



EXHIBITOR GUIDE

**iJS** ISTANBUL  
JEWELRY  
SHOW

# Welcome to

# IJS Istanbul Jewelry Show

## Event App - Exhibitor Guide

# Contents

## An Introduction

- ▶ [Extra for exhibitors](#)
- ▶ [What is event app](#)

## Getting Started

- ▶ [Log-in to Event App](#)
- ▶ [Create Your Own Profile](#)
- ▶ [Navigate](#)

## Create Your Company Profile

- ▶ [Update your company profile](#)
- ▶ [Customize your company profile](#)
- ▶ [Add your company products](#)
- ▶ [Add extra promotional material](#)

## Networking

- ▶ [Send a message](#)
- ▶ [Manage your messages](#)
- ▶ [Send a connection request](#)
- ▶ [Create a group chat](#)
- ▶ [Manage your personal meetings](#)
- ▶ [Manage your company meetings](#)

## Lead Capture and Retrieval

- ▶ [All your leads in one place](#)
- ▶ [Scan attendee badges](#)
- ▶ [Add notes and tags](#)
- ▶ [Download your leads post-event](#)

# IJS Istanbul Jewelry Show

is creating extra opportunities for you to do business.

Extra time. Extra access. Extra value.

Join thousands of industry professionals getting EXTRA from their event experience.

**IJS** ISTANBUL  
JEWELRY  
SHOW



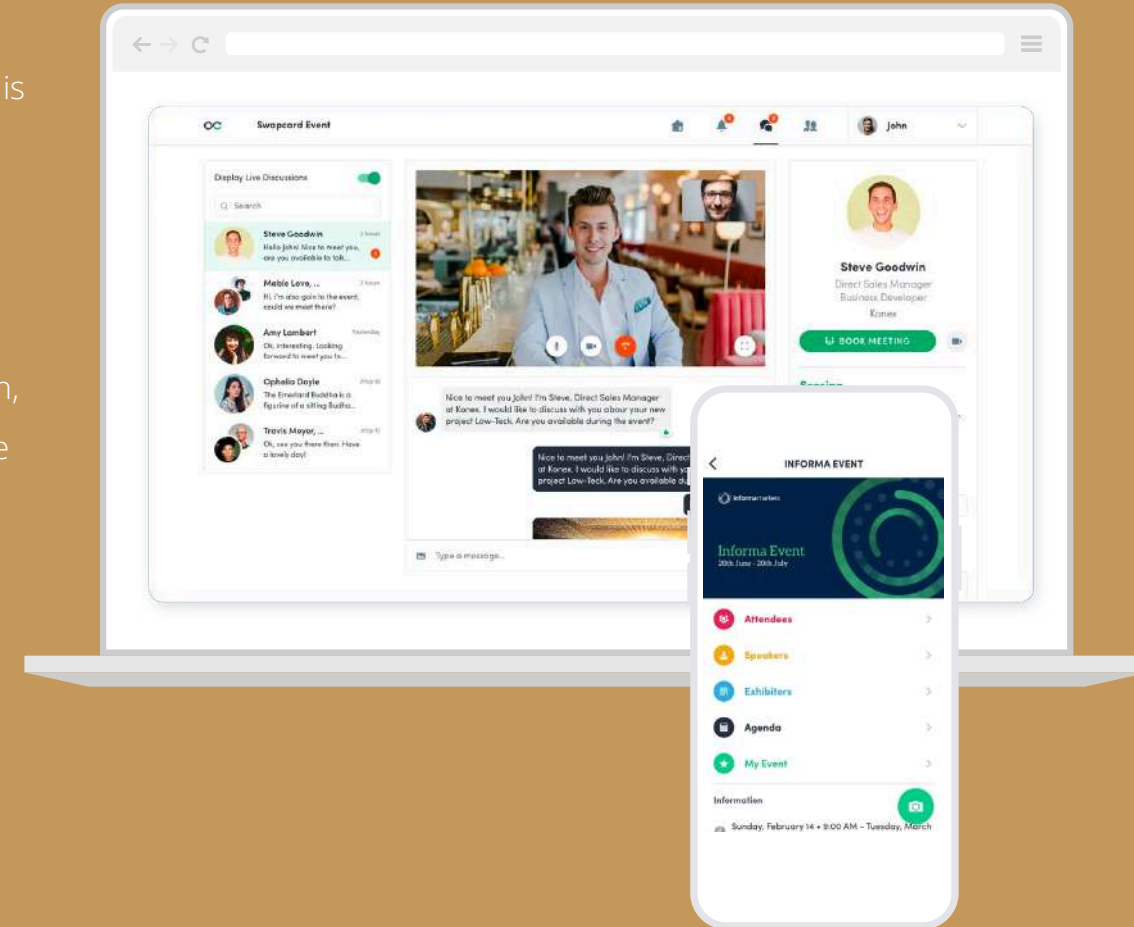
# What is the Event App?

IJS Istanbul Jewelry Show is creating extra opportunities for you to do business. The Event App is a web & app tool to promote your company, connect with qualified leads, and plan for a seamless experience at IJS Istanbul Jewelry Show. Open pre and post-show, it gives you more time to prepare and elevate your event experience.

Download the app to maximize your show day experience with all your event essentials in one place. The lead scanning and retrieval function enables you to capture every connection, helping you drive your business forward. Join thousands of industry professionals getting more from their event with extra time, extra access and extra value.

## You are able to:

- Manage and update your company profile visible by attendees
- Gather all new contacts of your team's members and export them in a single Excel file
- Promote your products or services to potential leads
- Reply to meeting request made to your company, and manage meetings of your members
- Keep track of your team's leads and success at the event





# Getting Started

# Log in to the Event App

## Log in for the first time

**Step 1:** You will receive an email from info@istanbuljewelryshow.com containing a link to your account. Click the link.

**Step 2:** A window will then prompt you to create a password for your account.

**Step 3:** Once you have created your password, click the link to enter the platform.

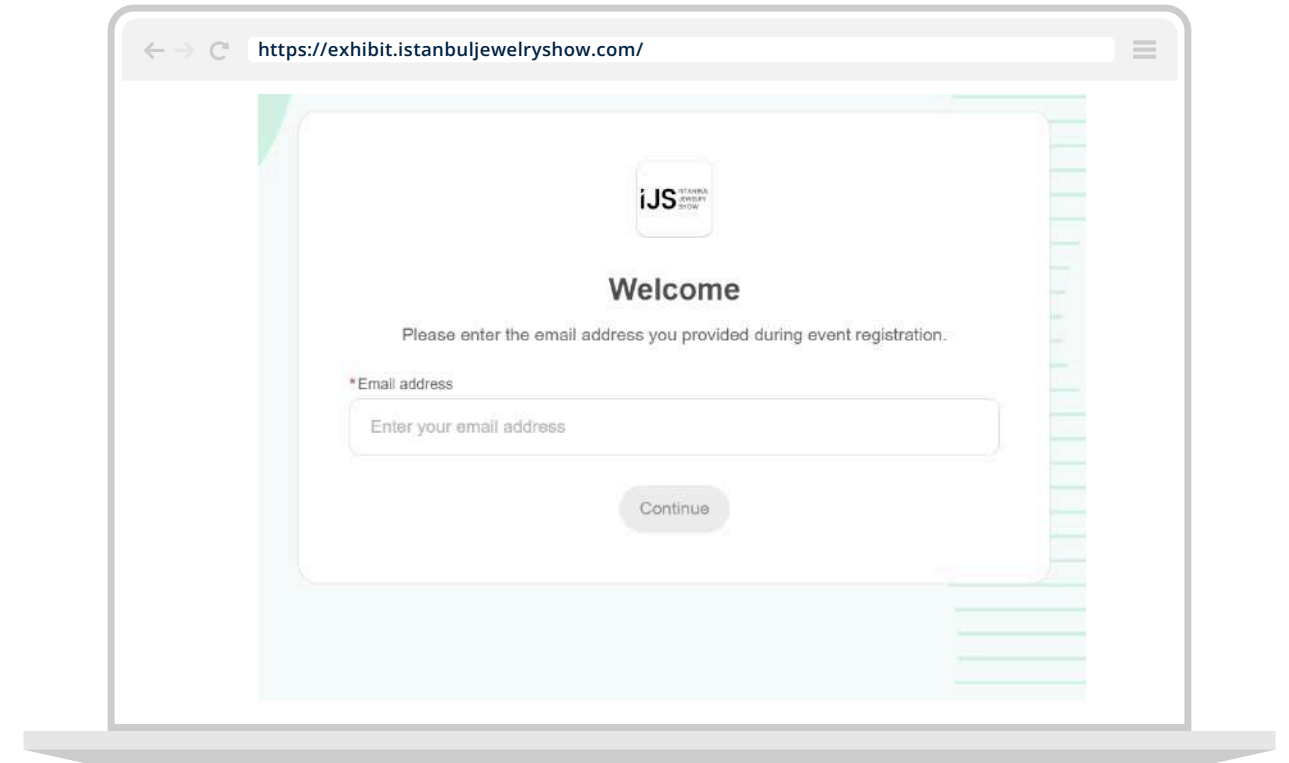
## Log in to an existing account

**Step 1:** Go to <https://exhibit.istanbuljewelryshow.com/>

**Step 2:** Enter the email you used to register for the event, and your password\*\* then click to log in.

\*Check your spam folder if you don't get an email in your Inbox from info@istanbuljewelryshow.com

\*\*If you have forgotten your password, click "send me the magic link" after entering your email. You will receive an email to reset your password.



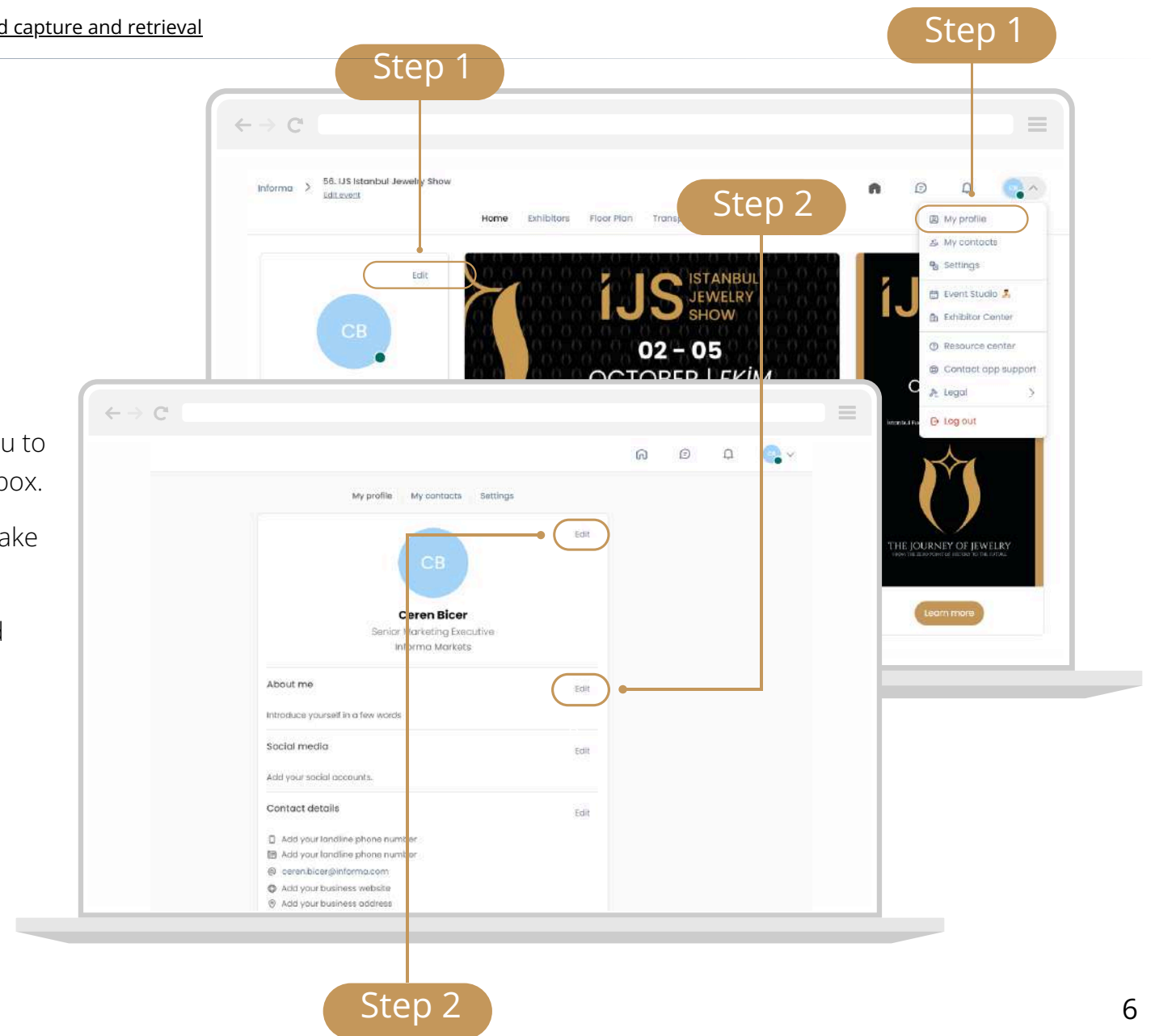
# Create Your Own Profile

Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

**Step 1:** Access your profile. Click **"My Profile"** from the drop-down menu to the right of the page or Click **"Edit"** at the top-right of the profile picture box.

**Step 2:** Once in your profile, proceed to click on the **"Edit"** buttons to make relevant changes or updates.

**Step 3:** Complete all sections, fuller profiles will help you to get matched with the most relevant attendees.



# Navigate

After your first login, you should land on the Exhibitor Centre. Here you can update your company profile, add products, review meetings, download leads and much more. To access the rest of the event (product and content lists) and start your networking, you will need to navigate to the main event homepage.

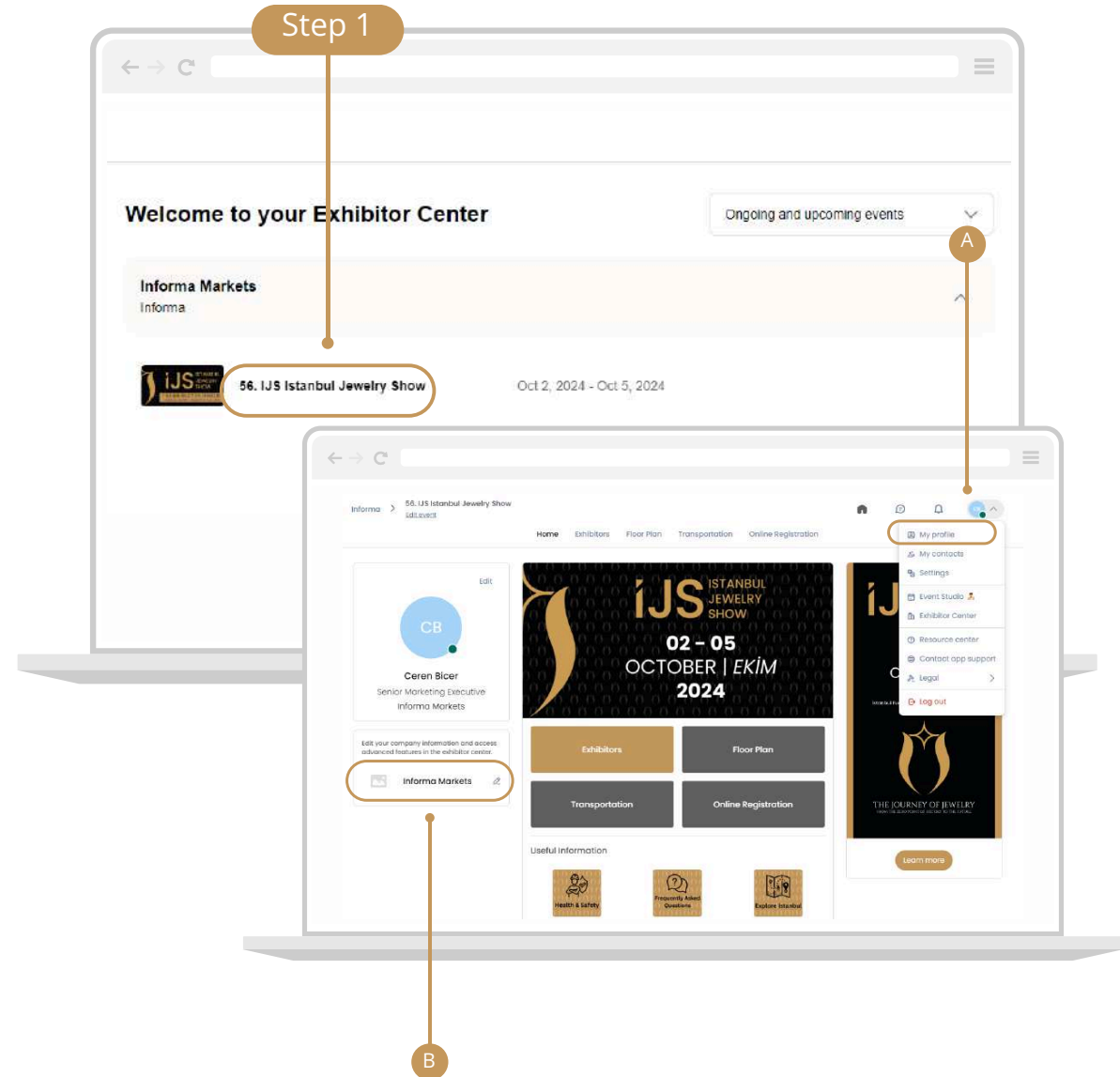
## Access the main event homepage

**Step 1:** Click **“related event”** on the page.

## Access the Exhibitor Centre

There are two ways to access the Exhibitor Centre:

- A** Click your profile picture in the upper right corner and select **“Exhibitor Centre”** from the drop down menu.
- B** Select your exhibitor booth from the left-hand side of the homepage.







# Creating Your Company Profile

Get extra visibility!

# Update Your Company Profile

Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you.

**73%**

of buyers have said that they are more likely to contact a company that has detailed product and company information!

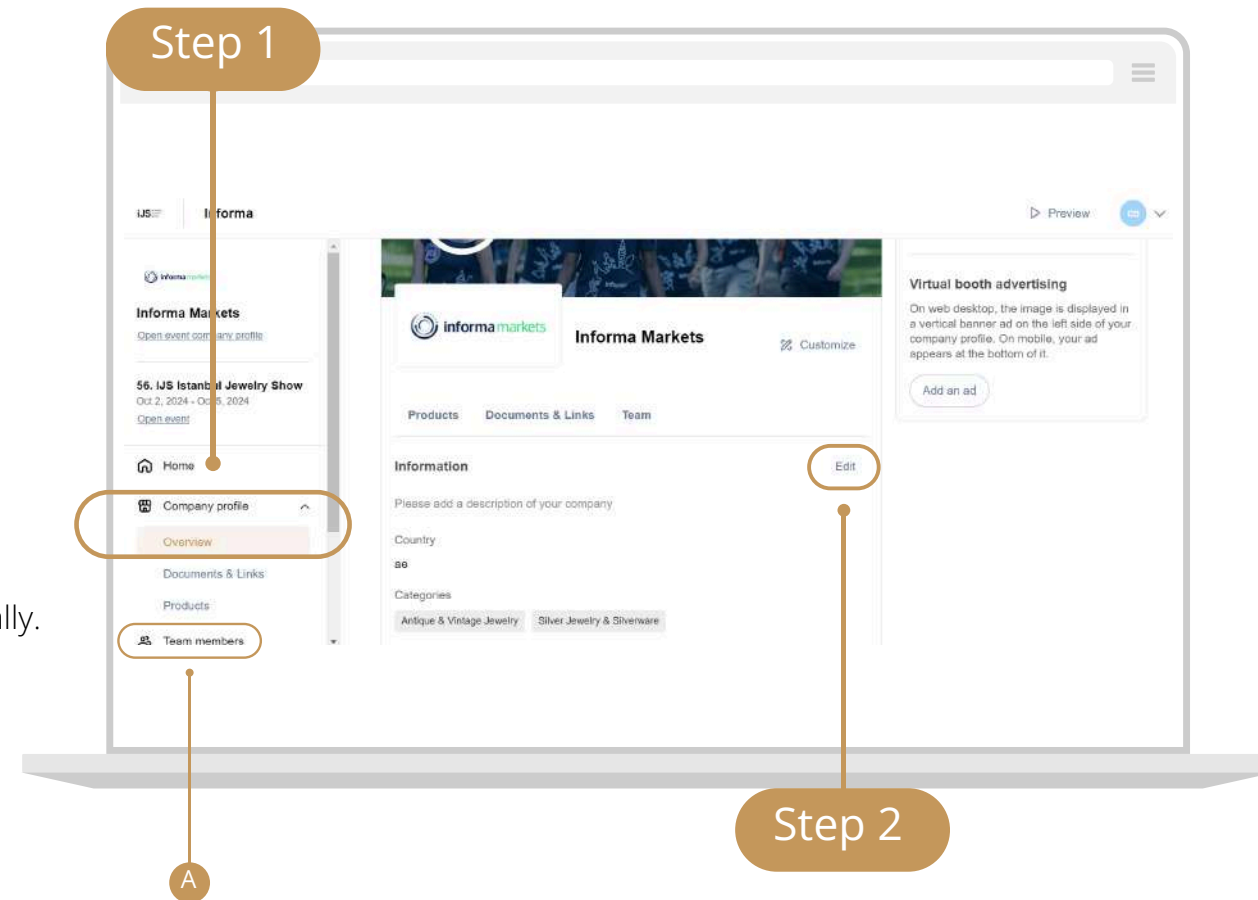
The navigation bar on the left side will help you access different sections of the Exhibitor Centre.

**Step 1:** This is the way to edit your company profile:

Click on **"Company profile"** in the navigational panel to set up each section individually. Then Click on **"Overview"**

**Step 2:** Click the **"Edit"** buttons located on the right of each section to make relevant changes or updates. The platform saves your changes automatically.

\*\*\*Check you have updated all sections of your profile to give your company the representation it deserves.



**A** Each team member who will be working at your booth will be assigned as an "Admin" to your company profile and will be able to manage your company information, connections, and meetings. To restrict team member access, click on "Team Members" in the navigation bar on the right, then change the "Admin" access to "Limited" in the member profiles.

# Customize Your Company Profile

## Step 1: Click on "customize"

### A Add an advertising banner/video to your company profile:

Add a header image or video to highlight your page! For image, we recommend using a **1200x675px (16:9 ratio)** image, **no larger than 1MB**. For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link.

### B Add a background image to your company profile:

Upload a background image to brand your company profile (desktop version only). Import a **2560x1600px (16:10 ratio)** image, **no larger than 1MB**.

### C Add your company logo to your company profile:

Highlight your company by adding your logo. We recommend using at least a **400x200px (2:1 ratio)** image, **no larger than 1MB**.



# Add Your Company Products

Promote your offerings & solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

**At previous events, companies who added products to their profile more than DOUBLED their number of leads!**

**Step 1:** Select products from navigation panel.

**Step 2:** To add a product, click on **“Create”** located on the right of the page.

**Step 3:** The **flag icons** that appear on the right side of the text boxes indicate which language the text should be written in. You can write Turkish texts by clicking on the Turkish flag icon; you can write English texts by clicking on the US flag icon.

**Step 4:** To edit a product, hover over it in the list and select the **pen icon** to make changes

**Step 5:** Select the **3 dots** at the side of each product to hide it from attendees.



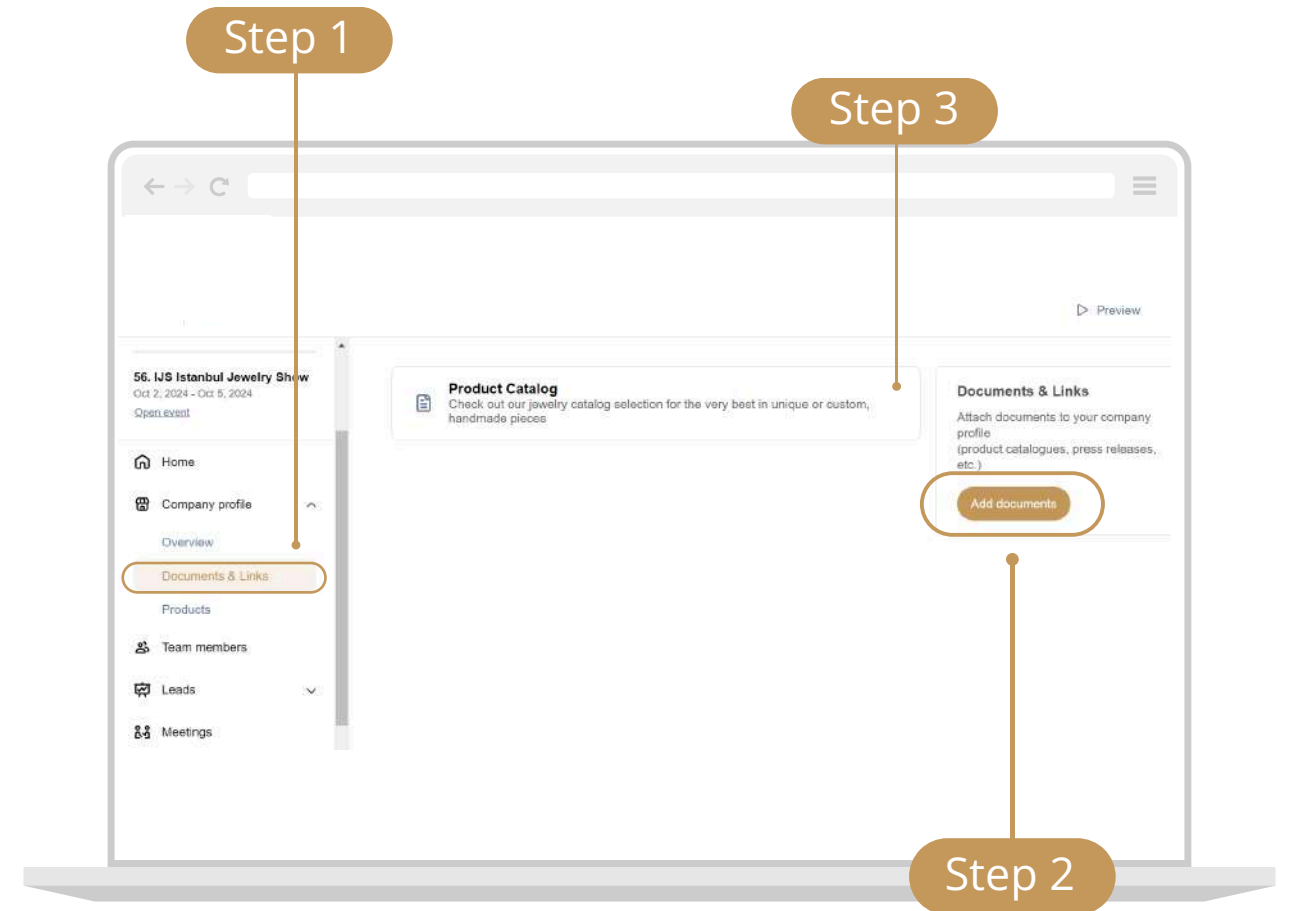
# Add Extra Promotional Material


Give potential clients extra insight into your business by adding promotional material to your company profile. Upload documents such as sales brochures, or provide a link to a video highlighting your newest innovations.

**Step 1:** Select **“Documents & Links”** in the left-hand menu.

**Step 2:** Click **“Add documents”** on the right of the page.

**Step 3:** To edit a document, hover over it in the list and select the **edit icon** that appears.





# Networking

Make extra connection!

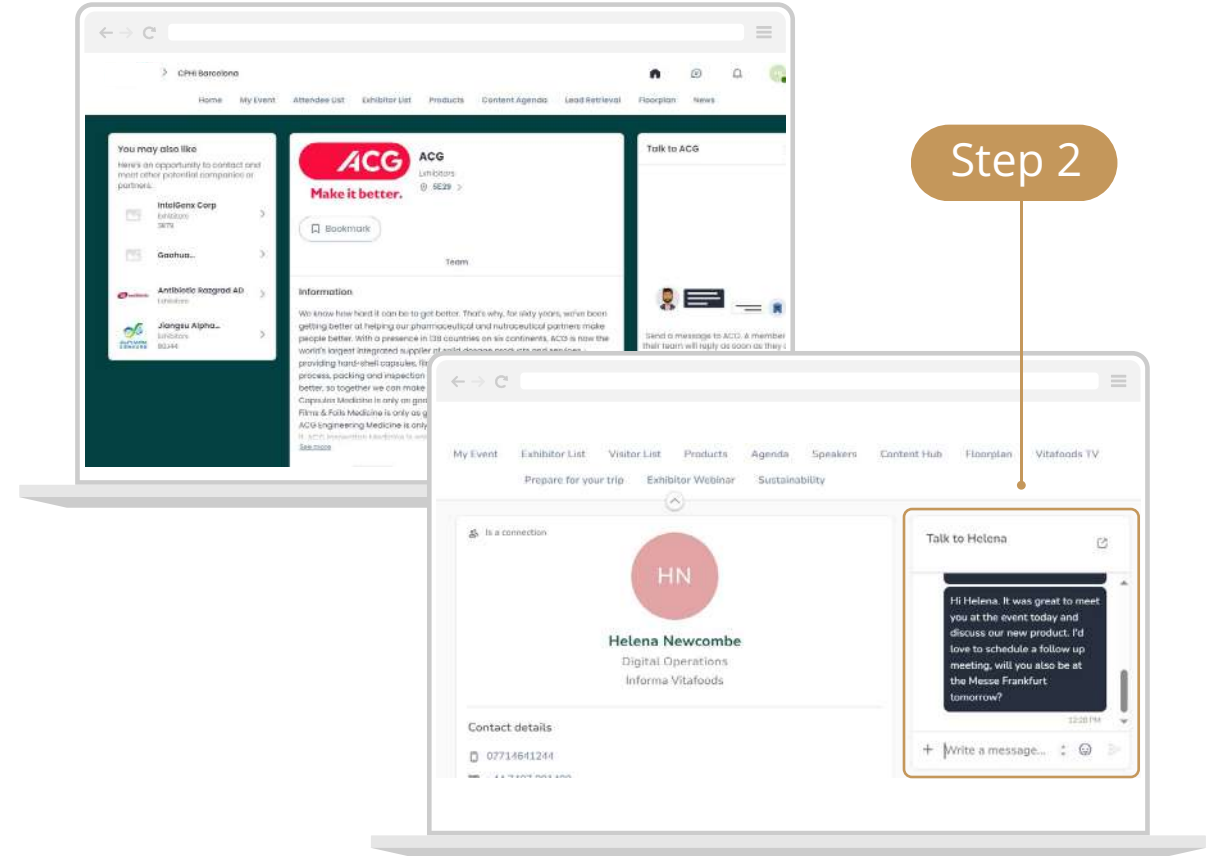
# Send A Message

Engage with prospective clients by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

**Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%.**

**Step 1:** Head to the profile of the exhibitor or team member you wish to message.

**Step 2:** On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon ➤



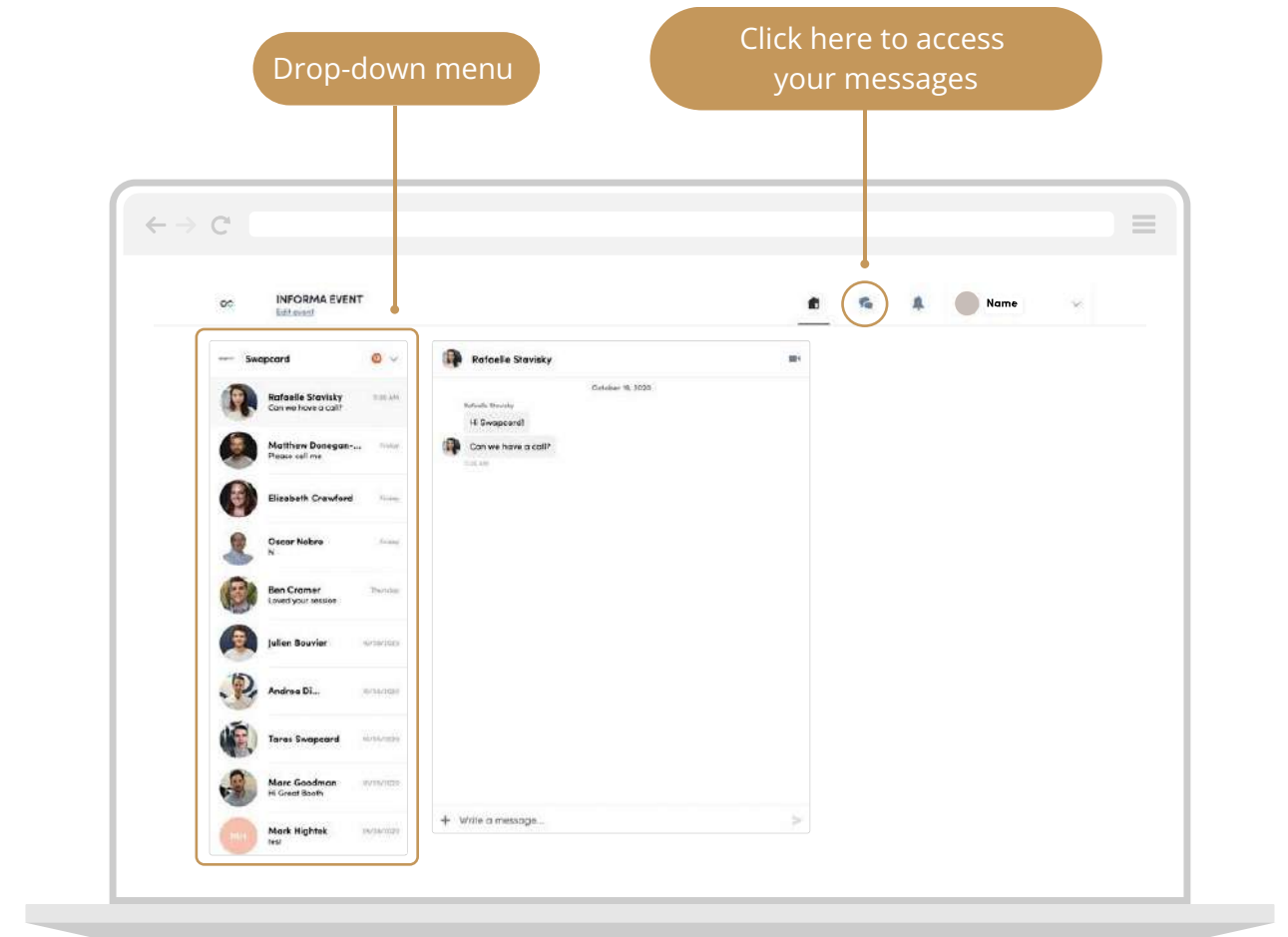
# Manage Your Messages

**Step 1:** When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen.

**Step 2:** Click on the chat bubble icon  to view your inbox.

**Step 3:** You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages.

**Step 4:** Click on a message to view it and respond.





# Send a Connection Request

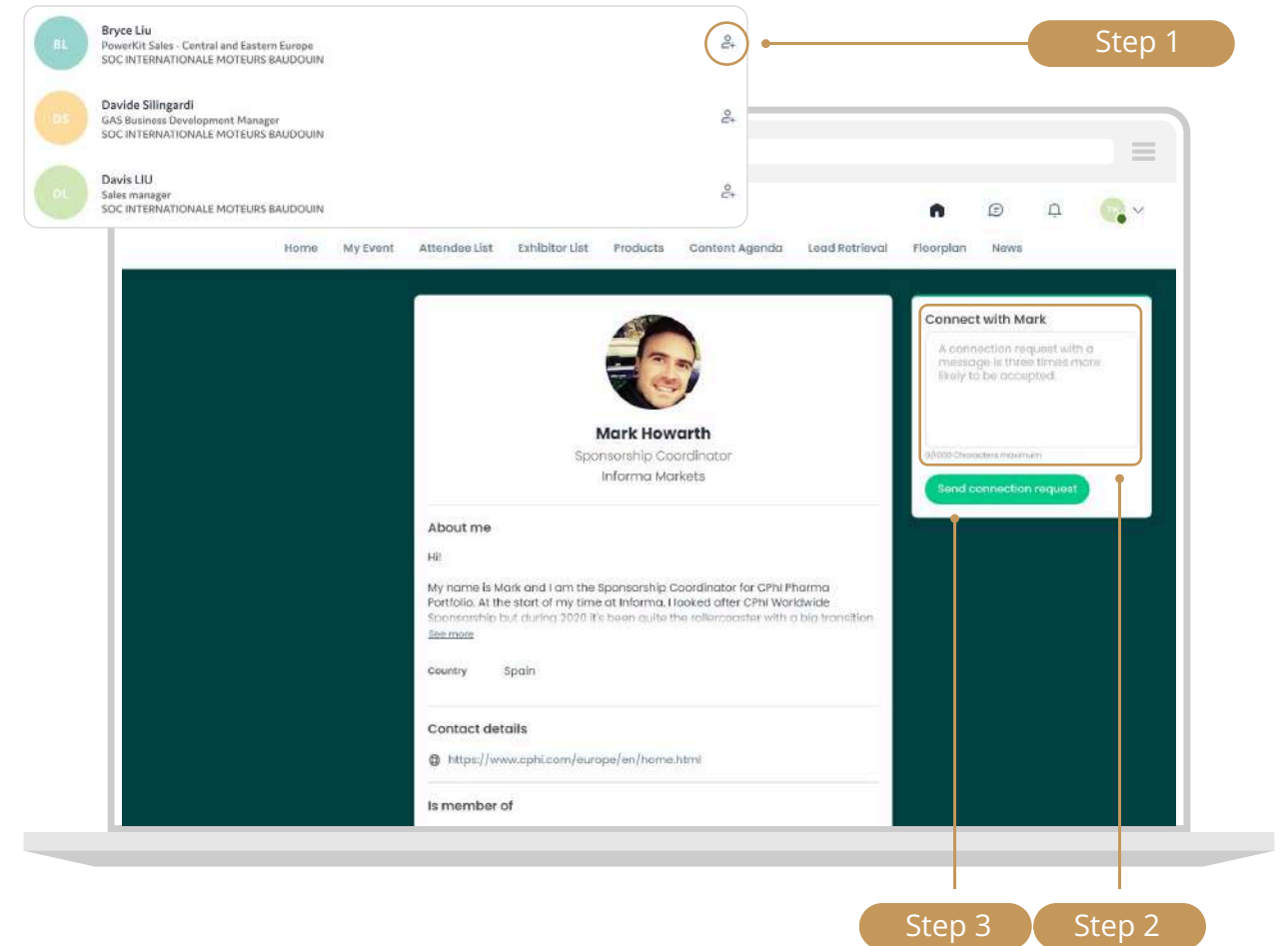
You can send a connection request. Once someone has accepted your request, you will be able to exchange messages on the platform and find them easily in your list of contacts.

**Step 1:** Click on the connection icon next to the member you wish to connect

**Step 2:** Start with an introductory message about yourself, your company and how you think you can help potential prospects. Add your message in the box on the right side of the page.

**Step 3:** Click **“SEND CONNECTION REQUEST”**

**Note:** To keep track of your connection requests, click **“My Event”** from the top navigation bar and find the **“My Contacts”** section.



# Create A Group Chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

**Step 1:** Head to your message inbox by clicking on the chat bubble icon 

**Step 2:** Click the new message icon  at the top of your messages

**Step 3:** Add people from your contact list to the group by selecting the checkbox next to their name

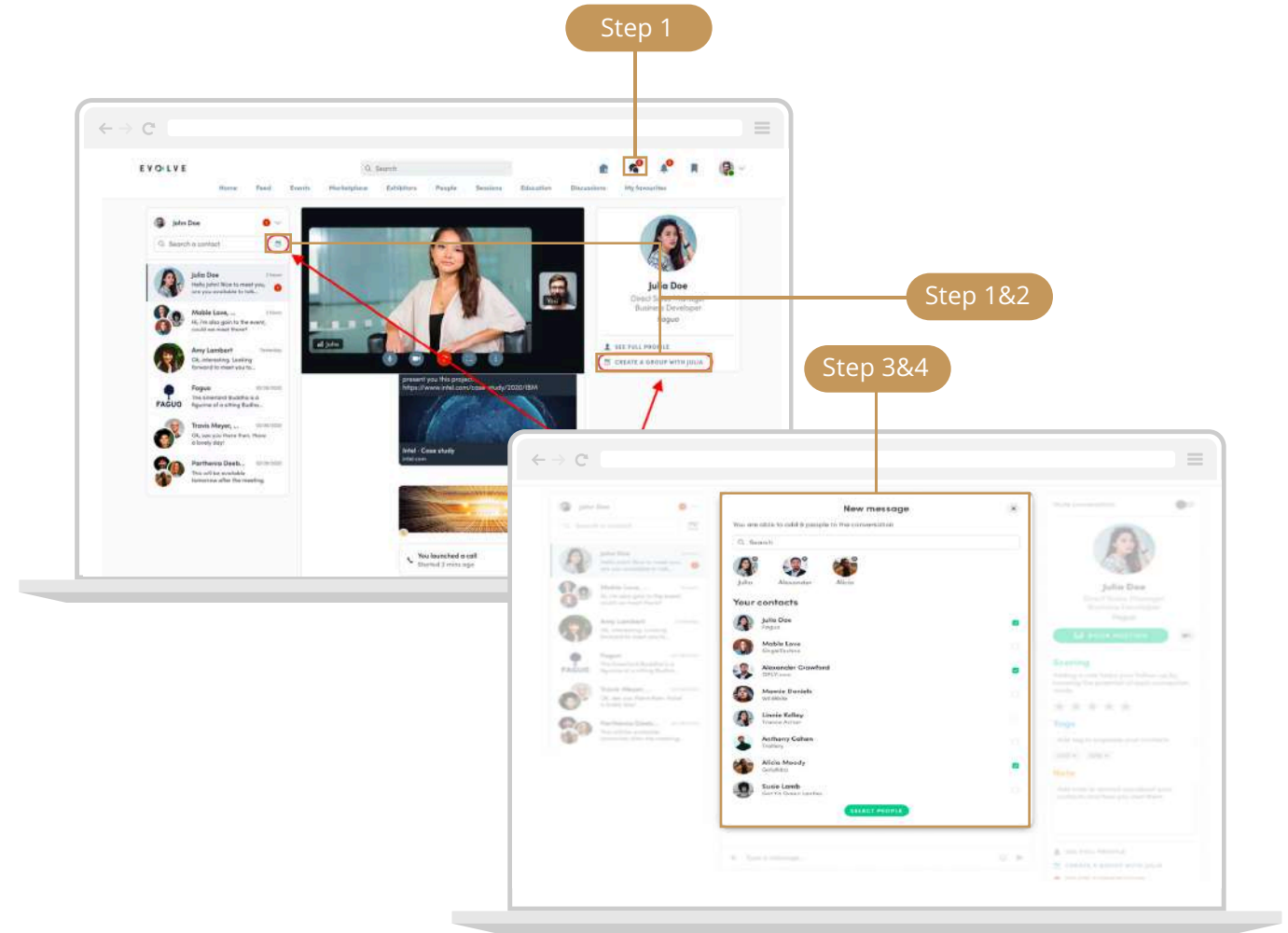
**Step 4:** Click **“next”** to start your conversation

By default, the person creating the group chat is the admin.

This gives them the right to:

- Add and remove members
- Assign and demote new admins
- End the conversation

\*\*\*Creating a group chat is not applicable for mobile usage. After you created a group chat from desktop, you can use it via mobile app.

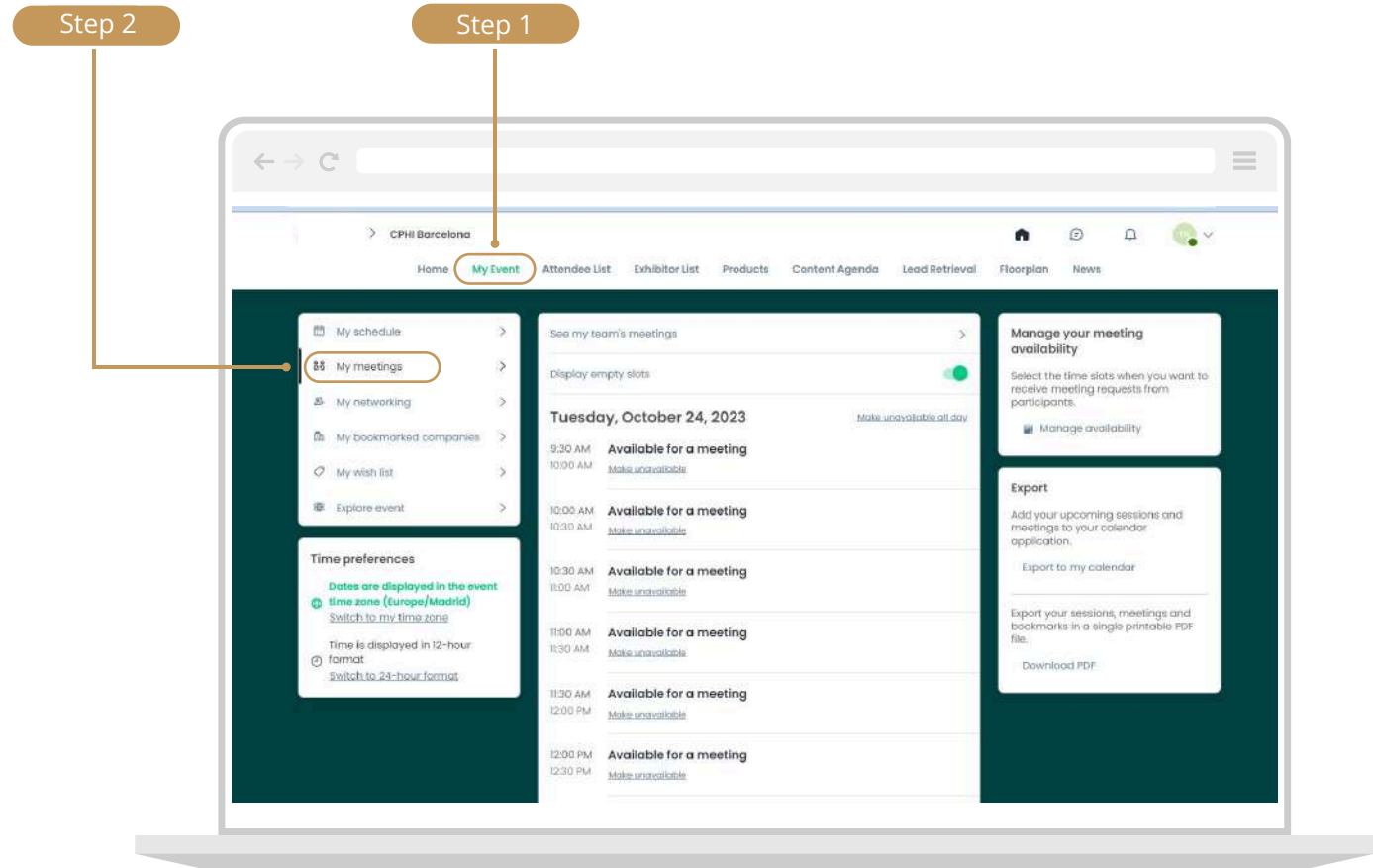


# Manage Your Personal Meetings

**Step 1:** Click on **“My Event”** in the top navigation menu.

**Step 2:** Select **“My Meetings”** in the left navigation bar.

**Step 3:** Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**.



# Manage Your Company Meetings

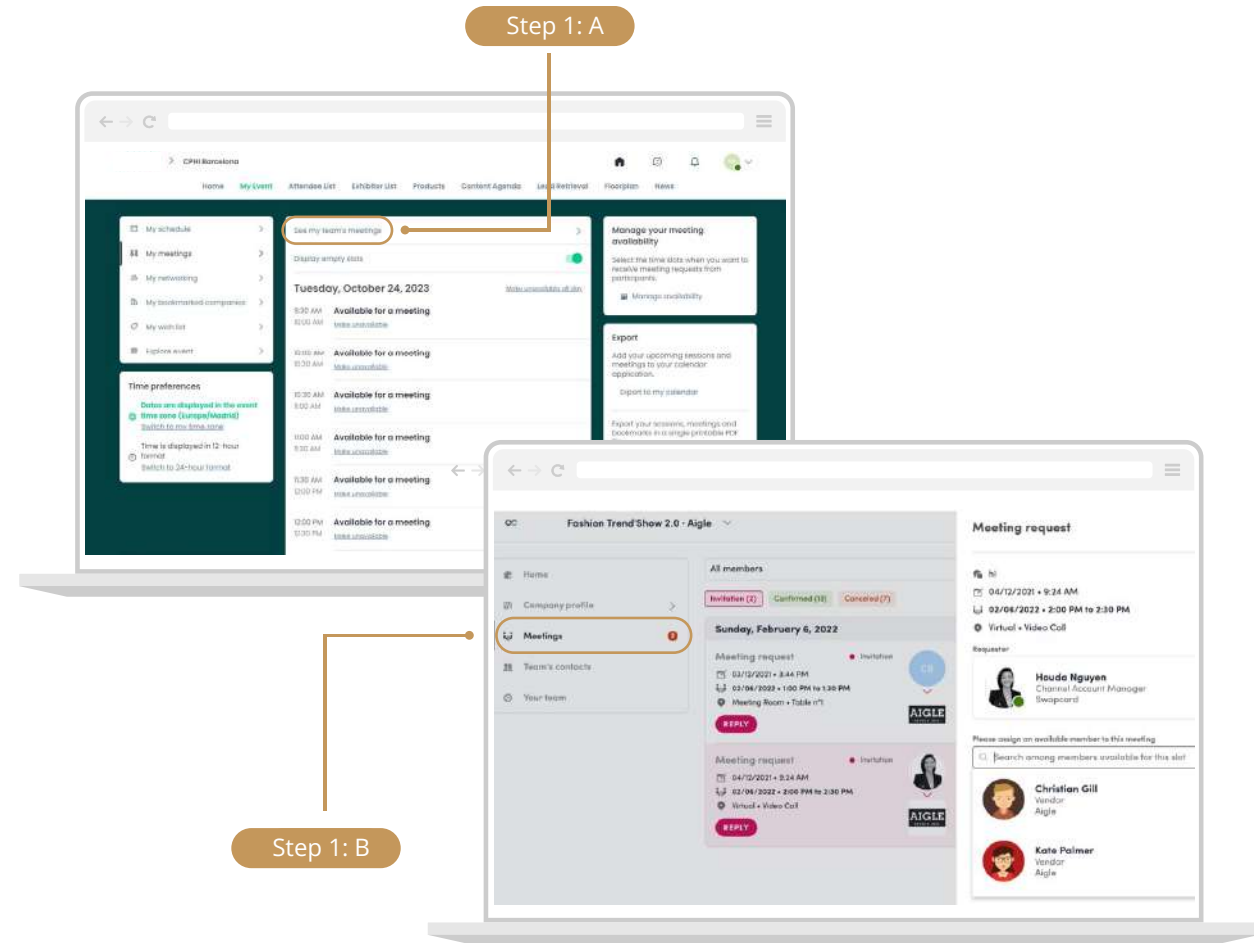
**Step 1:** There are two ways to view your company meetings:

- A From the top of your personal meetings page, select **“See my team’s meetings”**.
- B Enter the Exhibitor Centre and select **“Meetings”** from the left navigation bar.

**Step 2:** Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon**.

**Step 3:** Once you have clicked on a meeting, you can use the search bar titled **“Participants”** to find your team members and assign the meeting to them.

**Step 4:** To manage your company's meeting availability, select **“Manage availability”** from the right hand side of the page.





# Lead Capture and Retrieval

Generate ROI with ease!

## All Your Leads in One Place

IJS Istanbul Jewelry Show is giving you extra power to grow your business and transform your connections into new business partnerships. Every connection that you make online plus all your scanned leads from onsite will be available in one place.



SCAN TO DOWNLOAD!

**Download the app to maximize your show experience** with all you event essentials in one place. The lead scanning and retrieval function on mobile app enables you to capture qualify every connection, helping you drive your business forward.



# Scan Attendee Badges Onsite

To start scanning badges onsite, you will need to download the app.

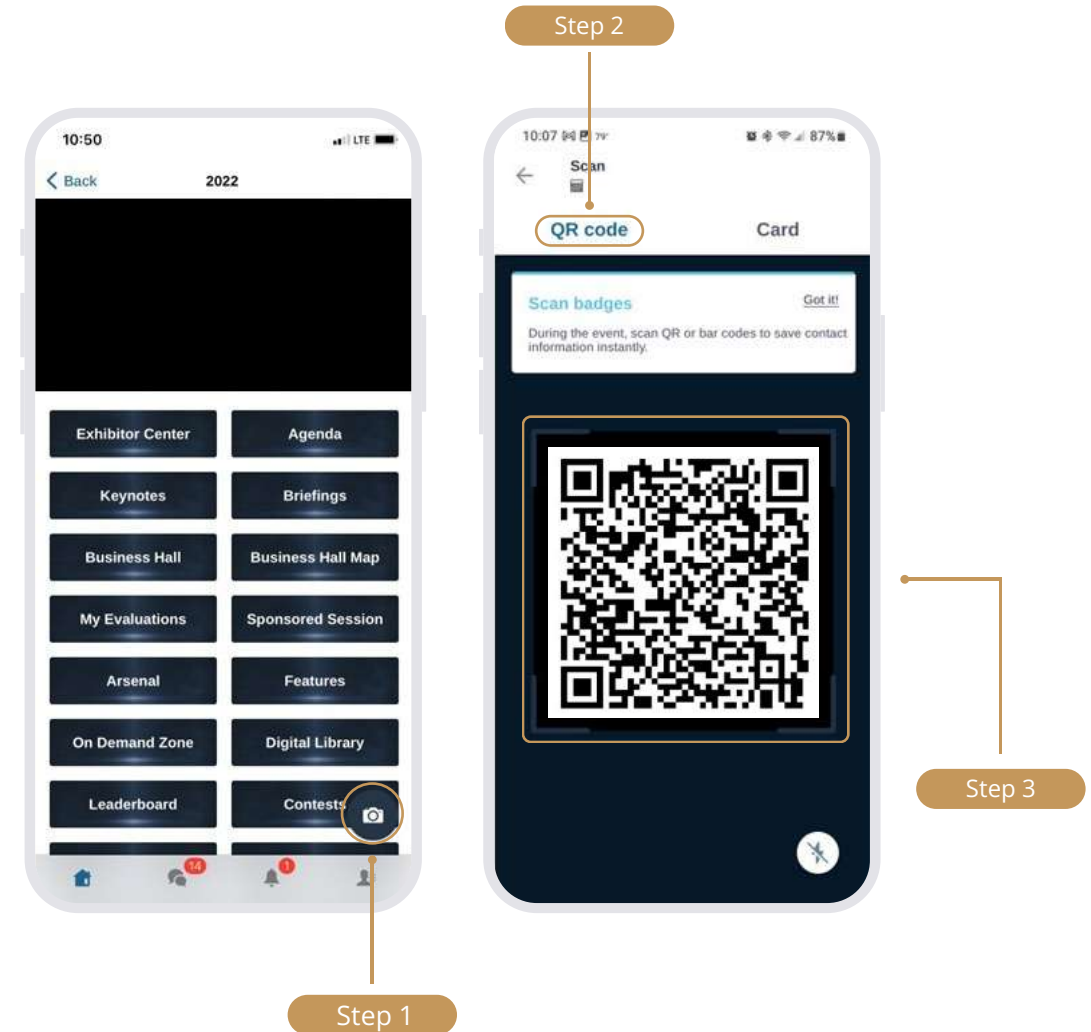
**Step 1:** Log in and select the camera icon in the bottom right-hand corner.

**Step 2:** Select **QR Code**.

**Step 3:** Align the square camera with the attendee badge.



The app will prompt you to allow access to your camera. Please agree in order to scan badges.





# Add Notes and Tags

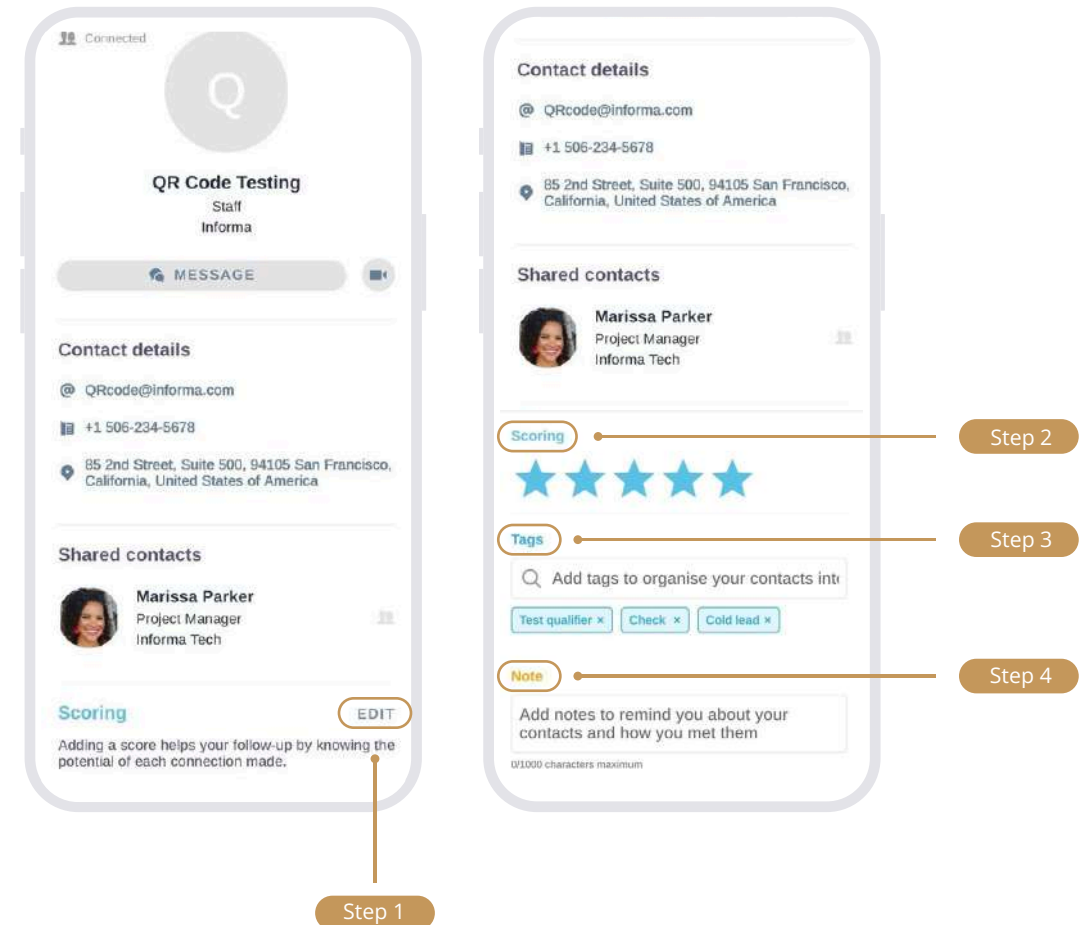
Once a badge has been scanned, you'll be able to see their contact details and annotate their profile with your own notes.

**Step 1:** Click "Edit" to start adding your own annotations.

**Step 2:** Give your lead a score out of 5 based on their potential.

**Step 3:** Add tags to enable easy filtering of leads (pre-populate possible tags with your team before the event to ensure you are on the same page).

**Step 4:** Add your own additional notes about the lead.





# Download Your Leads Post-event

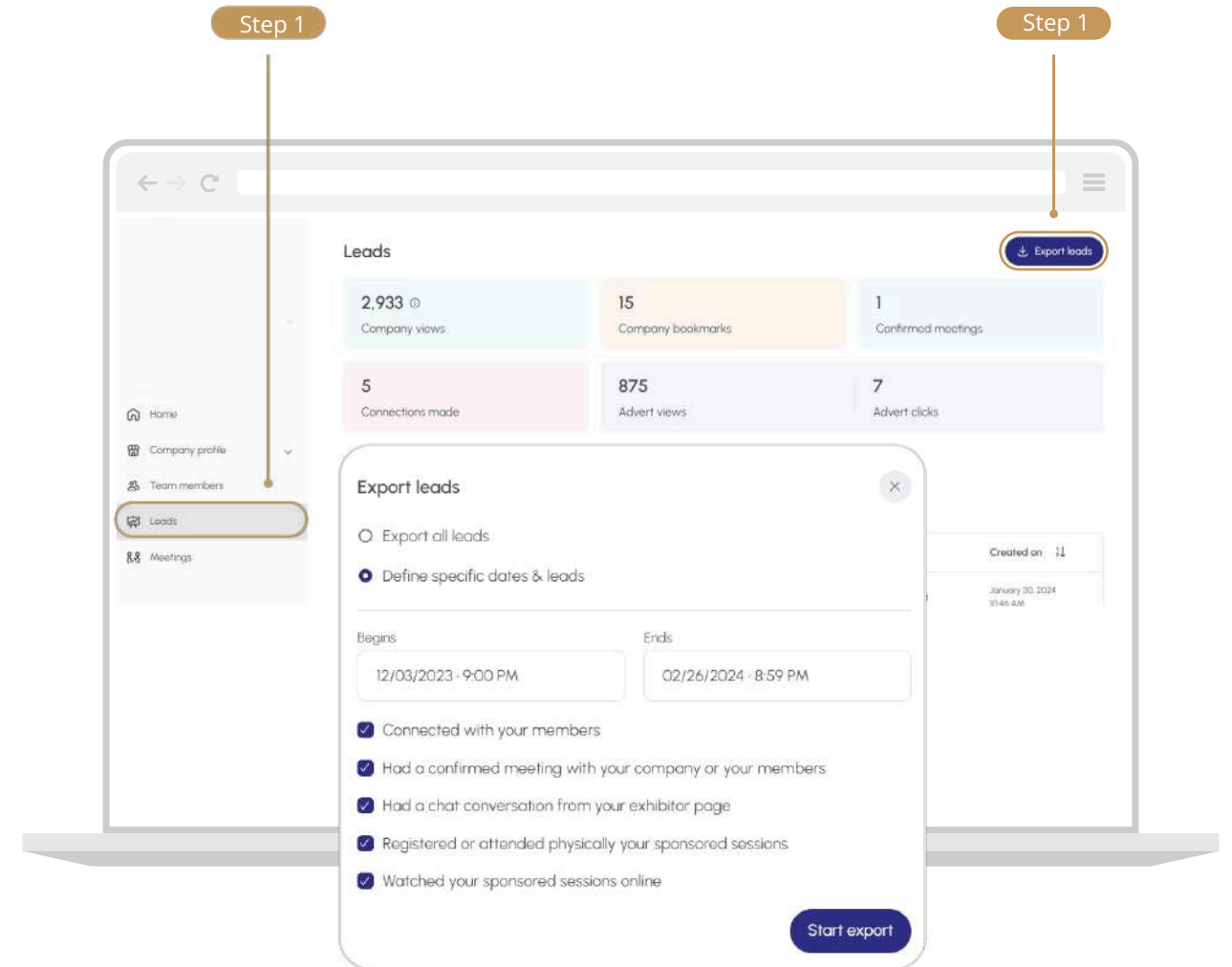
The download will include the information of all your scanned badges, any connections made online and anyone who has interacted with your sponsored content.

**Step 1:** Log in to the web and head to your **Exhibitor Centre**.

**Step 2:** Select **Leads Board** from the left-hand menu.

**Step 3:** Click **“Export Leads”** from the top right corner.

**Step 4:** You can download all your leads at once or select specific dates and sources.



# Extra time. Extra Access. Extra Value.

➤ Log in today to get extra from your event experience.

➤ If you have any further queries, please don't hesitate to contact our Customer Service Team on our hotline +90 (0)800 621 22 30 or WhatsApp +90 530 525 42 10 or email us at [ijscustomerservice@informa.com](mailto:ijscustomerservice@informa.com).

