

VINEXPO ASIA,
BOARDING NOW FOR THE MOST ANTICIPATED
EVENT OF 2023

TUTORIAL #1

How to update my company page in
the online catalogue?



How to update my company page in the online catalogue?

Step 1- **Go to the Vinexpo Asia website**

Step 2 - **Log in** with your e-mail and password

Step 3- **Go to your company profile**

Step 4- **Add a logo**

Step 5- **Fill in your general information**

Step 6- **Select product categories**

Step 7- **Complete the company description**

Step 8- **Select your main activity**

Step 9- **Add a video**

Step 10- **Add marketing content**

Step 11- **Add team members**

Step 12- **Option: add products**

1

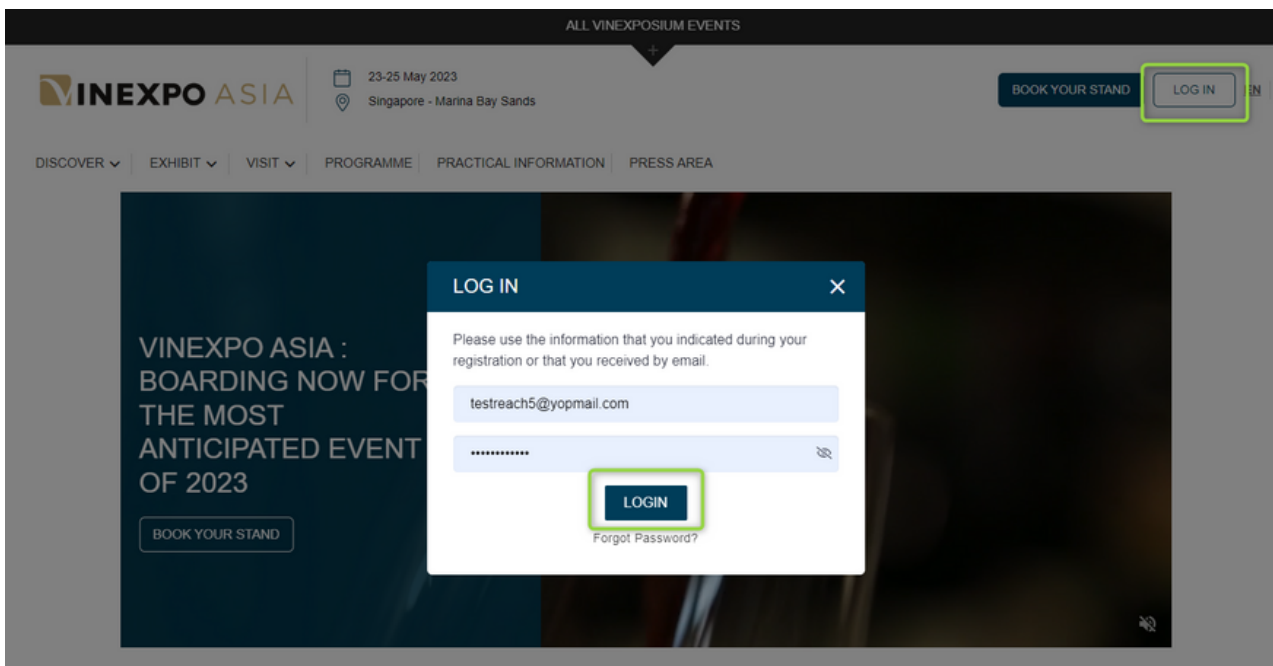
Go to the website

- Go to Vinexpo Asia website (<https://www.vinexpoasia.com/>)

2

Log on to your profile

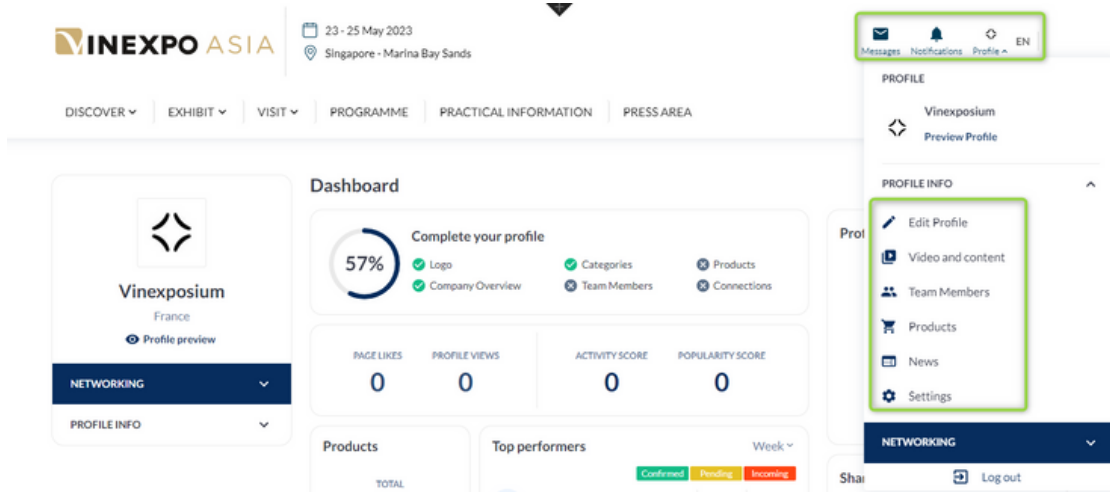
- Click on 'Log in' and fill in the e-mail and password of your account (same credentials than your exhibitor space).



If you no longer have your password, click on "**Forgot your password?**"
You will receive an email with a link to create a new one.

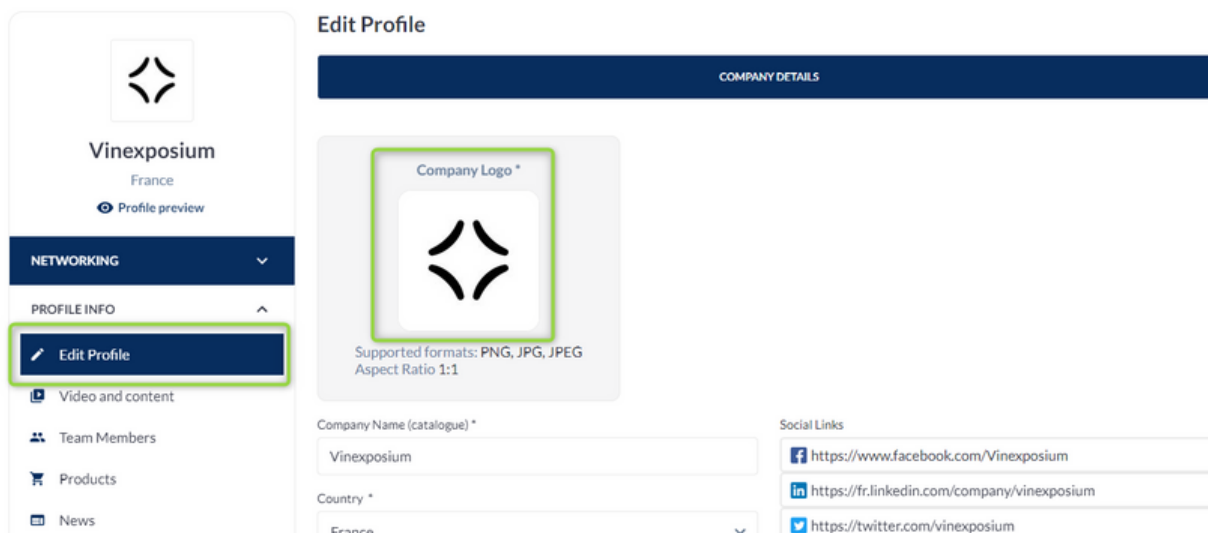
3 Go to your company profile

- Click on 'Profile' in the top right menu
- Then click on 'Edit Profile'

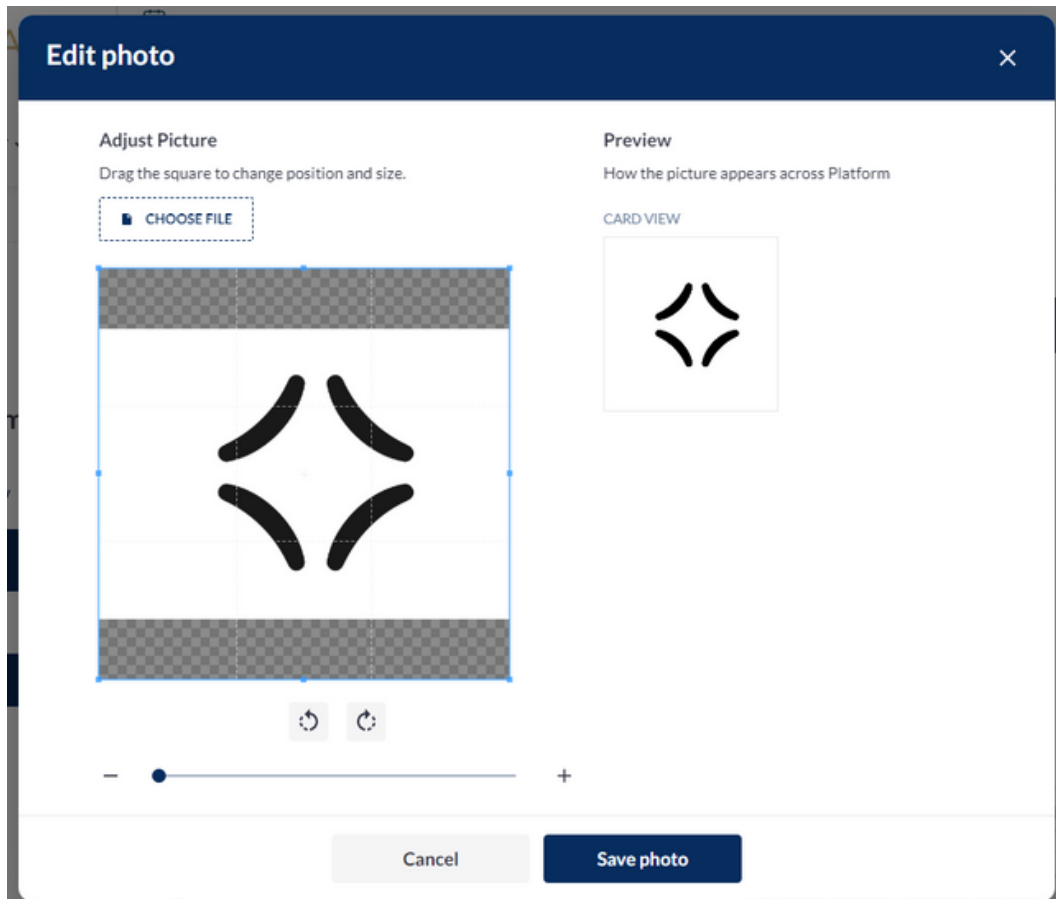


4 Add a logo

- Click to add a picture



- Select the photo in your files and click on 'open'.
- Adjust the image and click on 'Confirm' to save the changes.



5 Complete your information

- Company name (catalogue) => To be filled in EN and FR to avoid empty fields
- Country
- Region/State
- City
- Post Code
- Website
- Facebook => Link to your Facebook page
- LinkedIn => Link to your LinkedIn page
- Twitter => Link to your Twitter account
- YouTube => Link to your YouTube channel
- Instagram => Link to your Instagram page

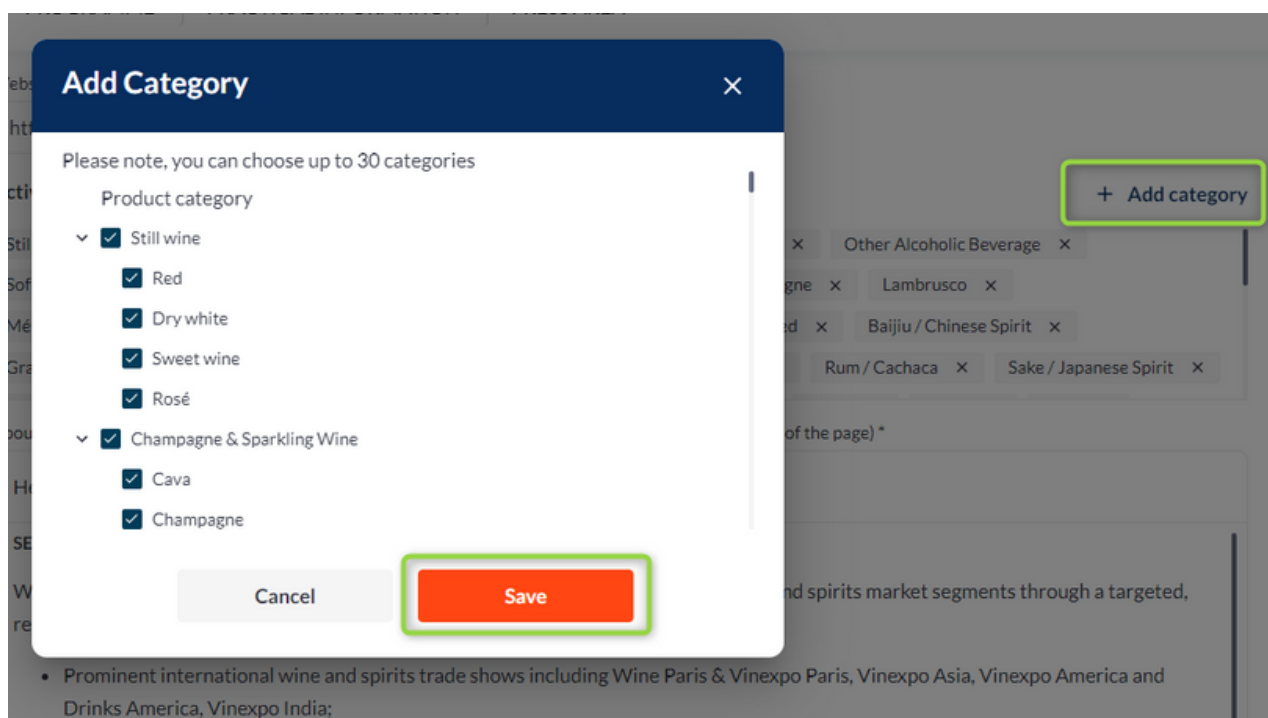
Then click on the 'Save' button at the bottom of the page to save the changes.

6 Add product categories

- Click on 'Add a category', then select:
 - Product categories
 - Type of culture
 - Grape variety
 - Price range
 - Selling format
 - Vintage/Age/Quality
 - Contry, Region & Appellation

corresponding to the products you will present during the show.

It is important to fill in this part in a rigorous way in order to appear in the filters during a search in the catalogue.



7 Complete your company description

Fill in the company description.

The text will appear on your company page in the catalogue and will be visible to other users. Be brief but precise, with keywords so that trade buyers can find your profile.

About the company (please don't forget to put the English and French version by using the flag at the top of the page) *

Normal text ▼ **B** *I* U [List Icon] [List Icon] [List Icon] ▼

Hello,

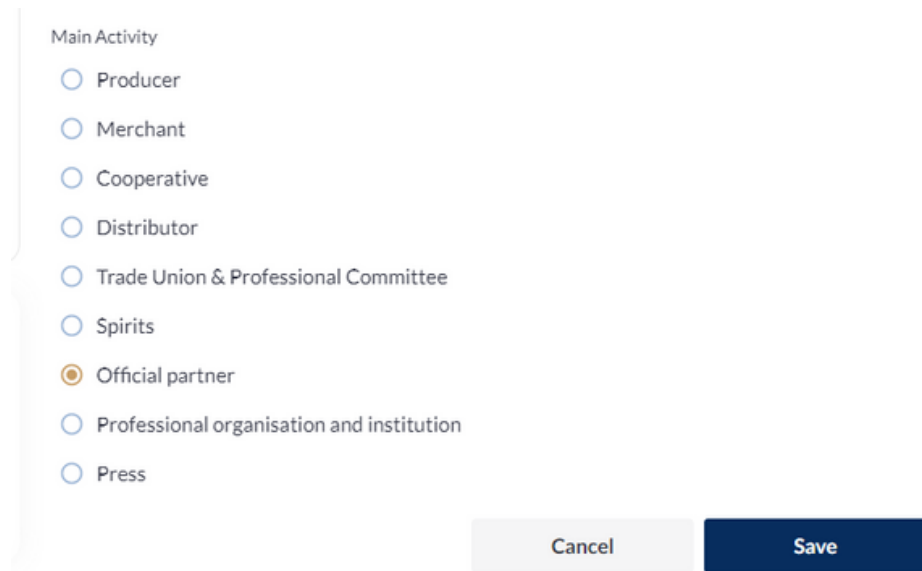
This account is only for testing purposes, please do not send any meetings request or message.

Kind regards,
The Vinexpo Meetings team

8

Select your main activity:

- Click on the main activity of your company



The screenshot shows a web form titled 'Main Activity'. It contains a list of radio button options: Producer, Merchant, Cooperative, Distributor, Trade Union & Professional Committee, Spirits, Official partner (which is selected), Professional organisation and institution, and Press. At the bottom right of the form are two buttons: 'Cancel' and 'Save'.

Main Activity

- ☐ Producer
- ☐ Merchant
- ☐ Cooperative
- ☐ Distributor
- ☐ Trade Union & Professional Committee
- ☐ Spirits
- ☒ Official partner
- ☐ Professional organisation and institution
- ☐ Press

Cancel Save

Click on 'Save' at the bottom of the page to save all the changes.

9 Add a video (optional)

- Click on 'Videos and content' in the left menu
- 2 options :
 - **Option 1:** Copy/paste the 'embed code' that you can find by doing a right click on your YouTube video for example.
 - **Option 2:** Click on 'Upload Video' to upload one of your videos (mp4 format, resolution 1080p, maximum size 50MB).

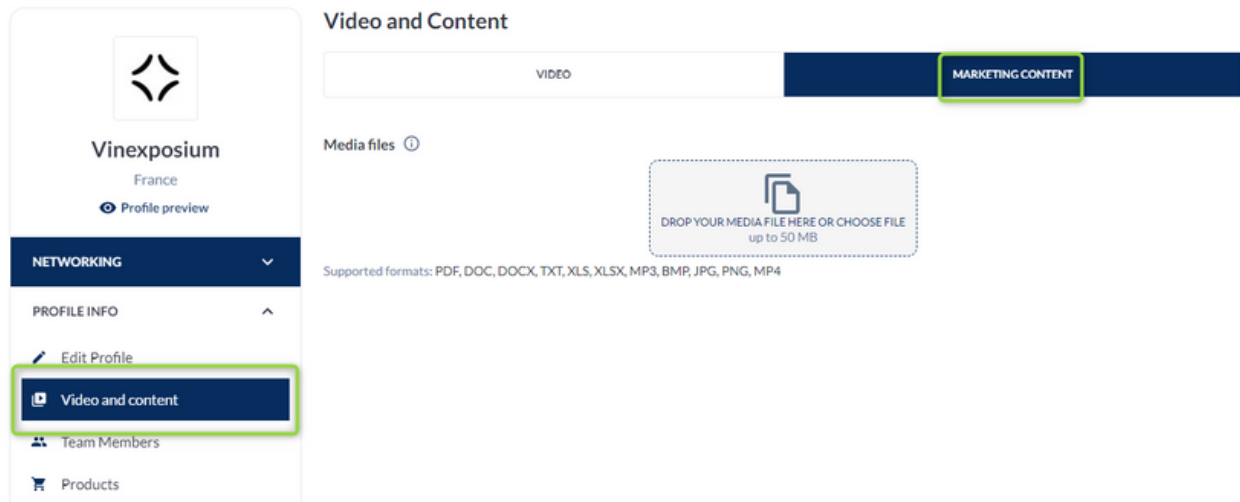
The screenshot shows the 'Video and Content' interface. On the left is a sidebar for 'Vinexposium France' with a 'Profile preview' link. The sidebar menu includes 'NETWORKING', 'PROFILE INFO', 'Edit Profile', 'Video and content' (highlighted with a green box), 'Team Members', and 'Products'. The main area is titled 'Video and Content' and has two tabs: 'VIDEO' (active, highlighted with a green box) and 'MARKETING CONTENT'. Under the 'VIDEO' tab, there are two radio buttons: 'Embedded Code' (selected, highlighted with a green box) and 'Upload Video'. Below these is a text area with the placeholder 'Copy-paste an embed code here'. At the bottom right are 'Cancel' and 'Save' buttons, with the 'Save' button highlighted with a green box.

This screenshot shows the 'Video and Content' interface after a video has been embedded. The 'VIDEO' tab is active. The 'Embedded Code' radio button is selected. The text area now contains a YouTube embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/QNfXKNjeJDc" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>`. Below the code is a video player showing a thumbnail of a person in a field. The video title is 'Wine Paris & Vinexpo Paris 2023 - World in Motion - Manifeste Video'. The sidebar on the left is identical to the previous screenshot, but the 'Video and content' menu item is no longer highlighted.

10

Add marketing content

- Click on 'Marketing Content'

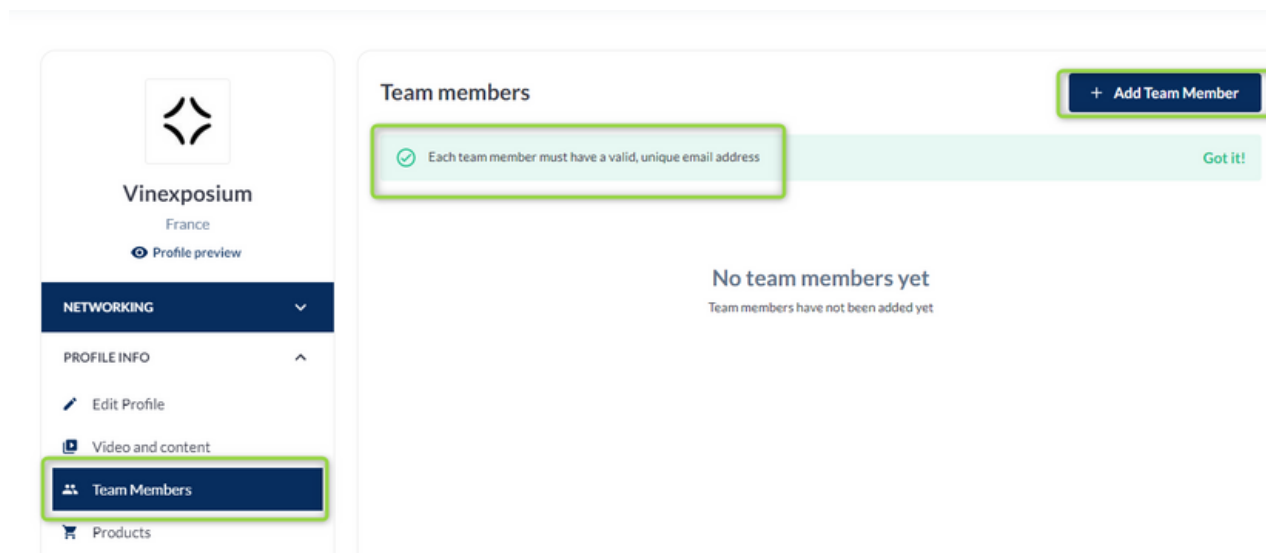


You can upload documents (max weight 50mb, jpeg, png or pdf format) such as press releases, brochures or price lists but also marketing content to boost your profile.

Please note that these documents will be visible and downloadable by visitors on your profile.

11 Add Team Members

- Click on 'Team Members' in the left menu

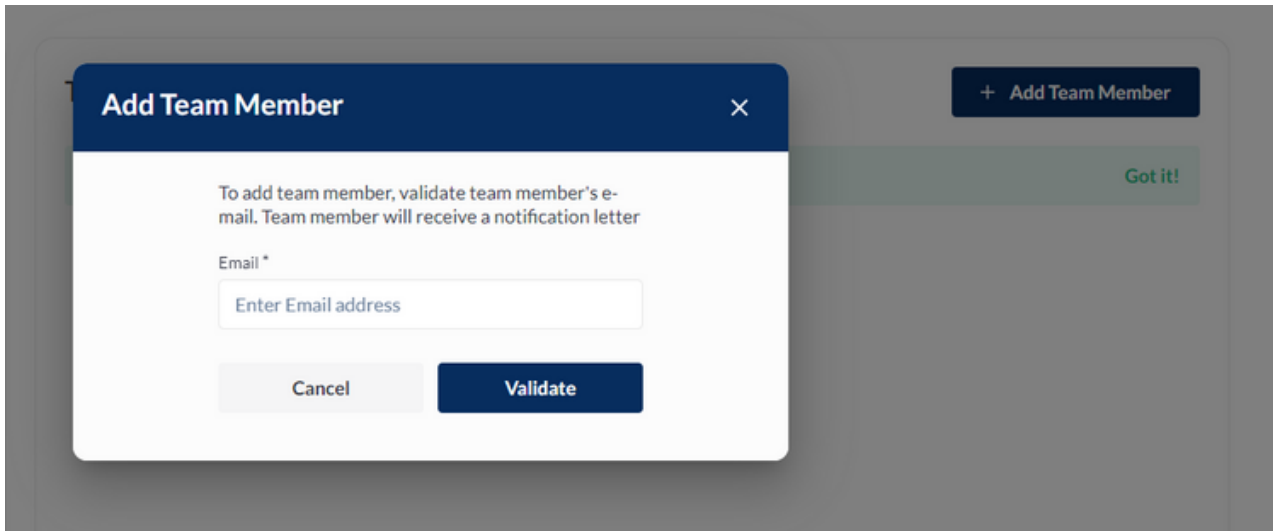


To create profiles for you and your team members, which will be present on your company page and will allow you to book meetings individually. **Each e-mail address must be unique.**

Only team members can send and receive meeting requests.

Only individual profiles with admin account can update the company page and upload products (if the option has been previously purchased).

- Click on 'Add a team member'
- Enter the email address of the team member (unique email)



- Click on the " Validate " button to add the team member
- Fill in the personal information of this team member
 - Last name
 - First name
 - Phone number
 - Role (only admins can access/modify the company profile)
 - Position
- Add a profile picture
- Click on 'Add a team member'

12 Option: add products

Adding products to your company profile is a **paid option**.

This option is available in the online store of your **exhibitor area** (<https://event.vinexpoasia.com/2023/>) and costs **€480**.

