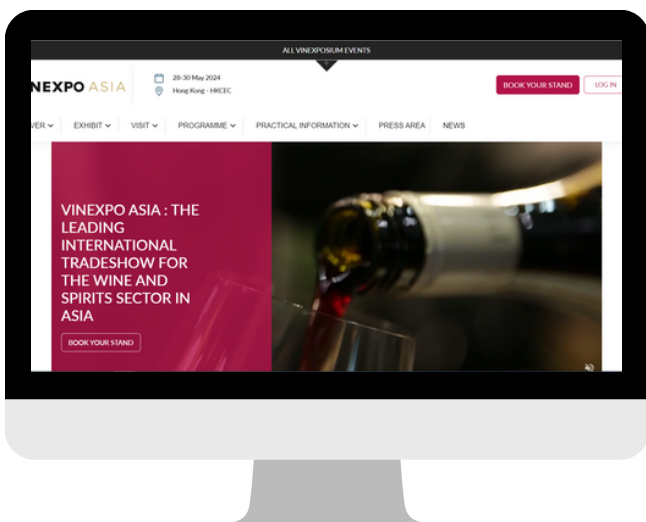# VINEXPOSIUM

TUTORIAL #2

How to update my company page in the online catalogue?

FOR :
WINE PARIS & VINEXPO PARIS
VINEXPO ASIA
VINEXPO AMERICA
WORLD BULK WINE EXHIBITION

TUTORIAL #2

How to update my company page in the online catalogue?

Step 1- **Go to the event website**
- Wine Paris & Vinexpo Paris
- Vinexpo Asia
- Vinexpo America
- World Bulk Wine Exhibition

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 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- **Option: add products**

① Go to the website

- ○ Go to the event website
- ○ <u>Wine Paris & Vinexpo Paris</u> - https://wineparis-vinexpo.com
- ○ <u>Vinexpo Asia</u> - https://vinexpoasia.com/
- ○ <u>Vinexpo America</u> - https://vinexpo-america.com
- ○ <u>World Bulk Wine Exhibition</u> - https://worldbulkwine.com/
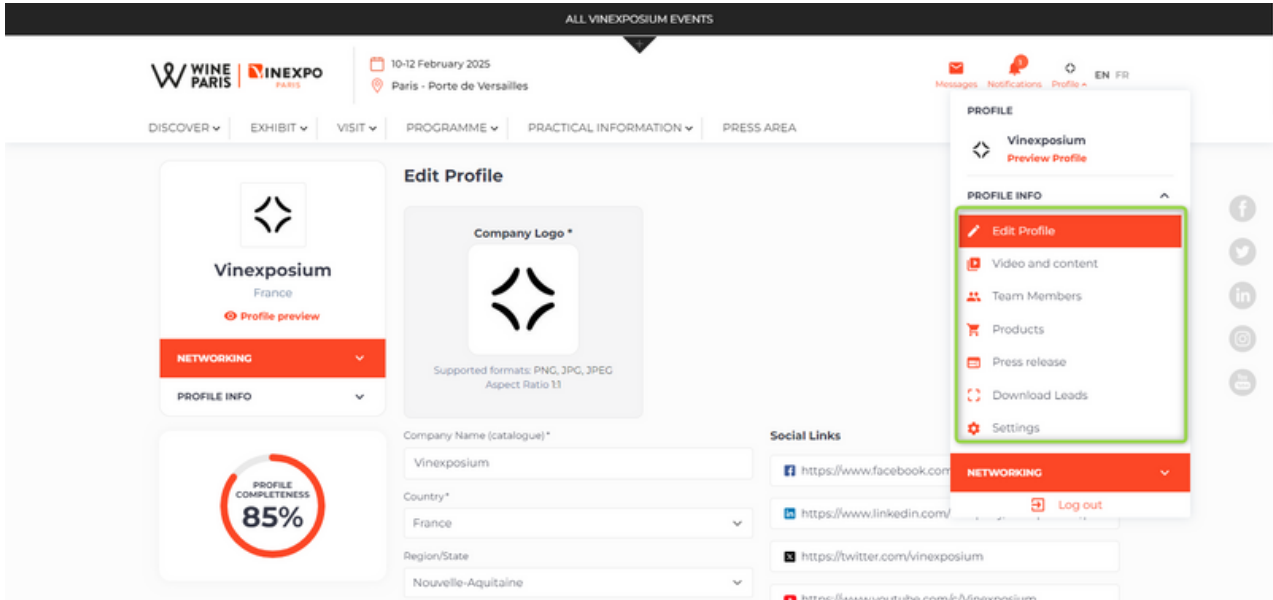
② Log on to your profile

- • Click on 'Log in' and fill in the e-mail and password of your account (same credentials than your exhibitor area).
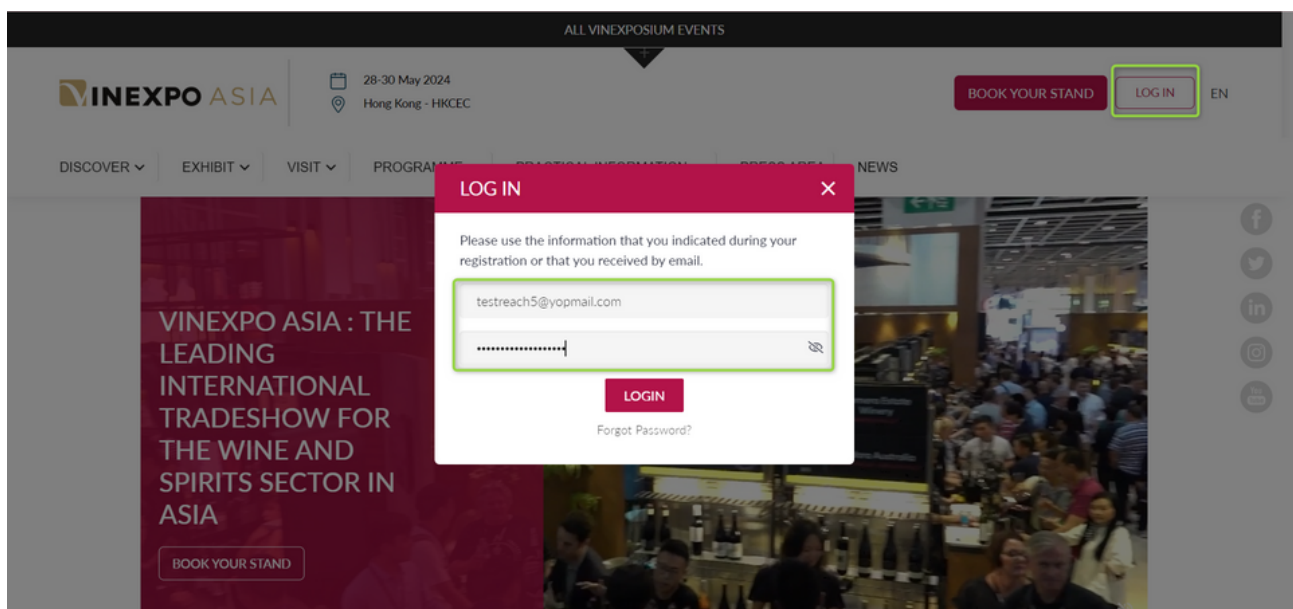
If you no longer have your password, click on "**Forgot your password**?". You will receive an email with a link to create a new one.
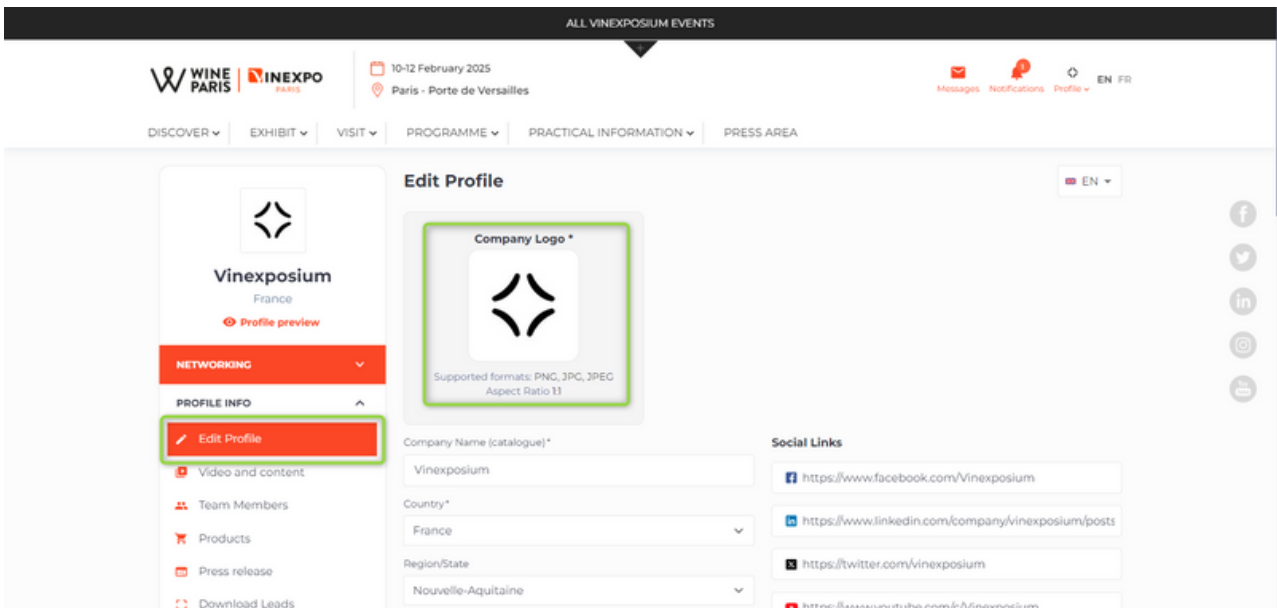
③ Go to your company profile

- 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 for Wine Paris & Vinexpo Paris) 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**
  - **Country, Region & Appellation**
  - Type of culture
  - Grape variety
  - Price range
  - Selling format
  - Vintage/Age/Quality

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. Take the time to select the **30 categories** that fit best with the event.*

Please make sure to tick the parent category and the sub category for each filter. **Example : France, Bordeaux, AOC** *(and not only Bordeaux or the AOC)*
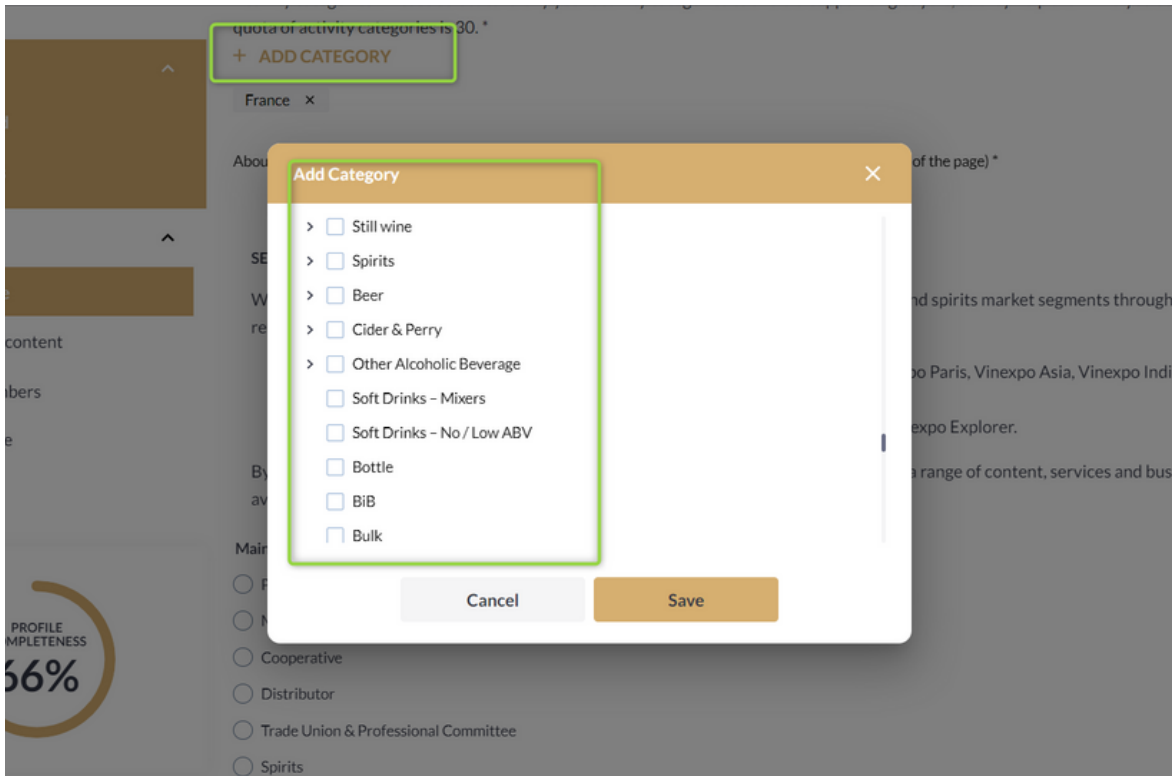
7. Complete your company description

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.
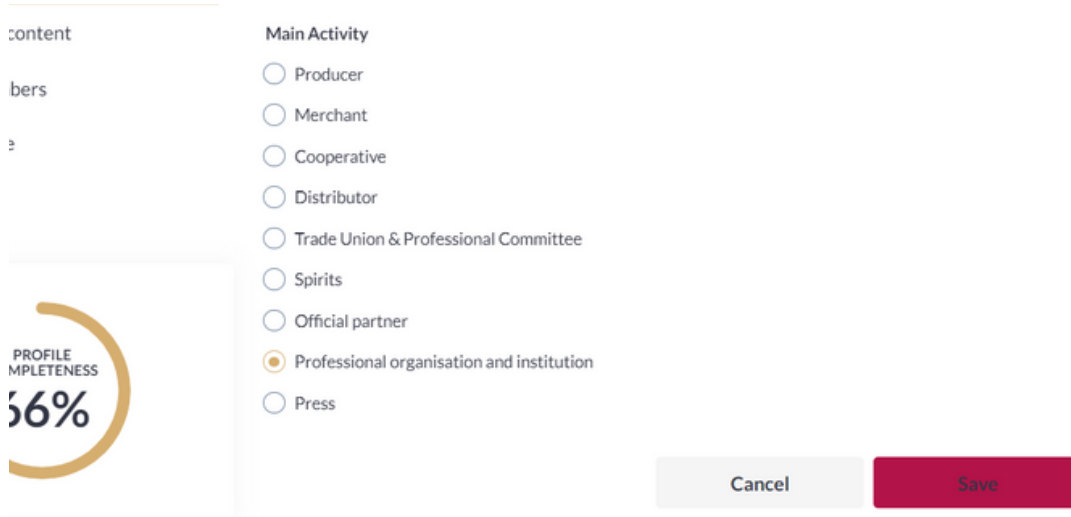
𝟪 Select your main activity:

- Click on the main activity of your company

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

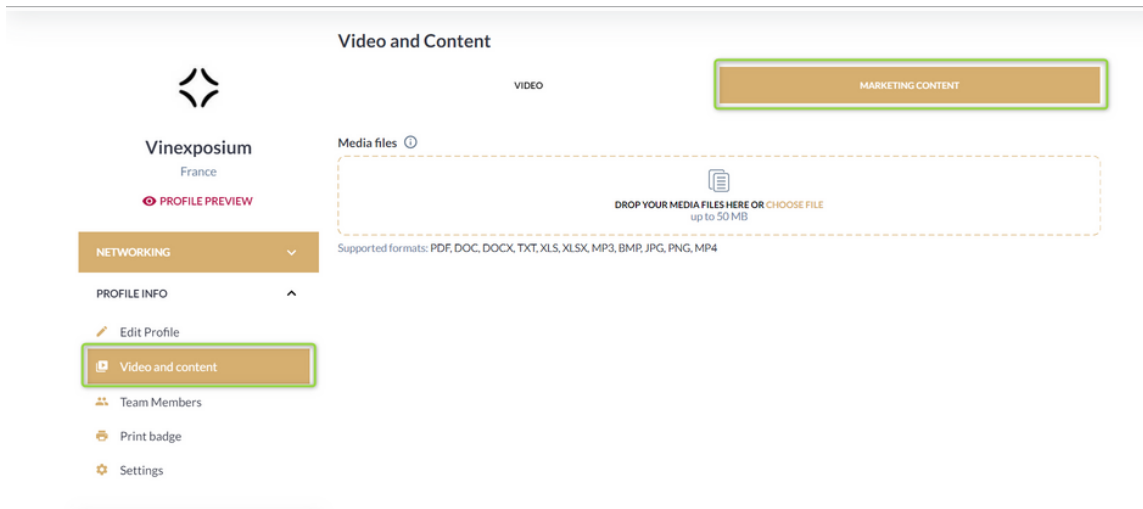# ⑨ Add a video (optional)

- **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).
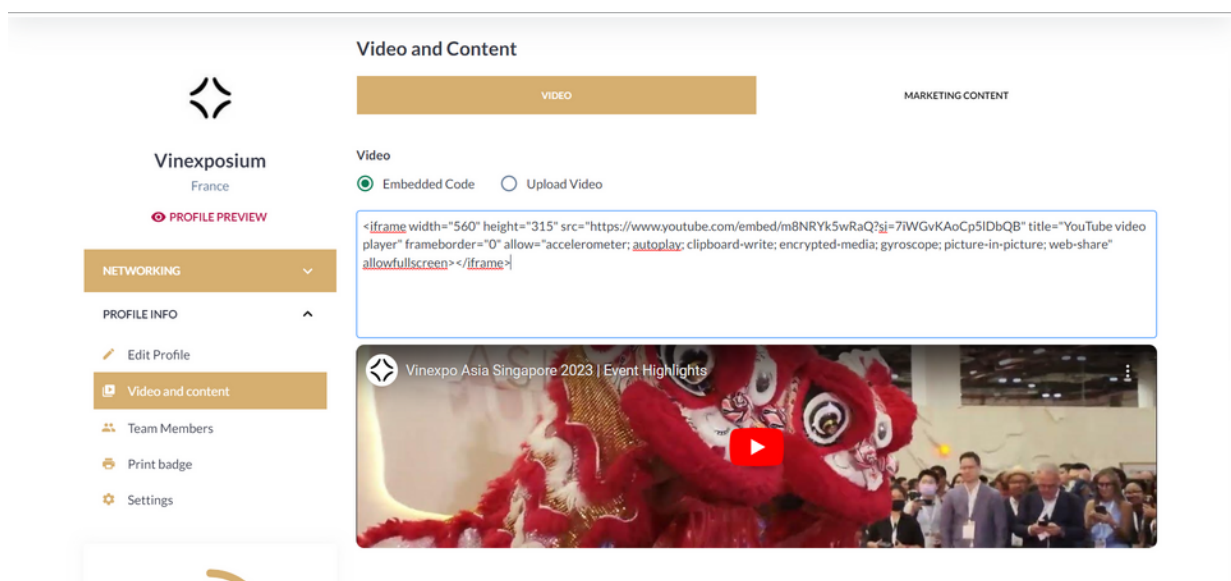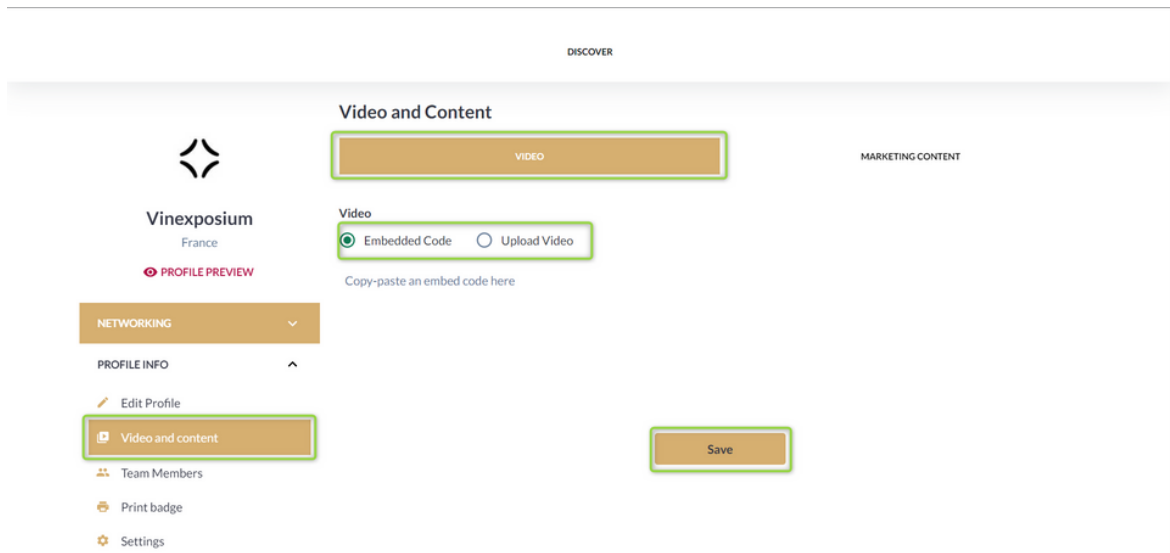
10 Add marketing content
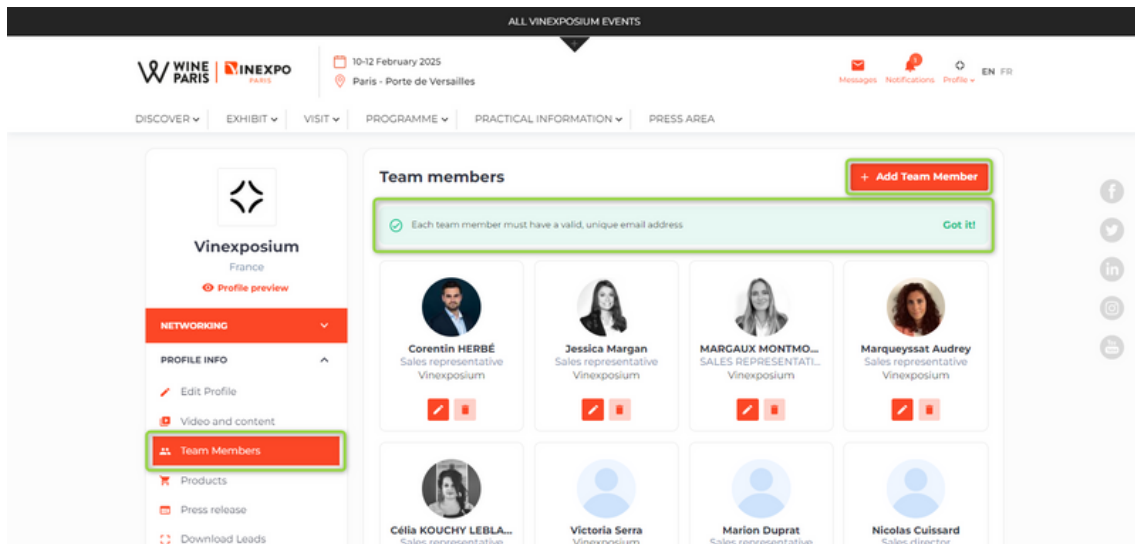
- Click on 'Marketing Content'

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.
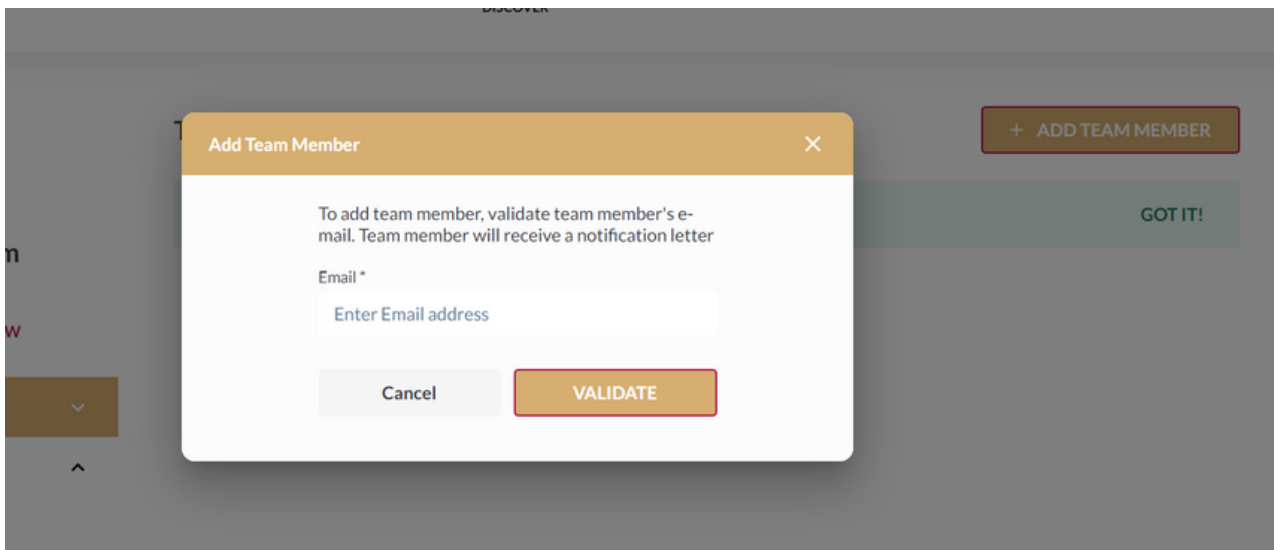
11 Add Team Members

- Click on 'Team Members' in the left menu

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

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'
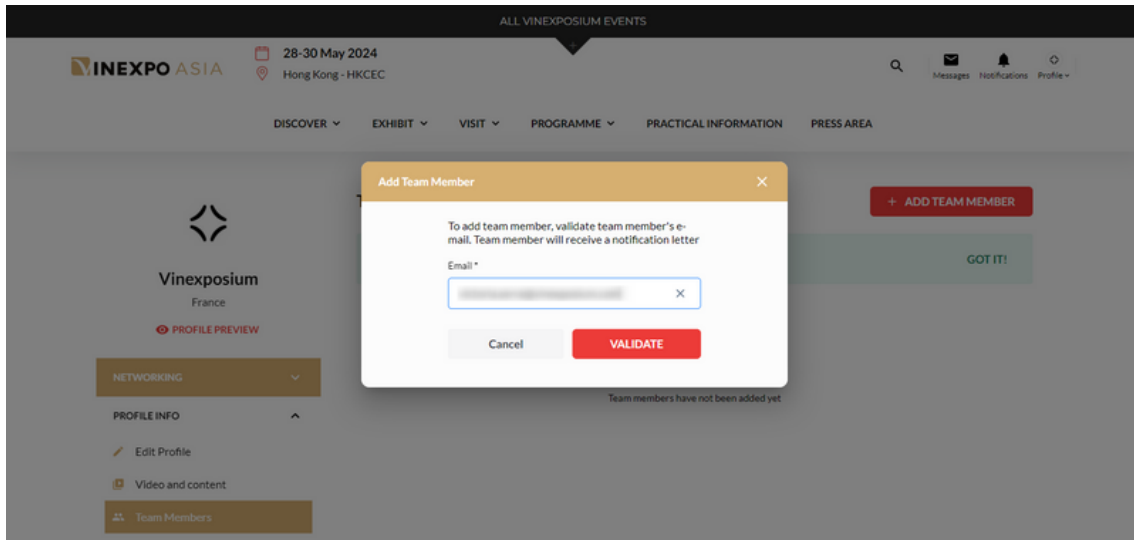
To add a team member who already has an account:
- Enter the e-mail address associated with the account
- Check and update the account details if necessary
- Click on the "Confirm" button to add the team member
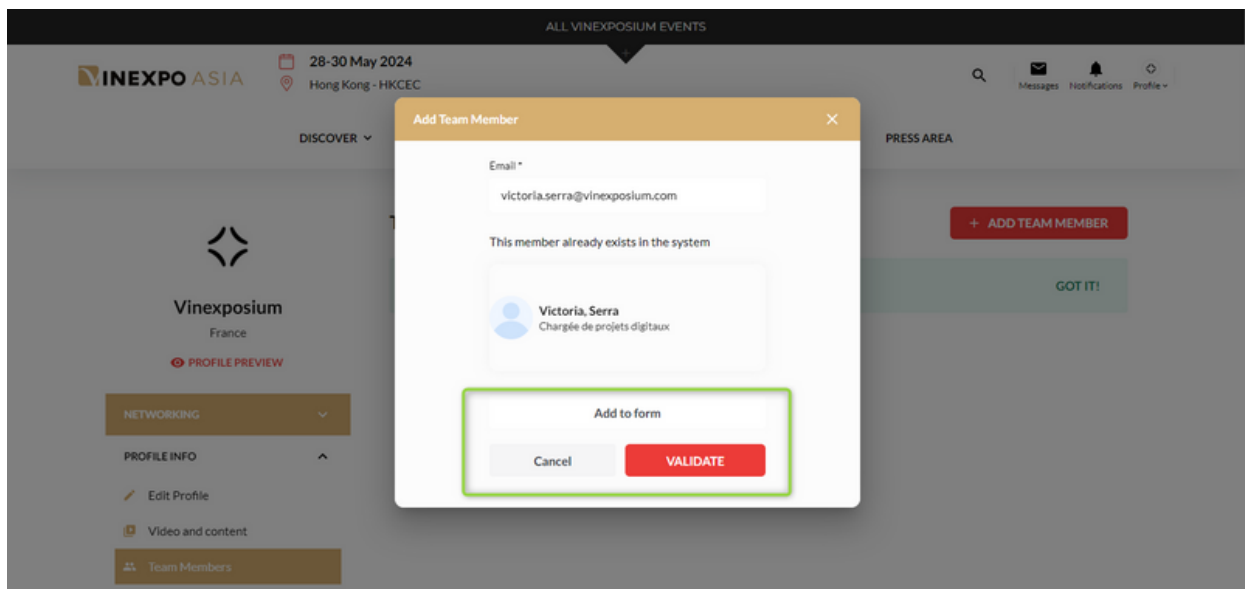
12 Option: add products

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

This option is available in the online store of your **exhibitor area**

Wine Paris & Vinexpo Paris : https://event.wineparis-vinexpo.com
Vinexpo Asia : https://event.vinexpoasia.com
Vinexpo America : https://event.vinexpo-america.com
World Bulk Wine Exhibition : https://event.worldbulkwine.com