

TUTORIAL

HOW TO UPDATE MY COMPANY PAGE IN THE ONLINE CATALOGUE?

For :

- WINE PARIS
- VINEXPO ASIA
- VINEXPO AMERICA
- WORLD BULK WINE EXHIBITION

— THE 5 STEPS TO FOLLOW

1

Go to the event website

2

Log in by filling your account email and password.

3

Complete your profile information.

4

Add team members.

5

Option: add products.

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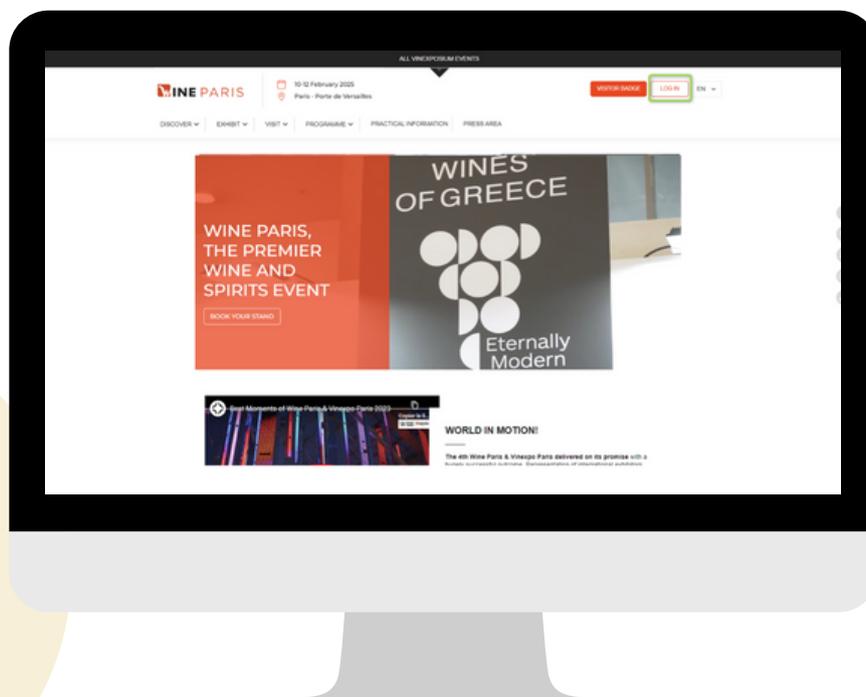
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STEP 1

GOT TO THE EVENT WEBSITE

1.1 Go to the event website

- [Wine Paris](https://wineparis.com) - <https://wineparis.com>
- [Vinexpo Asia](https://vinexpoasia.com) - <https://vinexpoasia.com>
- [Vinexpo America](https://vinexpo-america.com) - <https://vinexpo-america.com>
- [World Bulk Wine Exhibition](https://worldbulkwine.com) - <https://worldbulkwine.com>



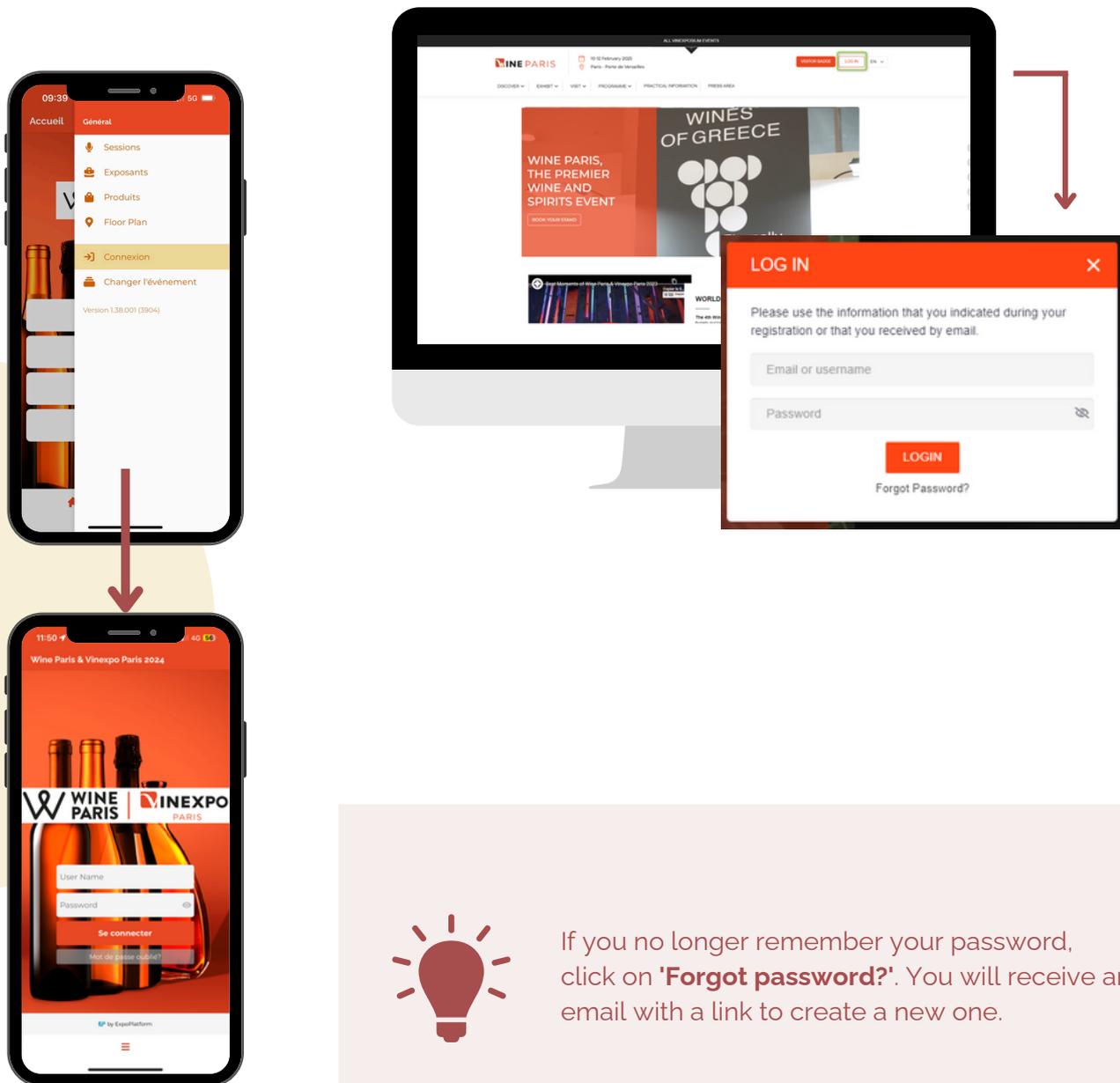
Step 2





STEP 2 YOUR ACCOUNT

Go to the website and click on 'Log in' and fill in the e-mail address and password for your account (the same identifiers as those for your exhibitor area).



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



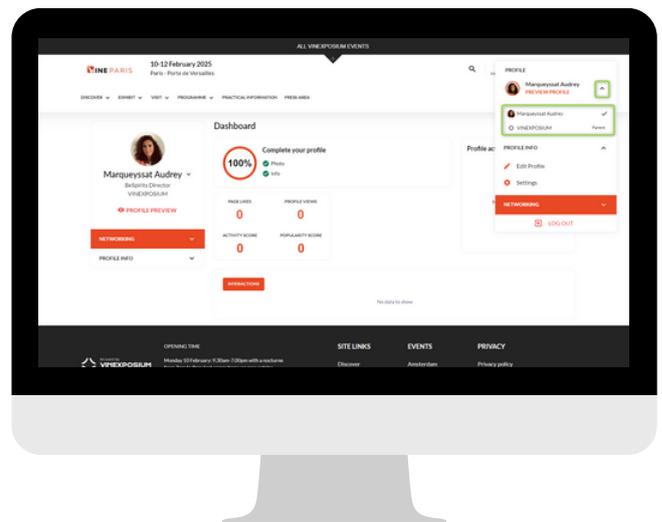
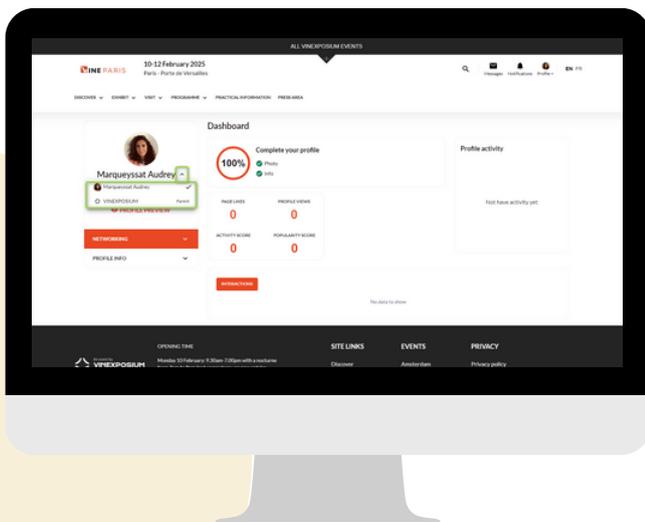
SWITCH BETWEEN PROFILES :

You can now access your exhibitor area and your 'team member' account using the same login details.

When you log on to the event website, you are connected directly to the 'team member' account created automatically when you registered, then you can switch directly to your company profile.

You can now switch from your team member account to your company account in two ways:

- Click on the arrow next to your name in the **left-hand menu** or click on the arrow next to your name in the **top-right-hand menu**.



You will see your account and the parent account (company account) to which you are attached. You can easily switch from one account to the other by clicking on it.

When you log in, you will first need to log in to your team member account before you can access the company account.

More informations in step 4

Step 3



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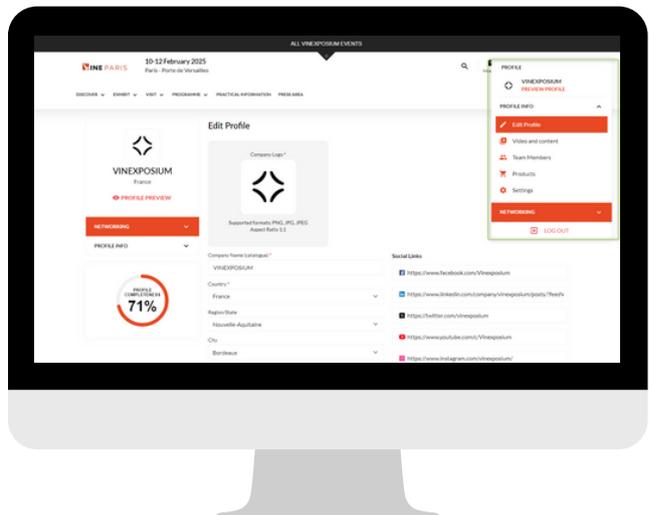
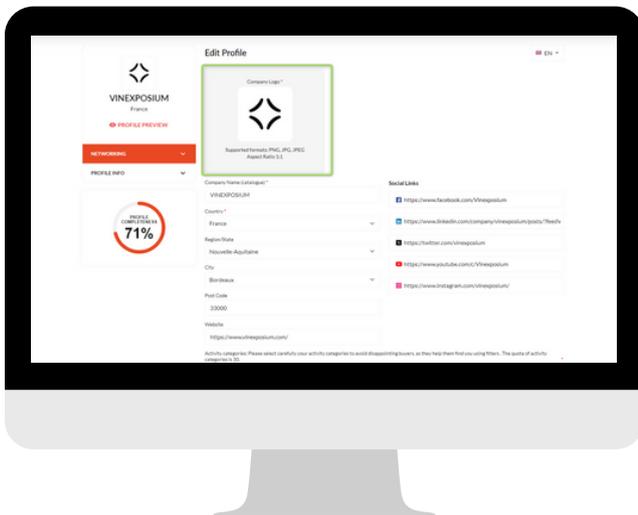
STEP 3

COMPLETE YOUR PROFILE

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

3.1 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.



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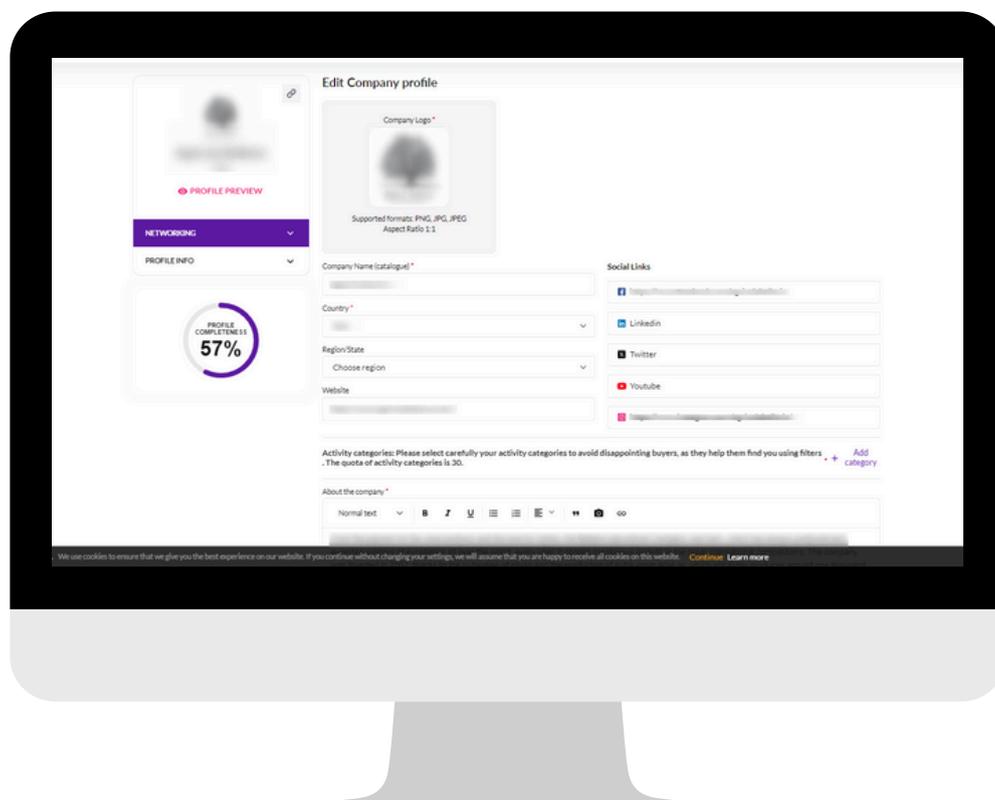
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3.2 Complete your information

- Company name (catalogue) => To be filled in EN (and FR for Wine Paris) to avoid empty fields.
- Country.
- 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.





3.3 Add product categories

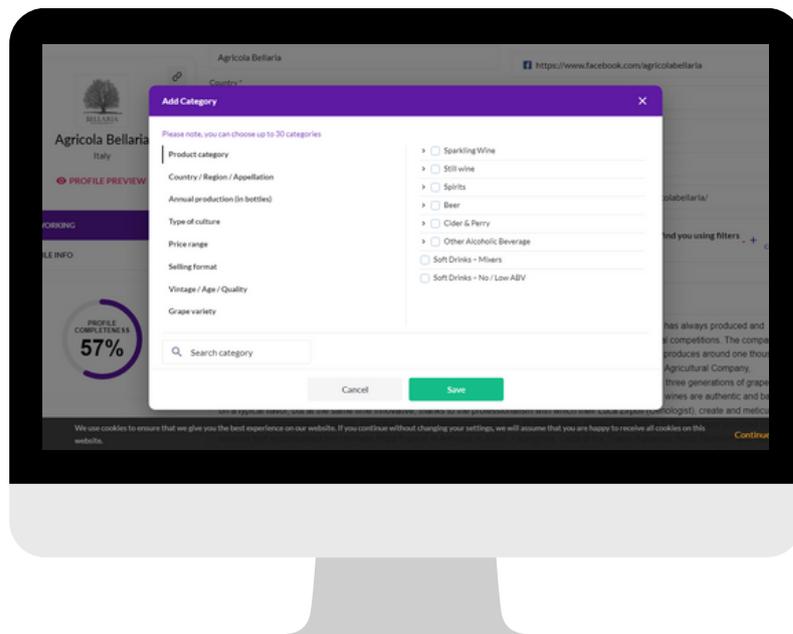
Click on 'Add a category', then select:

- **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)*

New! You can use the search function to easily find the right categories

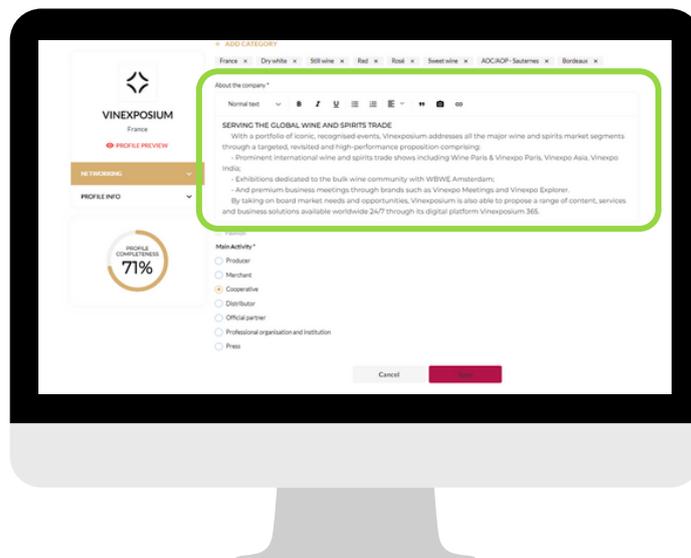




3.4 Complete your company description

Fill in the company description.

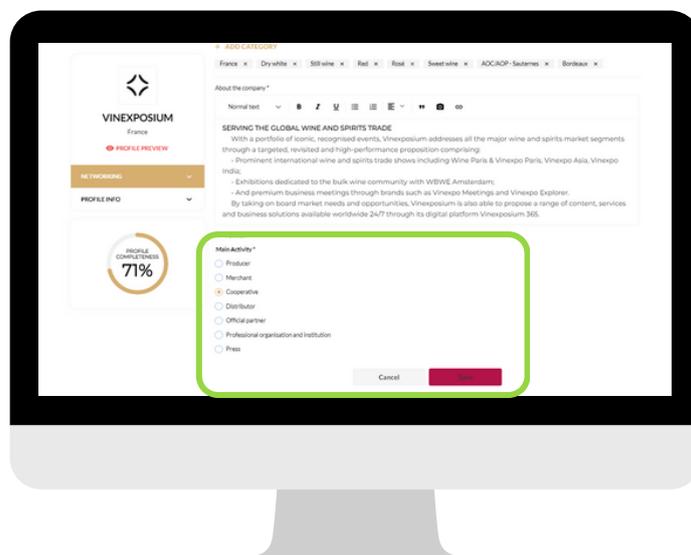
The text will appear on your company page in the catalogue and will be visible to other users. Be brief but precise, with keywords so that trade buyers can find your profile.



3.5 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**.

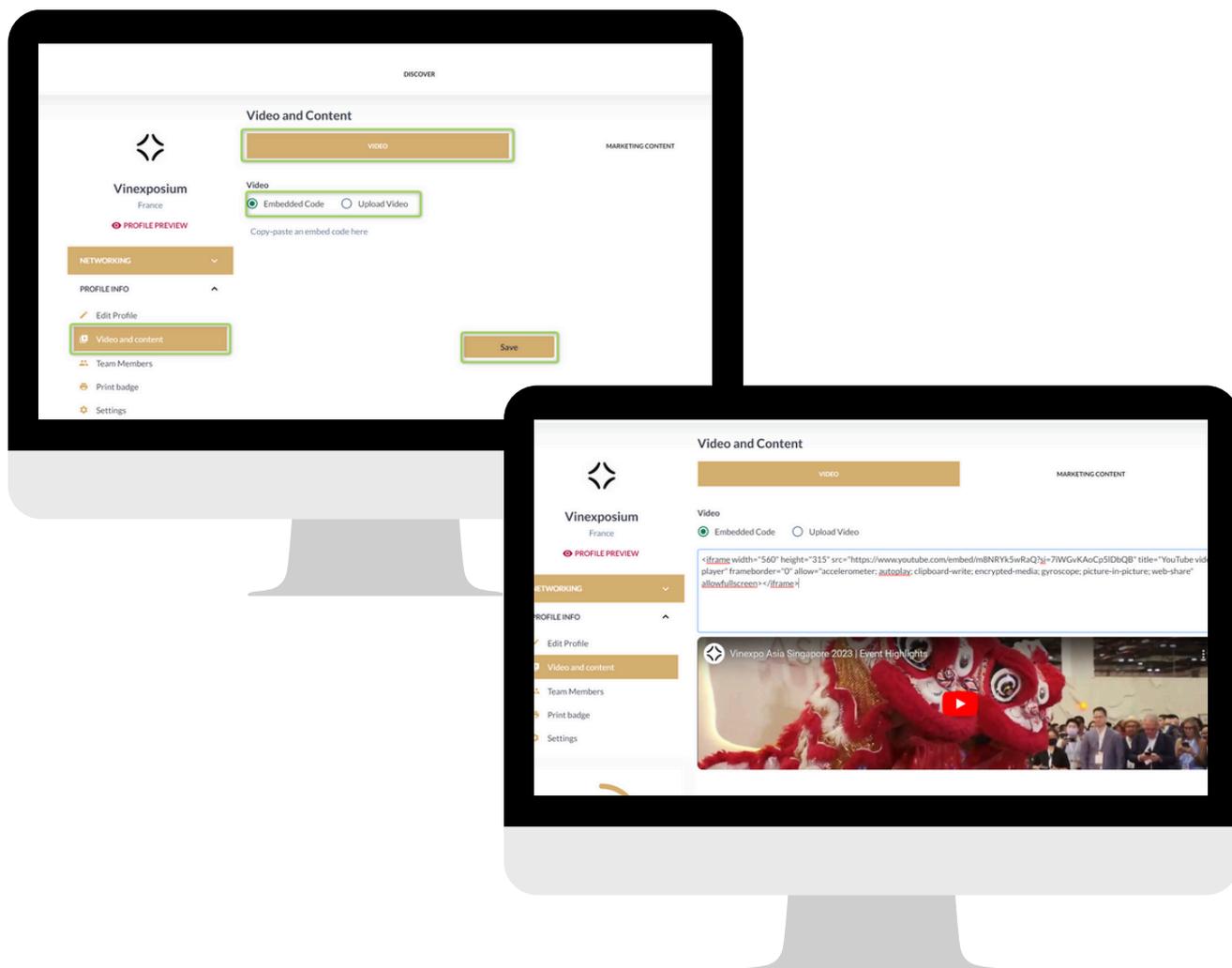




3.6 Add a video (optional)

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).

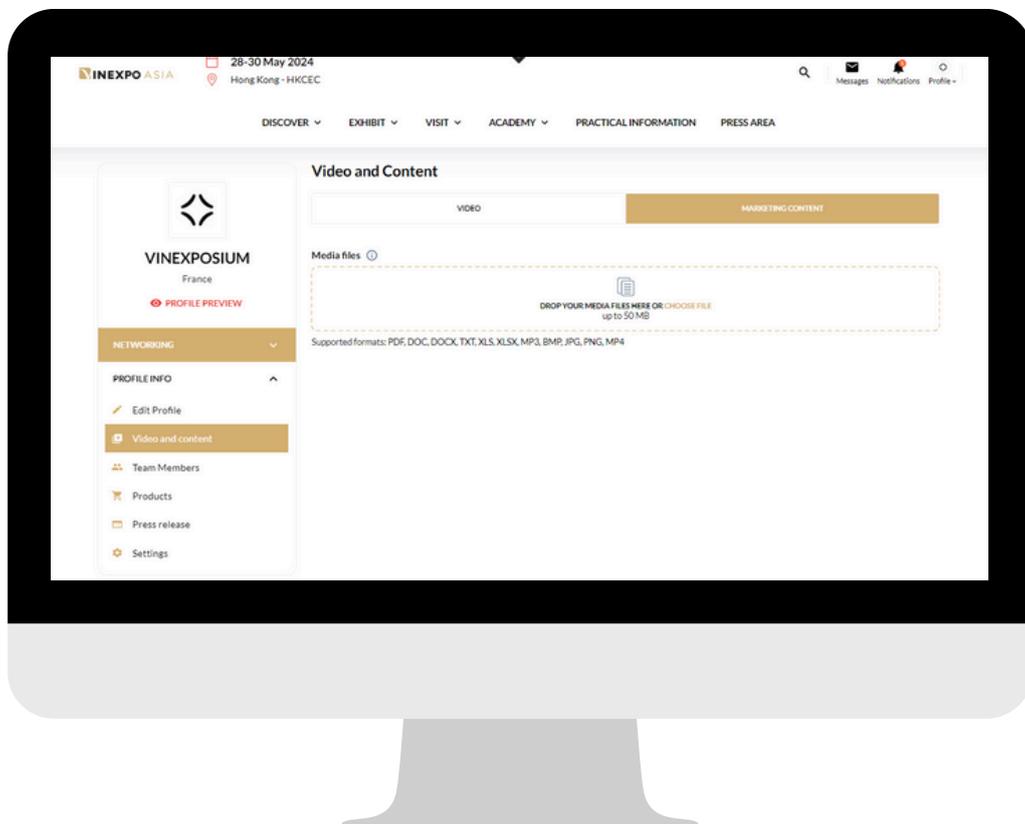




3.7 Add marketing content

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.

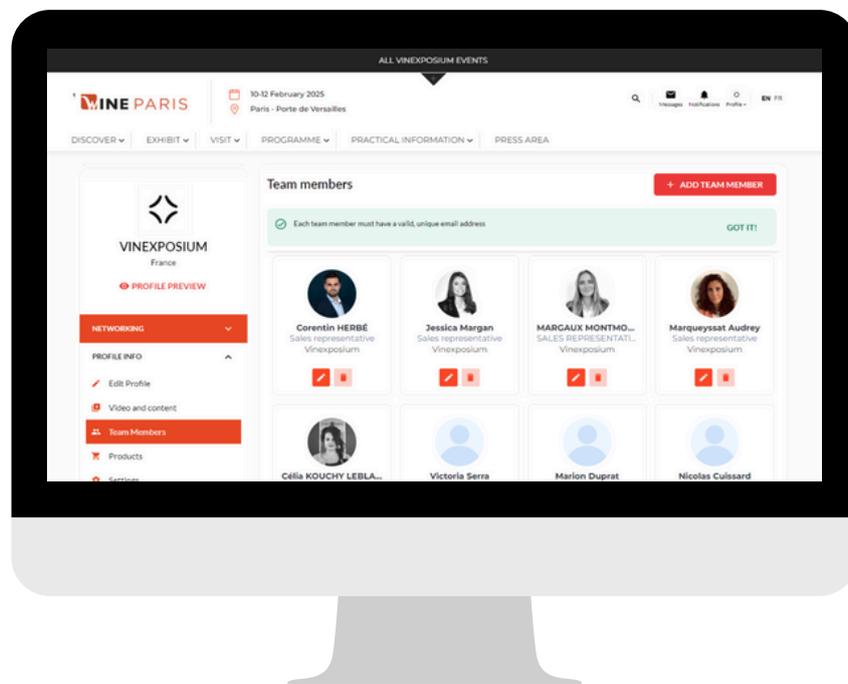




STEP 4

ADD TEAM MEMBERS

Click on 'Team Members' in the left menu.



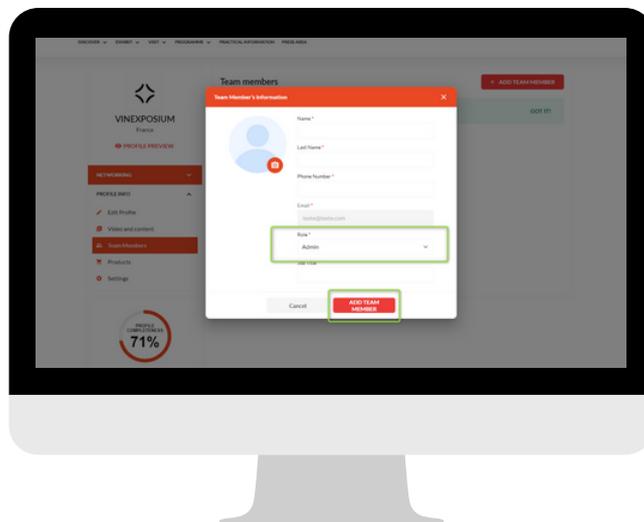
To create profiles for you and your team members, **each email address must be unique.**

Creating **team member profiles with an Admin role** will allow each Admin team member to **navigate from their own account to the company account.**

An Admin team member is authorised to modify information linked to the company account.



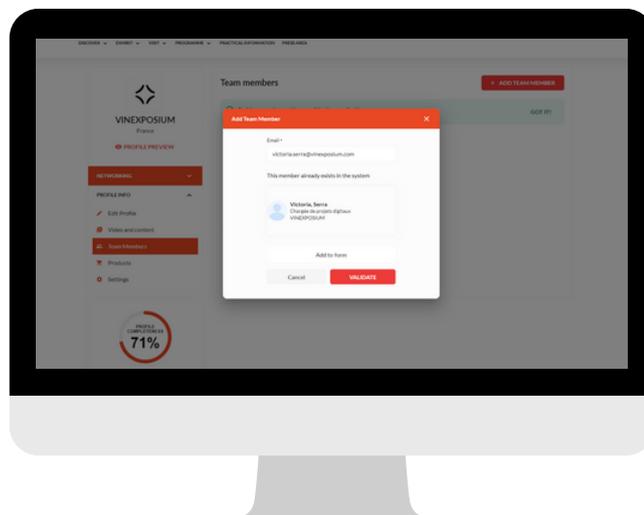
- Click on 'Add a team member'
- Enter the email address of the team member (unique email)
- Click on the " Validate " button to add the team member
- Fill in the personal information of this team member
 - Last name / First name
 - Phone number
 - Role : **Select "Admin" if the team member is allowed to modify the company account information, or "Member" otherwise.**
 - Position
- Add a profile picture
- Click on 'Add a team member'



- To add a team member who already has an account:
- Enter the email address associated with the account.
- Click on the **'Add to form'** button.

You can **change their role to Admin** if you need.

Check and update the account details if necessary. Then click on the 'Add a team member' button.



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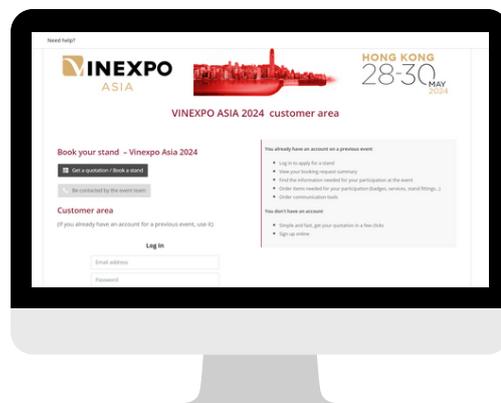
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STEP 5

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/) - <https://event.wineparis-vinexpo.com/>
- [Vinexpo Asia](https://event.vinexpoasia.com/) - <https://event.vinexpoasia.com/>
- [Vinexpo America](https://event.vinexpo-america.com/) - <https://event.vinexpo-america.com/>
- [World Bulk Wine Exhibition](https://event.worldbulkwine.com/) - <https://event.worldbulkwine.com/>



Once you have purchased the option, you can add your products directly to the "products" category in your account.

