

2023 AWFS® Fair
Digital Booth Packages & Online Company Profile Listing Instructions
& Online e-pay!

Print the instructions out and use it as a checklist

Every exhibitor will receive the “STANDARD” package automatically

You can upgrade to Platinum or Diamond by completing the Digital Package Order Form. You can do this in the site or fill out the separate order form.

Company Logo allocations for floorplan available though Digital Upgrade order form.

For more information email Blake@expocad.com.

Exhibitor links:

Here is the link if you have registered your password.

<https://www.expocadweb.com/awfs21/ec/forms/users/Login.aspx>

1. The Main Trade Show Contact for each exhibitor will receive an email that will look like this:

- Click the link to get started.
- If you did not receive an email, please contact Blake@expocad.com.
- **Only the main trade show contact will have access. We do not have multiple users on any account.**



2. It will open this window. Make sure your email is there and click the send email button
You will then receive a 2nd email confirmation.

- Click to register the login

The screenshot shows the top of a web page for the AWFS Fair 2021, dated July 20-23. Below the header is a blue gradient bar. The main heading is "Registration Request". Below this, there is a sub-heading "Begin your Login Registration." followed by instructions: "Use this page to begin setting up your login. Enter your email address and click the 'Send Email' button. An email will be sent to you with a link to the registration form for this event." There is an "Email:" label followed by a text input field containing "amy@awfs.org". Below the input field is a blue "Send Email" button. At the bottom, there is a link: "Already registered? Click here to login."

Sample of the second email will generate

The screenshot shows an email titled "AWFS Fair 2021 Online profile registration - Confirmation Required". The sender is "Amy Bartz <noreply@expocad.com>" with a pink circular profile picture containing the initials "AB". The recipient is "Amy Bartz". The main heading is "Email Confirmation Required". The body text says: "You have requested to register your login for the AWFS Fair Online profile website. To complete your request:" followed by a bullet point: "• [Please click here to register your login.](#)"

3. Register your login and create your own password, then click the register button.

The screenshot shows the "Register your Login" page for the AWFS Fair 2021. It features the same header as the first screenshot. Below the blue gradient bar, the heading is "Register your Login". The instructions are: "Enter your email address and password to register your login for this event." There are three input fields: "Email:" with "amy@awfs.org", "Password:", and "Confirm Password:". Below the password fields, there is a note: "Password must have at least 6 characters. It must have at least one letter and at least one number." At the bottom, there is a blue "Register" button.

4. The digital booth window should automatically open – if you see this window. Click the Edit your digital booth button.

MAIN NAVIGATION PAGE

Upon logging into the Digital Booth Editor, you will see the main navigation console. (Picture below)

Each exhibitor receives the Standard Package with limited access to the features. You may request an upgrade to a higher-level digital booth, The Platinum package is \$400.00 and the Diamond Package is \$800.00.

Contact Blake@expocad.com or you may fill out the Digital Booth Package order form and submit.

ONLINE DIGITAL BOOTH AND DIRECTORY CHECKLIST

Please make sure you complete each section of the Digital Booth Editor Login for the website, pre-show planner and printed directory.

CREATE - Business Card

Basic corporate contact information is provided in the business card section of the Digital Booth Editor. There are a number of fields that contain the corporate address, phone and email contact. LinkedIn, Facebook and Twitter company links are only available in the Platinum and Diamond packages. Please make sure you save your work, by selecting the SAVE button at bottom of page.

COMPANY PROFILE

The company profile section consists of a 200 word company description field and a company URL field. Select, COMPANY PROFILE on the landing page of the Digital Booth Editor Log-in and follow the steps. This is the profile that will only be seen in the online floorplan.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

CATEGORIES

Select the product or service categories that apply to your company. These will also be used for the directory and online product searches. You can select as many categories that are applicable to your business.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

COMPANY CONTACTS

The BOOTH CONTACTS form allows exhibitors to include up to four contacts in their digital booth. This information is only visible in the online company profile. (Fields available: Name, Title, Phone, Mobile, Fax, Email)

Please make sure you save your work after each contact, by selecting the SAVE button at bottom of page.

PRODUCTS with Photo!

Here is your opportunity to show off your products to attendees. The product information you enter here will appear in your digital booth under the "Product Showcase" link. Use the up and down arrows to change the order that the products will be displayed in. You will be able to enter the Name of product, tagline, description of product, and upload a photo! Products are searchable in the online floorplan!

- Standard Package – 1 product listing
- Platinum Package - 5 product listings
- Diamond Packages - 10 product listings

Please make sure you save your work after each product showcase, by selecting the SAVE button at bottom of page.

MULTI-MEDIA CENTER

You must upgrade your booth to get access. You need to purchase a digital booth package in order to have this feature unlocked. Please contact Blake@expocad.com.

- Company logo on business card – available in Platinum or Diamond packages
- Booth wallpaper – NOT AVAILABLE
- Fill booth with photo – NOT AVAILABLE
- Only available in Diamond package
- YouTube embedded video - available in Gold, Platinum or Diamond packages
- Video Webcast URL Link – only available in Diamond package
- Podcast URL Link – only available in Diamond package

Please make sure you save your work, by selecting the SAVE button at bottom of page.

PRESS RELEASES

Post a press release regarding your company or show specials!

- Standard Package – 1 press release
- Platinum and Diamond Packages - 6 press releases

Please make sure you save your work after each press release, by selecting the SAVE button at bottom of page.

SHOW GUIDE - OFFICIAL SHOW DIRECTORY COMPANY LISTING

Digital Booth Editor SHOW GUIDE form, please select and update. This is different from the company profile you filled out for the online version. 75 word description and this description will not be seen online, this profile will only be used for the Official Show Directory.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

BRANDS LIST

It is simple and easy, just type in the Brand and hit the button! Brands are searchable upon the exhibitor list.

- Standard Package – 5 product/brand listings
- Platinum and Diamond Packages – 15 product/brand listings

SPECIAL EVENTS

All exhibitors can post one Special Event Listing in their profile.

- Standard Package – 1 special event listing
- Platinum – 2 special event listings
- Diamond Packages – 4 special event listings

Please make sure you save your work after each special event, by selecting the SAVE button at bottom of page.

VIRTUAL DEMOS – NEW FOR 2021!!

You can ad a virtual meeting to your digital booth package. [Instructional video](#) on how to upload.

- Platinum Package – 4 Virtual Meetings
- Diamond Packages – 8 Virtual Meetings

To log out, go to the username button in the top right corner and select log out.

Company Logo allocations available for purchase separately from digital profiles.

- Hall Logo -\$2,495 – Have your logo on the main floorplan
- Rotating Banner Logo - \$1,495 – Have your logo on the rotating banner
- Category Logo - \$495 – Have your logo shown next to a category selection of your choice.

All logos will link viewers to your digital booth's profile, Pair with a digital profile upgrade such as Platinum or Diamond to best showcase your company for the show.

UPGRADE YOUR LISTING!

To upgrade your booth package email awfssales@awfs.org for a contract or download the contract from the website www.awfsfair.org