

## Exhibitor eDirectory

### FAQ Sheet

#### What is the eDirectory?

The eDirectory is an **online directory of all exhibitors in the Show**. Each exhibitor is given a listing, which visitors of the Show can use to gain contact information, a company description, exclusive Show specials, up to three images, a brochure and video content.

#### How do I get an eDirectory listing?

You will be sent an **email** with your login details to access the eDirectory admin portal. You will be provided with a **unique username and password**, which you must use to login at [www.mbsfestival.com.au/admin](http://www.mbsfestival.com.au/admin)

If you do not have this information, please contact **03 9276 5555**.

#### What can I add to my eDirectory listing?

You can add the following to your listing:

- **Contact information including;**
  - Web address
  - Email
  - Phone number
  - Contact name
- **Stand number**
- **Up to 3 Show specials**
- **Up to 3 images**
- **A PDF brochure**
- **Video content**
- **Company logo**
- **Appointment availability at the Show**

The screenshot shows the 'Mind Body Spirit Show eDirectory Melbourne November 2011' website. At the top, there are three tabs: 'Love Your Mind', 'Love Your Body', and 'Love Your Spirit'. Below the tabs, there is a search bar with 'Select a category' and 'Keyword Search' fields. A list of exhibitors is visible on the left, including 'O'Relax', 'OneLife International', 'Orgone Effects Australia', 'Phoenix Rising Books', 'Poppys Honey', 'PRO-OILS', 'Psychic Divas', 'QueenBEE Secrets', 'Reach Your Potential - Andrea Rochester Ginger', 'Rochester Ginger', 'Rockpool Publishing', 'Saroma Aromatics', 'Serenade Organic', 'Shanti Mission Harmony Centre', 'She D'Montford', 'ShivShakti Healing & Consultancy', 'Sims & Finn Chiropractic', 'Singbowl', 'Skechers Shape Ups', and 'Sleep Services Australia'. The main content area features a listing for 'Eternal Beauty Products Pty Ltd'. The listing includes a description: 'Get your hands on the non-surgical skincare products the stars can't live without! Visit stand F45 for a FREE instant eye-lift and face-lift and watch how your skin transforms to camera-ready skin instantly thanks to The Lift & Eyesential. Also grow your lashes longer & thicker with Lashes and sample the new Plump & Shine for the pout you've always wanted.' It also provides contact information: 'Phone: 03 9673 4000', 'Email: penny@eternalbeautyproducts.com.au', and 'Website: www.eternalbeautyproducts.com.au'. Below the text, there are three images of skincare products. At the bottom of the listing, there are three icons: a dollar sign for 'Show Special', a question mark for 'Enquiry', and a person icon for 'Appointment'.

To maximize your exposure, we recommend completing your listings **4 weeks prior to the Show**, which is when our marketing campaign begins. You can continue to add information and update your listing, right through to the Show.

## Why should I update my eDirectory listing?

The eDirectory is visited by over **20,000** unique web users in the month leading up to the Show. By completing a full listing, visitors will be aware of your products/services before the Show. The eDirectory also receives many Post-Show hits, which assists our exhibitors with Post-Show sales and enquiries.

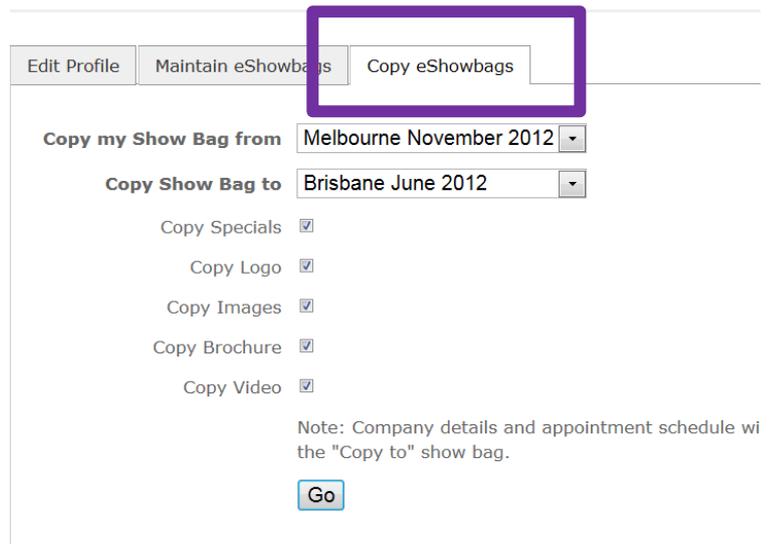
## What if I do multiple Festivals a year, do I have to re-load information?

For exhibitors who do multiple Festivals a year, we've created a feature to copy your information to each of your eDirectory listings.

Once logged in, click the '**Copy eShowbags**' tab at the top of your screen.

Proceed to select what listing information you'd like copied to your new listing.

Click 'Go' and your details have now been copied across.



Edit Profile   Maintain eShowbags   **Copy eShowbags**

Copy my Show Bag from

Copy Show Bag to

Copy Specials

Copy Logo

Copy Images

Copy Brochure

Copy Video

Note: Company details and appointment schedule will be copied to the "Copy to" show bag.

Don't forget to deselect the information you don't want copied.

**Please note: Your information will not automatically be copied if you do not complete this process.**

## What happens if I don't complete my listing?

If you fail to complete your listing, your company will not be featured on our website.

It is important you log in and fill out as much information as possible to ensure you gain exposure and are recognised as an exhibitor.

## How do I add images to my listing?

Once you have logged onto the eDirectory admin portal (access via [www.mbsfestival.com.au/admin](http://www.mbsfestival.com.au/admin)), you are able to upload **up to 3 images**.

Click on the '**Images**' tab.

Select the files you wish to upload; remembering only **JPG** files are most compatible.

Select **'Upload'** and your images will be visible on your listing.

## How do I upload 'Show specials' to my profile?

You can select **up to 3 Show specials or prizes** to be uploaded to your listing.

Click on the **'Show Specials'** tab. Proceed to **'Add a Special'** and fill in the required information including;

- **Special highlight (Eg. Save 20%)**
- **End date of offer**
- **Type of Special (offer or prize)**
- **Offer description – keep brief**
- **Conditions (if applicable)**
- **Web link to more information**
- **Image**

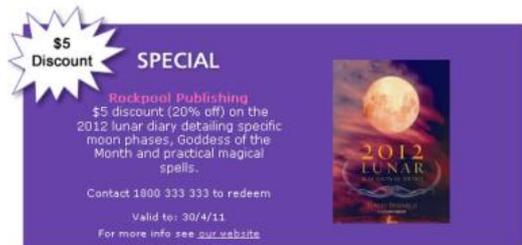


Once submitted, your special will also be added to the **eShowbag**.

## What is the eShowbag?

The eShowbag is a **collection of all submitted exhibitor Specials and Prizes** – packaged into a link which is sent to all visitors of the Show.

The eShowbag gives your company further exposure and secures Post-Show sales and enquiries, even weeks after the Show has ended.



## What if I'm having trouble uploading content?

If you're experiencing any difficulties using the eDirectory, please don't hesitate to contact us on **03 9276 5555**, or by emailing, [mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)