

ASDMARKETWEEK

Welcome to the Exhibitor Dashboard!
Here's how to update your company information.

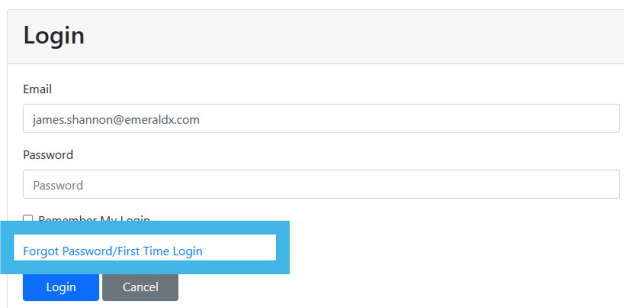
ACCESSING YOUR DASHBOARD

1. Go to august2025.smallworldlabs.com/home
2. Click "Exhibitor Login"
3. Enter your email address



The screenshot shows a login form titled "Login". It has a label "Email" above a text input field. Below the input field is a blue button labeled "Next".

4. If you used the Exhibitor Dashboard during the ASD March 2025 show, enter the same password
 - a. If this is the first time logging into the Exhibitor Dashboard, or you forgot your password, click "Forgot Password/First Time Login" and follow the prompts



The screenshot shows a login form titled "Login". It has a label "Email" above a text input field containing "james.shannon@emerald.com". Below the email field is a label "Password" above a text input field containing "Password". Below the password field is a checkbox labeled "Remember My Login". Below the checkbox is a link labeled "Forgot Password/First Time Login". At the bottom are two buttons: "Login" (blue) and "Cancel" (grey).

You may be required to authenticate your login by entering a one time code. This code will be emailed to the email address used to login from the email address: noreply@personifyauth.com

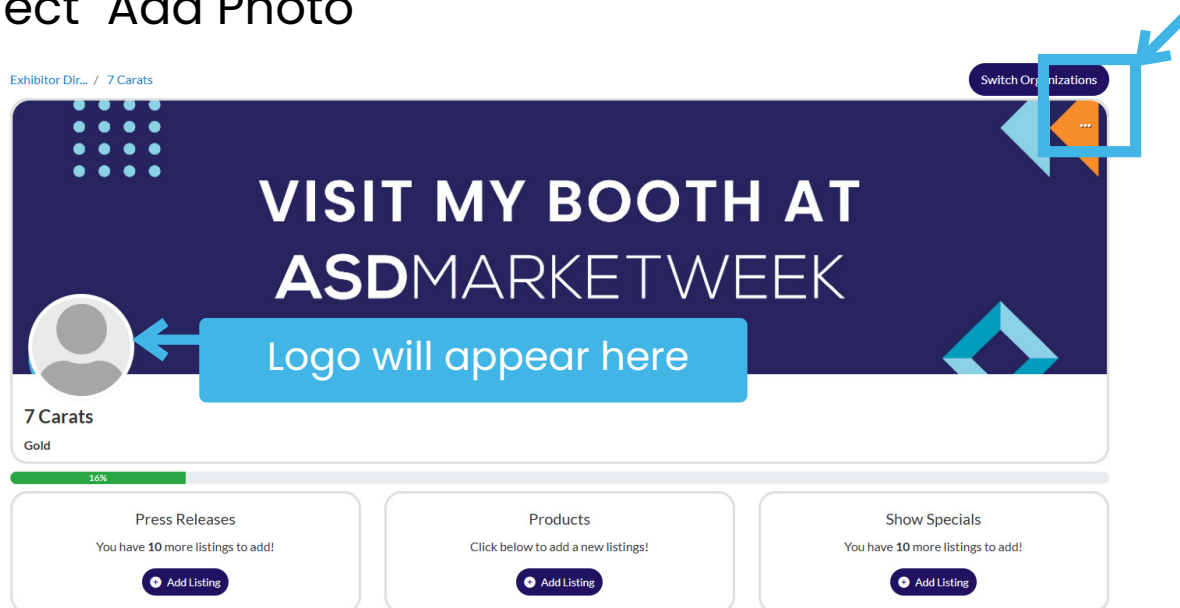
ASDMARKETWEEK

Update Your Company Profile

It is important for you to update your company profile so that you will appear in searches when attendees start using the ASD Mobile App and Vendor Directory.

From your **Exhibitor Dashboard** page, update as much of the information below as you can; the number of available listings is dependent on your digital package level.

Add your company logo: Click on the three dots on the top right corner of the cover photo and select "Add Photo"

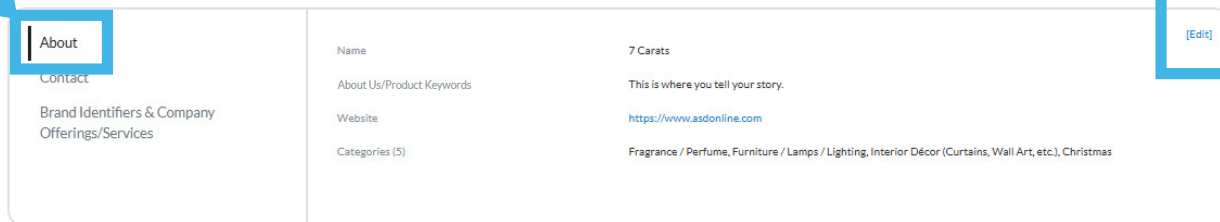


PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**

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Update your company's **About** section

Click on the **Edit** link in the About section



The screenshot shows a profile page with a left sidebar and a main content area. In the sidebar, the 'About' tab is highlighted with a blue box and an arrow. In the main content area, the 'Edit' link is highlighted with a blue box and an arrow. The main content area is divided into three sections: 'Name' (7 Carats), 'About Us/Product Keywords' (This is where you tell your story. <https://www.asdonline.com>), and 'Categories (5)' (Fragrance / Perfume, Furniture / Lamps / Lighting, Interior Décor (Curtains, Wall Art, etc.), Christmas).

Edit/fill in all sections including:

- **Name:** this is how your company will appear in our digital and printed directory + Mobile App
- **About Us/Product Keywords:** add a description of your company so buyers know who you are, what you sell, and why they should buy your products. **Be specific**, include the brands and products you carry, the more detail you provide the more likely it is you will appear in search. **Maximum 4,000 characters, including commas and spaces.**
- **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 Mobile App.

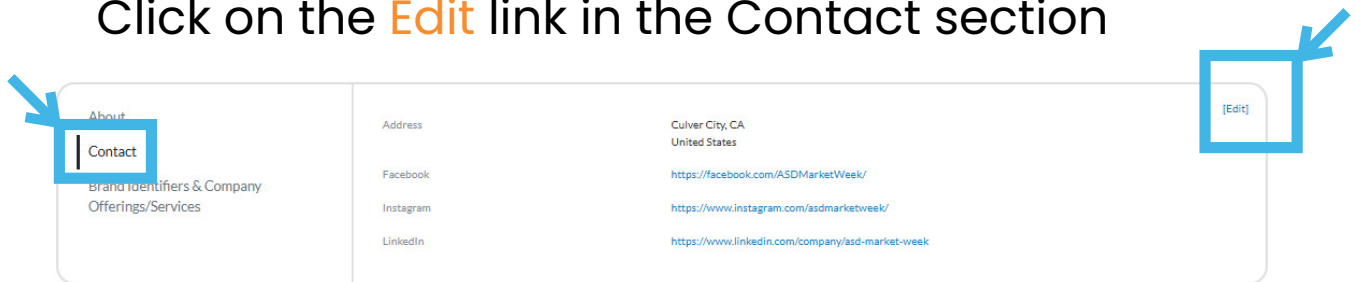


Don't Forget to click **SAVE** once you are finished!

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Update your company's **Contact** section

Click on the **Edit** link in the Contact section



The screenshot shows a profile page with a sidebar on the left containing links: About, Contact, Brand Identifiers & Company Offerings/Services, and LinkedIn. The main content area displays contact information: Address (Culver City, CA, United States), Facebook (https://facebook.com/ASDMarketWeek/), Instagram (https://www.instagram.com/asdmarketweek/), and LinkedIn (https://www.linkedin.com/company/asd-market-week). A blue box highlights the 'Contact' link in the sidebar, and another blue box highlights the '[Edit]' link in the top right corner of the contact information section.

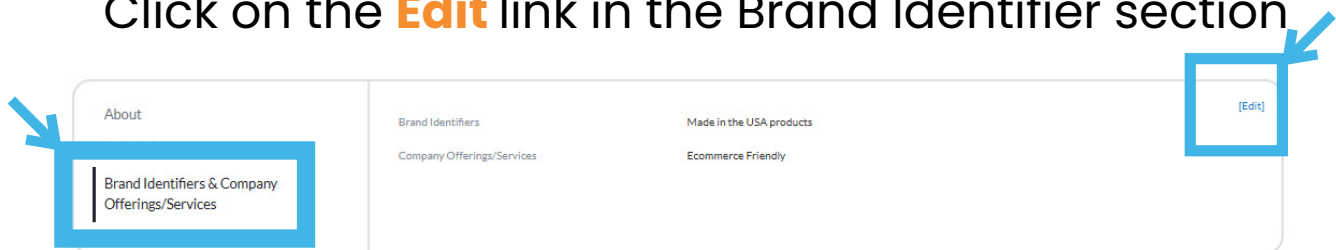
Edit/fill in all relevant sections. The information you enter should begin with "https://www."

Do not enter your tag "@" - entering it this way will not link out to your social media channels.

 Don't Forget to click **SAVE** once you are finished!

Update your company's **Brand Identifiers** section

Click on the **Edit** link in the Brand Identifier section



The screenshot shows the same profile page as before, but with the 'Brand Identifiers & Company Offerings/Services' link highlighted in the sidebar. The main content area shows 'Brand Identifiers' (Made in the USA products) and 'Company Offerings/Services' (Ecommerce Friendly). A blue box highlights the 'Brand Identifiers & Company Offerings/Services' link in the sidebar, and another blue box highlights the '[Edit]' link in the top right corner of the brand identifiers section.

- **Brand Identifiers** are unique characteristics of your company/products.
- **Company Offerings/Services** are additional services you provide to your customers.

 Don't Forget to click **SAVE** once you are finished!

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Add Your Company Listings

A **Listing** is a Press Release, Product, or Show Special related to your company – focus on items you will offer at the upcoming show.

The total quantity and variety of Listings available depends on your company's Digital Package Level. This can be upgraded at any time.

Press Releases

You have 10 more listings to add!

[Add Listing](#)

Products

Click below to add a new listings!

[Add Listing](#)

Show Specials

You have 10 more listings to add!

[Add Listing](#)

How to add a Listing: Click **Add Listing** under any listing type and fill in the title, description, and link. Click save. On the next page click **Add Photo** to attach a photo to the listing.

ADD LISTING IN PRODUCTS

Title *

Description

Font Size Bold Italic Underline Strikethrough Link Source

Characters: 0/150

Buy Now

https://

Save

Listings / Products / Test Product

Add Photo

This is where you put your description

Category Products

Added by 7 Carats

Like Buy Now



Don't Forget to click **SAVE** once you are finished!

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Exhibitor Tasks

Tasks appear on the Exhibitor Dashboard above the Listings section at the bottom of the page.

Tasks are common items exhibitors must complete prior to the start of the show.

Each Task will start with a title



Tasks with due dates will display it below



Check to mark Task complete



TASKS

<input type="radio"/> Register for Exhibitor/Staff Badges - Coming Soon	▼
<input type="radio"/> Apply to be featured in the Vendor Preview Guide & Product Showcases	▼
<input type="radio"/> Order Furniture & Electricity / Access Freeman Online Services - Coming Soon	▼
<input type="radio"/> Designate Your EAC - Not Applicable to all Exhibitors - Coming Soon	▼
<input type="radio"/> Nevada State Event Specific Tobacco License Due: 07-01-2025 5:00 PM	▼
<input type="radio"/> Food & Product Sampling Form - Coming Soon	▼
<input checked="" type="radio"/> Upload Insurance	▼



Not all Tasks are relevant to each exhibitor. If a task does not apply to you, mark it as complete to continue the progress on your profile

Featured Links

Featured Links are recommended action items for exhibitors, though they are not required and many items have no due-date.

FEATURED LINKS

[Book Hotel](#)

Book your hotel rooms through EventSphere, ASD Market Week's only official housing vendor.

[Access Freeman Online Show Services - COMING SOON](#)

Order onsite services and work orders through our official show partner Freeman - using their streamlined online portal.

[Use these free tools to be sure buyers can find your booth - COMING SOON](#)

Download these free marketing tools that include customized social media images, animated website banners, email signature graphic for your sales team personalized with your company name and booth number.

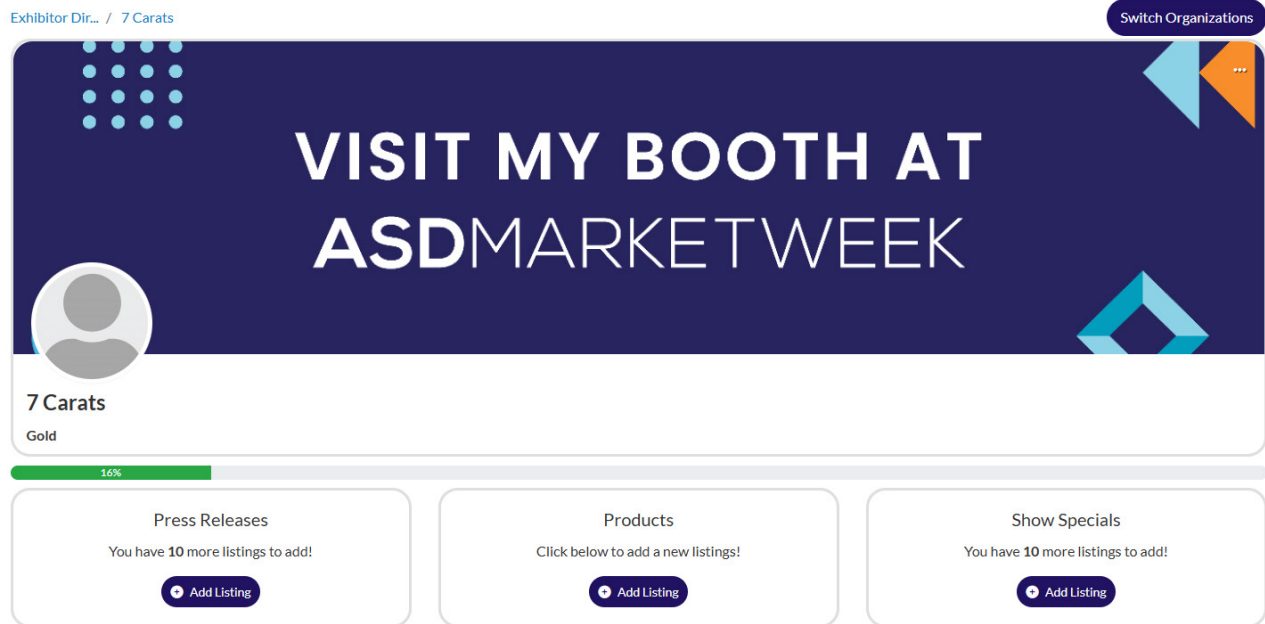
[Sponsorship + Advertising Opportunities - COMING SOON](#)

Gain Access to more Buyers Before You Arrive, At the Show, and Year-Round

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Company Profile Progress Bar

Located at the top of the Exhibitor Dashboard, the Progress Bar is a visualization of your Company Profile completeness.



How to get to 100%

Complete the following items to reach 100%

- Update **About Us/Product Keywords** in the About field
- Update **Website** in the About field
- Update **Categories** in the About field
- Upload all **Company Listings** based on package level
- Complete all **Tasks**

ASDMARKETWEEK

Switching Organizations

Each booth space at ASD Market Week receives a unique Company Profile. If you have multiple booths at ASD, you have multiple Company Profiles.

It is recommended that you update each Company Profile to generate the maximum amount of exposure when buyers search through the Mobile App. Follow the instructions below to switch between profiles.

1. Go to the **Exhibitor Dashboard** tab and select "Switch Organizations"

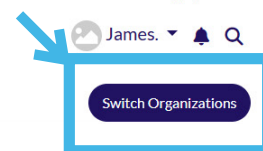
ASDMARKETWEEK

Event starts in:
128 09 31 50
DAYS HRS MINS SECS

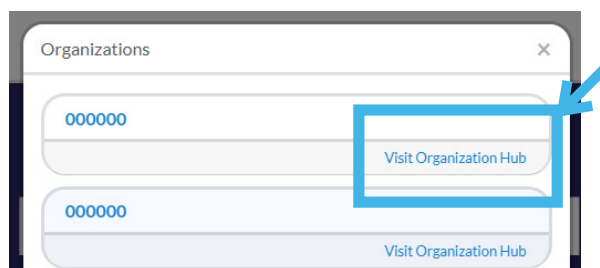
August 3 to August 6, 2025
Las Vegas Convention Center
Las Vegas, Nevada

[EXHIBITOR DASHBOARD](#) [VENDOR DIRECTORY](#) [EXPLORE PRODUCTS](#) ▾

Exhibitor Dir... / 7 Carats



2. From the pop-up menu select **View Organization Hub**



3. Proceed as normal to make changes

The log in credentials you are using when opening the "Switch Organization" menu must be associated with the other Company Profile to proceed. Contact your Customer Success Manager for assistance.