

# EZONE GUIDE 2024

MAXIMISE YOUR ONLINE  
PRESENCE THROUGH THE  
EZONE

Your one-stop platform to make participation in  
Tech Week Singapore as smooth as possible.

PART OF

**TECHWEEK**  
SINGAPORE  
singaporetechnologyweek.com

INCORPORATING

  
CLOUD EXPO  
ASIA

  
DEVOPS  
LIVE

  
CYBER SECURITY  
WORLD


  
DATA CENTRE  
WORLD

  
BIG DATA  
& AI WORLD

  
ECOMMERCE  
EXPO

  
TECHNOLOGY  
FOR MARKETING

ORGANISED BY

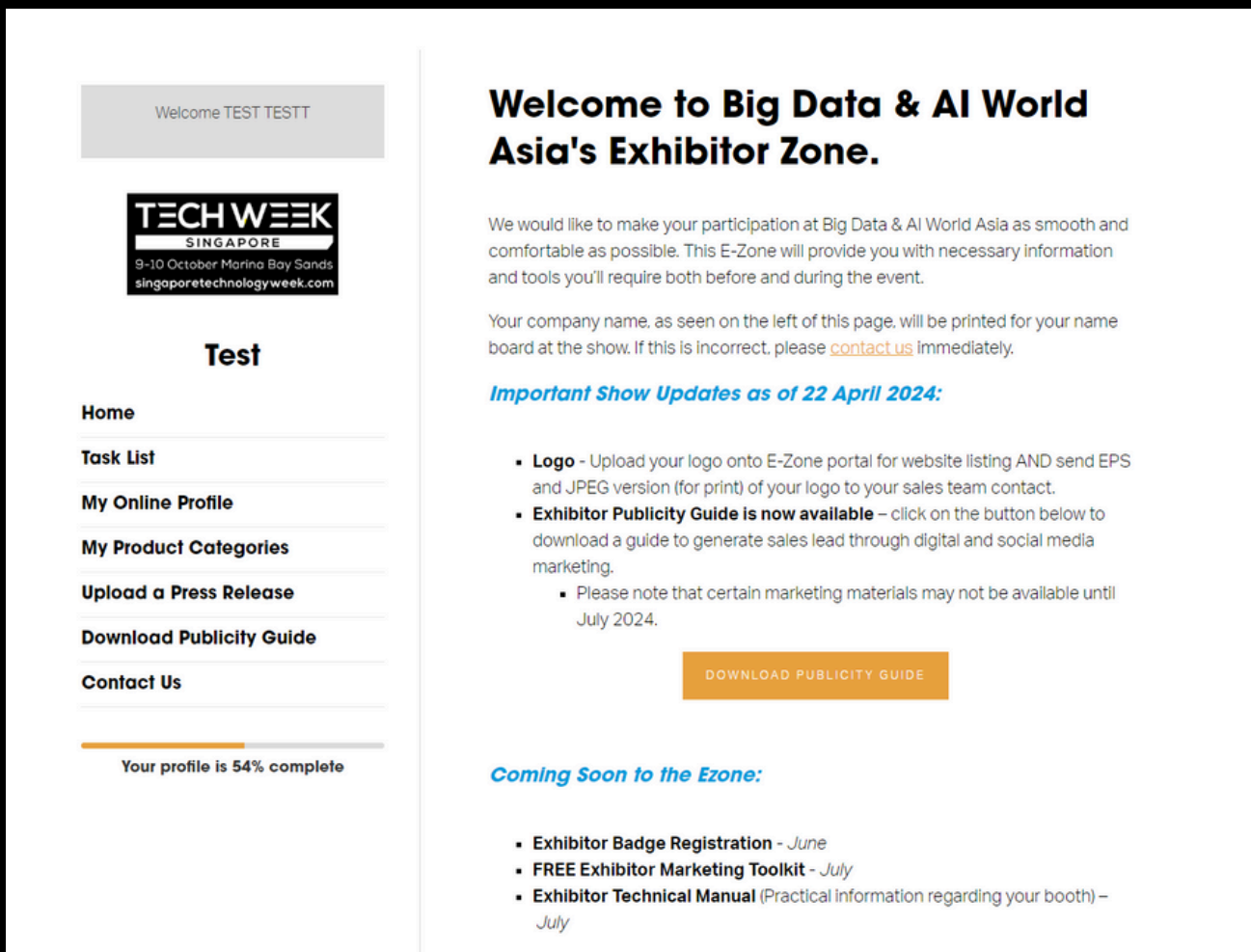
 CloserStill

# STEP 1 LOGIN TO EZONE

Your **username** and **password** will be sent to you via an **EZONE welcome email**.

Follow the link in the email to reach the login page or refer to the links on the next page.

View important updates on the **EZONE** homepage:



The screenshot shows a user dashboard for 'TEST TESTT'. On the left is a navigation menu with links: Home, Task List, My Online Profile, My Product Categories, Upload a Press Release, Download Publicity Guide, and Contact Us. Below the menu is a progress bar indicating 'Your profile is 54% complete'. The main content area has a header 'Welcome to Big Data & AI World Asia's Exhibitor Zone.' followed by a welcome message and instructions. A section titled 'Important Show Updates as of 22 April 2024:' lists two items: 'Logo' and 'Exhibitor Publicity Guide is now available'. A 'DOWNLOAD PUBLICITY GUIDE' button is present. A 'Coming Soon to the Ezone:' section lists 'Exhibitor Badge Registration - June', 'FREE Exhibitor Marketing Toolkit - July', and 'Exhibitor Technical Manual (Practical Information regarding your booth) - July'.

Welcome TEST TESTT

**TECHWEEK**  
SINGAPORE  
9-10 October Marina Bay Sands  
singaporetechnologyweek.com

**Test**

Home

Task List

My Online Profile

My Product Categories

Upload a Press Release

Download Publicity Guide

Contact Us

Your profile is 54% complete

## Welcome to Big Data & AI World Asia's Exhibitor Zone.

We would like to make your participation at Big Data & AI World Asia as smooth and comfortable as possible. This E-Zone will provide you with necessary information and tools you'll require both before and during the event.

Your company name, as seen on the left of this page, will be printed for your name board at the show. If this is incorrect, please [contact us](#) immediately.

**Important Show Updates as of 22 April 2024:**

- **Logo** - Upload your logo onto E-Zone portal for website listing AND send EPS and JPEG version (for print) of your logo to your sales team contact.
- **Exhibitor Publicity Guide is now available** – click on the button below to download a guide to generate sales lead through digital and social media marketing.
  - Please note that certain marketing materials may not be available until July 2024.

[DOWNLOAD PUBLICITY GUIDE](#)

**Coming Soon to the Ezone:**

- **Exhibitor Badge Registration** - June
- **FREE Exhibitor Marketing Toolkit** - July
- **Exhibitor Technical Manual** (Practical Information regarding your booth) – July

# STEP 1

# LOGIN TO EZONE

EZONE login page links:

**Cloud Expo Asia (CEA):**

[www.cloudexpoasia.com/exhibitor-zone-login](http://www.cloudexpoasia.com/exhibitor-zone-login)

**Big Data & AI World (BDWA):**

[www.bigdataworldasia.com/exhibitor-zone-login](http://www.bigdataworldasia.com/exhibitor-zone-login)

**Cyber Security World (CSWA):**

[www.cybersecurityworldasia.com/exhibitor-zone](http://www.cybersecurityworldasia.com/exhibitor-zone)

**Data Centre World (DCWA):**

[www.datacentreworldasia.com/exhibitor-zone-login](http://www.datacentreworldasia.com/exhibitor-zone-login)

**eCommerce Expo (ECEA) and Technology for  
Marketing Asia (TFMA):**

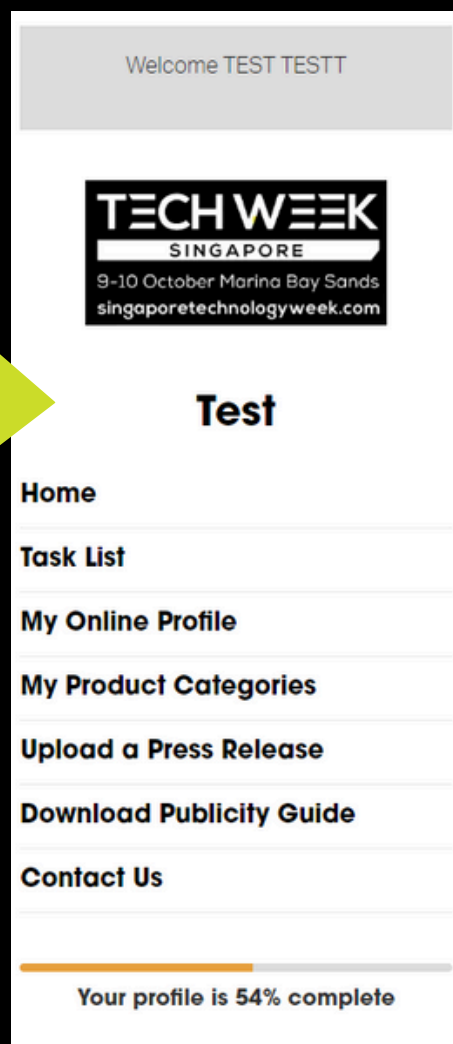
[www.ecommerceexpoasia.com/exhibitor-zone-login](http://www.ecommerceexpoasia.com/exhibitor-zone-login)

# STEP 1 LOGIN TO EZONE

**IMPORTANT:** Your company name, as displayed in the EZONE, will be printed on your booth's overhead name board.

If this is incorrect or you need to make changes, **please contact us immediately** (only applicable to shell scheme booths).

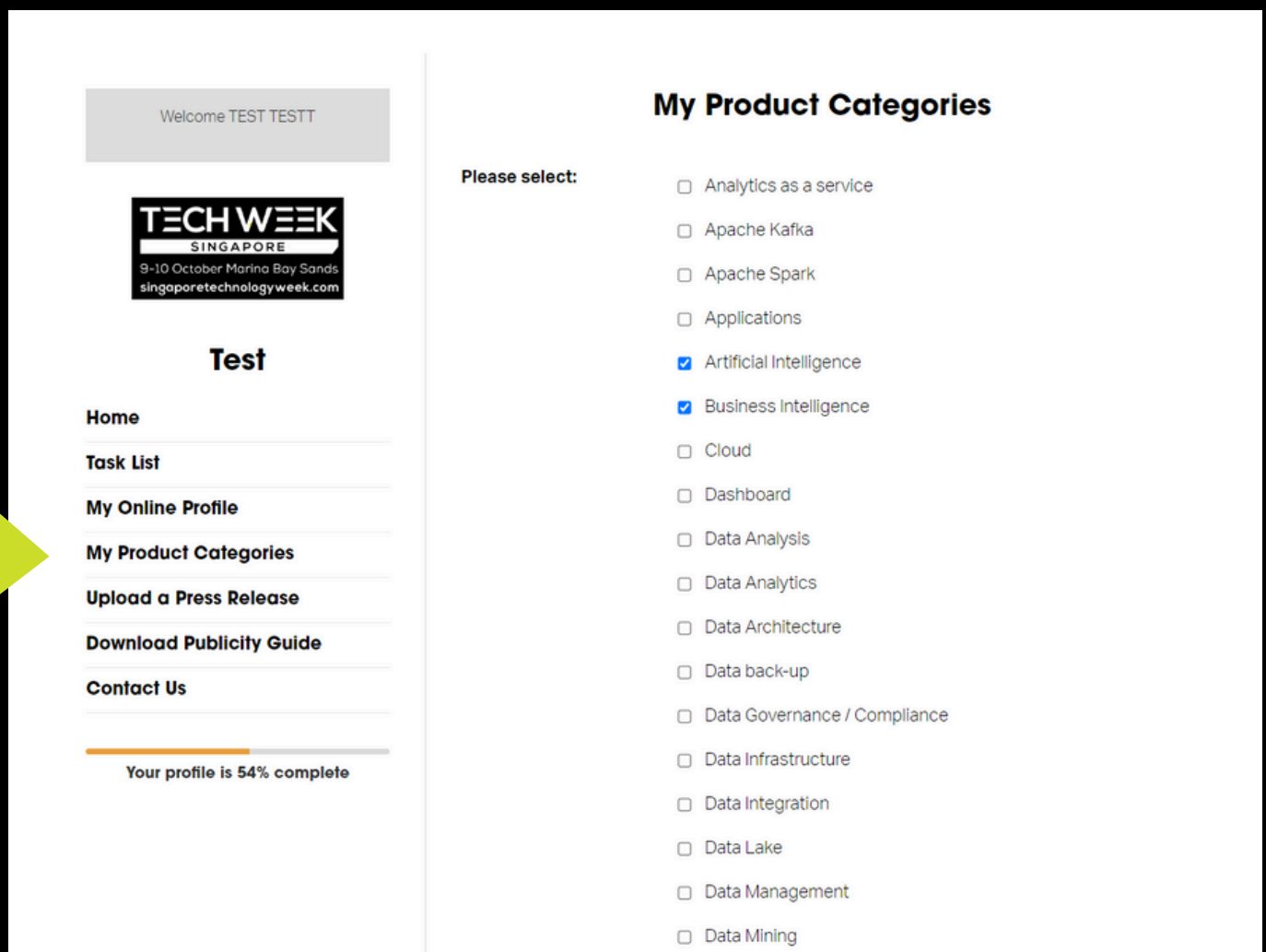
Company name shown here



# STEP 2

# MY PRODUCT CATEGORIES

**Categories:** Select the most relevant categories to describe your products. These categories will be featured on your exhibitor listing (**max 3 categories**).



The screenshot shows a user profile page for TechWeek Singapore. The user is identified as 'TEST TESTT'. The page features a navigation menu on the left with options: Home, Task List, My Online Profile, My Product Categories (highlighted with a green arrow), Upload a Press Release, Download Publicity Guide, and Contact Us. A progress bar indicates 'Your profile is 54% complete'. The main content area is titled 'My Product Categories' and asks the user to 'Please select:' from a list of categories. The selected categories are 'Artificial Intelligence' and 'Business Intelligence'.

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**Test**

Home

Task List

My Online Profile

**My Product Categories**

Upload a Press Release

Download Publicity Guide

Contact Us

Your profile is 54% complete

**My Product Categories**


Please select:

- Analytics as a service
- Apache Kafka
- Apache Spark
- Applications
- Artificial Intelligence
- Business Intelligence
- Cloud
- Dashboard
- Data Analysis
- Data Analytics
- Data Architecture
- Data back-up
- Data Governance / Compliance
- Data Infrastructure
- Data Integration
- Data Lake
- Data Management
- Data Mining

# STEP 3

# COMPLETE ONLINE PROFILE

Welcome TEST TESTT



**Test**


- Home
- Task List
- My Online Profile**
- My Product Categories
- Upload a Press Release
- Download Publicity Guide
- Contact Us

Your profile is 54% complete

## My Online Profile

### General

**Logo \***



Please upload your company logo here in JPG/PNG (300x300 px if possible)

**Logo (AI/EPS) \***  Uploaded via WeTransfer (<https://wetransfer.com/>)  
AI/EPS LOGO VERSION IS REQUIRED FOR ONSITE PRINTED COLLATERALS, Please submit via WeTransfer, enter our email [bdwsgmarketing@closerstillmedia.com](mailto:bdwsgmarketing@closerstillmedia.com) in 'Email To' field.

**Cover Image**

This cover image will appear as a banner below your company name on your exhibitor listing. (Specifications: 1350px by 350px)

**Online profile \***

**B I U S x²**

test

Please provide a concise profile description of your company.

**Website URL \***

**Email \***

Address

## STEP 3

# COMPLETE ONLINE PROFILE

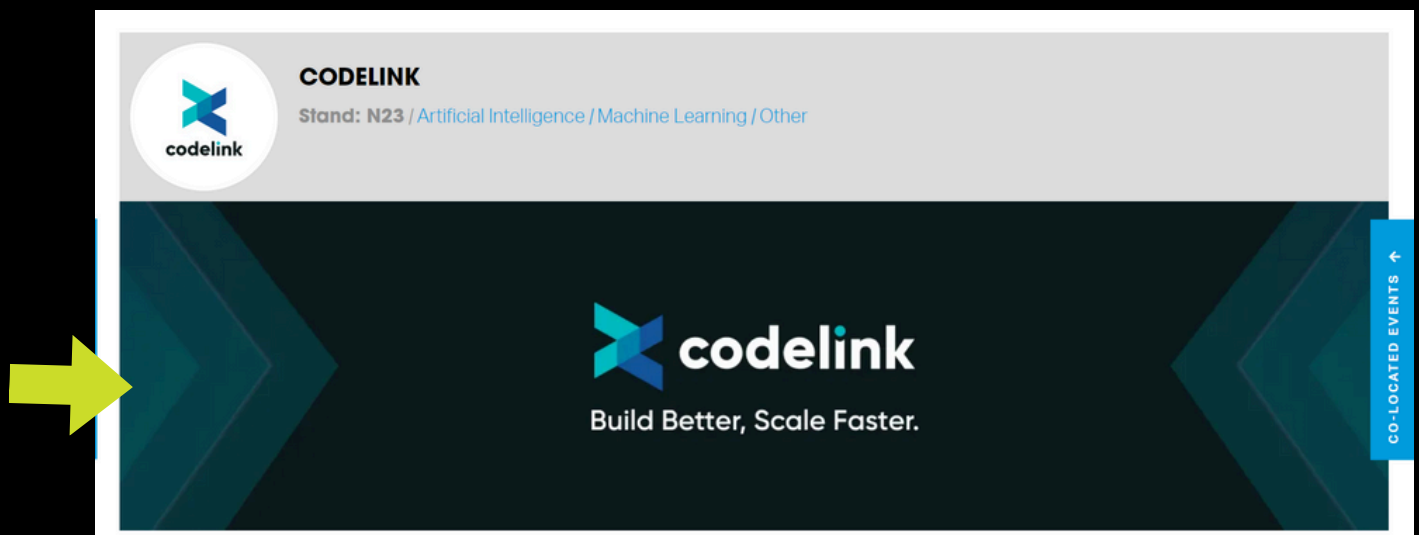
- **Upload Your Company Logo:** Ideally 300 px x 300 px (JPEG/PNG) to be used as your exhibitor listing display picture.
- **Send us a High Resolution Logo:** Please send your logo in AI or EPS format. This is required for **onsite printed marketing collaterals**.
- You can send this to us via email using **We Transfer:** [wetransfer.com](http://wetransfer.com)
- In the '**Title Field**' enter Show Name and Company Name
- In the '**Email Field**' enter:  
[Techweek@closerstillmedia.com](mailto:Techweek@closerstillmedia.com)

# STEP 3

# COMPLETE ONLINE PROFILE

**Cover Image:** Elevate your profile by adding a banner to your exhibitor listing.

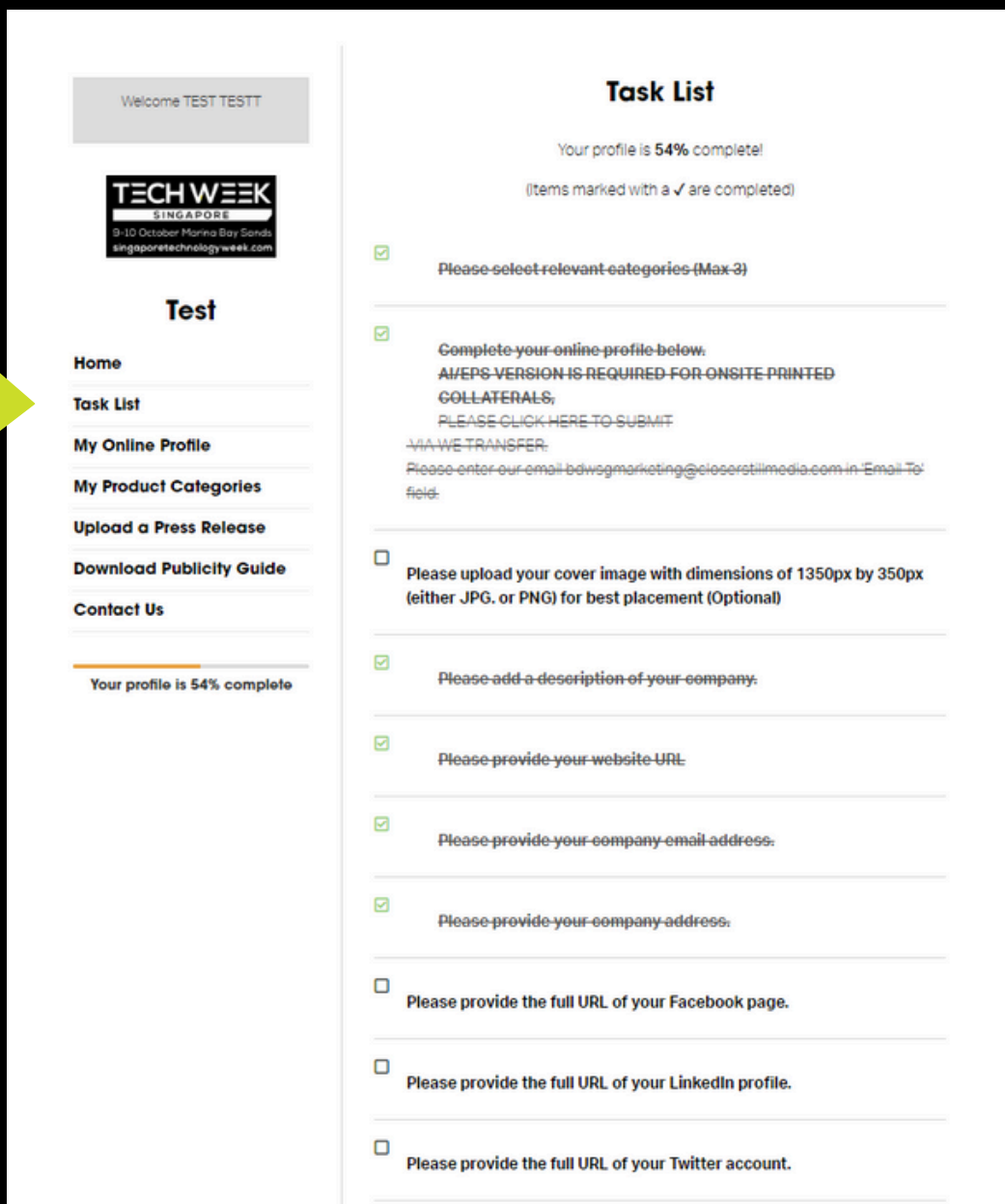
Upload a 1350 px x 350 px image (JPEG / PNG).





# STEP 4 VIEW TASK LIST

Once you have began completing your online profile, you can view your **task list**.



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**Test**

- Home
- Task List**
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Your profile is 54% complete

### Task List

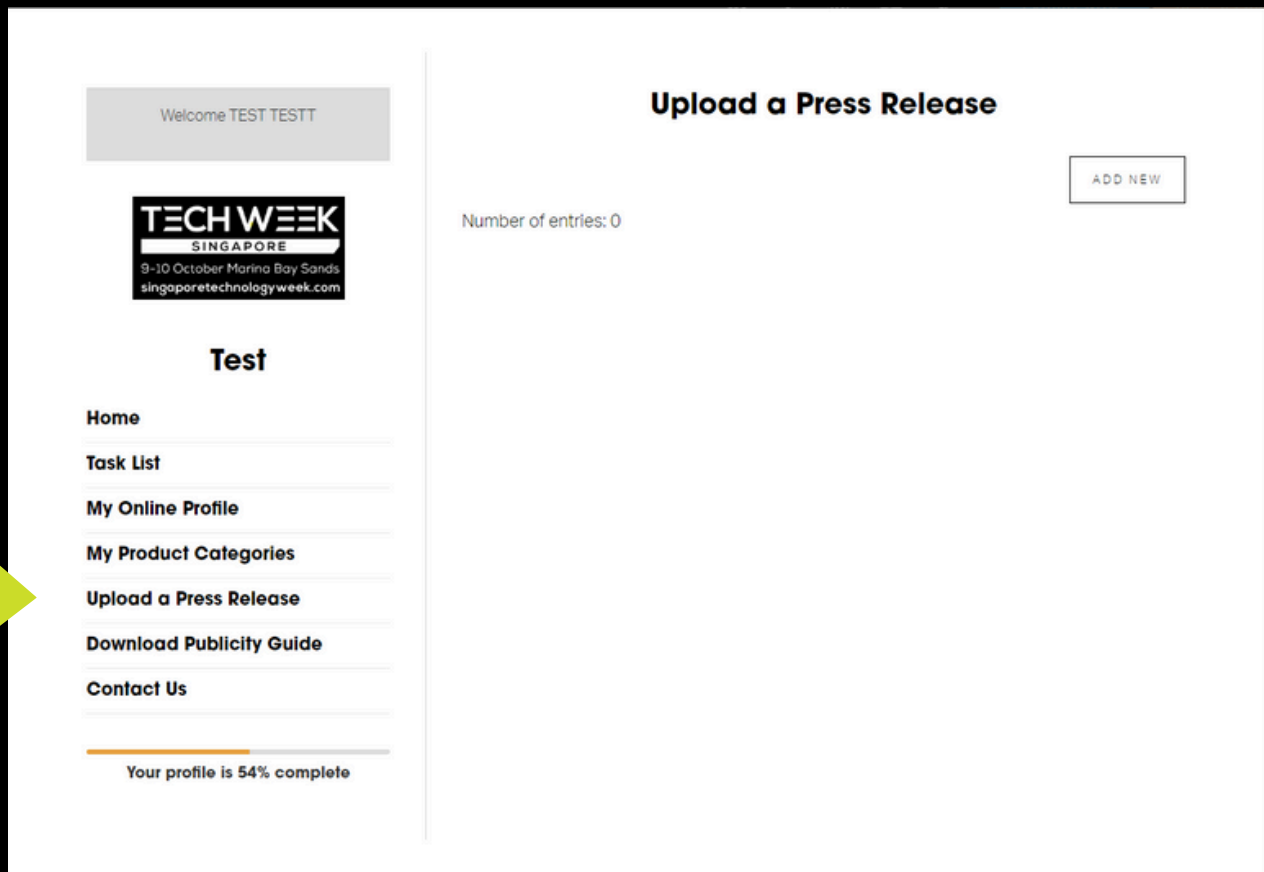
Your profile is **54%** complete!  
(Items marked with a ✓ are completed)

- Please select relevant categories (Max 3)
- Complete your online profile below.  
A/EPS VERSION IS REQUIRED FOR ONSITE PRINTED COLLATERALS;  
PLEASE CLICK HERE TO SUBMIT  
VIA WE TRANSFER:  
Please enter our email bdwsgmarketing@closerstillmedia.com in 'Email To' field.
- Please upload your cover image with dimensions of 1350px by 350px (either JPG, or PNG) for best placement (Optional)
- Please add a description of your company.
- Please provide your website URL.
- Please provide your company email address.
- Please provide your company address.
- Please provide the full URL of your Facebook page.
- Please provide the full URL of your LinkedIn profile.
- Please provide the full URL of your Twitter account.

# STEP 4 UPLOAD A PRESS RELEASE

Share any relevant news articles / media coverage via the **press release upload tab**.

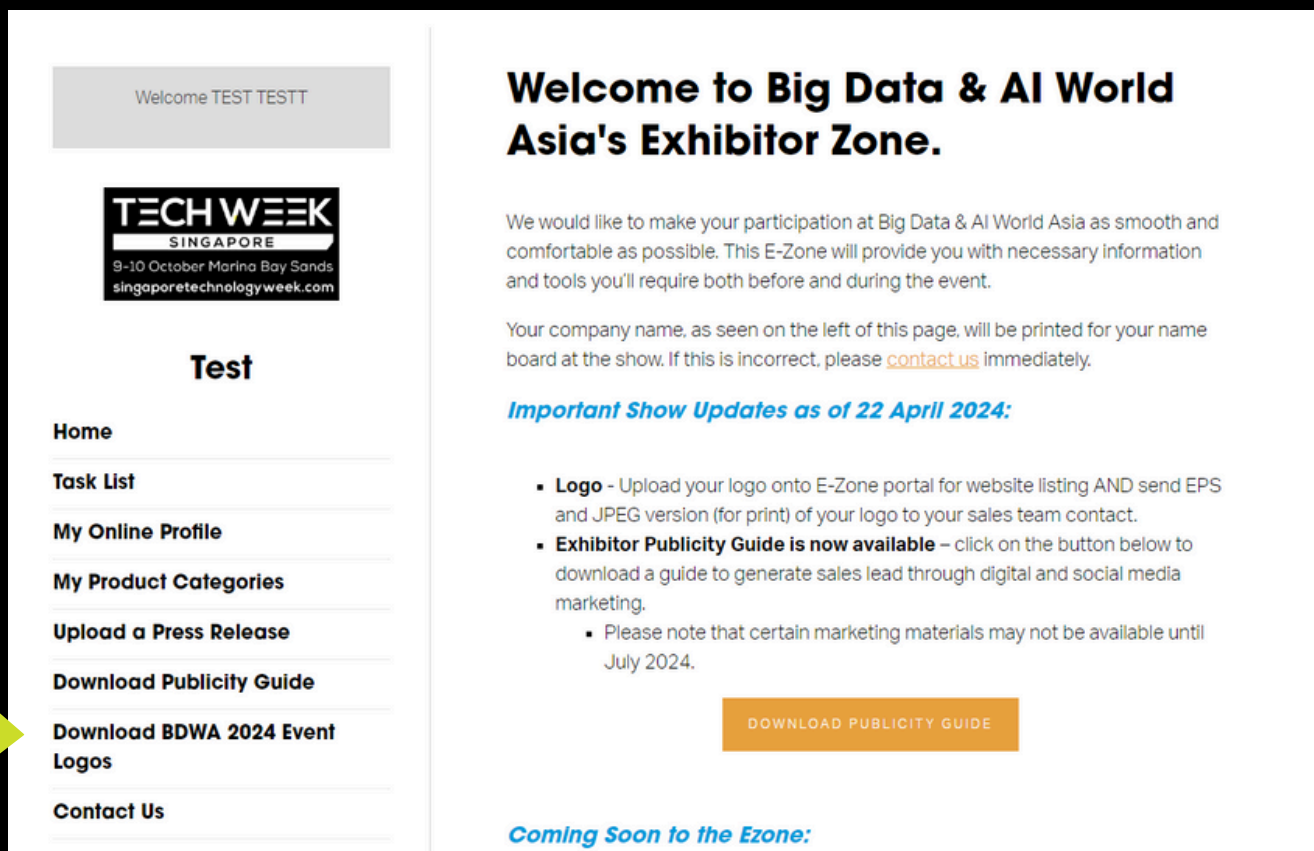
Articles will be visible on our news page as well as your exhibitor listing.



The screenshot displays the user interface for uploading a press release. On the left, a sidebar menu lists navigation options: Home, Task List, My Online Profile, My Product Categories, Upload a Press Release (highlighted with a green arrow), Download Publicity Guide, and Contact Us. Below the menu, a progress indicator shows 'Your profile is 54% complete'. The main content area is titled 'Upload a Press Release' and includes a 'Number of entries: 0' and an 'ADD NEW' button.

# STEP 5 DRIVE BOOTH TRAFFIC

Engage on social media and spread the word of your presence by downloading our **templates** and event **logos**!



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## Test

- Home
- Task List
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- Download BDWA 2024 Event Logos
- Contact Us

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[DOWNLOAD PUBLICITY GUIDE](#)

**Coming Soon to the Ezone:**

## STEP 6

# DOWNLOAD USEFUL DOCUMENTS

When new documents are released, they will appear on the left side menu in the **EZONE**.

- 📄 [Publicity Guide \(Available Now\)](#)
- 📄 [VIP Nominations Template \(Available in July\)](#)
- 📄 [Exhibitor Manual \(Available in July\)](#)
- 📄 [Marketing Toolkit \(Available in July\)](#)

# QUESTIONS?

Do you have any questions or need assistance with the EZONE?

CONTACT OUR CUSTOMER  
SUCCESS SPECIALISTS

Email:

 [Techweek@closerstillmedia.com](mailto:Techweek@closerstillmedia.com)

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