



# Welcome to the new JA New York Planner!

Here's how to update your exhibitor information.

## STEP 1

### LOGIN

1. Go to [jafall2024.smallworldlabs.com/home](http://jafall2024.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: [JAOperations@emeraldexpo.com](mailto:JAOperations@emeraldexpo.com) for help.)*

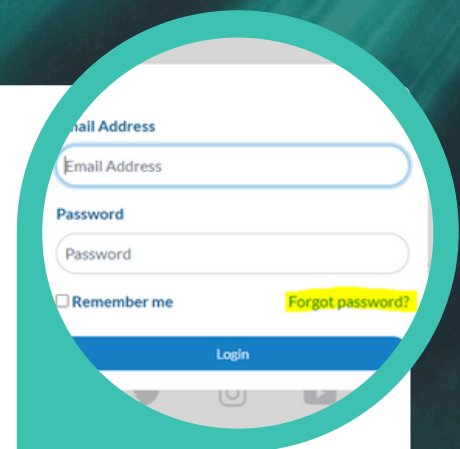
5. You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it)

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 JA New York 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

The diagram illustrates the process of updating a company's profile on the Exhibitor Dashboard. It features a central mockup of the dashboard with several key elements highlighted by teal arrows and callouts:

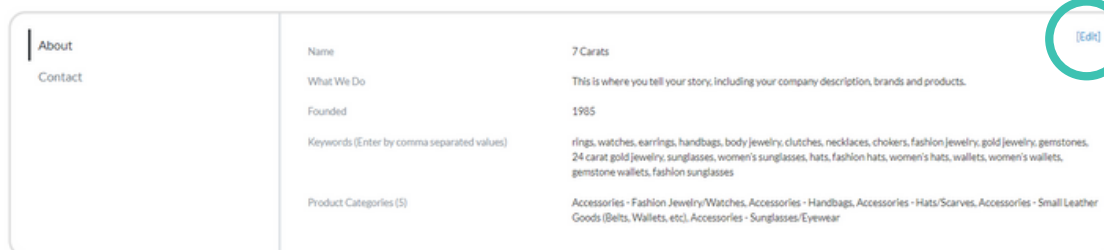
- PHOTO:** Add your company logo. An arrow points to the circular profile picture placeholder on the left side of the dashboard header.
- COVER PHOTO:** Add a lifestyle or product image. An arrow points to the large rectangular cover photo area at the top of the dashboard.
- FEATURED PHOTO:** Add a product photo or logo. An arrow points to the 'FEATURED PHOTO' section in the 'RECOMMENDED VENDORS' sidebar on the right.
- Menu Icon:** An arrow points to the three-dot menu icon in the top right corner of the cover photo area.

The dashboard mockup includes a header with a 'COMPANY' label, a 'Schedule Meeting' button, and a progress bar showing '4%'. Below the header are five main sections: 'Press Releases' (10 more listings to add), 'Products' (10 more listings to add), 'Show Specials' (10 more listings to add), 'Videos' (2 more videos to add), and 'Scheduled Meetings' (15 more meetings to add). The sidebar on the right is titled 'RECOMMENDED VENDORS' and shows a vendor card for '7 Carats' with an 'Explore' button.

**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



The screenshot shows a form for the 'About' section. On the left is a sidebar with 'About' and 'Contact' links. The main form area has fields for Name, What We Do, Founded, Keywords, and Product Categories. An '[Edit]' link is circled in the top right corner with a green arrow pointing to it.

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!

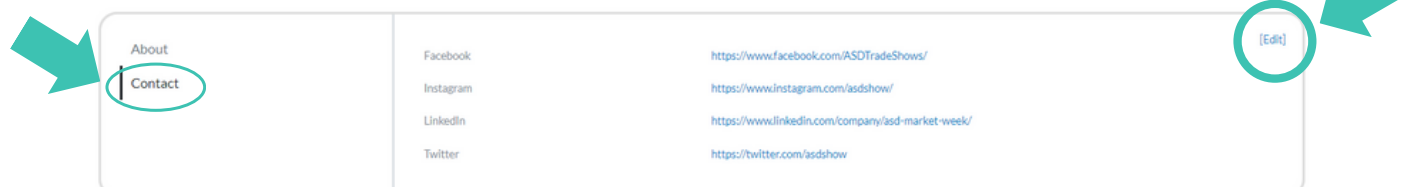
\*Be sure to enter as many products as you can here (**be specific!**) and separate each one with a comma.

▶ **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



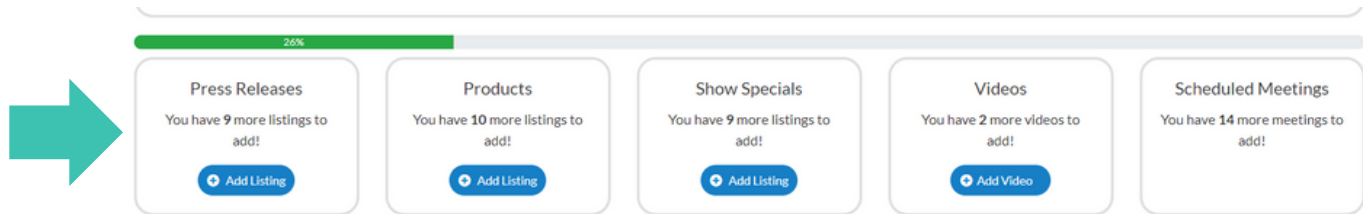
The screenshot shows a form for the 'Contact' section. On the left is a sidebar with 'About' and 'Contact' links. The 'Contact' link is circled with a green arrow pointing to it. The main form area has fields for Facebook, Instagram, LinkedIn, and Twitter. An '[Edit]' link is circled in the top right corner with a green arrow pointing to it.

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 JA New York 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.

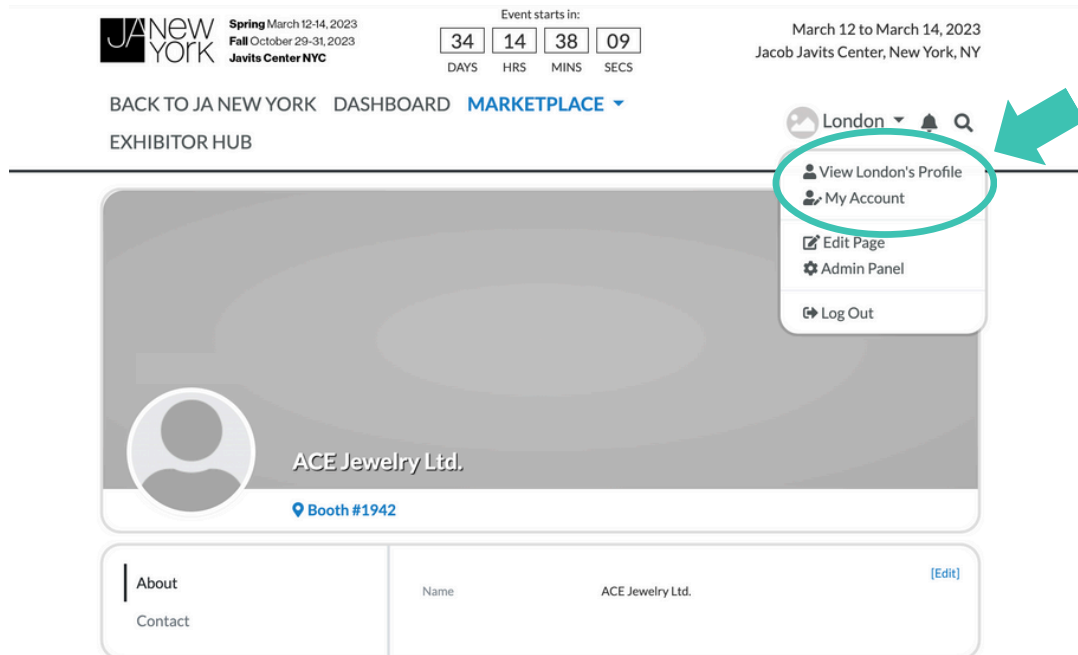
## STEP 3

### UPDATE YOUR PERSONAL PROFILE

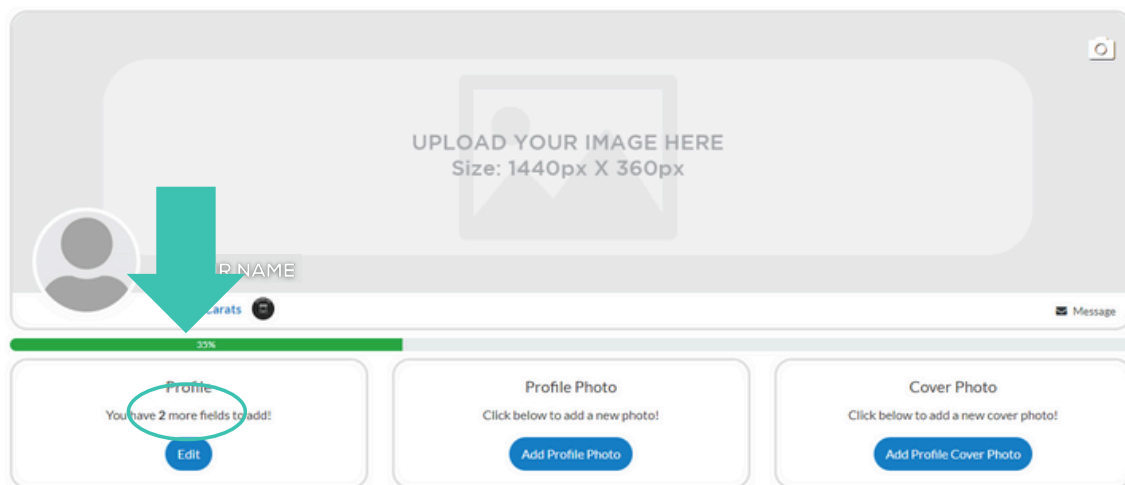
A new feature of the new JA New York Show Planner is the ability for all individuals to have your own personal profile. This allows buyers to see you, not just your company profile, and message you directly. Therefore, you want to make sure you fill out your personal profile! Here's how:



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



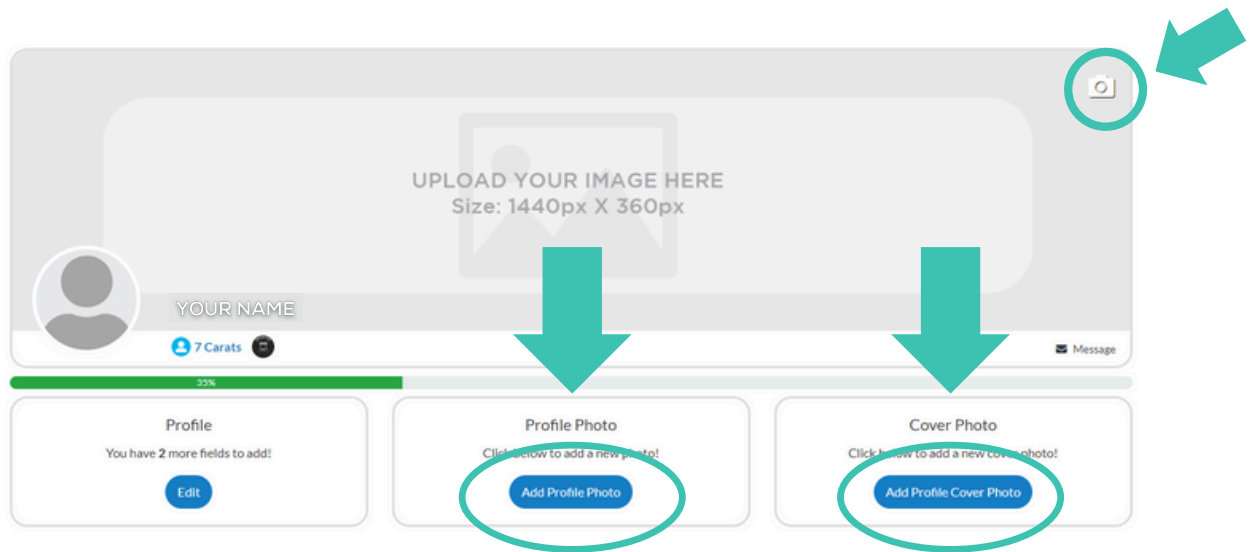
**2. From your personal profile page, click on the **Edit** button under **Profile** to add your "About Me" info including location and website and click **Save** when complete.**



**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 Vendor Directory searches and Show Planner listings! For any additional questions you have, feel free to reach out to us: [JAOperations@emeraldexpo.com](mailto:JAOperations@emeraldexpo.com)