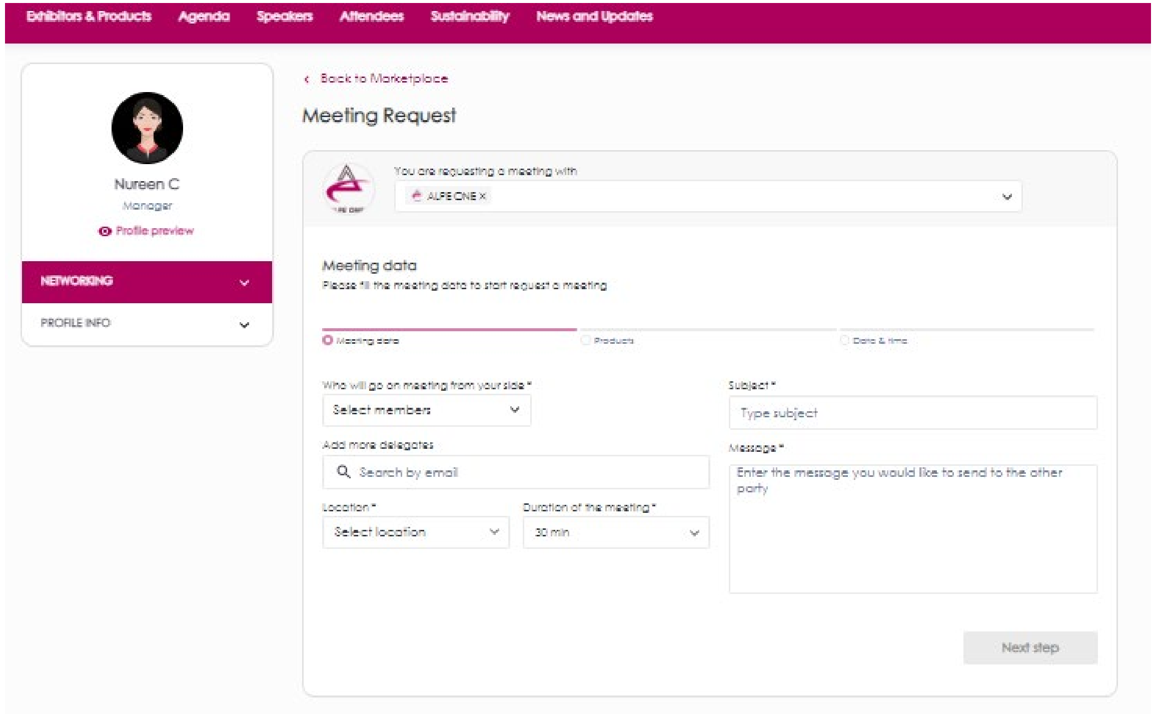
To send a message, click on the icon and begin typing your message. At the top right of the page you'll see Messages and Notifications. When you receive a message, it will appear in Messages and you will receive all notifications under Notifications.

You can view and search all of your messages by clicking on the profile picture in the upper right, then choosing Messages in the Networking section of the drop-down menu.
From this page you can also create group chats.





Requesting a meeting



Throughout the platform you will see this Meeting icon on all company, product and participant profile.

To request a meeting, click on the icon and begin filling out the form.

In the first step you'll be asked for:

- Subject - what is the purpose of the meeting?
- Message - a short message about why you want to meet
- Others you wish to invite (optional) - Invite others to join your meeting using their email address
- Location to meet (online or at event)
- Duration of the meeting

In the second step, you'll be asked to select a date and time for the meeting and then your meeting request will be sent to the other party when you click the Request Meeting button.

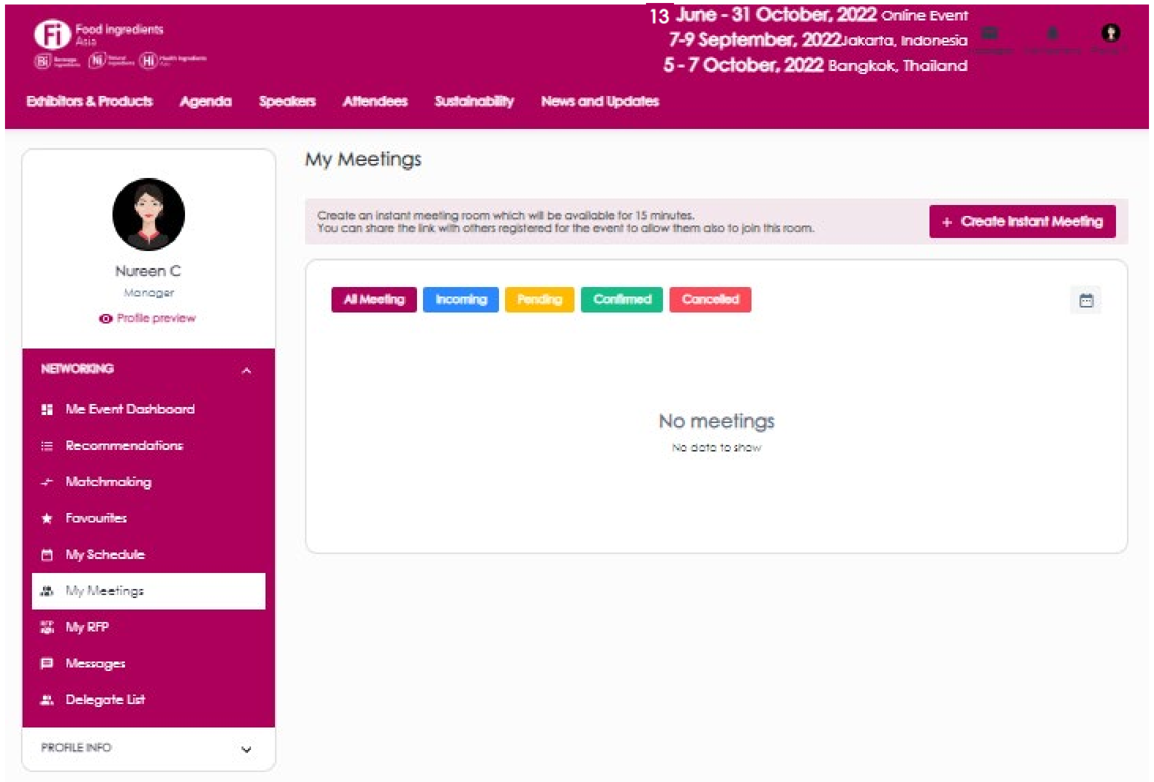
Viewing & managing personal meetings

On the My Meetings page, you can see all your meeting requests along with the status of each.

To navigate to My Meetings, click on the profile picture in the upper right, then click on My Meetings in the 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. It is good business etiquette to action all meeting requests that you receive.

There is both a list view and a calendar view.



Viewing & managing team's meetings (for admin)

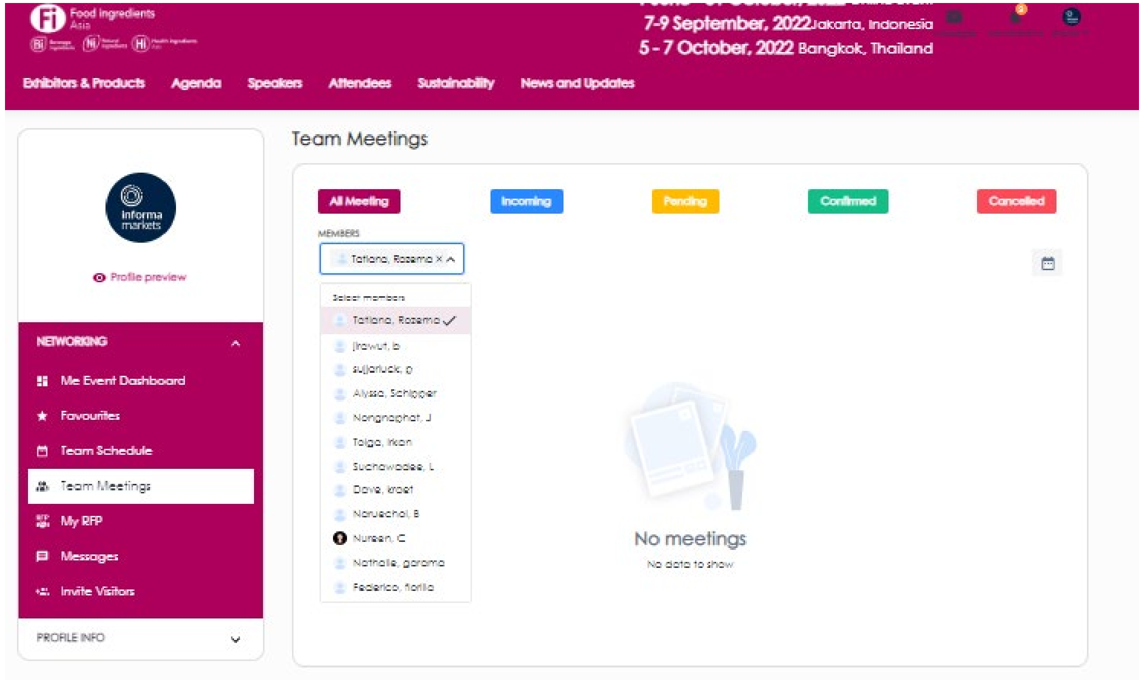
If you are an admin, you can see meeting requests for all your team members, along with the status of each meeting request at the Team Meeting Page.

On this page you can view meeting requests by:

- Status
- Team Member
- Date

There is both a list view and a calendar view.

As a reminder! an overview of meeting requests count and top performing team members can be found on the company dashboard page.



Starting Virtual Meeting

The My Meetings page is where you'll go to join your meetings.

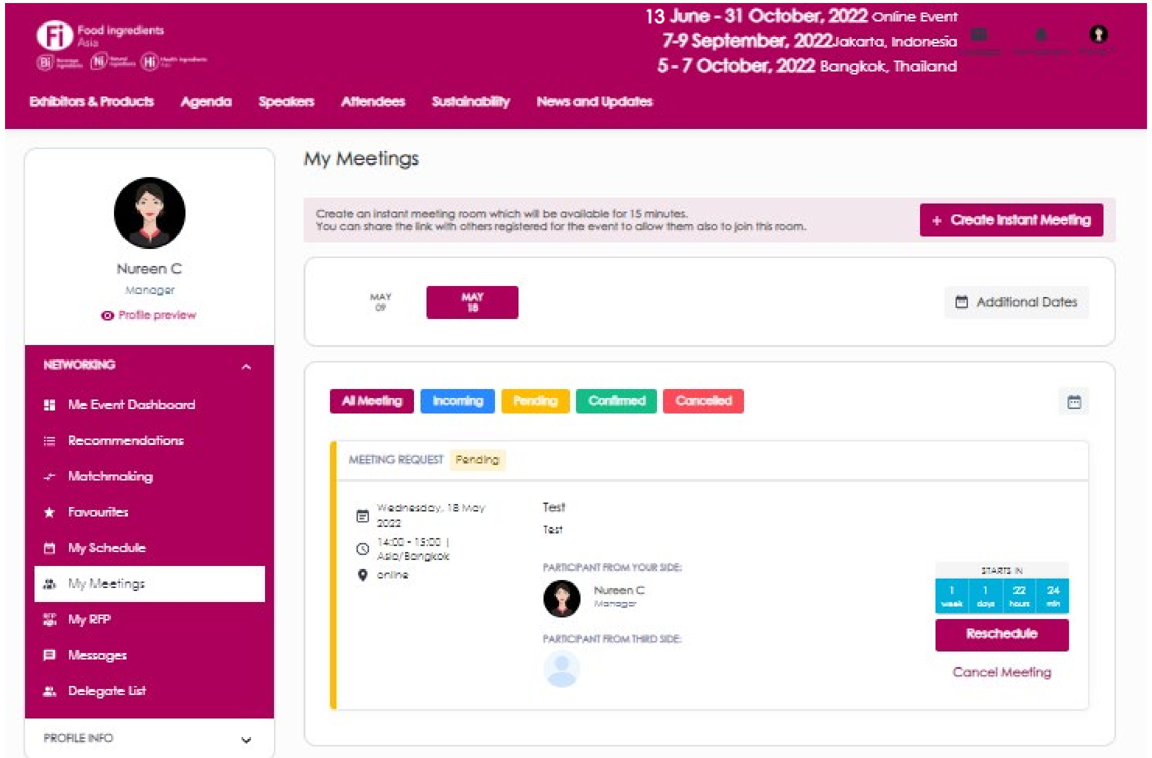
You have to prior send meeting request for a virtual meetings.
For each of your meetings you'll see a countdown clock and a greyed out Join button as seen here:

When it's time for a meeting, the Join Room section will turn green, and you can simply click it to join your meeting.

On the next screen, click Continue so a quick microphone and camera check can be done, then on the next screen 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.

You can create an instant meeting room which will be available for 15 minutes.
Click the meeting link and share the link via message with others registered for the event to allow them also to join this room.



Platform Features

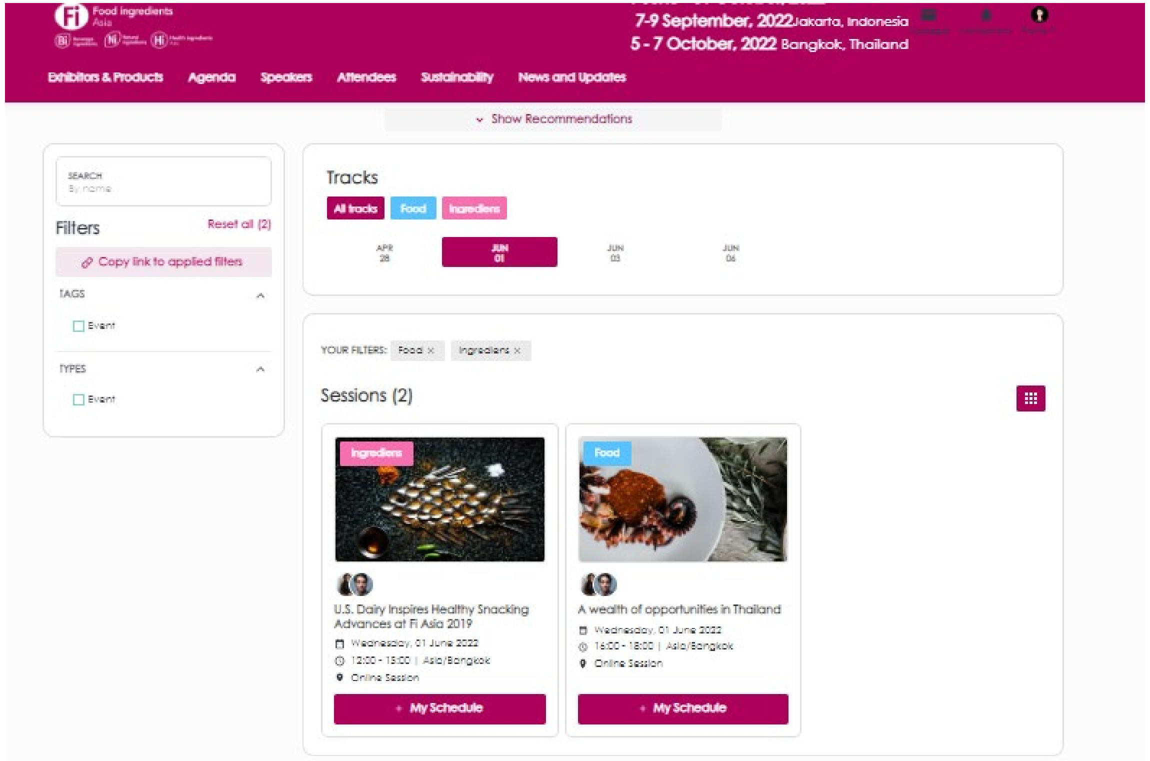
Register for sessions

Under the Agenda menu tab, you can find all sessions of the event.

To register your attendance, simply click My Schedule tab at the bottom of each session to add it to your schedule.

You can define your search by using filters located on the left side of the screen.

To go back to home page, you can click at the top logo.

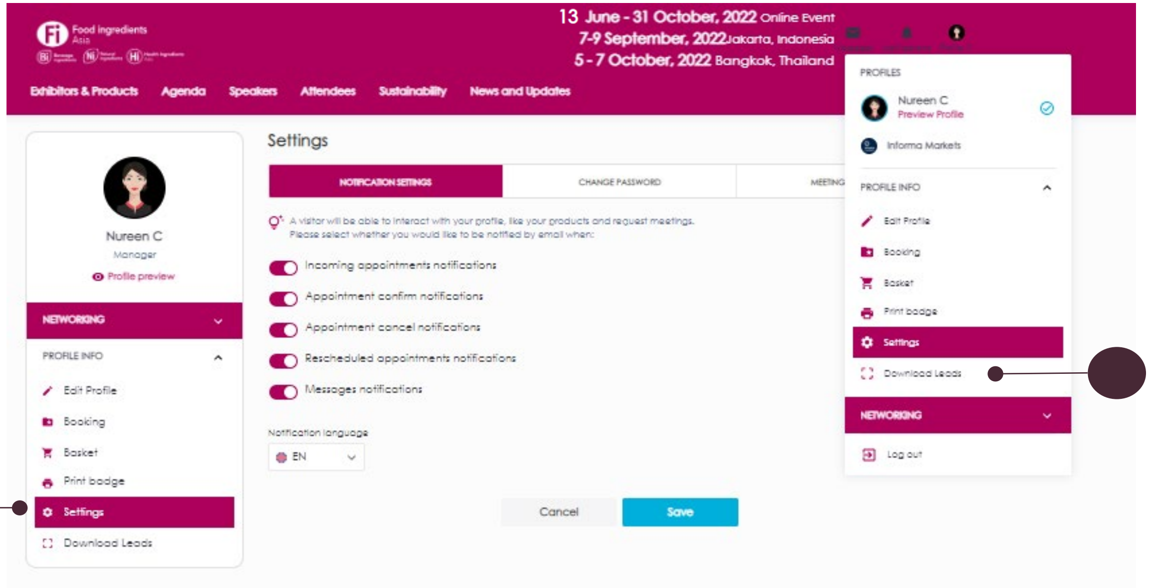


Download Lead

How to download leads?

As a team member, you can only download your own leads from your personal profile.

With an admin you can download all leads collected by your company under the company page.
Go to your profile and click Download Leads.



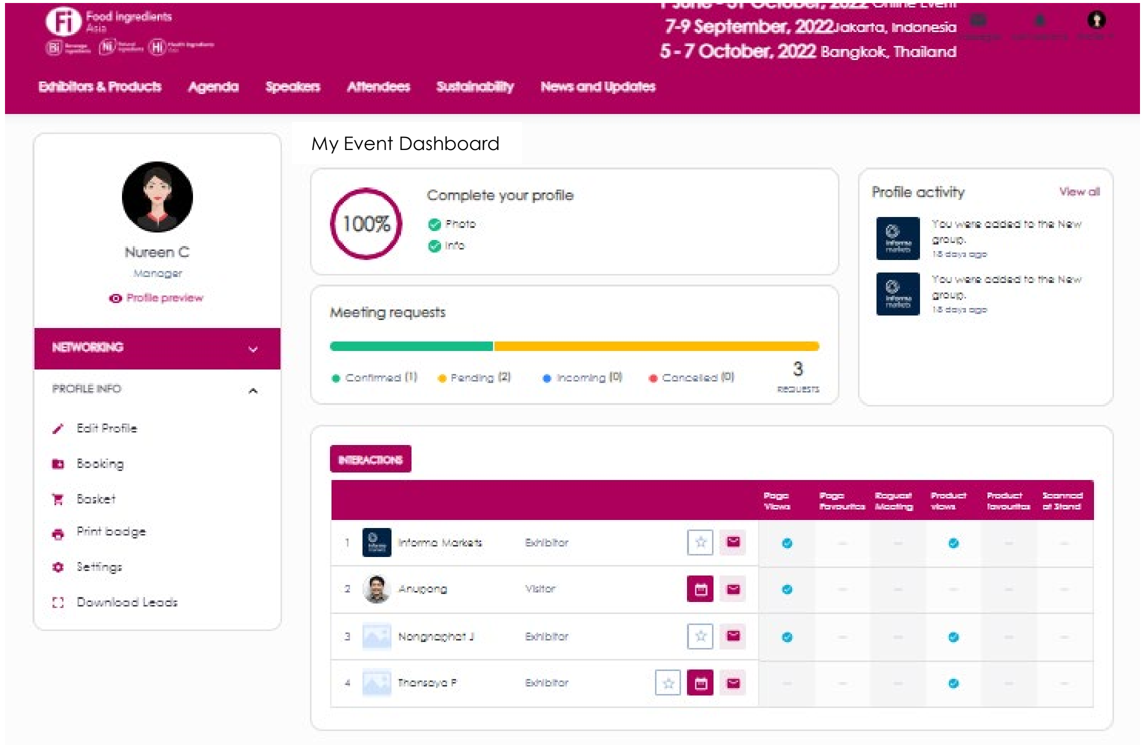
Analytics

Personal Event Dashboard Page

When logged in with your personal profile, this version of the event dashboard page is displayed.

In the dashboard you can see:

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



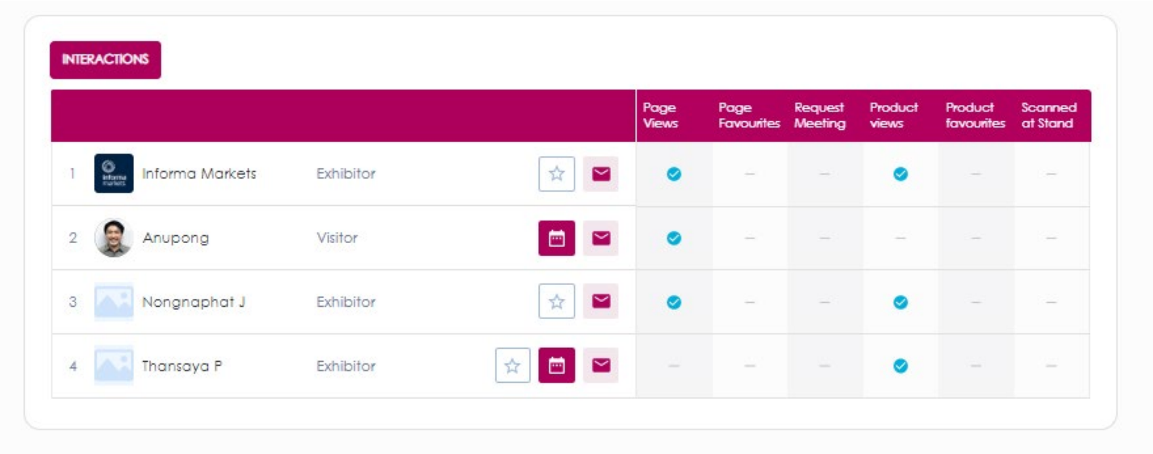
Personal Event Dashboard Page

Personal interactions dashboard

At the bottom of the dashboard page, you will see a list of who has interacted with your profile and who you have scanned onsite.

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 from both the website and mobile
- Add a person to your favorites
- Send a message
- Send a meeting request

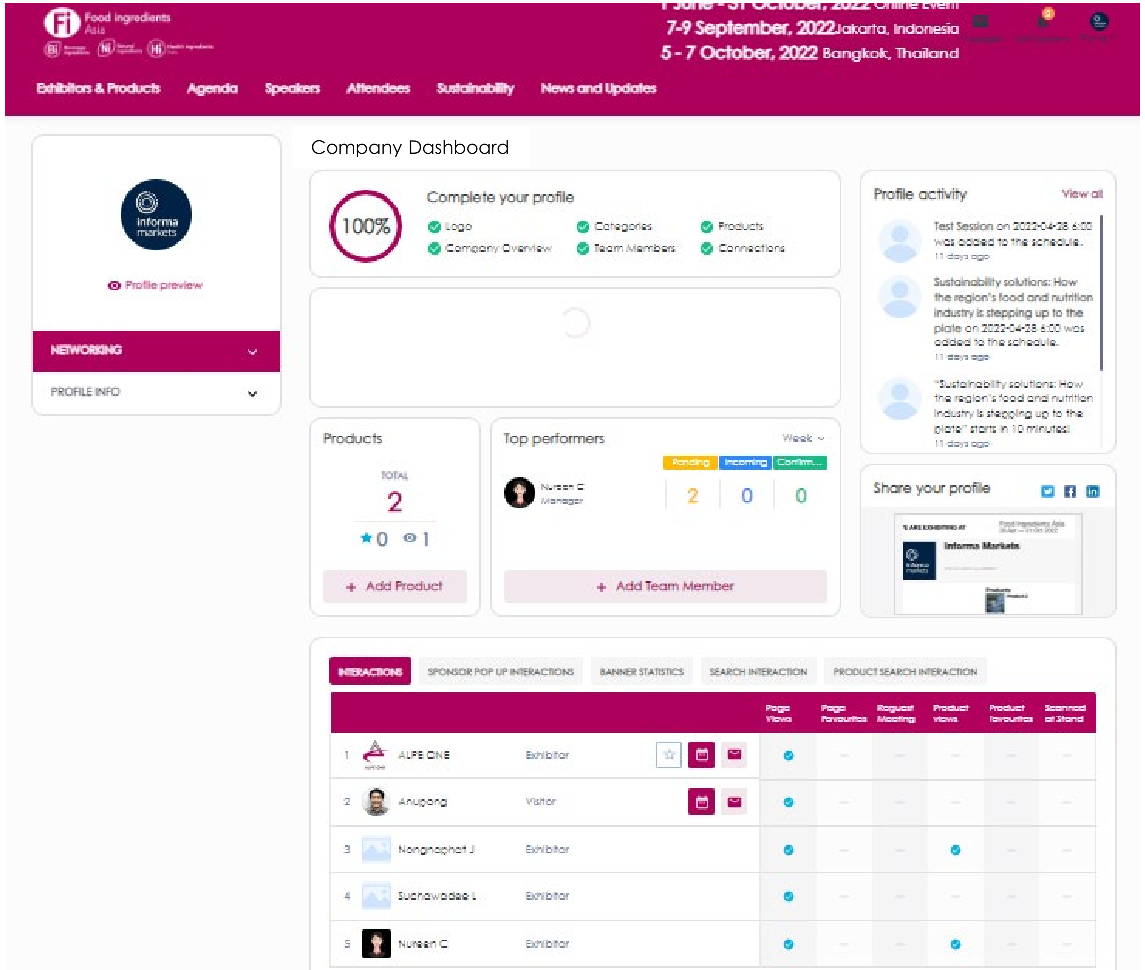
Company Dashboard Page

When logged in as an Admin Team Member accessing the company profile, this version of the dashboard page is displayed under My Profile.

In the dashboard you can see:

- Company profile completeness
- Number of meeting requests, across all team members, by status
- Product stats
- Company profile activity
- Top performing team members
- Team Member Interactions

**You can also share your profile to Social media from this screen.



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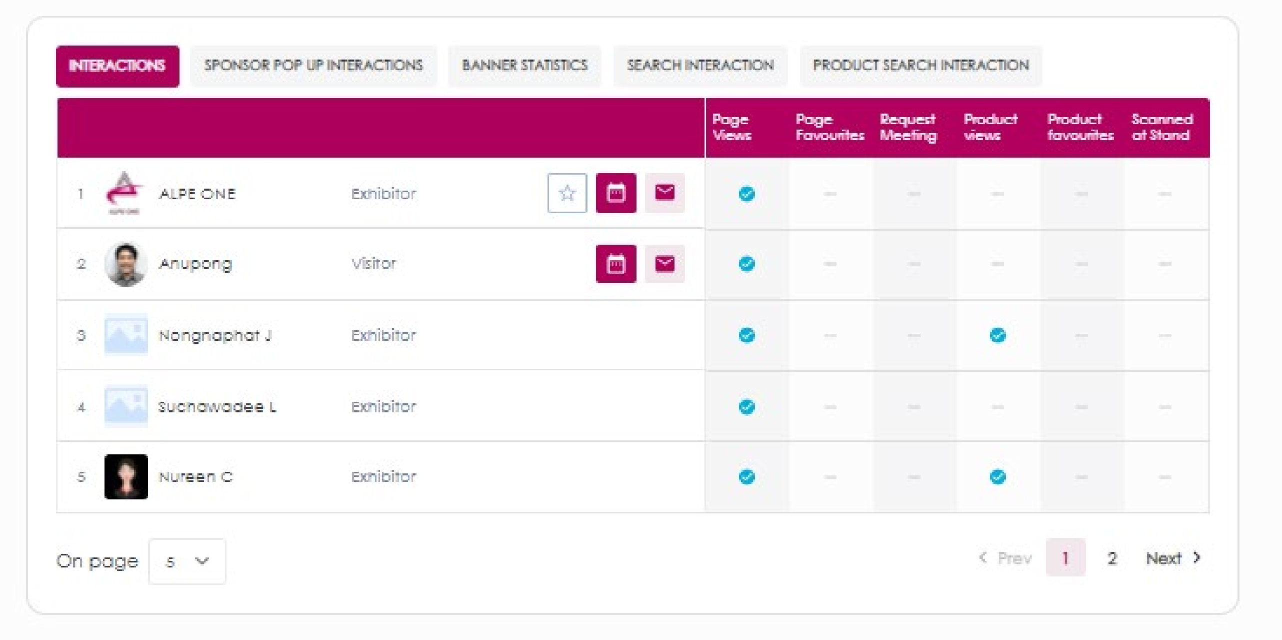
Company Dashboard Page

Company interactions dashboard

At the bottom of the dashboard page, you will see a list of who has interacted with your profile and who you have scanned onsite.

Interactions displayed are:

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



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 favorites
- Send a message
- Send a meeting request

Contact Us

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

China

Vicky Peng

Vicky.peng@imsinoexpo.com

Indonesia

Anna Maria

Anna@pamerindo.com

Europe and USA

Alyssa Schipper

Alyssa.schipper@informa.com

Taiwan

Sophia Lu

Sophia.lu@informa.com

Thailand and the rest of the world

Naruechol Bunpaiboon

Naruechol.B@informa.com

Thansaya Patcharathanachai

Thansaya.P@informa.com

Vietnam

Tony Thanh

Tony.ly@informa.com

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THANK YOU

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