

Whether you're a new or seasoned exhibitor, your E-zone is essential to exhibiting at Top Drawer. This is the connector between your brand and our website. Buyers often browse the site before coming to the show, so it's important to make your E-zone the best you can! Though the process may feel daunting at first, we have curated some tips for navigating the unique platform.

1. Fill out your E-zone as soon as you receive your details. Benefitting from Top Drawer doesn't start when the exhibition opens. Often, buyers notice you from media promotion before the show and then will come to your stand.
2. Complete the 'Edit Your Profile' tab with all your details, logo and banner image to catch the eyes of our buyers as they scroll through our A-Z Brands page. Stand out - don't leave any of the images blank!
3. Make sure to add your products, this is a perfect way for you to showoff those new launches or best sellers you're bringing to the show.
4. If you choose to fill out the News and PDF/Brochure tabs, this is a great place for press releases and anything that gives buyers an insight into your brand.
5. In order to gain more exposure ahead of the show, we recommend filling out one or both of our blog questionnaire and submitting them to [topdrawerexhibitors@clarionevents.com](mailto:topdrawerexhibitors@clarionevents.com). This puts your brand in the running to be featured on our blog and social media. Learn more about this under the 'Blog Feature - Design Stories' tab.
6. The 'Exhibitor Badges' tab leads you to our Exhibitor Hub under the platform LiveBuzz. Don't worry, you don't need an extra username or password to access this. Merely click Login to LiveBuzz and you can...
  - a. Order exhibitor badges.
  - b. Order a SmartScan to capture leads.
  - c. Access marketing materials and assets to invite guests.
  - d. And more!
7. If you are experiencing any difficulties regarding the E-Zone, please email our Marketing Team at [topdrawerexhibitors@clarionevents.com](mailto:topdrawerexhibitors@clarionevents.com).