

Fi Global CONNECT 2021

Exhibitor Guide

GETTING STARTED

Welcome to Fi Global CONNECT online

This Exhibitor Guide is designed to support you step-by-step through the preparations for the online event and help you complete the necessary requirements included in your package, and to then get the most out of the event.

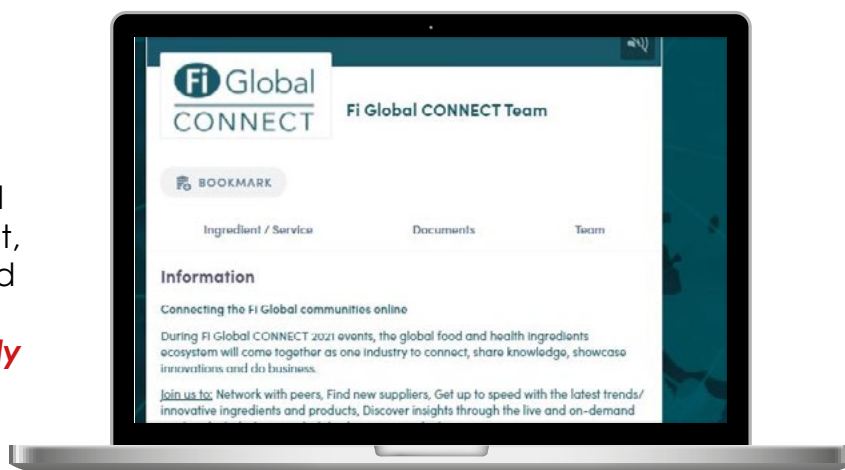
Questions? Please contact FiCustomerservice@informa.com or call +31 (0) 20 708 1637

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Virtual Journey Overview

- 1 Within the booking confirmation email you will receive a **UNIQUE REGISTRATION LINK**, that you and all your colleagues need to use to register for the event, and in order to be connected to your company profile.
Please note that this is the only link you and your colleagues can use to register.



- 2 After you have registered you will receive an email from noreply@swapcard.com with the login details for the event platform.
- 3 Set up your user profile
- 4 Set up your company profile
- 5 Upload products
- 6 Invite your team members
- 7 Promote your presence and invite your connections to join and virtually meet you

Please note:

- Meetings can only be planned in for the duration of the event. However we advice you the week before the event to go through the attendee list, and plan in your meetings for during the event.
- The content sessions will only be available during the event. Most of the sessions will be available on demand, but the live sessions will only be available during the designated time, and will not be made available on demand.
- Can't find the confirmation e-mail? Please check your spam folder or contact FiCustomerService@informa.com or call +31 (0) 20 708 1637

How to set up your user profile

All Fi Global CONNECT exhibitors and exhibitor staff are required to set up a profile. Have you already registered for the event, and receive your login details?

- **Yes?**

Then please log in to your account and click on your profile icon on the top right hand side of the screen.

To make the most of your experience at Fi Global CONNECT, please fill in all the fields and upload a profile picture.

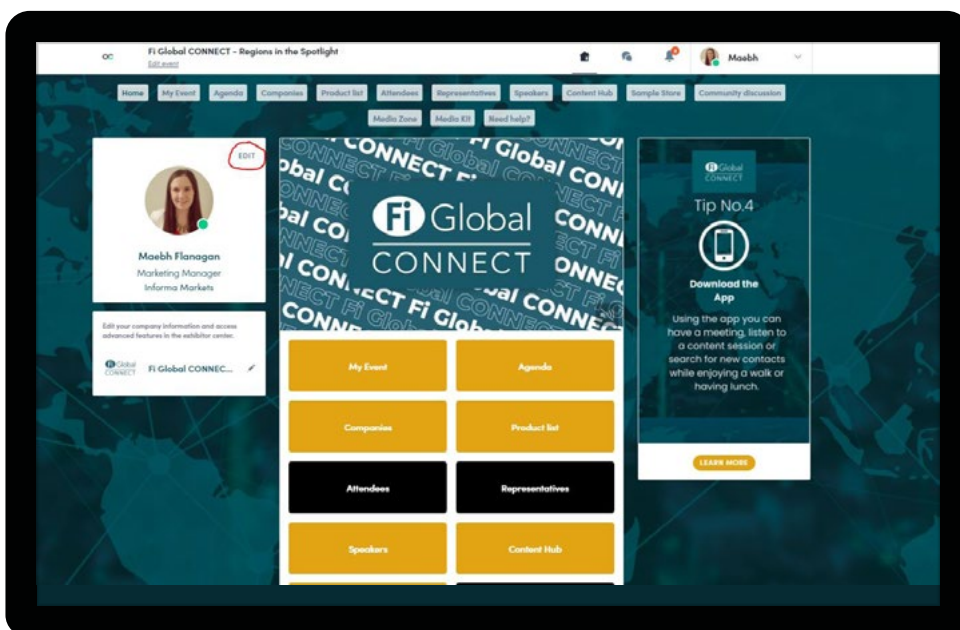
TIP: Set up your availability to ensure you only get meeting requests for when you are free!

- **Not yet?**

If you don't have a CONNECT account yet, then we need to get you set up first.

Register via the **Unique Registration Link** you or your colleague received in the e-mail sent by FiCustomerservice@informa.com. Once you register you will then receive an email from noreply@swapcard.com with you login details. If you cannot find this link, please reach out to us directly.

TIP: Add a recent, real, high quality profile picture to give a boost to your conversion rate.



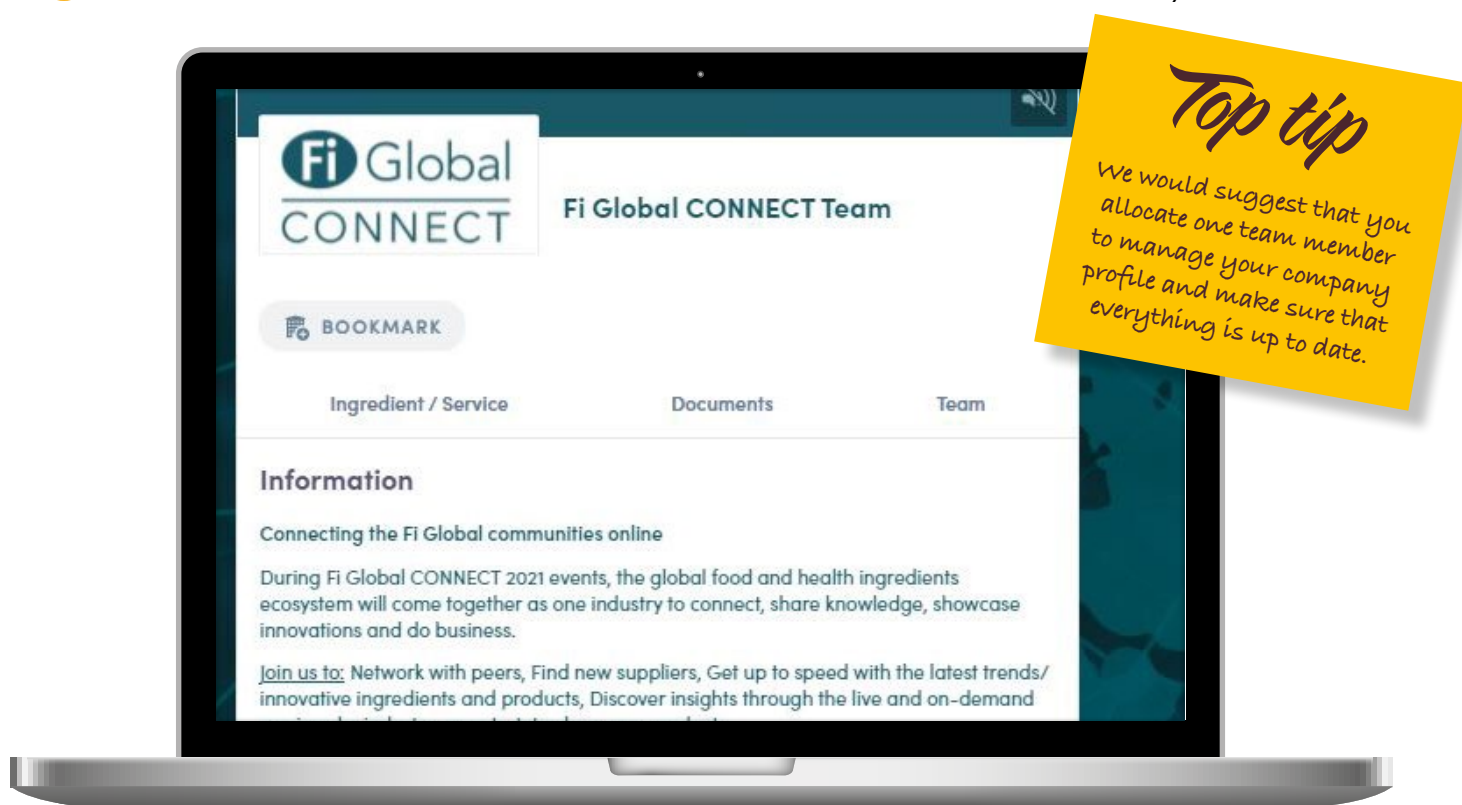
How to set up your company profile

Company profiles offer plenty of opportunities for companies to showcase their unique capabilities and products in a single overview. Simple to set up and easy for attendees to explore and generate inbound leads for your company.

Once logged in to CONNECT, click on "Exhibitor Centre" on the top right hand side to access your company profile.

To make the most of your experience at Fi Global CONNECT, please be sure to update the following:

- 1 Your company logo**
Adding a company logo will help define your brand.
- 2 Company description**
A company description is a great way to summarize everything about your company.
- 3 Your primary business activities**
Choose the categories your business operates in to make it easier for attendees to find you!
- 4 Add Documents**
Click on documents in the exhibitor centre to add documents in any format

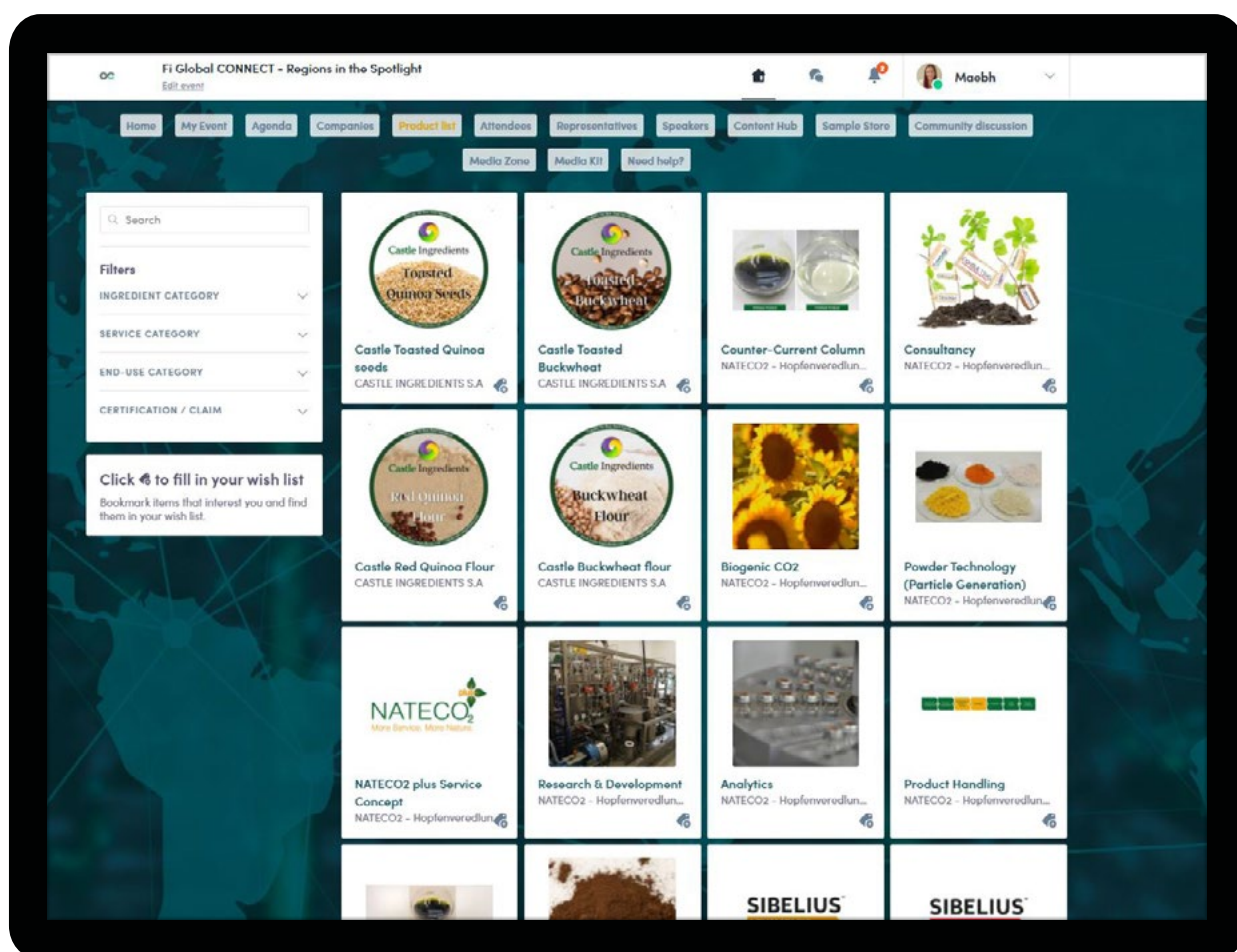


How to upload products

Add your Products or Services to your profile so that buyers can search for them in our Product List.

Depending on your exhibitor package, you can upload 2, 10 or 50 products.

- ① In the Exhibitor Centre, click on Ingredient/Service to add products
- ② Select Product Category from the drop-down and add a description
- ③ Upload pictures of your Products and add all relevant categories



Networking at Fi Europe CONNECT

Connections and Meetings are a core element of a successful event experience. We've made it as easy as possible to get a calendar full of meetings:

- ① Go to Attendees tab and use the filters on the left to search for attendees
- ② When you find an interesting contact, you can send a connection request to connect with them, or send them a meeting request. Make sure you add a message for increased conversion. They will be pending until they confirm.
- ③ Once they are a connection you can chat with them directly
- ④ You can add a note, or give a score to contacts to help you to and your team to keep track and score your leads. This is just for your personal viewing. The contact will not see this.

To view all your teams meetings in the Exhibitor Centre, click on meetings to see the overview of all your teams meetings.

TIP: To make the most of your networking experience at Fi Global CONNECT, please be sure to:

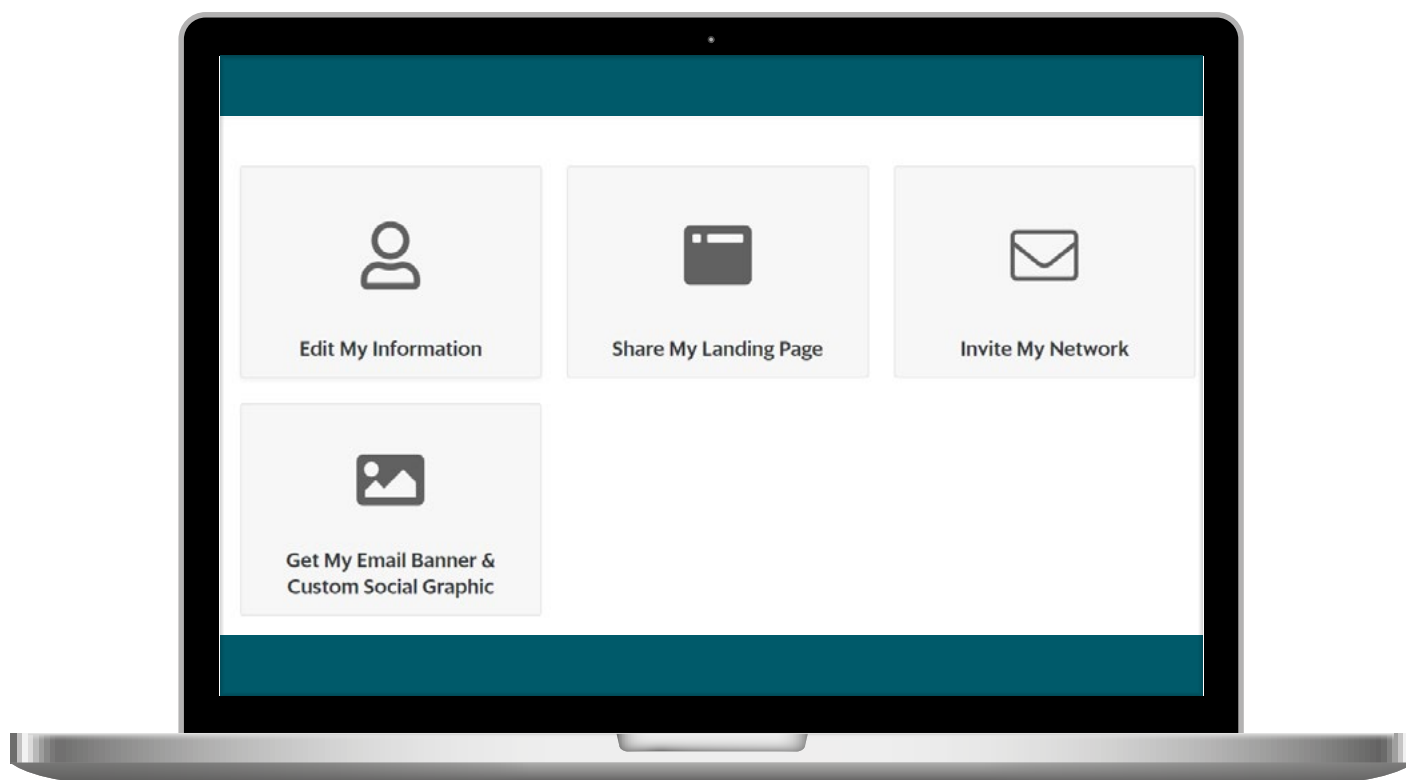
- ① Complete your personal profile.
- ② Complete your company profile.
- ③ Upload your company's products.
- ④ Host an Exhibitor Showcase.
- ⑤ Engage actively with users so that the matchmaking algorithm can learn and improve your recommendations.

Spread the Word

Word-of-mouth is the most powerful marketing tool. With the Invites Program through our partner, Feathr, you can easily promote your virtual presence by inviting your customers to connect with you, using FREE customized landing pages and banners.

How it works

- Shortly after booking you will receive an email from clientservices@feathr.co with details to access your personalized dashboard, including how-to guides.
- Get started by adding your logo and updating your description by clicking into **"Edit My Information."**
- You can then either share your personalized landing page, banner, or email quickly and easily with your network. Either my email or on social media. It's that easy!



How to upgrade your package

To enjoy all the benefits and additional functionalities of Fi Global CONNECT, please upgrade your package or purchase some of the great additional sponsorship ad-ons such Exhibitor Showcase or Platform Banners.

You can view the full offering here <https://bit.ly/33zTabU>

To upgrade your package please get in touch with your account manager or Alex Heuff from the Fi Global Sales Team at Alex.Heuff@informa.com or +31 (0) 20 708 1633.

You can also contact our friendly Customer Service Team at:
FiCustomerservice@informa.com or +31 (0) 20 708 1637.

Need more help?

For any questions or queries please don't hesitate to contact our friendly Customer Success Team. In the Need Help tab we have a lot of videos to help you navigate all aspects of the platform. If you are based in China, you will need a VPN to access these videos.

Email: FiCustomerservice@informa.com

Phone: +31 (0)20 708 1637

The background of the entire page is a dark teal color. It features silhouettes of several business professionals in a networked environment. On the left, a man in a suit is shown in profile, facing right. In the center, a woman in a business dress is walking towards the right. On the right, another man in a suit is walking towards the left. The background is overlaid with a complex network of white lines and dots, resembling a molecular or digital network structure.

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