BUSINESS TRAVEL SHOW ASIA PACIFIC 2027

BY NORTHSTAR

21-22 APRIL
MARINA BAY SANDS
SINGAPORE

EXHIBITOR ZONE GUIDE

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WHAT IS THE EXHIBITOR ZONE AND HOW TO ACCESS IT

EXHIBITOR GUIDE

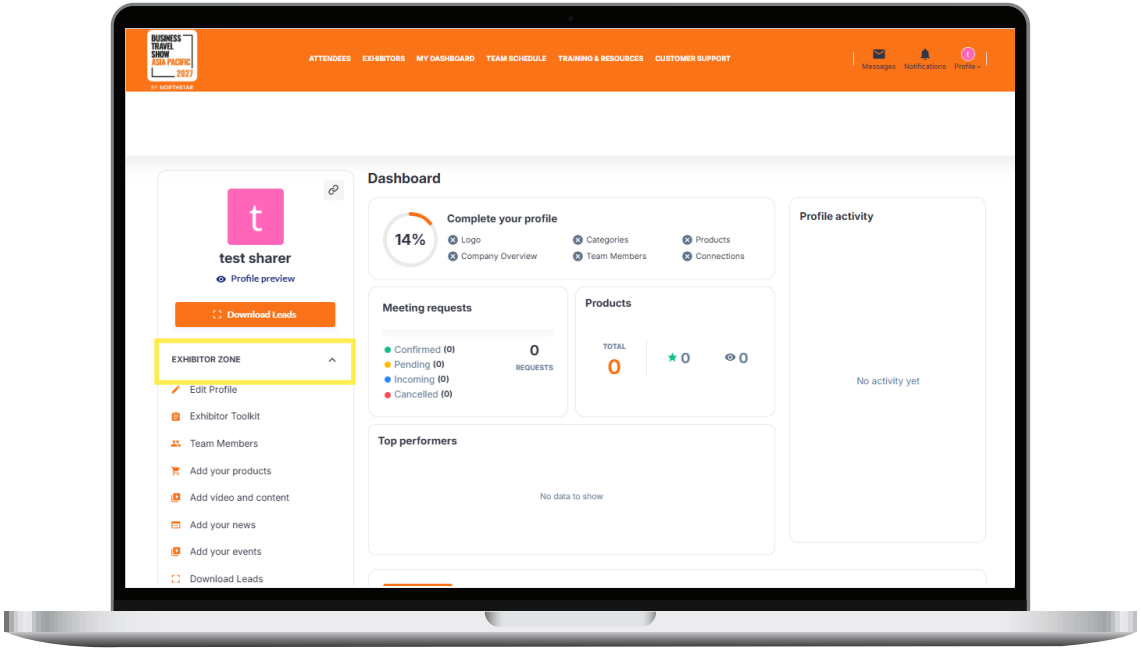
You can use this platform to access important information about the event, update your company profile and request meetings with travel managers.

As an exhibitor you will have 2 profiles: your company profile and your individual profile. You can switch between the two using the selector in the top-right hand corner of the screen (highlighted in yellow).

Use the menu across the top of the screen to view the attendee list, conference programme and floorplan.

Note: The attendee list, conference programme, floorplan, and appointment tool will only become available when the diary opens.

Select **"MY DASHBOARD"** to navigate back to your exhibitor zone.



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KEY FEATURES

EXHIBITOR ZONE

Every item listed under the **EXHIBITOR ZONE** menu header corresponds with items on your company profile. Work your way down this list by completing all actions.

Exhibitor Toolkit – Important – thoroughly read through this section as this contains important information about your stand set up, marketing assets, training and resources, and more.

Edit Profile – Update your company profile.

Register Your Staff – You will be able to register your staff, print badges.

Team Members – View all the staff you have registered for the event.

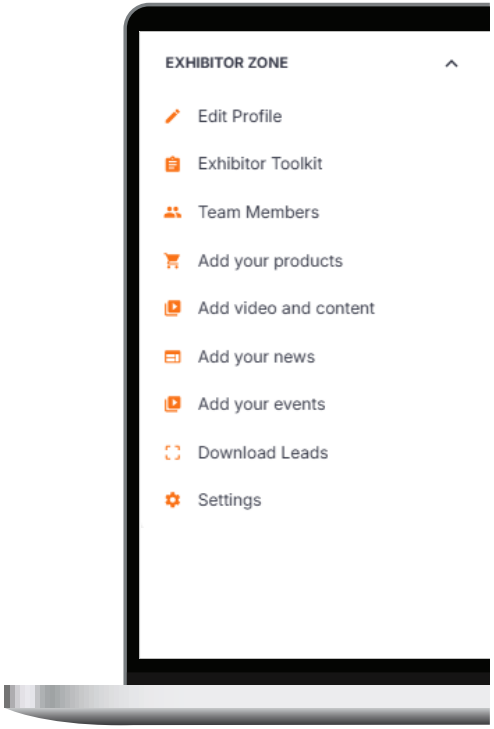
Add your products – Add images and descriptions that will showcase your company's offerings.

Add video and content – Add promotional videos, images and brochures.

Add your events – Promote your new products and services in the run-up to the show by submitting press releases.

Download Leads – Download an Excel spreadsheet containing the contact information for the leads you have generated from your meetings. This function will be available after the event.

Settings – View and amend your notification settings, password and add a default meeting message.



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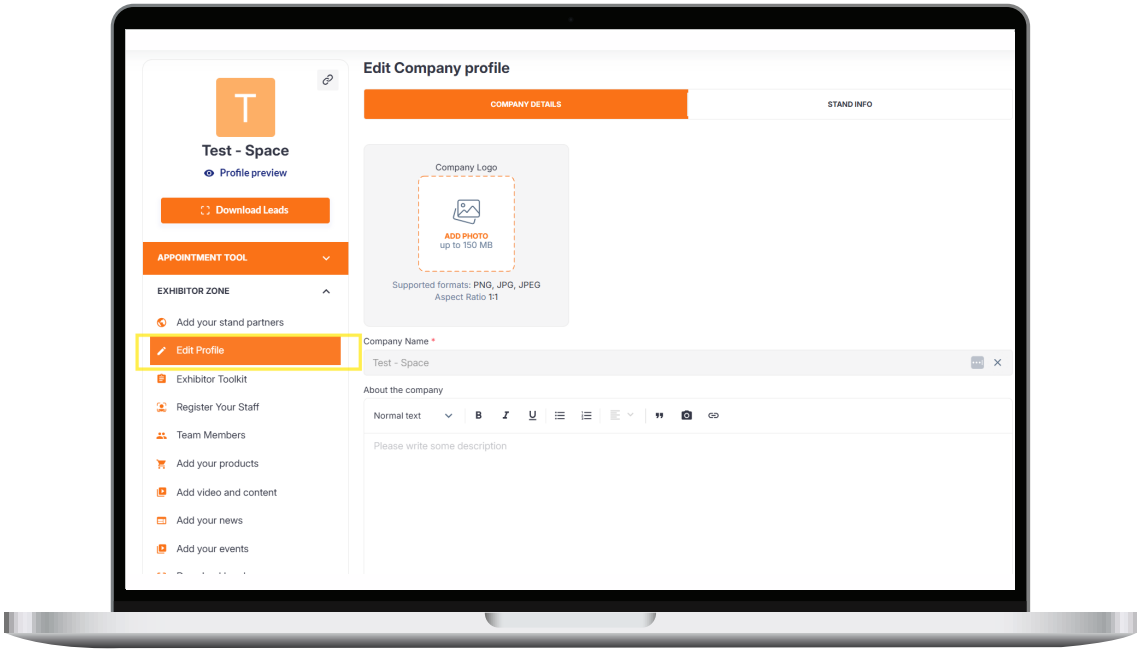
EXHIBITOR ZONE GUIDE

UPDATING YOUR COMPANY PROFILE

Use this section to promote your company at the event.

STEP 1:

You need to add a company logo and provide a company description. You can also include your company's unique selling point (USP), a website url and any social media links you'd like to be visible on your profile.



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UPDATING YOUR COMPANY PROFILE

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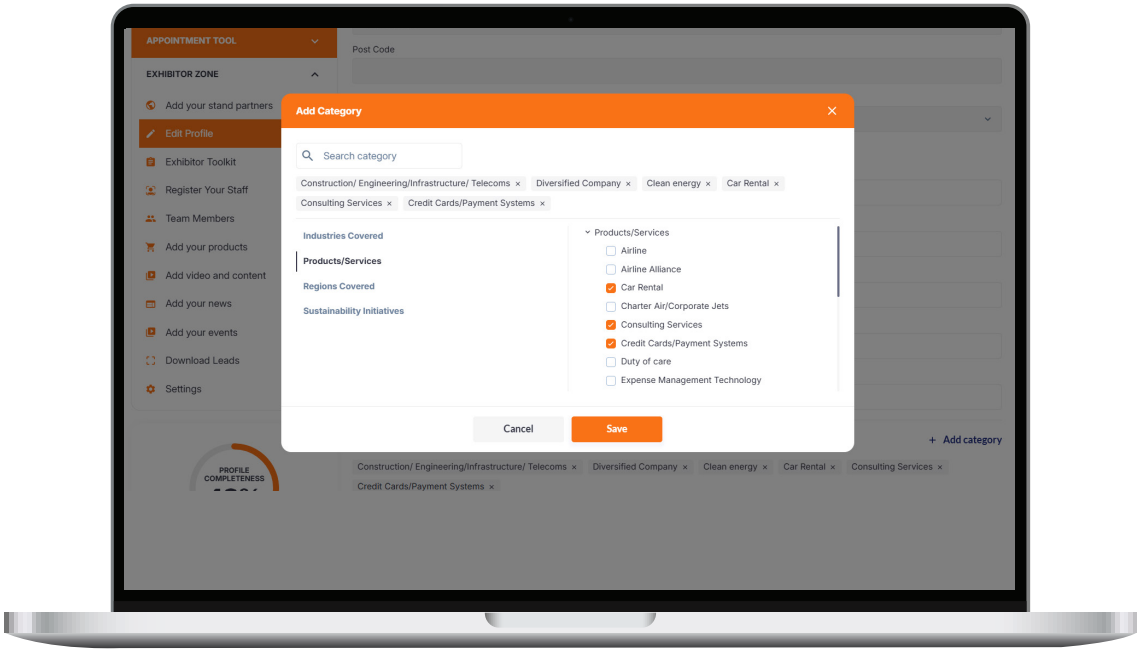
STEP 2:

Select all categories relevant to your company. Your choices are used to enhance search results, filters, and buyer recommendations.

Please note: Click save at the bottom of the page every time you amend any of this information.

You can click on **EXHIBITORS** in the top menu tab to see how your exhibitor listing will appear to attendees.

Please note: You are unable to edit the information that appears within the **STAND INFO** tab of this page – if you need to request any changes here, head to the **EXHIBITOR TOOLKIT**, followed by Your Stand Details for more info.



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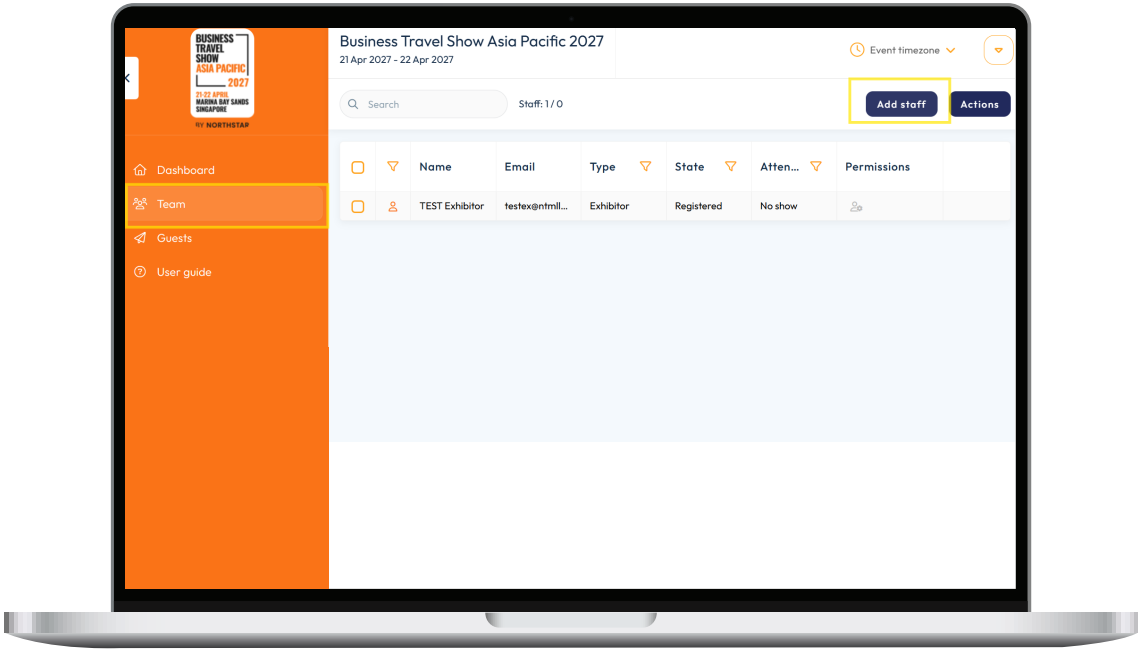
EXHIBITOR ZONE GUIDE

REGISTER YOUR STAFF

You will have a direct link to your **VISIT CONNECT** portal where you can register your stand staff.

STEP 1:

Click on “Team” then select “Add Staff” and “Register Exhibitor”.



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REGISTER YOUR STAFF

You will have a direct link to your **Visit Connect** portal where you can register your stand staff.

STEP 2:

A pop-up box will then appear. Enter the name and email address of the person you wish to register then click “next”. The registration form will open, and you will need to complete the form on their behalf.

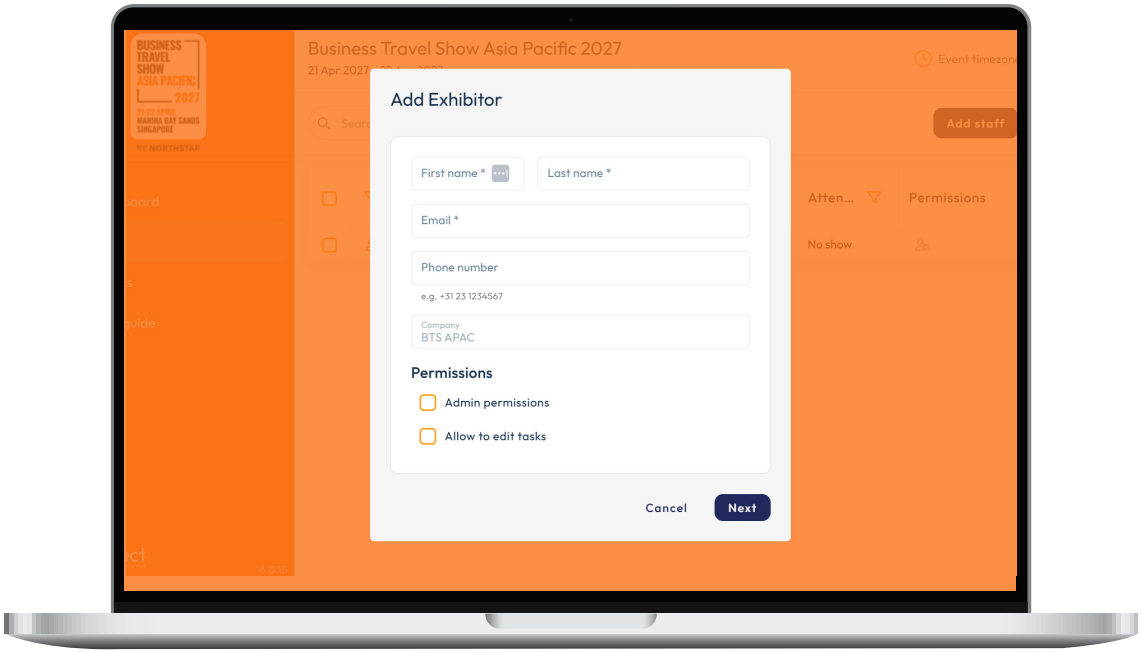
Important: You will be asked whether each staff member should be available for meetings. This helps you manage the number of meetings held at your stand. When making this decision, consider your stand size and how many meetings can take place simultaneously

Each staff member registered for the show will have a unique profile on the platform and will receive login details when the diary opens.

TEAM MEMBERS

This is where you can view all staff associated with the company profile and see their individual profiles as they are shown in the attendee list and block out time in their diary.

To block out time, go to **TEAM SCHEDULE** at the top menu bar and select “add blocked time”.



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ADDING PRODUCTS

This area allows you to expand on your company offerings. Add photos, videos and descriptions about the types of products/services you offer. You can also assign these to specific team members, so that meeting requests initiated from your product profile are allocated to your specified subject matter experts.

Products will be attached to your company profile and are searchable under the exhibitor directory.

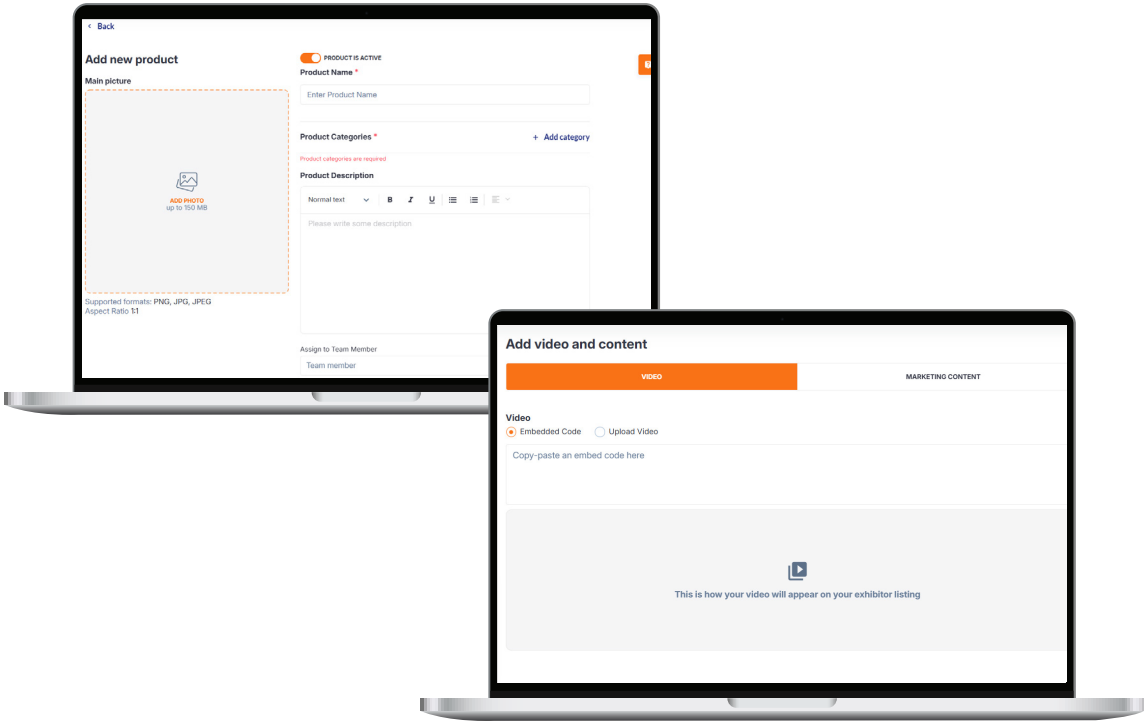
Remember to **click SAVE.**

ADDING VIDEO AND CONTENT

If you want to embed a YouTube video, for example, navigate to your chosen video, click the share icon underneath and click the embed icon.

Copy and paste the embed code from YouTube into the embedded code field. Alternatively, if you have a file on your computer, you'd like to upload instead, just click upload video and select your file.

Finally **click SAVE.**



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ADDING NEWS

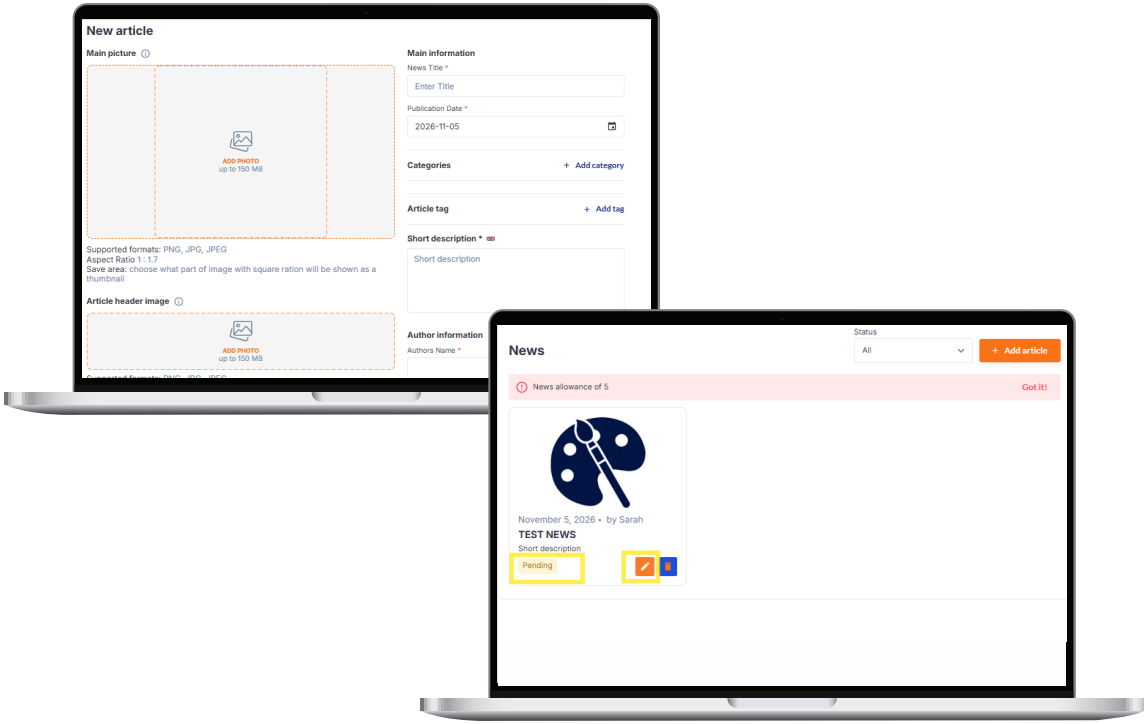
Here you can promote your new products and services in the run-up to the show by submitting press releases.

Select **ADD ARTICLE.**

Complete the required fields and **click SAVE.**

To edit, select the pencil icon next to the article.

Please note: all news articles are reviewed by our PR team.
Only approved articles will appear on your profile.



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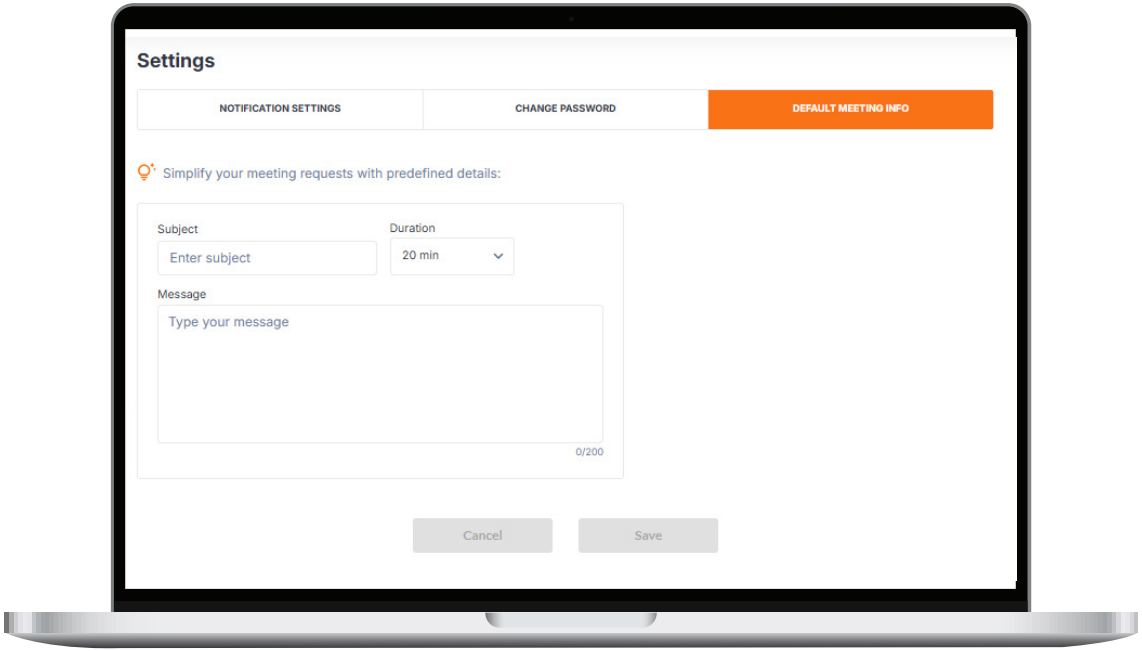
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NOTIFICATION SETTINGS

Here you can change settings for email notifications. These are typically triggered by show interactions e.g. when a meeting is requested or one of your products has been liked. If you don't want to receive these notifications, use the toggle switch, then click the **SAVE** button.

You can also reset your password under this section and create a default meeting message which will be sent to any hosted buyers you request meetings with.



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QUESTIONS?

PLEASE SUBMIT YOUR EXHIBITOR QUERY VIA THE LINK BELOW. OUR TICKETING SYSTEM ENSURES YOUR REQUEST IS DIRECTED TO THE RIGHT TEAM AND IS HANDLED AS EFFICIENTLY AS POSSIBLE.

SUBMIT QUERY

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