



# **NHS EXHIBITOR DIRECTORY ONBOARDING GUIDE**

**FOR COMPANY  
ADMINISTRATORS**

# Thank you for being a part of the NHS experience

Our new and improved online platform allows all NHS exhibitors to promote their presence, make connections, discover and showcase products and generate leads all year long. The platform has been designed to match the hardware & home improvement industry needs with an easy-to-use functionality. This guide will show you, the company administrator, how to best promote yourself and your company.

- Update your participant profile and your company profile to deliver relevant information and help the NHS attendees find you through both the Participant and Company Directories.
- Add content and information to your company profile to showcase your freshest catalogue and help participants discover your brand.
- Add additional colleagues as an admin for your company on the platform.
- Download the list of participants that have screened your content and/or requested to be contacted

# ACTIVATION EMAIL

Upon securing your booth, you will receive an email to activation your account with the subject line: **“Access your National Hardware Show Experience now”**

The email may be in your SPAM folders. It may be helpful to search for the sender name: **no-reply@rxglobal.com**

There are two options to activate your account:

1. Use “Activate” button
2. Copy and paste the link at the bottom in a browser

## *A note on session automatic log out:*

If you remain inactive for 10 minutes, you will be automatically logged out of your account

# BROWSERS

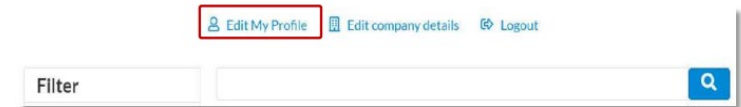
To maximize your online experience and to be able to use all platform features such as file uploads and chat messaging, we strongly recommend that you use the latest version of one of the following browsers:

- Firefox
- Google Chrome
- Safari (on macOS)
- Microsoft Edge (on Windows 10)

# UPDATING YOUR PARTICIPANT PROFILE

**There are two ways to update your own Participant Profile:**

1. Through the navigation panel on the top of each page by clicking “My profile”.
2. On Participant directory page, by clicking on “Edit my profile”



**You can update a section each time a pen icon is available.**



**To set up your profile you can add:**

- your photo (recommended size 180\*180px, max 1MB)
- a link to your social media profiles (Twitter & LinkedIn)
- your description, job title and segmentation information on your activity
- your contact information is displayed by default. Click on the pen picture, then “Change”.

**IMPORTANT!** We encourage you to completely set up your profile and make sure you fill in your business details such as categories, activity, sales or acquisition territories. The online directory has enhanced filters and searching capabilities, which will be used by participants, especially buyers and sales executives to identify the relevant company contact to meet with.

# UPDATING YOUR COMPANY PROFILE

There are two ways to update your Company profile:

1. Through the navigation panel on the top of each page by clicking “Company profile” OR “Company Hub”
2. On Participant directory page, by clicking on “Edit company details”



My profile **Company profile** Company hub | Logout



[Edit My Profile](#) **Edit company details** [Logout](#)

You can update a section each time a pen icon is available



To set up your company profile you can add:

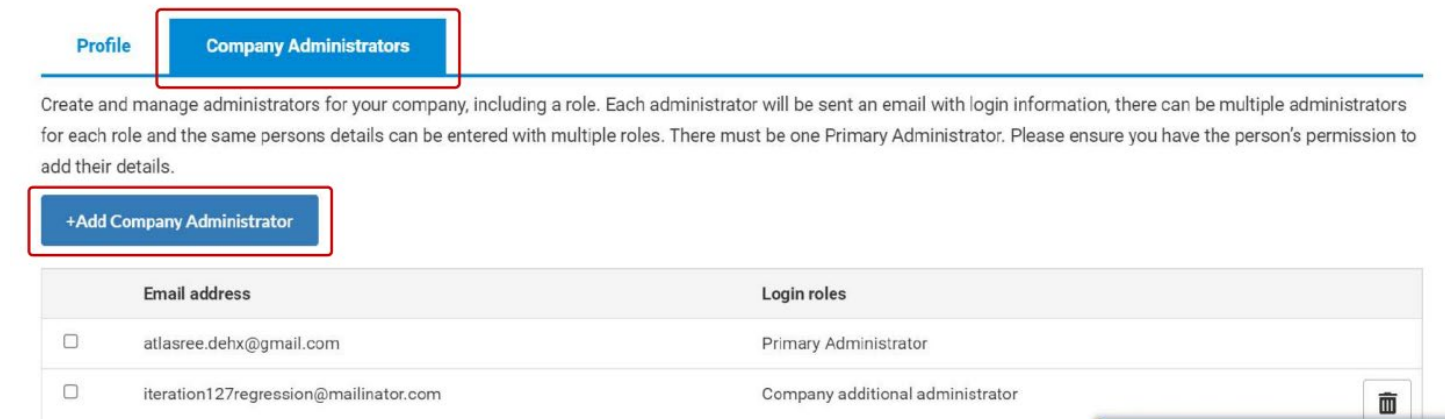
- Logo (recommended size 180x180px , max. 1MB)
- Banner (recommended size 600x150px, max 1MB)
- Description and contact information
- The category information of your company/products
- Feature area participation (HABITAT Curated, HABITAT New, HABITAT Next – Inventors, Made in USA, etc)
- Business Identification Attributes
- Content (check next page for complete details)
- Documents (PDF format, max size 5 MB per file)
- Sponsor category if you have a premium package (limited availability)

**IMPORTANT!** We encourage you to completely set up your profile and make sure you fill in your business details such as categories, activity, sales or acquisition territories. The online directory has enhanced filters and searching capabilities, which will be used by participants, especially buyers and sales executives to identify the relevant company contact to meet with.

# ADDING COMPANY ADMINS

You can add additional colleagues as Company Administrators within the Company Profile. To do this, access the “Company Profile” page and go to the “Company Administrators” tab. Then click on “Add company Administrator” and enter the email address of the person you want to assign this role. The person will get a unique activation email to set up their password and log in (the same one you received).


## COMPANY ADMINISTRATORS



Profile **Company Administrators**

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

**+Add Company Administrator**

Email address	Login roles
<input type="checkbox"/> atlasree.dehx@gmail.com	Primary Administrator
<input type="checkbox"/> iteration127regression@mailinator.com	Company additional administrator 

**Please note:** Additional admins need to successfully registered (and become part of the Participant Directory of the platform). They will then be able to access the same capabilities as you, the main company admin, have.

# ADDING PRODUCTS

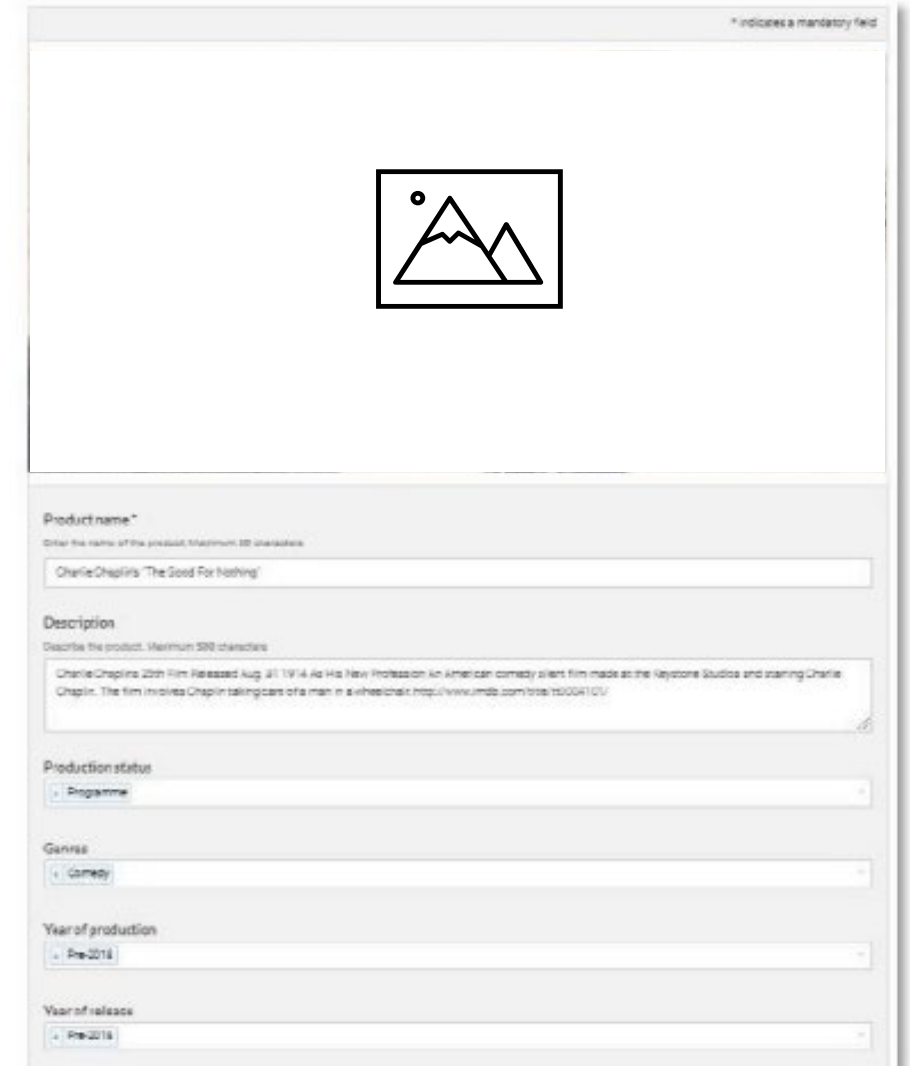
The “Gallery of Products and Services” section within the Company Profile will allow you to add your product content to the platform. Products can be added through the button “+ Add product”.



Fields with a star (\*) are mandatory.

Guidelines for the image is 472x472px (square format).

**REMINDER!** Be as detailed as possible! The online directory has enhanced filters and searching capabilities, which will be used by participants, especially buyers, looking to find products like yours.



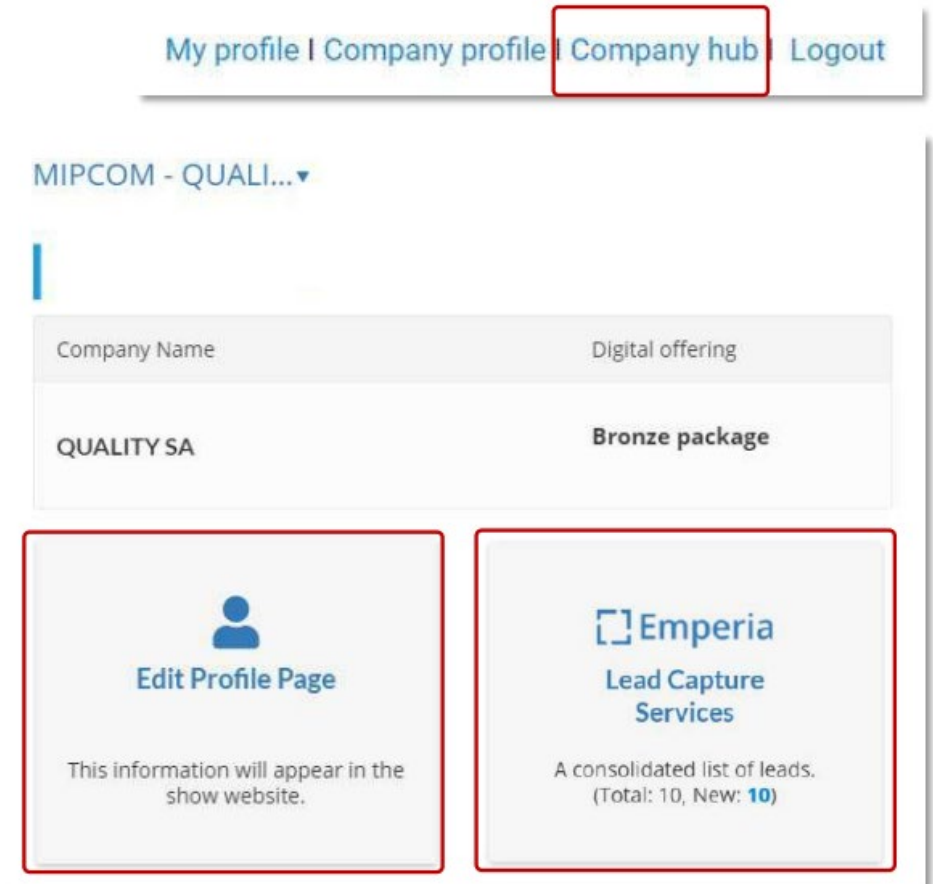


# COMPANY HUB

The Company Hub is accessible through the navigation panel on the top of each page.

From this page, you will be able to:

- Edit your company profile page
- Download your leads by clicking on “Lead Capture Services”



The screenshot shows the top navigation bar with links for "My profile", "Company profile", "Company hub" (highlighted with a red box), and "Logout". Below the navigation bar, the page title "MIPCOM - QUALI..." is visible. A table displays company information:

Company Name	Digital offering
QUALITY SA	Bronze package

Below the table, two action cards are shown, both highlighted with red boxes:

- Edit Profile Page**: This information will appear in the show website.
- Emperia Lead Capture Services**: A consolidated list of leads. (Total: 10, New: **10**)

# EXPORTING LEADS

You can monitor and export your leads by clicking on the “Leads” section within the Company Hub.

A lead is an NHS participant who clicked on the “Contact Me” call-to-action on your exhibitor directory listing (company profile).

The data you’ll receive includes contact details such as email and phone number along with name, first name, job title and company name.

**IMPORTANT!** This feature will be available pre-Show starting in January through December 2023.

[← Back](#)

## EMPERIA

### DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

Total Leads 14    New Leads 0

 .CSV

 .XLSX