

WINE PARIS & VINEXPO PARIS 2024, THE FIRST WINE AND SPIRITS EVENT

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 Wine Paris & Vinexpo Paris website

Step 2- **Log in** with your e-mail and password (same as your exhibitor area)

- Step 3- Go to your company profile
- Step 4- Add a logo
- Step 5- Fill in your general information
- Step 6- Select your 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- Paid options (products and featured logo in the catalogue)







- Go to the website
- Go to Wine Paris & Vinexpo Paris website (https://wineparisvinexpo.com/)



Log in to your profile

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

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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.

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

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• Click to add a picture

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

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• Company name (catalogue) => To be filled in EN and FR to avoid empty fields

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- 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 categorie
 - Country, Region & Appellation
 - Type of culture
 - Vintage/Age/Quality
 - Grape variety
 - Price range
 - Selling format

corresponding to the products you will present during the show.

Please select carefully your activity categories to avoid disappointing buyers, as they help them find you using filters . The quota of activity categories is 30.

Activity categories (to appear in the catalogue's filters) * Still wine × Red × Dry white × Sweet wine × Rosé ×	+ Add category	
About the company (please don't forget to put the English and French version by using the flag at the top of the page)*	2000	
Normal text ∨ B I U III III III ×	Add Category	×
1	Product category	I
	Soft Drinks - Moters Soft Drinks - No / Low ABV Cancel Save	





Fill in the company description. To enter your content in French, click on the flag at the top right of the section and select the French flag. If you don't have the translation in French, copy paste your English content in the French version to avoid empty fields.

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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.







• Click on the main activity of your company

Main Activity*				
Producer				
 Merchant 				
Cooperative				
O Distributor				
O Trade Union & Professional Committee				
 Spirits 				
Official partner				
O Professional organisation and institution				
O Press				
Exclusivities				
O Be Spirits				
O Nouvelle vague				
	Cancel	Save		
	Cuntor	Save		

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





- 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).

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• Click on 'Marketing Content'

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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.





• Click on 'Team Members' in the left menu

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Vinexposium test accou Bordeaux, France Profile preview	Each team member must have a valid, unique email address	Got it!	C
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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)



Add Tear	n Member		×
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	Enter Email address Cancel	Validate	

- 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'

	Name *
	Last Name *
0	
	Phone Number *
	+33
	Email *
	testteam@yopmail.com
	Role*
	Member
	Job Title *



Paid options - Add products / featured logo at the top of the catalogue

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

This option is available in the online store of your **exhibitor area** (<u>https://event.wineparis-vinexpo.com/2024/en/</u>) and costs **€500**.





 Having your logo featured at the top of the catalogue page is a **paid** option.

This option is available in the online store of your **exhibitor area** (<u>https://event.wineparis-vinexpo.com/2024/en/</u>) and costs **€525**.

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These paid options will give you **more visits** to your company page, and therefore **more chances to get meeting requests** from the interested buyers

Warning: Only 24 spots available!