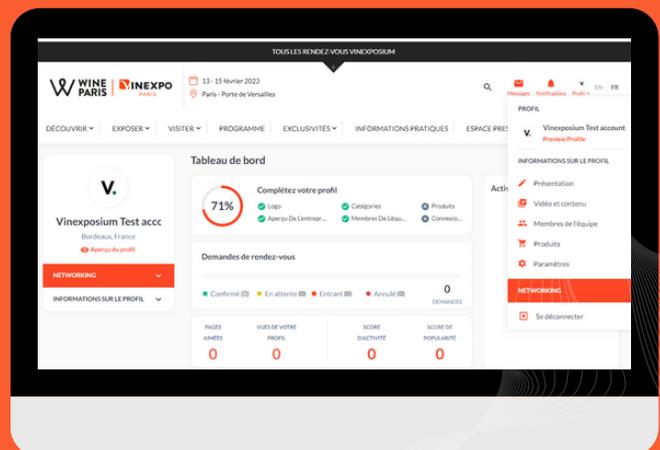




WINE PARIS & VINEXPO PARIS 2024,
THE FIRST WINE AND SPIRITS EVENT

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)





1

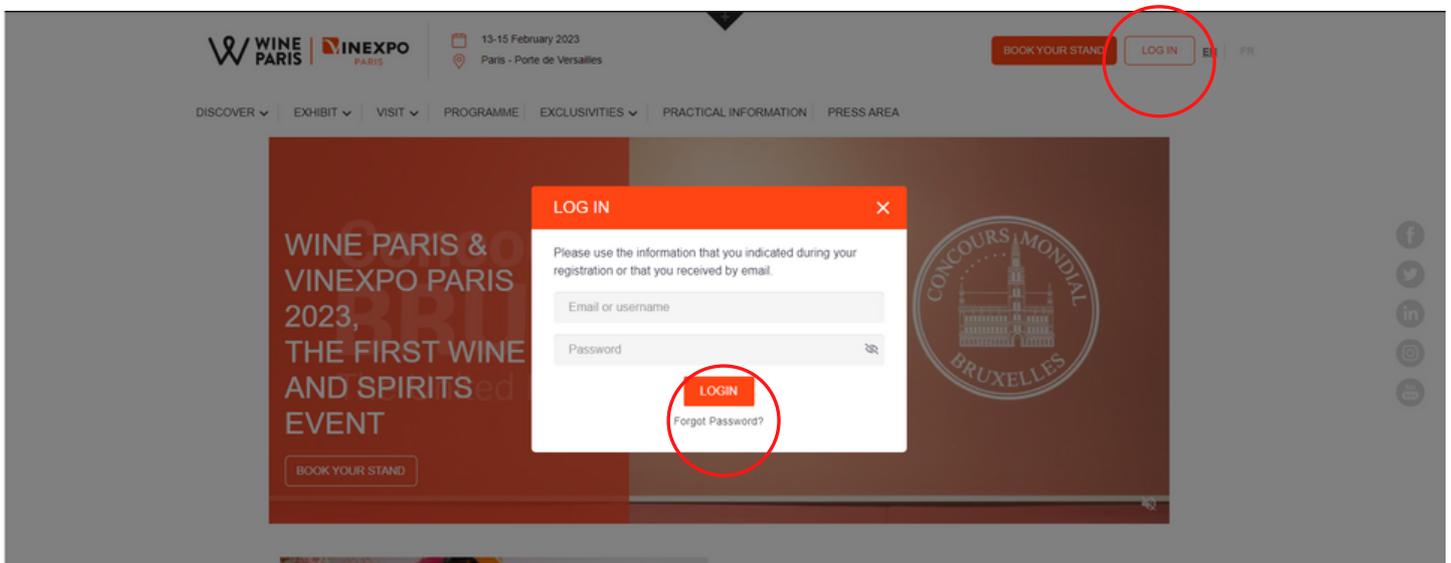
Go to the website

- Go to [Wine Paris & Vinexpo Paris website](https://wineparis-vinexpo.com/) (https://wineparis-vinexpo.com/)

2

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).

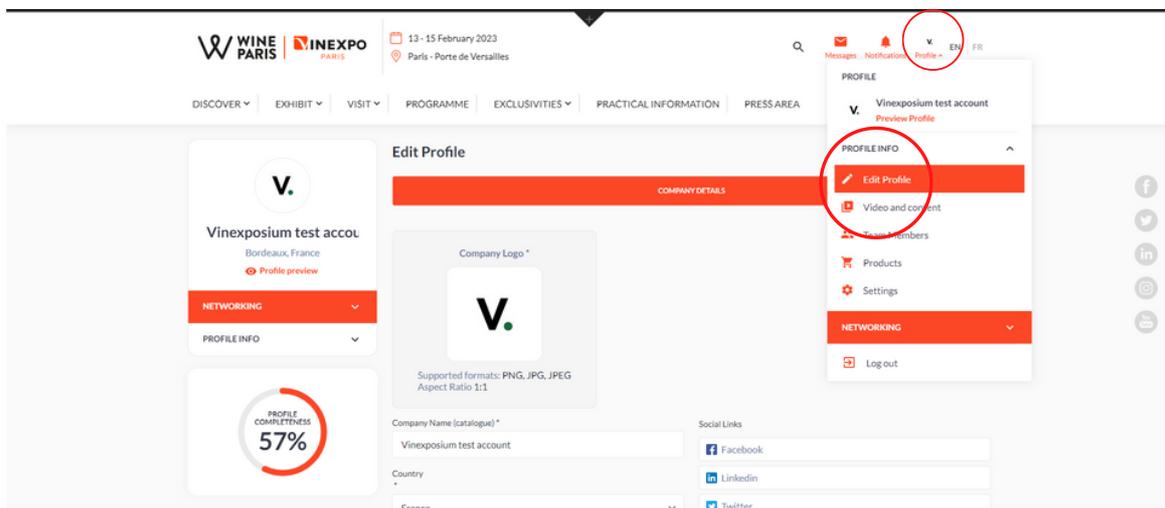


If you no longer have your password, click on "**Forgot your password?**" You will receive an email with a link to create a new one.



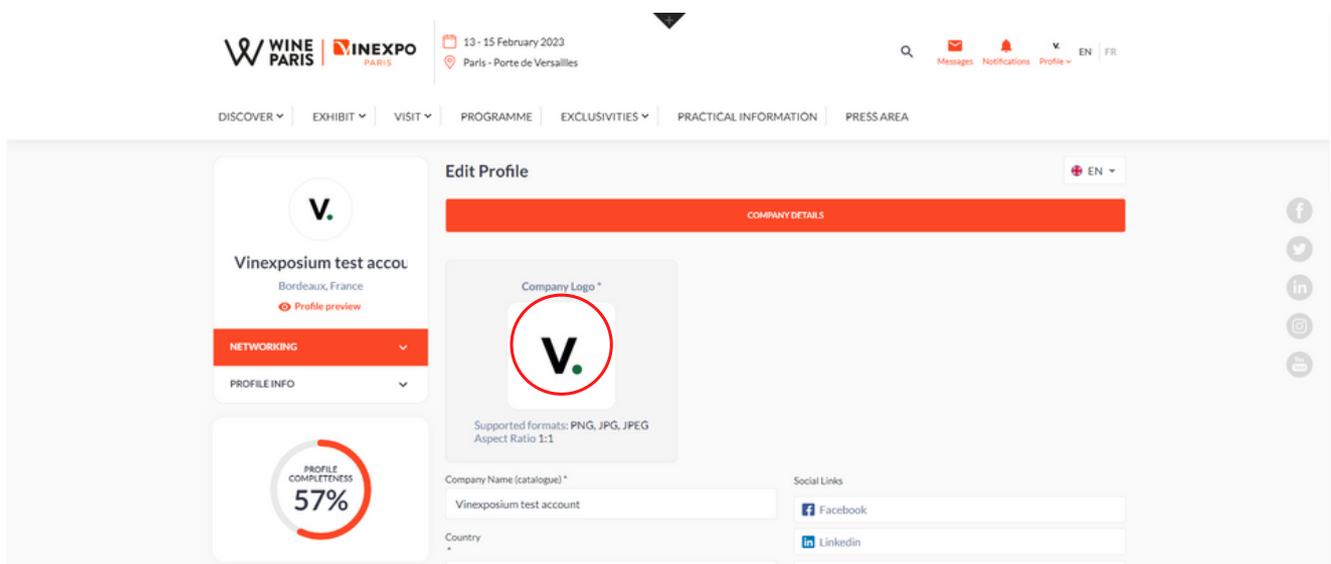
3 Go to your company profile

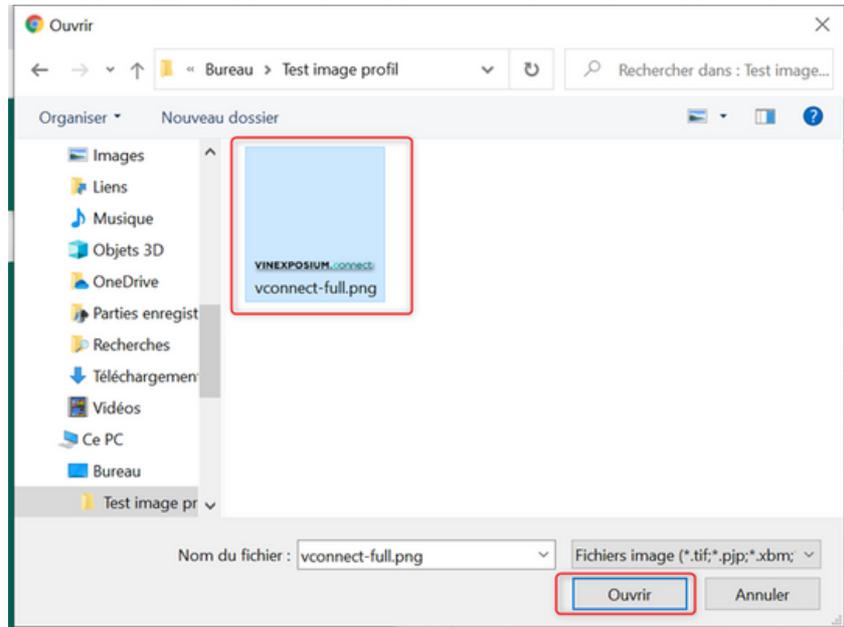
- Click on 'Profile' in the top right menu
- Then click on 'Edit Profile'



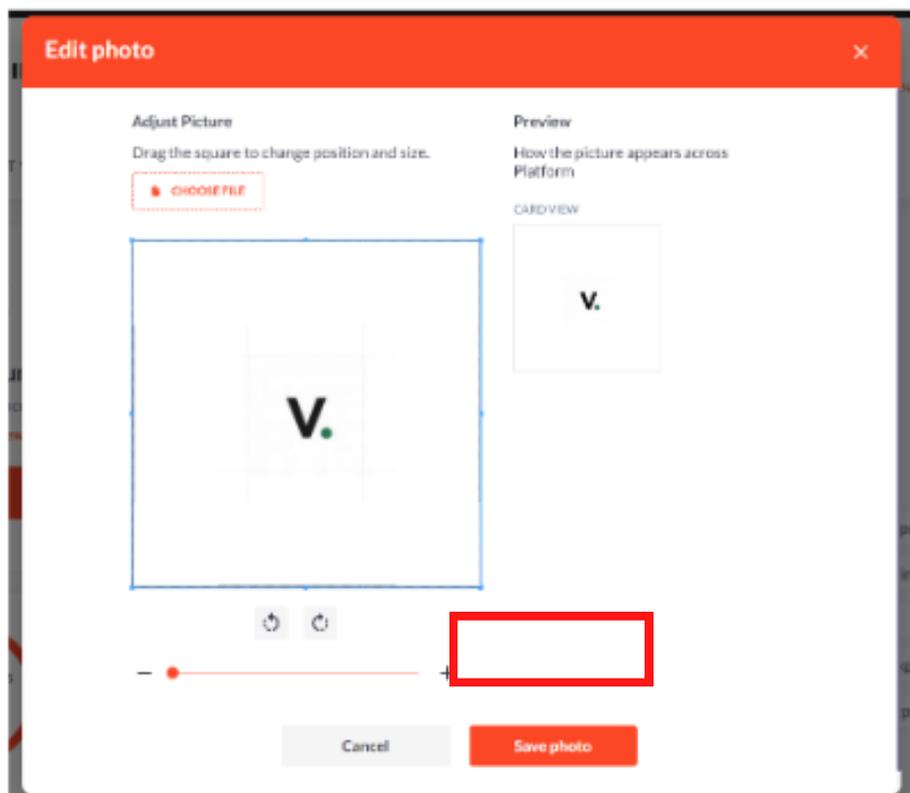
4 Add a logo

- 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 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 x Red x Dry white x Sweet wine x Rosé x

+ 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) *

Normal text

Hello,

Add Category

Product category

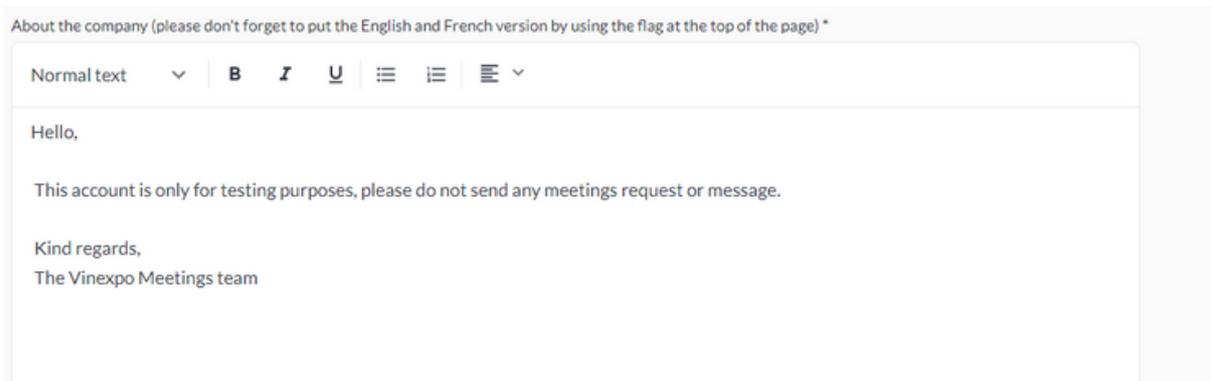
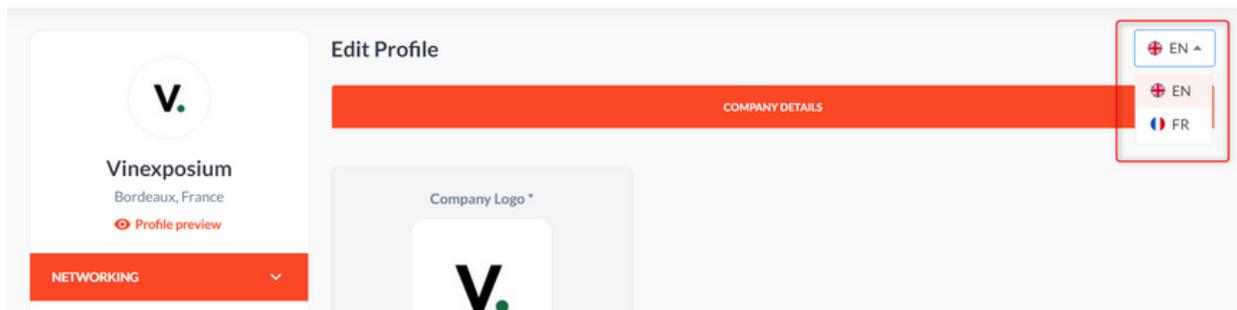
- > Still wine
- > Champagne & Sparkling Wine
- > Spirits
- > Beer
- > Cider & Perry
- > Other Alcoholic Beverage
- Soft Drinks - Mixers
- Soft Drinks - No / Low ABV

Cancel Save



7 Complete your company description

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.



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.



8

Select your main activity:

- Click on the main activity of your company

Main Activity *

Producer

Merchant

Cooperative

Distributor

Trade Union & Professional Committee

Spirits

Official partner

Professional organisation and institution

Press

Exclusivities

Be Spirits

Nouvelle vague

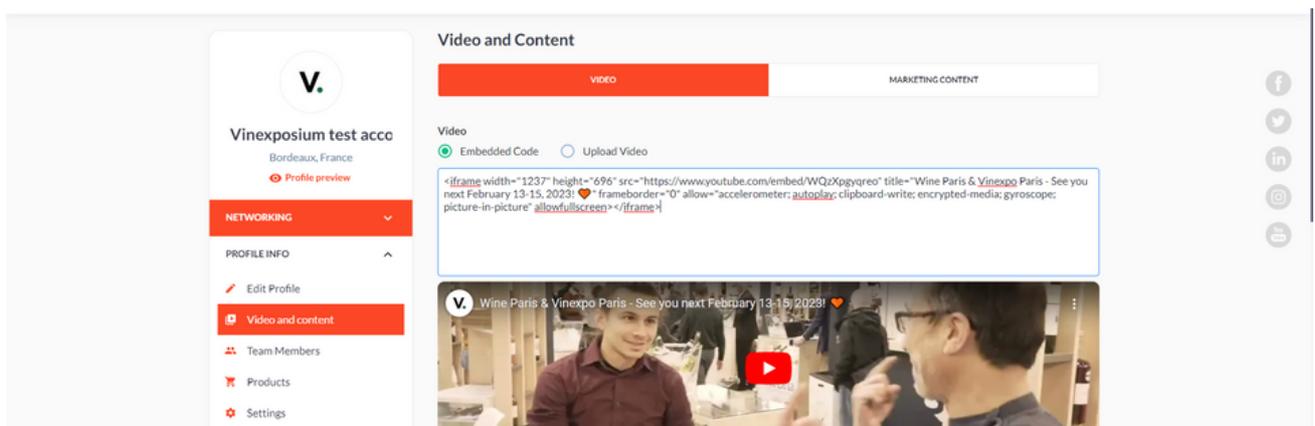
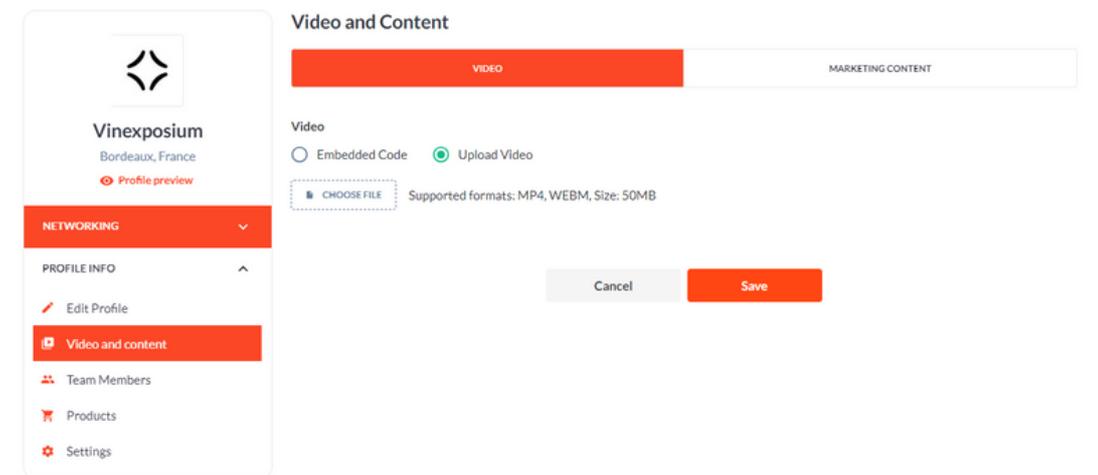
Cancel Save

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).

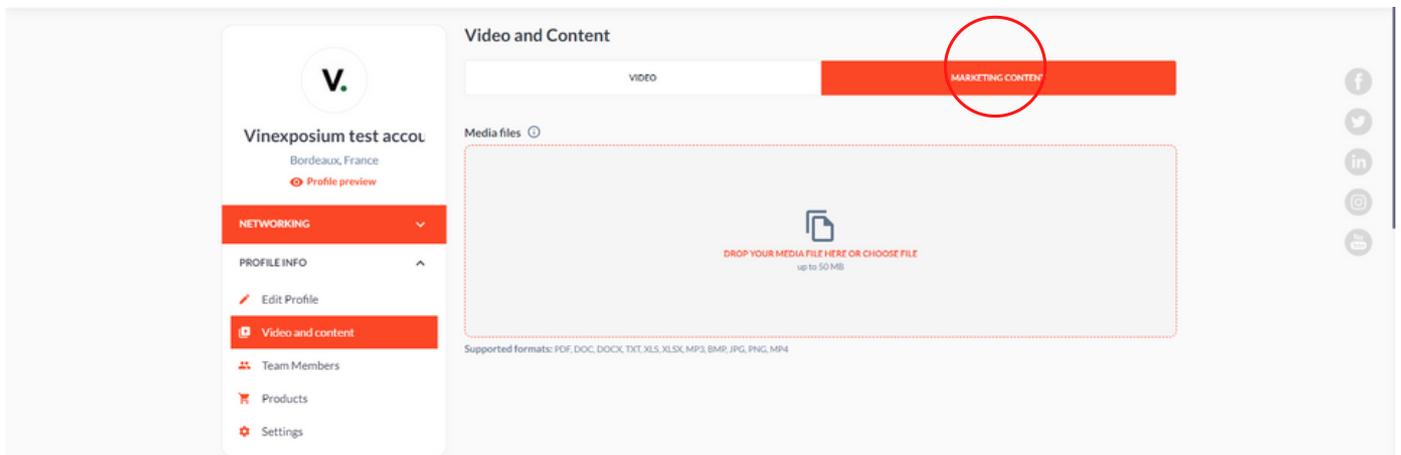




10

Add marketing content

- Click on 'Marketing Content'



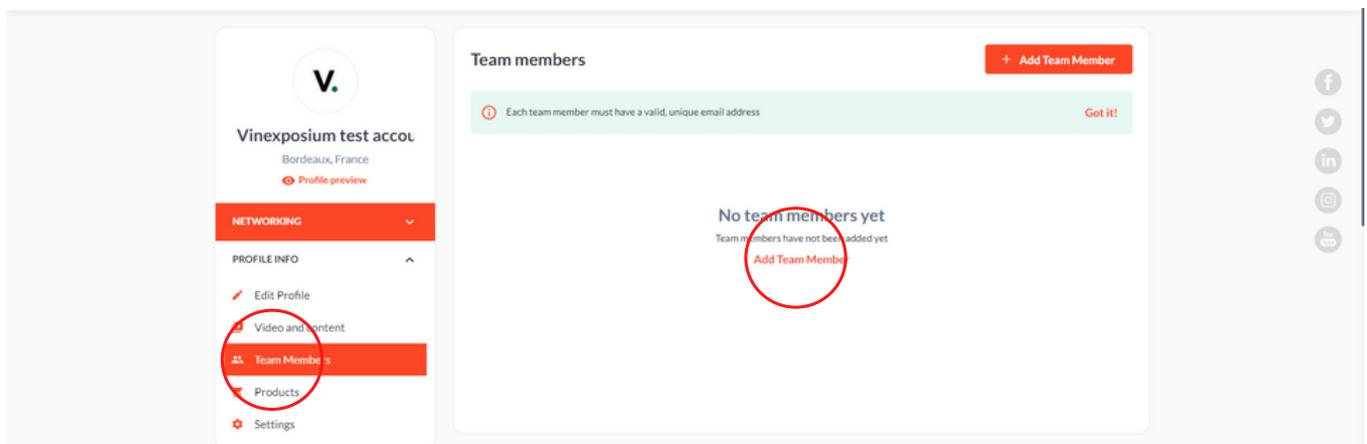
You can upload documents (max weight 50mb, jpeg, png or pdf format) such as press releases, brochures or price lists but also marketing content to boost your profile.

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)



Add Team Member
×

To add team member, validate team member's e-mail. Team member will receive a notification letter

Email *

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'

Team Member's Information
×

⦿

Name *

Last Name *

Phone Number *

+
33

Email *

Role *

Member
▼

Job Title *

Cancel

Add Team Member



12 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** (<https://event.wineparis-vinexpo.com/2024/en/>) and costs **€500**.

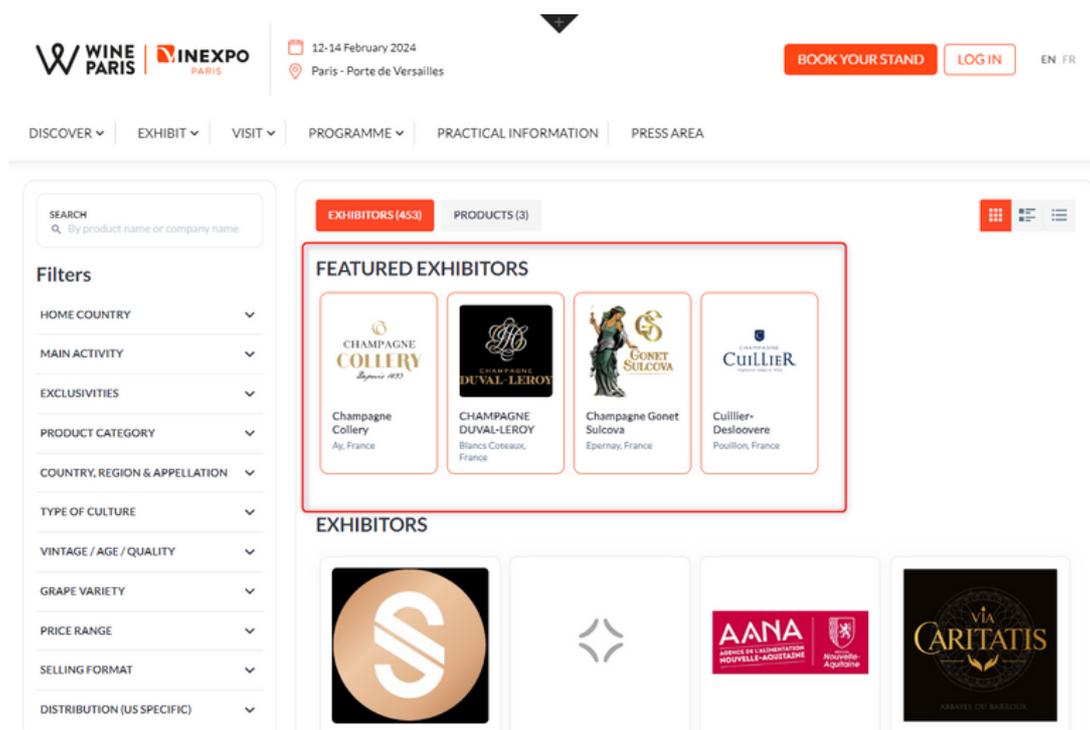
The screenshot displays the 'Products' management interface for a user named 'Vinexposium' from Bordeaux, France. The interface includes a sidebar with navigation options: NETWORKING, PROFILE INFO, Edit Profile, Video and content, Team Members, and Products (highlighted). The main content area shows a 'Products' section with a 'Status' dropdown menu set to 'All' and a '+ Add Product' button. Below this, there are two informational messages: a green one stating 'Click "Add Product" to upload your products, which will be visible in your public profile ("Active products"). You can deactivate a product if you want to hide it from the public profile.' and a pink one stating 'Active products allowance of 300'. The product list contains four items, each with a bottle image, a status label, and a toggle switch. The first item is labeled 'test' and is 'Active' with a red toggle. The second item is labeled 'test' and is 'Inactive' with a blue toggle. The third item is labeled 'test' and is 'Active' with a red toggle. The fourth item is labeled 'test 2' and is 'Active' with a red toggle. Each item also has edit and delete icons.



- 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** (<https://event.wineparis-vinexpo.com/2024/en/>) and costs **€525**.

Warning: Only 24 spots available!



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