

## **Manual | Managing your online profile in My Easyfairs**

Welcome in My Easyfairs . As you can see, the environment is built out of steps, and you can now access **step 1: Manage your online profile**. The online profile becomes your digital business card and contains the information that is visible on the show website. This information will also be shared with the visitors who have scanned your stand with the Smart Badge. That's why it is important to fill in the information completely and correctly, so that you can experience the benefits of My Easyfairs .

The more complete the information in your online profile, the easier it becomes to attract the right target audience, which results in high-quality leads. We'll gladly walk you through the different parts of **“manage your online profile”** , so that you can get the most out of this part of My Easyfairs .

**“Manage your online profile”** consists of five steps. You can go through these individual steps separately! Click on the step and view the explanation, or go through all of the steps in chronological order.

[Step 1: Company information](#)

[Step 2: Products](#)

[Step 3: Innovation gallery](#)

[Step 4: News](#)

[Step 5: Jobs](#)

## Let's go!

Once you're logged into My Easyfairs , you click on "manage stand"



EVENTS & STANDS

MANAGE USERS

INVOICES & PAYMENTS

2020

### EMPACK UTRECHT 2020

Stand

31 Mar > 2 Apr 2020

Jaarbeurs Utrecht

MANAGE STAND

You are directed to the overview below. You see a timeline with the following steps that are available in My Easyfairs :

- **Manage your online profile**
- Invite your clients and prospects
- Manage your stand
- Track your performance

The screenshot shows the 'My Easyfairs' dashboard. At the top, there is a dark blue header with the 'My Easyfairs' logo on the left. To the right of the logo, there are two text boxes: one stating 'In this manual we go through the first step 'Manage your online profile'. It is divided in five smaller steps.' and another stating 'At the top you will see a timeline with three steps in front of the event and one step after the event.' Below the header is a light blue navigation bar with four icons and labels: 'Manage your online profile', 'Invite your clients & prospects', 'Manage your stand', and 'Track your performance'. A red arrow points from the second text box to the 'Track your performance' section, which has a note 'Section not fully active yet'. Below the navigation bar is a grid of six cards. The first card, 'Tailor your profile', shows a progress bar at 2/4 and lists tasks: 'Company information' (checked), 'Add products' (warning), 'Add news' (checked), and 'Add a job ad' (warning). The other five cards are 'Company information', 'Products & Services', 'Innovations Gallery', 'News', and 'Job ads', each with a description and a primary action button. The 'Innovations Gallery' card has a warning icon and a note 'You need a product to send your application'. Each card also has a link at the bottom to skip the step.

**My Easyfairs**

In this manual we go through the first step 'Manage your online profile'. It is divided in five smaller steps.

GoVisibility View pack

At the top you will see a timeline with three steps in front of the event and one step after the event.

**Manage your online profile**

**Invite your clients & prospects**

**Manage your stand**

**Track your performance**  
Section not fully active yet

**Tailor your profile**  
Complete all tasks to get a complete profile  
2/4

- ✓ Company information
- ⚠ Add products
- ✓ Add news
- ⚠ Add a job ad

**Company information**  
Review the key information about your company and stand  
[Review information](#)

**Products & Services**  
Display your products and services on your online profile  
[Manage items](#)  
[I won't add products](#)

**Innovations Gallery**  
Apply to display your most innovative product in our Innovations Gallery  
You need a product to send your application  
[Publish your first product](#)  
[I won't apply for the Innovations Gallery](#)

**News**  
Post the latest news about your company, products and services  
[Publish news](#)

**Job ads**  
Advertise open positions at your company on the event website and recruit top talents in your sector  
[Publish a job ad](#)  
[I won't add job ads](#)

## Step 1: Company information

You can see the step "Company Information" as your online business card. The info that you enter in this step is the information that is directly shared on the show website. Besides that, this is also the information that visitors who scan your stand during their visit will receive after their visit. That's why it's important to take your time for this step and to complete it as much as possible. This first step is also the most extensive step of "Manage your online profile".

This step consists of several parts: Basic information, company address, company description, categories, images and social media. If you have filled in a field, the information will be saved automatically. The fields with an \* are required fields and always need to be completed. Do you not fill in these fields? Then you will receive a notification, and you will need to complete them. We explain a number of steps.

### Basic information

Stand name\*

Easyfairs Netherlands

Contact email\*

info-autoprof@easyfairs.com

Website

<https://www.autoprof-vakbeurs.nl/>

### Address

Postal code\*

4207 HZ

City\*

Gorinchem


Country\*


Netherlands

When you click on your own stand in the list of participants on the website, you will see the data you have entered under "basic information" & "company information" as follows:

**This contact field can be found at the bottom of your online company profile on the show website.**

## CONTACT US

 3013AL Rotterdam Netherlands

 <http://aicsservices.nl>



SEND MESSAGE

Below 'Company description', you add a brief description of your company's activities. You can, of course, use the information from your own website, but also keep in mind how you can make this information as relatable as possible for your target audience. This way, you grab the attention of the interesting target audience straight away. If the show website is available in different languages, then you need to provide this information in all of those available languages as well. 'Translate from' helps you to translate a text. Do you not fill in a certain language, for example English? Then your company description will not be shown on the English version of the event website.

## Description

Company description\*

EN

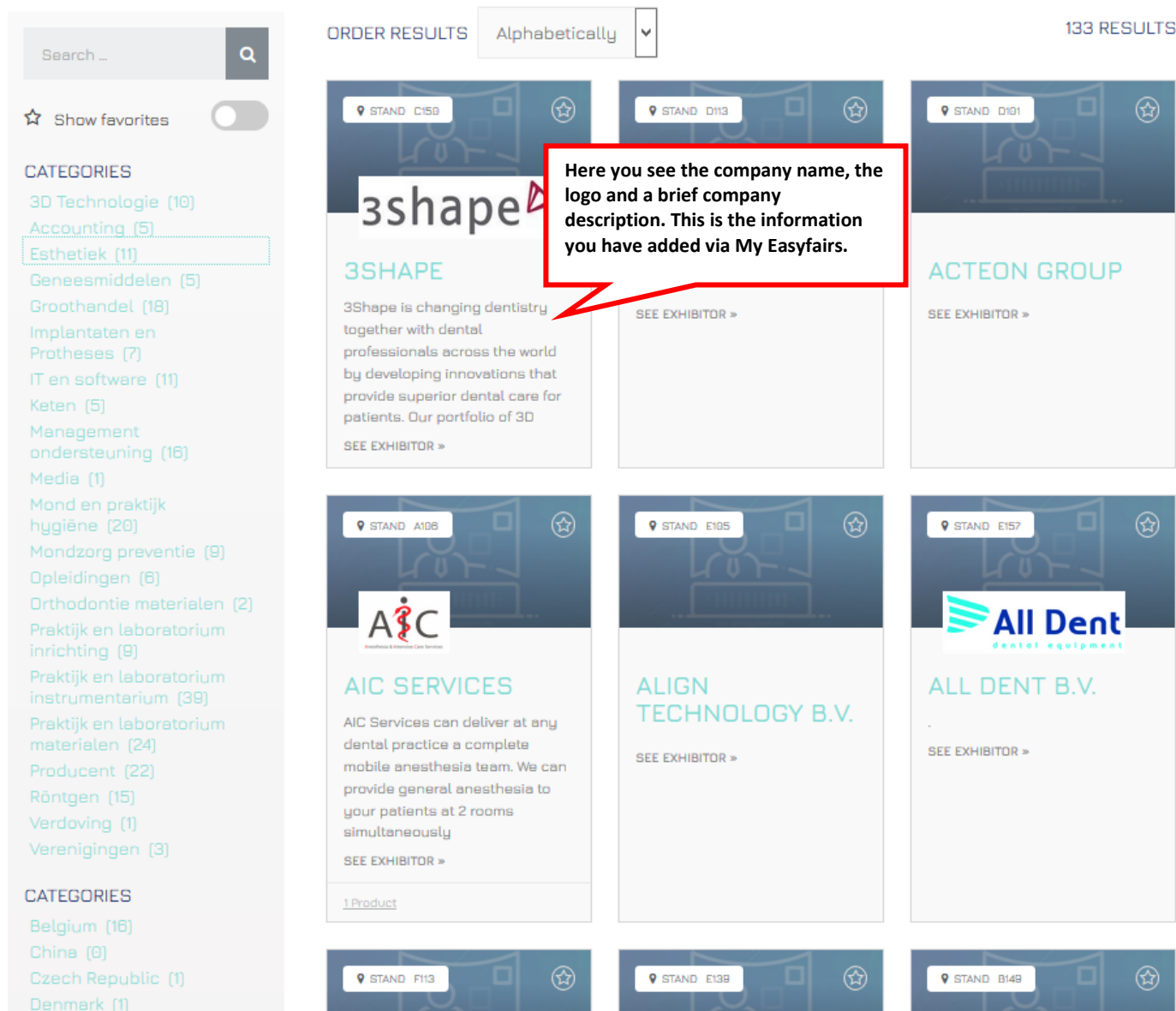
NL

 Translate from ▼


Ben je werkzaam binnen de automotive branche? Dan is Auto Prof de plek om in contact te komen met automotive professionals als autotechnici, managers en leidinggevenden in de werkplaats. Tijdens dit driedaagse netwerk en kennisevent ligt de focus op actuele thema's en ontwikkelingen binnen de branche. Professionals uit alle segmenten van de automotive en schadeherstel branche, presenteren zich hier, schudden de handen van relaties en leren alles over thema's als: APK, slimmer diagnosestellen, duurzaam


564/1000

The information you enter in My Easyfairs is displayed in the list of participants on the website and on your personal company page. This looks as follows:



The screenshot displays a web interface for a trade show directory. On the left is a sidebar with a search bar and a list of categories. The main area shows a grid of exhibitor cards. A red callout box highlights the 3Shape card, indicating that the company name, logo, and description are user-added information.

**Search ...** 


**Show favorites** 

**CATEGORIES**


- 3D Technologie (10)
- Accounting (5)
- Esthetiek (11)
- Geneesmiddelen (5)
- Groothandel (18)
- Implantaten en Protheses (7)
- IT en software (11)
- Keten (5)
- Management ondersteuning (16)
- Media (1)
- Mond en praktijk hygiëne (20)
- Mondzorg preventie (9)
- Opleidingen (6)
- Orthodontie materialen (2)
- Praktijk en laboratorium inrichting (9)
- Praktijk en laboratorium instrumentarium (39)
- Praktijk en laboratorium materialen (24)
- Producent (22)
- Röntgen (15)
- Verdoving (1)
- Verenigingen (3)

**CATEGORIES**


- Belgium (16)
- China (0)
- Czech Republic (1)
- Denmark (1)

**ORDER RESULTS** **Alphabetically** 


**133 RESULTS**

**3Shape**   
3Shape is changing dentistry together with dental professionals across the world by developing innovations that provide superior dental care for patients. Our portfolio of 3D  
[SEE EXHIBITOR »](#)


**ACTEON GROUP**  
[SEE EXHIBITOR »](#)

**AIC SERVICES**   
AIC Services can deliver at any dental practice a complete mobile anesthesia team. We can provide general anesthesia to your patients at 2 rooms simultaneously  
[SEE EXHIBITOR »](#)  
[1 Product](#)

**ALIGN TECHNOLOGY B.V.**  
[SEE EXHIBITOR »](#)

**ALL DENT B.V.**   
[SEE EXHIBITOR »](#)

When you click on your company, you are directed to your personal page where the company information is displayed on top:



Anesthesia & Intensive Care Services

📍 STAND: A106

📁 CATEGORIES:

3D TECHNOLOGIE, GENEESMIDDELEN, VERDOVING

ABOUT US


The information that has been completed in 'Company description', in My Easysfairs, will be projected in this field.



Below categories, you find a number of pre-defined categories that are used in the online catalogue of the website. By selecting the categories that best fit your company's activities, you ensure that you are easy to find for the target audience that is interesting to you. That's because, on the website, they can filter according to a specific category (that fits their interests). This way, you reach interesting leads ever faster.

## Categories

Categories\* (max. 3)

Werkplaatsinrichting en gereedschappen 

Select the categories which fit best to you company activities. This way you will reach more interesting target groups.

The categories you can select are visible on the show website as follows. This makes it very easy to filter according to interests for the visitors of the website:

Left to the exhibitor list you will see the categories displayed.

Show favorites

SHOW

Empack Utrecht 2020 (238)

CATEGORIES

Coding, labelling and printing systems & technology (19)

Consumables (2)

Control and inspection systems (7)

End of line packaging machines (1)

Federations and media (Empack) (1)

Fill, form and closing machines (2)

Handling and logistics systems (2)

Machine Components (6)

Packaging and packaging materials (19)

Packaging converters (4)

Packaging lines (1)

Packaging machines and technology (17)

Packaging robots and automation (1)

Packaging services (6)

ORDER RESULTS

Alphabetically

238 RESULTS

STAND D106

2B CONVEYOR SYSTEMS B.V.

READ MORE »

STAND A210

A-SAFE

READ MORE »

STAND A131

ABB B.V.

READ MORE »

STAND A111B

ABI

READ MORE »

STAND D100

AG PACKAGING

READ MORE »

STAND E135

Air Liquide

AIR LIQUIDE BENELUX

Food safety is a public health priority that is presenting new challenges due to the increasing trends in global food production, processing and distribution. Consumers

READ MORE »

STAND A206A

AIR PRODUCTS

STAND B116


AKTA TRADING


STAND E163


ALLROUND ENGINEERING BV

ALLROUND



 STAND:

 VIEWS: 1

 CATEGORIES:

END OF LINE PACKAGING MACHINES, PACKAGING AND PACKAGING  
MATERIALS, PACKAGING LINES

In the online company profile, the  
categories are also displayed.

## About us

Food safety is a public health priority that is presenting new

increasing trends in global food production,  
ution. Consumers are regarding foodborne  
increasing concern.

Air Liquide is a leading international gas supplier with innovative  
solutions to address the most challenging food productivity issues.  
With over 40 years of experience in food and beverage processing,  
Air Liquide has been a pioneer in the development of food and beverage-grade gases for

Next, you are going to upload your logo and a header image. These images are shown on the event website.

## Images

Add images to your profile



Logo\*



Add Header Image

Minimum size 1024 × 288

The logo is displayed on the website as follows:



[← GO TO EXHIBITOR LIST](#)

[ABOUT US](#)

[PRODUCTS](#)

[NEWS](#)

[JOBS](#)

[CONTACT US](#)



Anesthesia & Intensive Care Services

**STAND: A106**

**CATEGORIES:**

ANESTHESIA, DENTAL TECHNOLOGY, PHARMACEUTICALS

## ABOUT US

AIC Services can deliver at any dental practice a complete mobile anesthesia team. We can provide general anesthesia to your patients at 2 rooms simultaneously at every dental practice in The Netherlands or Belgium without any adjustment needed to your clinic. Every dental practice is suitable.

## Step 2: Products

Your business card has been completed. It's time for the second step of "manage your online profile", adding products that you want to display on the show website.

### Manage products

#### Manage products

Add the products you are planning to exhibit at the event. They will all be listed on your online stand profile on the event website. Make your product catalogue attractive with clear and high resolution images.

ADD A PRODUCT



iFlex Pedestrian Barrier - Flexible  
Polymer Barriers

Here you see an example of a recently added product. Additionally, you are able to still add new products.



ADD A PRODUCT

When you click on "Add a product", you are directed to the page below. Fill in all fields completely and correctly, so you share the right information with the visitor.



Add the products and services you are planning to exhibit at the event. They will all be listed on your online stand profile on the event website. Make your product catalogue attractive to visitors with clear product descriptions and high resolution images.

### Basic information

Name\*

EN

NL


[Use same for all languages](#)

Image\*

EN

NL

[Use same for all languages](#)



**Add Image**  
Minimum size 1024 × 576


Save

Fill in the name of your product and add an image. When the website is available in multiple languages, you need to enter the information in all languages. This is indicated by the red language blocks. As soon as a language has been entered, the block turns green. If you have entered 1 language and want to use the same name or image for the other languages as well, click on 'Use the same for all languages'. Then click on save and the fields below will appear.

In this fields, you add a description of your product/service (max. 2000 characters) and you can add an URL, a YouTube URL or documents.

### Description

EN NL

 Translate from ▼

0/2000

### External url

EN NL

[Use same for all languages](#)

### YouTube url

EN NL

[Use same for all languages](#)

### Documents

EN NL

[Use same for all languages](#)



PDF Document  
Maximum size 10mb



The products will then be displayed on the show website as follows:

Media [1]

Mond en praktijk hygiëne [20]

Mondzorg preventie [9]

Opleidingen [6]

Orthodontie materialen [2]

Praktijk en laboratorium inrichting [9]

Praktijk en laboratorium instrumentarium [39]

Praktijk en laboratorium materialen [24]

Producent [22]

Röntgen [15]

Verdoving [1]

Verenigingen [3]

**CATEGORIES**

Belgium [16]

China [0]

Czech Republic [1]

Denmark [1]

GLIC NICO NICE

OLASS

SHOW PRODUCT »

STAND A106

**AIC SERVICES**

AIC Services can deliver at any dental practice a complete mobile anesthesia team. We can provide general anesthesia to your patients at 2 rooms simultaneously.

SEE EXHIBITOR »

[1 Product](#)

STAND E105

**ALIGN TECHNOLOGY B.V.**

SEE EXHIBITOR »

STAND E157

**All Dent**  
dental equipment

**ALL DENT B.V.**

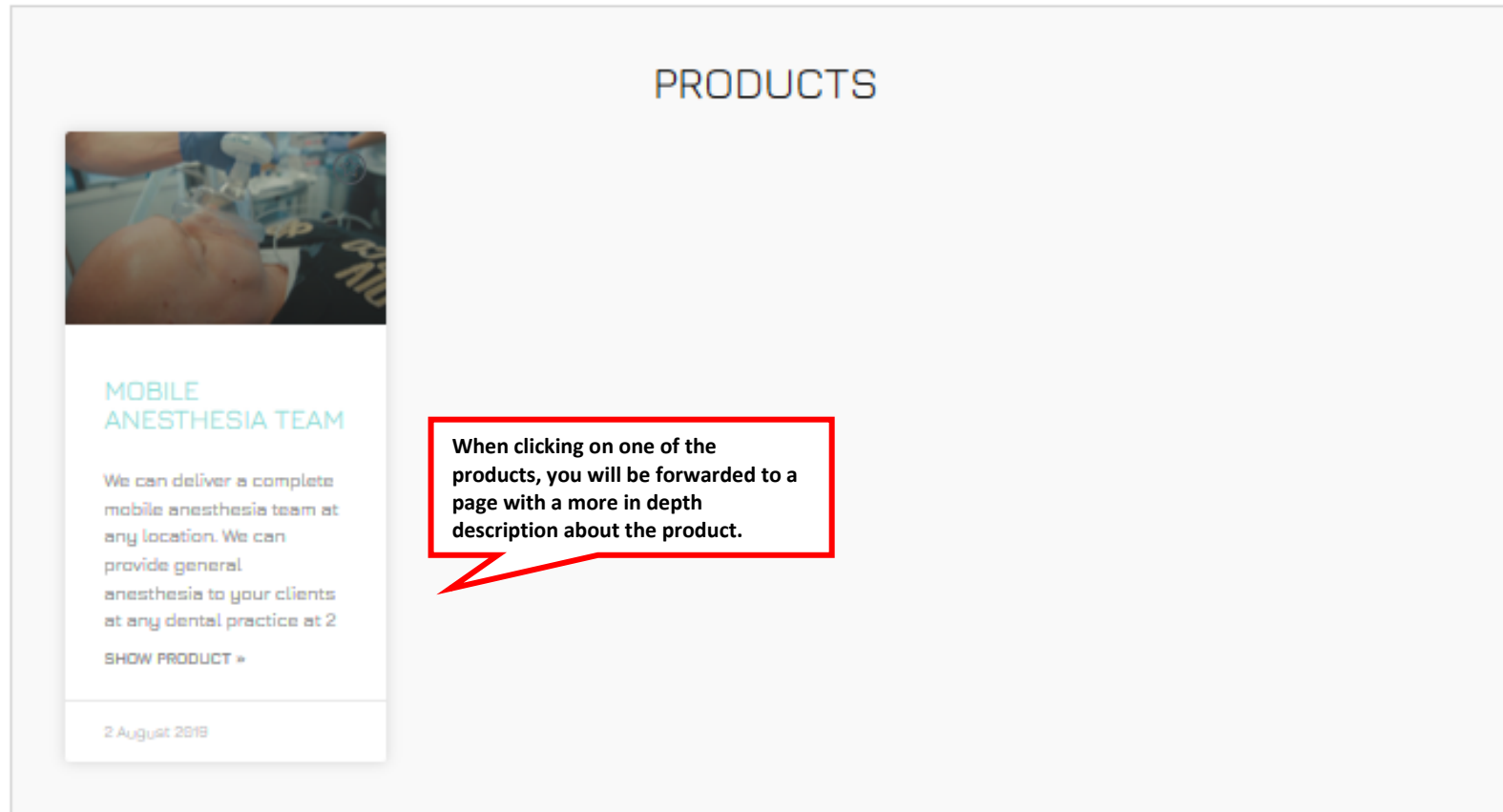
SEE EXHIBITOR »

STAND F113

STAND E139

STAND B149

When you then click on a product, you are directed to the product page, which looks as follows:



◀ GO TO PREVIOUS

DESCRIPTION

MEDIA



## DESCRIPTION

We can deliver a complete mobile anesthesia team at any location. We can provide general anesthesia to your clients at any dental practice at 2 rooms simultaneously without any need for adjustments to your clinic. Every dental practice is suitable.

👁 VIEWS

1

🏢 EXHIBITOR  
AIC SERVICES

## MEDIA



### WEBSITE

🌐 [www.aicservices.nl](http://www.aicservices.nl)

### DOWNLOADS

### Step 3: Innovation gallery

In the innovation gallery, you can register products as innovation. These are displayed in a separate section of the show website. The innovations you have registered do not get there automatically, they are first assessed. Is the submitted innovation actually an innovation and does it meet all predetermined requirements? You will receive an e-mail when the assessment is complete, and you don't need to check into My Easyfairs all the time to see if the innovation has been approved.

If you have not yet registered any innovations, you can do so now. You can also do this some other time, of course. By clicking start, you can register an innovation for the innovation gallery. Click on "I'll do this later" to do this at another time.

You can only register innovations that you have added as a product during the second step. An innovation that you have not yet added to your products? No problem, go back to the step products and add this innovation anyway. After that, you will see that this product can be selected and submitted as innovation.

## Innovations Gallery



### Innovations Gallery Application

Got a breakthrough product you would like to advertise? Click Start to apply for inclusion in the Innovations Gallery  
(subject to approval by the Innovations Reviewer).

START

I'LL DO THIS LATER

## Innovations Gallery

Select the product you would like to be included in the Innovations Gallery



iFlex Pedestrian Barrier -  
Flexible Polymer Barriers

## Innovations Gallery

In your opinion, why should your product be considered as innovative?



Pedestrian Barrier -  
Flexible Polymer Barriers

250

This field is required

APPLY

Select the product you want to submit as innovation and go through the steps! Your request is then successfully submitted. Now you just have to wait for the approval of your innovation!

## Innovatiegallerij



**Duimen!**

Uw product is ingediend om te worden opgenomen in de Innovatiegallerij. Onze innovatie reviewer controleert uw aanvraag en informeert u per e-mail over de uitkomst.

Houd er rekening mee dat dit beoordelingsproces +/- 4 maanden vóór het event begint.

OK

When your innovation has been approved by the innovation reviewer, you can find your innovation on a separate page of the website. This way, your product gets even more exposure and your reach becomes even bigger.

The screenshot shows the EMPACK 2020 website. The header features the EMPACK 2020 logo and the tagline 'DE TOEKOMST VAN VERPAKKINGSTECHNOLOGIE'. The main content area is titled 'EXHIBITORS & FLOORPLAN' and contains a list of links: EXHIBITOR LIST, FLOORPLAN, NEWS, JOBS, and INNOVATIONS. The INNOVATIONS link is highlighted. Below the list, there is a search bar with the text 'Search ...' and a magnifying glass icon. To the right of the search bar, there is a toggle switch for 'Show favorites' and a 'RESET FILTERS' button. The URL in the address bar is 'https://www.empack.nl/en/product-category/innovation/'.

When your innovation is approved, it will be automatically added to the innovations gallery and displayed on the innovation pages.

No innovations have been added to this page. That is why this page is blank.

ORDER RESULTS Alphabetically

It seems we can't find what you're looking for.

## Step 4: News

To complete your company profile even more, we are now going to add news. On this page, you can add various news items. The steps you have to go through to add a news item are similar to the steps you went through when completing the company information. Here too, if the website is available in different languages, you have to enter all languages separately to complete the website. Forgot to fill in a language? Then this language will not be displayed on the show website.

The fields with an \* are required fields. Nevertheless, we recommend that you complete all fields. By adding a URL to your show website, for example, you immediately generate interesting traffic to your website. This can result in leads in the build-up to your participation. The completed fields are automatically saved.

**Basic information**

Title\*

EN FR NL DE

Translate from

The secret of orange juice packaging

Teaser\*

EN FR NL DE


Translate from

New revolutionary functionalities for food packagings

**Image**

EN FR NL DE

Use same for all languages

 Image

**Description**

EN FR NL DE

Translate from

Test

4/2000

**Website URL**

EN FR NL DE


Use same for all languages

https://foodcrumbles.com/the-secrets-of-orange-juice-packaging/

**Documents**

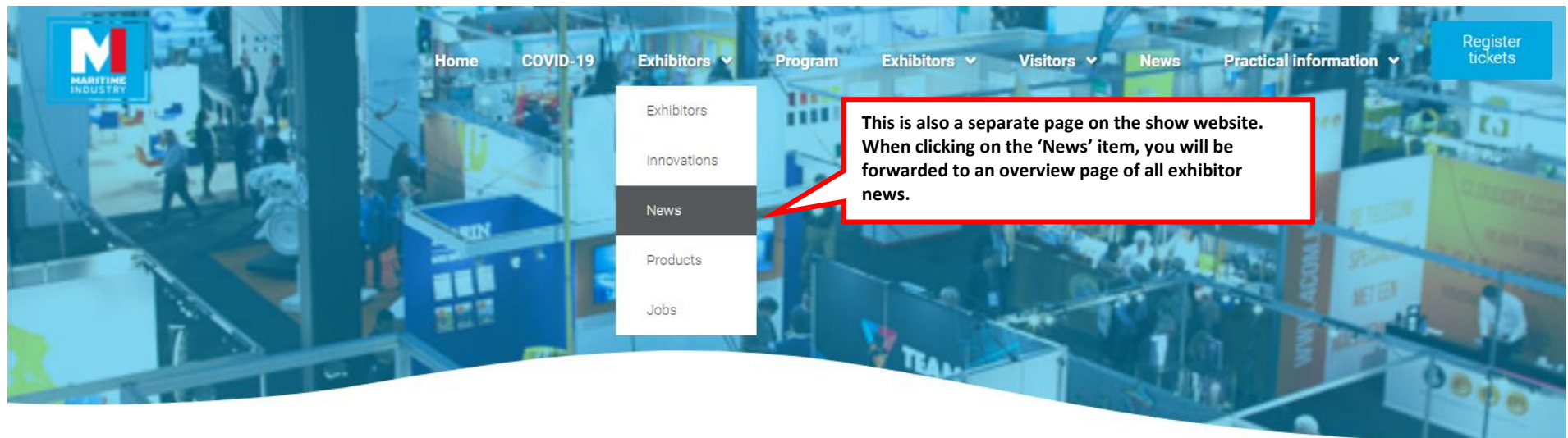
EN FR NL DE

Use same for all languages

 PDF Document  
Maximum size 10mb



The news items are displayed on the show website as follows:



## News

The screenshot shows the 'News' overview page. On the left is a sidebar with a search bar, a 'Show favorites' toggle, and a list of categories with counts: Digitalization (14), Other (46), Propulsion (64), Service providers (146), and Ship supplies (136). The main content area has a header with 'ORDER RESULTS' and a dropdown set to 'Alphabetically', followed by '86 RESULTS'. Below this are three news cards. Each card has a location tag (STAND K101, STAND C102, STAND K134), a star icon, a photo of a boat, a title, a subtitle, and a 'READ MORE »' link.

**STAGE V EASILY ACHIEVABLE WITH MOURIK EGP**  
With Mourik EGP, every diesel engine meets the Stage V emission

**DANFOSS DRIVES FOR AB INITIO VAN STC GROUP**  
An innovative, sustainable future  
[READ MORE »](#)

**STAGE V AFTER TREATMENT**  
Stage V after treatment  
[READ MORE »](#)



After clicking on a news item, you are directed to the whole article. In the example below, not all fields have been completed (no image and media).

[< OVERVIEW](#)

DESCRIPTIONMEDIA

VIEW:

## Description

With Mourik EGP, every diesel engine meets the Stage V emission standard, or even cleaner. This mainly applies to existing CCR engines, but they also fit emission after-treatment systems on new CCR2 engines and bring the standard to Stage V. The unique compact system was developed by General Manager Gerrit van der Linde.

STAND K101

### MOURIK EGP B.V.

EGP ensures that every diesel engine meets the Stage V emission standard, or even cleaner Mourik EGP is specialized in after-treatment of the exhaust gases

**GO TO EXHIBITOR »**

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1 News

## Step 5: Jobs

In the last step, you can choose to add job vacancies at your organisation! This way, you can immediately reach the target group for which your organisation can be interesting. Applicants who reach you via this way will have an affinity with the sector, which is a big plus!

Add a job by completing all fields and then clicking "propose". Again, don't forget about the different languages! It's possible to add multiple jobs.

### Basic information

Title\*

EN

NL

Use same for all languages

Accountmanager Auto Prof

Summary\*

EN

NL

Translate from

Zoek jij een afwisselende en uitdagende job in de zakelijke evenementenbranche? Wil jij de kracht van live communicatie aan den lijve ondervinden bij één van de grootste en sterkste spelers in de Nederlandse beurzenwereld? En samenwerken met een dynamisch team, maar met veel eigen verantwoordelijkheid? Dan zijn wij op zoek naar jou.

614/255

Contact email\*

EN

NL

Use same for all languages


info-autoprof@easyfairs.com

### Image

EN

NL

Use same for all languages

Image

### Description

EN

NL

Translate from

Als Accountmanager ben je verantwoordelijk voor de realisatie van de omzet van dit evenement. Het accent binnen de functie ligt voornamelijk op acquisitie; je benadert potentiële exposanten voor deelname aan onze beurzen. Je kent de markt als geen ander en je zorgt ervoor dat alle A-spelers op dit evenement aanwezig zijn. Je hebt een neus voor trends & ontwikkelingen in de markt en weet precies wie de challengers van morgen zijn. Je zorgt voor een interessante mix van bedrijven op de beursvloer. Kortom, jouw contacten in de markt staan garant voor een top event.

1879/2000

### Application form URL

EN

NL

Use same for all languages


<https://jobs.easyfairs.nl/jobs/1248849-accountmanager-vakbeurs-auto-prof>

### Documents

EN

NL

Use same for all languages

PDF Document

Maximum size 10mb