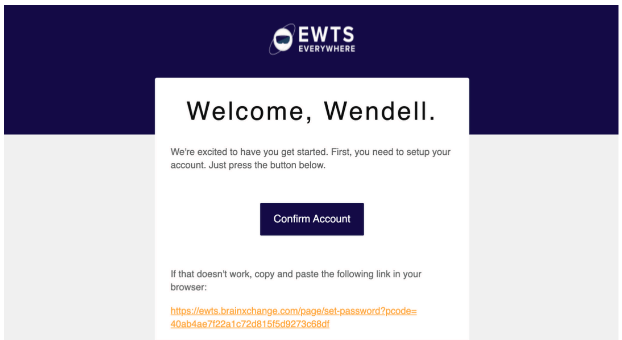
Sponsor/Exhibitor Profile Setup:

Login & Personal Profile Setup

Once imported to the platform by Brain**X**change, you'll receive an email with a **magic link** to login and create a password. *Note* This magic link **expires after 72 hours** for security reasons. Missed the window? Just go through the Forgot Password process using the email with which you registered for the event.

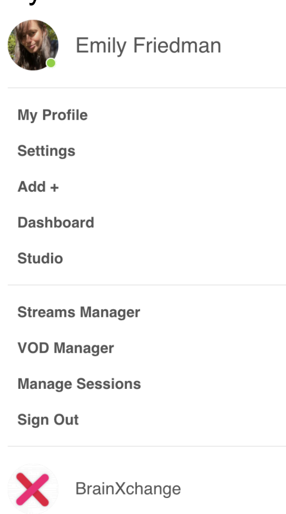


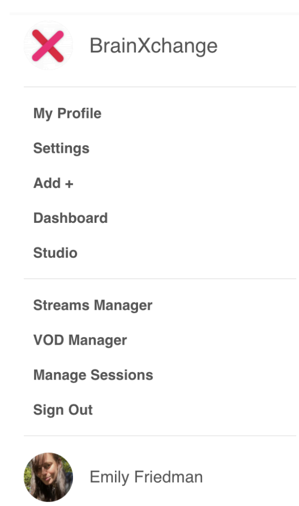
Upon signing in, you'll be directed to fill out your **personal profile.** Please follow the steps here.

Once you've completed your individual profile, you can set up your **company profile** or 'booth.' This is a shared profile, meaning all staff members have access. It's a good idea to designate one person initially to fill out the company profile.

Switching between your individual and company profiles

Click on your profile icon at top right (now displaying your profile picture or initials) and select your company name and logo at the bottom of the dropdown menu. This is how you'll toggle between your individual attendee profile and your company profile. (The following is an admin view, similar to what you will see as an exhibitor.)

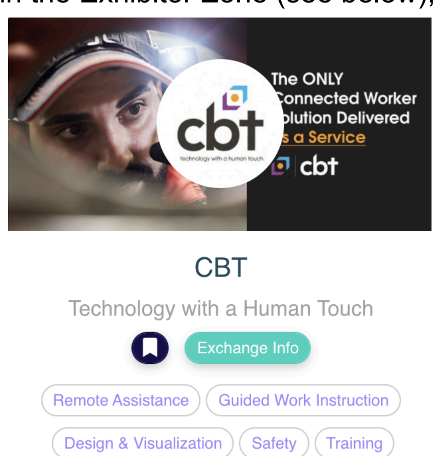




Company Profile Setup

Click the profile icon at top right (now displaying your company logo) and select **'My Profile'** from the dropdown menu. Click on the 3 vertical dots and select **'Edit Profile.'** Fill out information about your company. Note that some fields are mandatory (indicated by a red asterisk*).

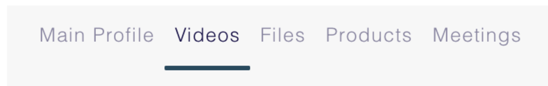
1. Company name
2. Type of solution (you can choose more than one)
3. Industry (what vertical(s) do you serve)
4. Application (what application(s) does your solution enable)
5. Interests: Select up to five (5) tags that relate to your company to help attendees find you. (Clicking on one of these tags will show you every person, session, post and organization associated with that tag.)
6. Company description
7. Featured Video: Upload a product demo, commercial, pitch or other video that will be featured on your profile. You can upload more videos under the Videos tab (see below), but this one is in a prominent position at the top and right side of your profile. You might also stitch together a few short demos (if you have multiple products) into one video for this spot.
8. Tagline (if you have one)
9. Website
10. Location (where you're based)
11. Contact information (phone and email - what visitors will receive when you 'Exchange Info' with them). *Note that the phone number needs to be a valid phone number (can't be all 000's). We recommend using the contact info for the person at your company responsible for reaching out to leads.
12. Link to your social media accounts. Please type out the URL as opposed to just your handle (ex. https://twitter.com/BrainXchange)
13. Hit 'Submit.' When finished, click on the 3 vertical dots again to add a cover photo (**'Edit Cover'**). This will show in the Exhibitor Zone (see below), not on your actual profile.



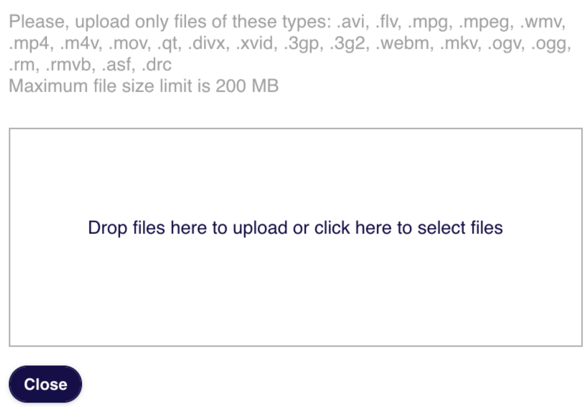
Note on image sizes:

- Profile photo for individual users and organizations: 400x400 (can be resized via the platform uploader)
- Cover image: 960x480px (responsive so width/height will change depending on screen size)

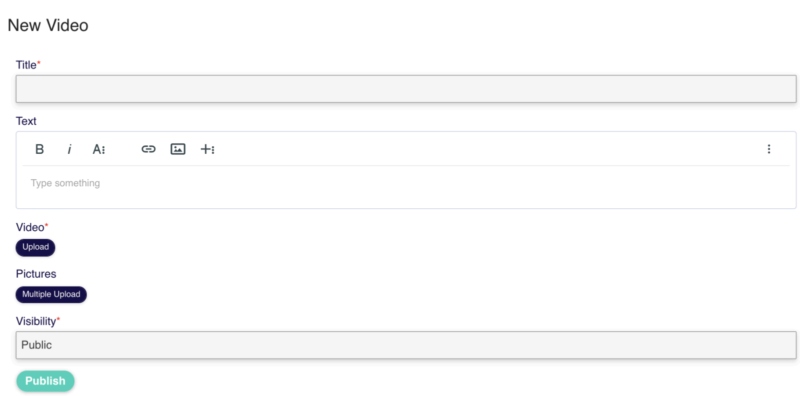
Adding Videos



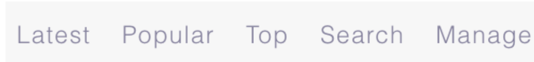
Go to the **Videos** tab to upload videos for attendees to watch and save. Videos must be uploaded as files to appear under the Videos tab, but you can also share links to videos in your Activity Feed (under 'Main Profile')



For each video you upload, add a title, description (text), and cover image (check to make **'Poster Image'**). You can also control who can view your video (Visibility).



When you select '+ Video', a new set of tabs appears, including **'Manage.'** Go to the Manage tab to rename or delete a video; you can also do this by clicking on the video itself.



After uploading a video, file or product, click the ‘Main Profile’ tab to go back to your company profile or select ‘My Company Profile’ from the left-hand menu.

Adding Files

Go to the **Files** tab near the top of your company profile (next to Videos) and select ‘**+ Add File**’ to add materials for attendees to download and save. For each file you upload, give it a title, choose a category, add a description, and determine visibility.

When you select ‘+Add File,’ a new set of tabs appears, including ‘Manage.’ Go to the Manage tab to temporarily deactivate a file or delete it altogether. Click the pencil icon to edit the file.

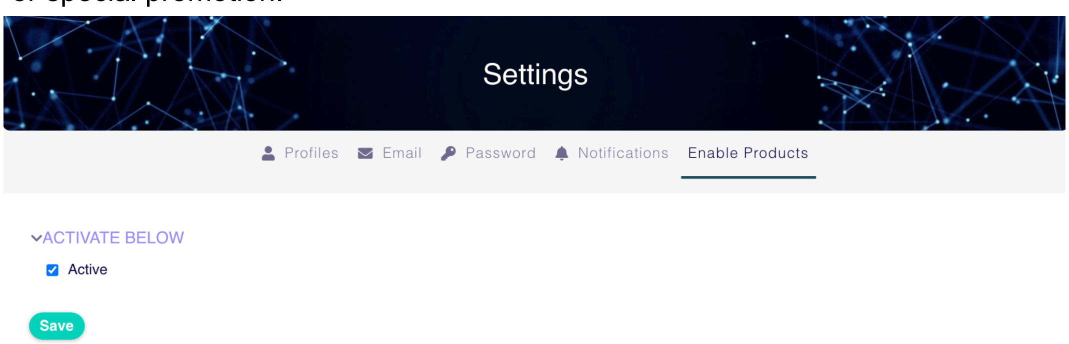
Lead Generation

Click on any of your files or videos to see how many people viewed it 

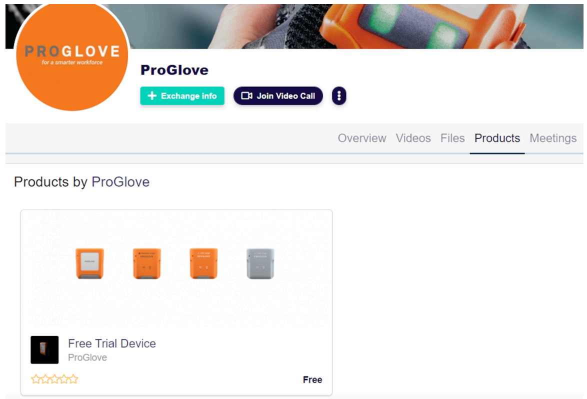
. Attendees have the option to either download or save your files and videos to their Digital Briefcases. You can see who’s downloading your materials in your ‘Leads & Analytics.’ Learn more [here](#).

Adding Products

Showcase your products within the event. Select **‘+ Product’** from the Products tab to first enable this feature (under ‘Settings’ as seen below), then add a product or other offering like a service or special promotion.



For each product, add a title and description, choose a type and category, and upload a header and other images and related files (see ‘storefront’ view below).



All products will appear in the event Marketplace.

Intelligent Linking

Each exhibitor has its own URL so feel free to share a **direct link to your company profile** with individual attendees and as the location when scheduling a meeting.

FYI

Be mindful of switching between your company and individual profiles during the event. If you want to message an attendee, for instance, you can do so as either yourself or as the company.

NEXT: Review instructions for scheduling meetings and viewing your leads & analytics, plus best practices here.