

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
- Prepare your stand
- Track your performance
-

The screenshot displays the 'My Easyfairs' dashboard. At the top, a dark blue header contains the logo, navigation links 'GoLeads' and 'View packages', and a timeline overview. The timeline consists of four steps: 'Manage your online profile' (marked with a warning icon), 'Invite your clients & prospects' (marked with a checkmark), 'Prepare your stand' (marked with a warning icon), and 'Track your performance' (marked with a checkmark). Below the timeline, the dashboard is organized into a grid of six cards. The first row includes 'Company information' (with a 'Review information' button), 'Products' (with a 'Manage products' button), and 'Innovations Gallery' (with a 'Manage Application' button). The second row includes 'News' (with a 'Publish news' button) and 'Job ads' (with a 'Publish a job ad' button and a link 'I won't add job ads'). Red annotations highlight the 'Manage your online profile' step in the timeline and the 'Track your performance' step, with arrows pointing to their respective cards. A text box explains that the manual covers the first step, which is divided into five smaller steps.

My Easyfairs

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

[GoLeads](#) [View packages](#)

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** **Prepare your stand** **Track your performance**

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

Products
Display your products on your online profile
[Manage products](#)

Innovations Gallery
Apply to display your most innovative product in our Innovations Gallery
[Manage Application](#)

News
Post the latest news about your company and products
[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".

On the left side, you see a list of 6 steps that you can follow to complete your company information! You start with filling in your "basic information" and click "send information" after providing all the information. The fields with an * are required fields and always need to be completed. Have you not completed these fields? Then you will receive a notification, and you will need to complete them. We are highlighting a few steps.

Company information

BASIC INFORMATION

COMPANY ADDRESS

COMPANY DESCRIPTION

CATEGORIES

LOGO

SOCIAL MEDIA

SUBMIT INFORMATION

Basic information

You can review and update your company information displayed on your stand profile on the event website.
Please make sure the contact email address is correct so that visitors can get in touch with you.

Stand name *

This is the name under which your company will be listed in the online catalogue of the event website

246

Contact email *

This is the email address which is used when visitors contact you via the contact form on your stand profile page

Website


Please provide your company website address (without http://)

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

Netherlands

 SEND MESSAGE

You continue to the heading "Company description". Here 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.

Company information

Company description

Describe your company activities and services. We advise to tailor it to the event's industry.

BASIC INFORMATION

COMPANY ADDRESS

COMPANY DESCRIPTION

CATEGORIES

LOGO

SOCIAL MEDIA

SUBMIT INFORMATION

Company description * EN

Please provide a description of your company activities

Producing counting machines for all kind of products and delivering service 959

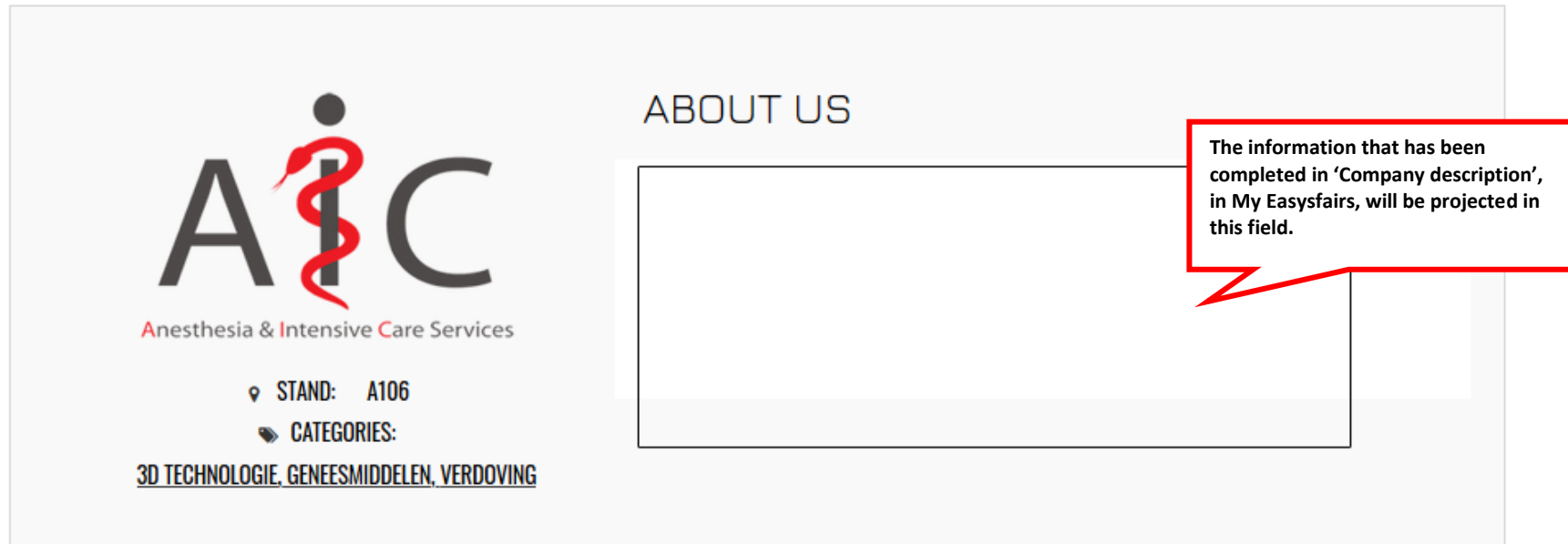
Company description * NL

Please provide a description of your company activities

Producers van telmachines voor allerlei producten en serviceverlening, 971

You see several fields with a language code. This means the show website is available in different languages and you are able to provide your company information in those languages. If you choose to not fill in the information for a particular language, this will not be projected on the website in that particular language.

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



AiC
Anesthesia & Intensive Care Services

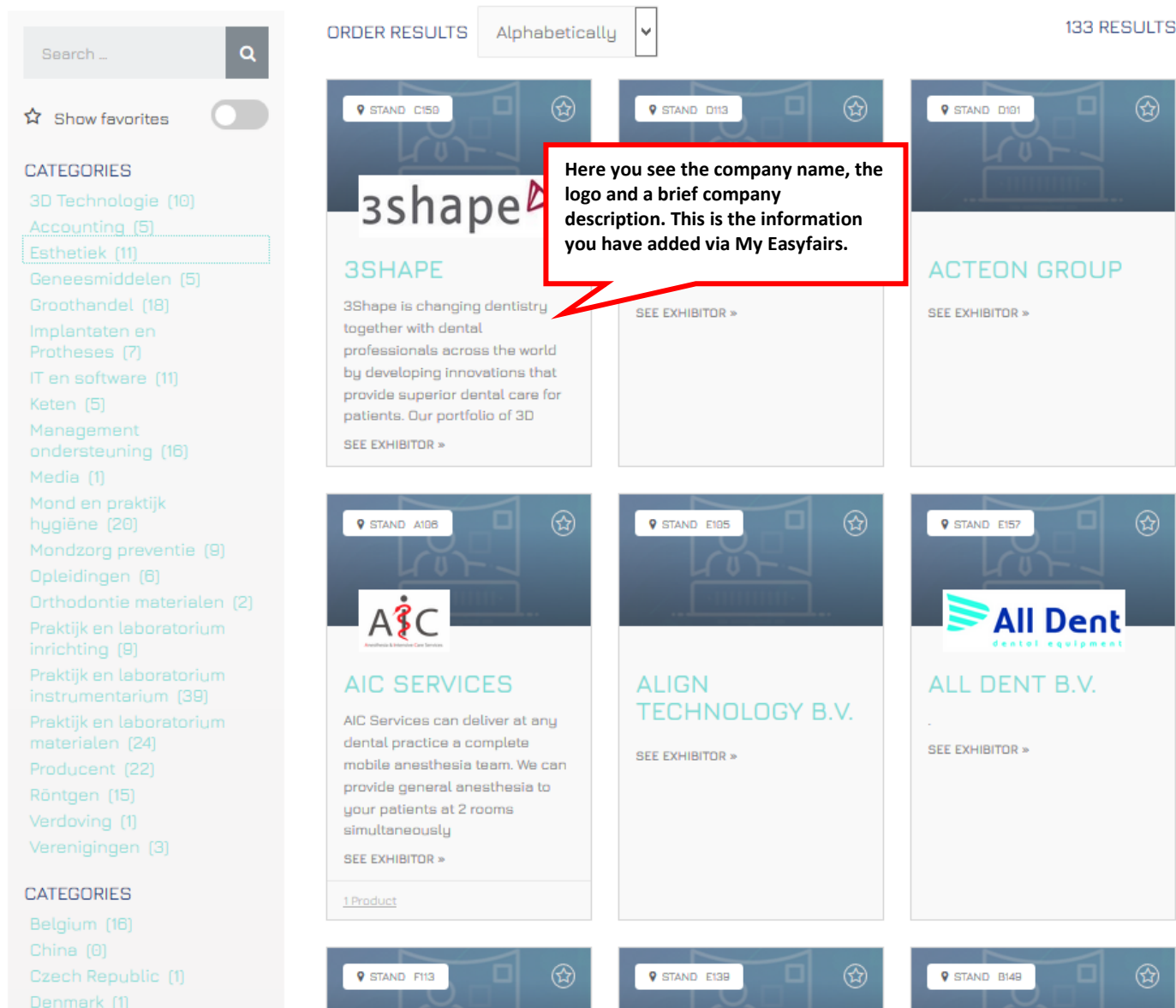
📍 STAND: A106

🏷️ 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.

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 the My Easyfairs website interface. On the left is a sidebar with a search bar, a 'Show favorites' toggle, and two category lists. The main area shows a grid of exhibitor cards under the heading 'ORDER RESULTS' with a dropdown set to 'Alphabetically' and '133 RESULTS'.

Left Sidebar:

- 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)

Main Exhibitor Grid:

- 3Shape** (STAND C150): 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** (STAND D101): SEE EXHIBITOR »
- AIC SERVICES** (STAND A106): 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 »
- ALIGN TECHNOLOGY B.V.** (STAND E105): SEE EXHIBITOR »
- ALL DENT B.V.** (STAND E157): SEE EXHIBITOR »
- STAND F113**
- STAND E139**
- STAND B149**

At the step 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.

Company information

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

Categories

Categories are used in the online catalogue of the event website.
Visitors can filter companies in a specific category.

BASIC INFORMATION

COMPANY ADDRESS

COMPANY DESCRIPTION

CATEGORIES

LOGO

SOCIAL MEDIA

SUBMIT INFORMATION

Categories *

Select up to 3 categories

- | | |
|---|---|
| <input type="checkbox"/> Packaging and packaging materials | <input checked="" type="checkbox"/> Packaging machines & technology |
| <input type="checkbox"/> Handling and logistics systems | <input type="checkbox"/> Control and inspection systems |
| <input type="checkbox"/> Consumables | <input type="checkbox"/> Machine Components |
| <input type="checkbox"/> Federations and media (Empack) | <input type="checkbox"/> Consumables |
| <input type="checkbox"/> Identification and smart labelling | <input type="checkbox"/> Substrates |
| <input type="checkbox"/> Control and inspection systems | <input type="checkbox"/> Labelling and converting components and Infrastructure |
| <input type="checkbox"/> Prepress | <input type="checkbox"/> Print and label machinery equipment |
| <input type="checkbox"/> Print & labelling converting equipment | <input type="checkbox"/> Services and consultancy |
| <input type="checkbox"/> Print Converters | |

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.

Search ...

☆ 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


PRODUCE: AIR & WATERMETERS


www.allround-engineering.it

ALL ROUND



 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. This is the logo that is displayed on the website.

Company information


Company logo

The logo of your company will be displayed on your stand profile on the event website. Just upload a high res picture and we will resize it for an optimal display.

Company logo file

Please provide a logo for your company

Upload you logo here



BASIC INFORMATION

COMPANY ADDRESS

COMPANY DESCRIPTION

CATEGORIES

LOGO

SOCIAL MEDIA

SUBMIT INFORMATION

This 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", the adding of 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



ADD A PRODUCT

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

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.

Create product

CREATE NEW PRODUCT
ADD EXISTING PRODUCTS

Required translations

☒ English ⓘ
☐ Nederlands ⓘ

Other translations -

To publish a product in a specific language, all required fields have to be translated.


SUBMIT

Product name *
Enter the name of your product/service. Be as precise as possible.

Your product name

255

Main picture *
Upload an image which will be used as the main picture for your product on your online profile

 Drag file here

Select file...

The picture you want to add to your product.
Note: for a optimal display, you have to add this is a horizontal square image

Product description
Enter the main characteristics of your product/service

Add a description about your product or service.

You are able to add a link, document or video to your product.

Add more information
[+URL](#) [+Video](#) [+Documents](#)

Note: When the show website is available in multiple languages, you have to add the product (image) to each language separately.

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 B.V.

SEE EXHIBITOR »


STAND F113



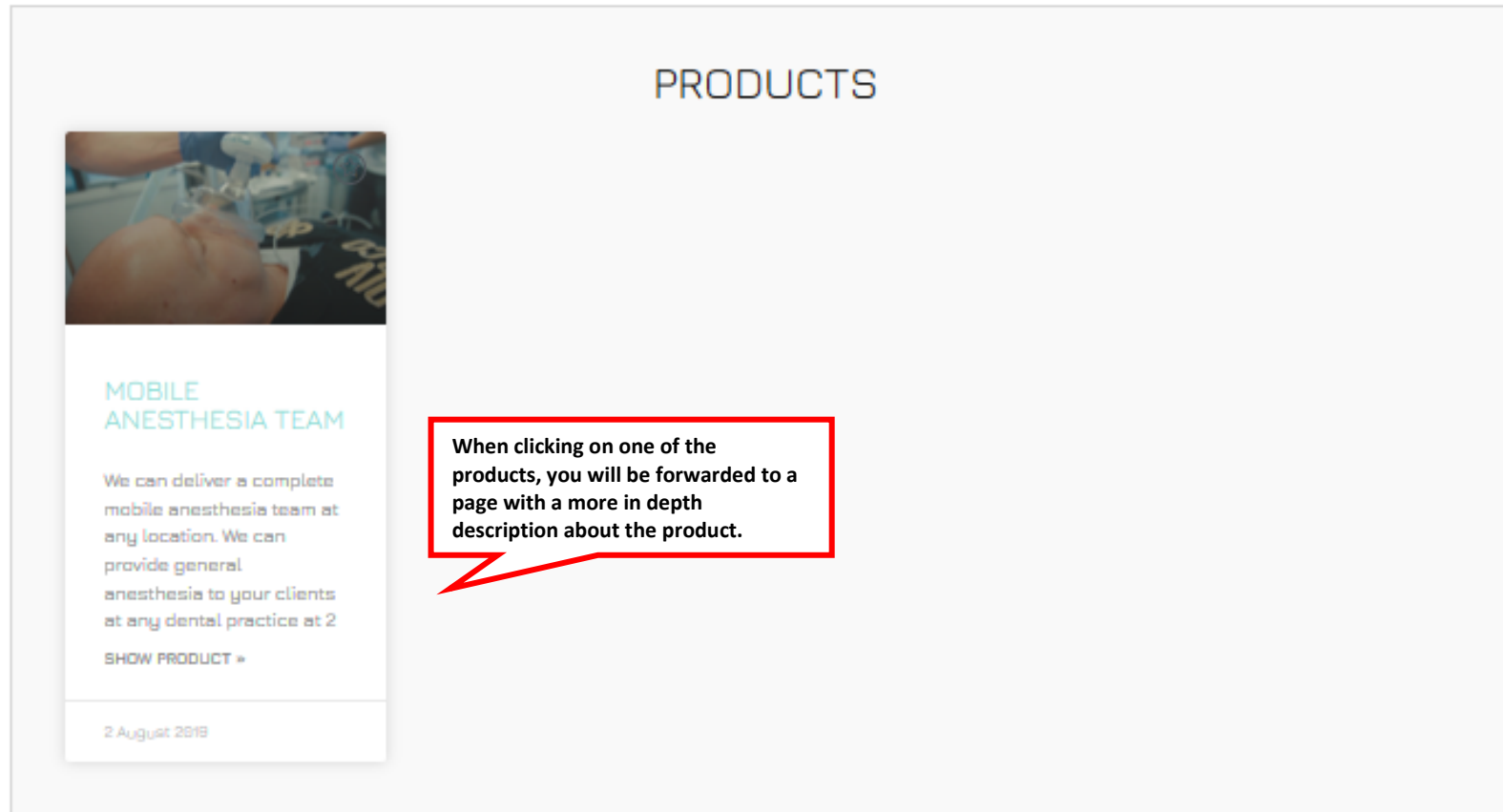
STAND E139



STAND B148



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

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 displays the EMPACK 2020 website interface. The header features the event logo and the tagline 'DE TOEKOMST VAN VERPAKKINGSTECHNOLOGIE'. A navigation menu on the right includes links for 'EXHIBITORS & FLOORPLAN', 'EXHIBITOR LIST', 'FLOORPLAN', 'NEWS', 'JOBS', and 'INNOVATIONS'. The 'INNOVATIONS' section is currently empty, with a red-bordered text box stating: '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.' Below the main content area, a search bar is present with a 'Search ...' placeholder and a magnifying glass icon. To the right of the search bar, there is a section for 'ORDER RESULTS' with a dropdown menu set to 'Alphabetically'. A red arrow points from the empty innovations section to a message box that reads: 'It seems we can't find what you're looking for.' At the bottom of the search area, there is a 'RESET FILTERS' button with a circular arrow icon.

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.

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 that 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. Are you satisfied with the news item you have created? Then you click on "propose", and your news item will be submitted!

Create a news item

CREATE NEW NEWS

ADD EXISTING NEWS

Required translations

☒ English

☐ Nederlands

Other translations ▾

To publish a news item in a specific language, all required fields have to be translated.

SUBMIT

Title *

Enter the headline of your article

255

Teaser *

Enter a short introduction text to your article

255

Main image

Upload a picture to be used as the main illustration of your news article

Drag file here

Select file...

Description

Enter the text of your news article

2000

Add more information

+ URL

+ Documents

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

The screenshot shows the website <https://www.empack.nl/en/product-category/innovation/>. The header features the EMPACK 2020 logo with the tagline "DE TOEKOMST VAN VERPAKKINGSTECHNOLOGIE". A navigation menu on the right includes links for EXHIBITORS & FLOORPLAN, PROGRAMME, EXHIBITOR LIST, FLOORPLAN, NEWS, JOBS, and INNOVATIONS. A red callout box points to the 'NEWS' link with the text: "This is also a separate page on the show website. When clicking on the 'News' item, you will be forwarded to an overview page of all exhibitor news." Below the navigation menu, the Jct logo is visible. At the bottom, there is a search bar with a magnifying glass icon, a "Show favorites" toggle switch, and a "RESET FILTERS" button. To the right of the search bar, the text "ORDER RESULTS" is followed by a dropdown menu set to "Alphabetically". Below this, a message states: "It seems we can't find what you're looking for."

News



☆ Show my 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

ORDER RESULTS

Alphabetically



133 RESULTS

NEWS



Customers are increasingly asking for an additional label
In Ruinerwold the name Koetsier is an understanding. The slaughterhouse Koetsier established in 1927 has grown into a producer of sausage specialties and meat products, which also serves customers

[READ MORE »](#)

NEWS



Logopak heeft haar range Industriële etiketteersystemen uitgebreid met een DIN A3 printer, speciaal ontwikkeld voor de papierindustrie en ander toepassingen waar groot formaat etiketten aangebracht moeten worden.
Logopak kan als één van de weinigen hier

[READ MORE »](#)

NEWS



Logopak heeft haar range Industriële etiketteersystemen uitgebreid met een DIN A3 printer, speciaal ontwikkeld voor de papierindustrie en ander toepassingen waar groot formaat etiketten aangebracht moeten worden.
Logopak kan als één van de weinigen hier

[READ MORE »](#)

NEWS



10 COLOR STITCH LABELS AT DECONOVA!

DecoNova from Westland De Lier

NEWS



450.000 CRATES FOR WEHKAMP.NL

[READ MORE »](#)

NEWS



48.000 PIECES CLEVER-RETAIL-BOX

[READ MORE »](#)

When you click on a news item, you are directed to the whole article. In the example below, not all fields have been completed

Adhesives for Automatic Detection Systems

◀ GO TO PREVIOUS



i VIEWS:

Description

Intercol offers a large range of detection materials suitable for all types of application equipment and methods. This allows us to select and/or develop an adhesive formulation that offers detectability for your specific application and high speed machinery.

The materials that are currently used to enable automated detection of glue beads and/or dots by camera systems, seem to be failing in an increasing number of applications. This is caused by the increased levels of optical brighteners used in the manufacturing of recycled paper and carton materials. It is a generally known problem for which adhesive application system manufacturers and Intercol have been developing alternatives. We can now let you know that we have succeeded !

We have been able to develop a detection material that is not influenced by the optical brighteners inside the paper and carton substrates and which will offer a reliable and accurate detection system under all conditions.

Extensive tests and trials have shown that the use of the material in our selected formulations does not affect adhesive characteristics and is safe to use.

Intercol closely cooperates with all market parties involved and is able to offer an adhesive solution for any situation.

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.

The screenshot shows the 'Create a new job ad' form. On the left, a sidebar titled 'Manage job ads' contains a message: 'You do not have any existing job ads yet... Let's create one together' with a green button labeled 'CREATE A NEW JOB AD'. The main form has a title 'Create a new job ad' and two options: 'CREATE NEW JOB AD' (selected) and 'ADD EXISTING JOB ADS'. Below these are radio buttons for 'Required translations' in 'English' (selected) and 'Nederlands'. A note states: 'To publish a job ad in a specific language, all required fields must be translated.' The form fields are: 'Title *' (text input, 255 characters), 'Summary *' (text area, 255 characters), 'Contact email *' (text input, 255 characters), 'Image' (upload area with 'Drag file here' and 'Select file...' button), and 'Job description' (text area, 2000 characters). At the bottom, there is a link 'Add more information' with sub-links '+URL' and '+Documents'. Red callout boxes with arrows point to the following fields:

- Enter the title of the job position.** (points to the Title field)
- Enter a summary of the job position.** (points to the Summary field)
- Enter an email address of the responsible contact person.** (points to the Contact email field)
- Add an image to make the job position more attractive.** (points to the Image upload area)
- Fill in a description of the job vacancy.** (points to the Job description field)