SPIE Exhibitor Dashboard Tutorial

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CREATE A SPIE ACCOUNT

A SPIE Account is required to access the Exhibitor Dashboard. If you don’t already have a SPIE Account, please create one at https://spie.org/account/login?redir=/exhibitoradmin/dashboard

A few things to note before you create your account...

- A SPIE Account is a personal account, not a company account. Do not share a SPIE account with co-workers.
- The Exhibitor Dashboard is linked to your SPIE account.
- **Only** the person noted as the SPIE Liaison for a specific event/year has access to the Exhibitor Dashboard. This is the person designated as the primary liaison on the exhibit contract.
- If you are the new liaison, need to be added as an additional liaison, or have questions about navigating the Dashboard, please email exhibitions@spie.org.
LOG INTO THE EXHIBITOR DASHBOARD

Use your SPIE Account credentials to log into the Exhibitor Dashboard.
https://spie.org/account/login?redir=/exhibitoradmin/dashboard

If you forgot your Username or Password, use the helpful ‘Forgot’ links or contact Customerservice@spie.org.

Do not create a second account, it will not work.

Trouble-Shooting Login Issues

If you receive a notification that you are not a designated liaison, contact exhibitions@spie.org to be added as a liaison.

If you don’t see your company dashboard upon logging in, click My Account and Account Details from the black menu bar at the top of the screen.

Choose your company name under Exhibitor Dashboard. If your company is not listed, you are not a designated liaison. Contact exhibitions@spie.org to be added as a liaison.
EXHIBITOR DASHBOARD OVERVIEW

**IMPORTANT:** All submissions made through the Exhibitor Dashboard take **24 hours** to publish to the website.

![Company Information successfully submitted. Please allow 24 hours for your changes to take effect.]

**Account Information**
Your name, along with your company’s Corporate Membership status appears in the upper right.

Click **Account Dashboard** to update/edit your SPIE Account.

**Select Company**
If you are the liaison for multiple companies, choose the company you would like to update from the Select Company drop-down.

![Select Company dropdown]

**Company Logo**
Add or update your company logo to appear with your online and app listings.

Logos cannot exceed 300w x 150h pixels and must be in jpg or gif format.

Click **submit** after uploading your image.
Event Dashboards

All current SPIE events you are listed as a liaison for will appear in the Exhibitor Dashboard. Please make sure you are updating the correct event.

Each event dashboard includes the event logo, exhibition dates, location of the event, and your assigned booth number.

Also included is a link to the exhibitor logistics page. The exhibitor logistics page has important links, deadlines and helpful information for planning your event.
EVENT DASHBOARD LINKS

Below are all the links that may appear in the Exhibitor Dashboard. Not all links will appear at all times or to all people.

1. **Event Listing Summary**
   Displays all promotional copy submitted for your company, including Exhibitor Listing copy, Product Launch information, Keywords, Categories, Company Logo, and Company Announcements. Click edit to update any of these submissions.

2. **Add Additional Liaison**
   Primary liaisons can add secondary and tertiary liaisons for access to the exhibitor dashboard.
   *
   This link is only available to the Primary Liaison.

   Secondary liaisons receive emails and exhibitor dashboard access. Tertiary liaisons only receive exhibitor dashboard access.

   Enter the new liaisons name, email, and liaison designation and click submit.

   To remove a liaison, email exhibitions@spie.org.
3 Exhibitor Listing
Submit/Edit company information to appear on SPIE.org, SPIE Conference App, and in the printed exhibition guide. Don’t forget to click submit at the bottom of the page after any changes have been made.

A confirmation notice will appear at the top of the screen when your submission has been successfully received.

Exhibitor Information
Edit your display name, address, email, phone, and website information.

Email, phone, and fax only appear in the exhibition guide.

Permanent address or company name changes must also be submitted to exhibitions@spie.org.

Exhibitor Description
Submit a 100-character featured product and 500-character company description.

Featured product only appears in the exhibition guide and the SPIE Conference App.

Want to use your Company Description from a previous year/event? Click the Import from a prior event link. Don’t forget to click submit after the company description has been imported.
Customer Contact Information
Submit Primary and Secondary contacts to appear in the exhibition guide.

Company Video
Submit a YouTube video to appear on your exhibitor listing.

Must be a valid YouTube URL and include https.

Submit up to 5 videos if you purchased the Enhanced Exhibitor Sponsorship. Click Add Another Video.

Banner Ad
Submit a 1200w x 200h banner ad to appear on your exhibitor listing (must be jpg or png file).

Include a URL to link your banner ad.
**4 Enhanced Exhibitor Features**
Include conference presentations, giveaways, and social media on your SPIE.org and SPIE Conference app exhibitor listing.

*This link only appears if you purchased an Enhanced Listing Sponsorship.*

**Conference Presentations**
Promote a co-worker’s presentation by adding it to your exhibitor listing.

Choose the presentations from the list provided and click save.

If you don’t see a presentation listed, email exhibitions@spie.org.

**Giveaways**
Drive attendees to your booth by including your giveaways/drawings on your exhibitor listing.

Add a 500-character description and 1000w x 600h image (jpg or png file). Click save.

Your giveaway is also included on the event giveaway page.
Social Media
Add social media links to your exhibitor listing.

Enter the URL and click save. Submission must be a full URL (include http or https).

Assign Keywords
Enter keywords or phrases so customers can easily find you when searching on SPIE.org and the SPIE Conference App. Competitor names and/or products are not allowed.

There is no limit on keywords. Click Add more keywords to add additional keywords.

Want to use the keywords you entered for a previous SPIE Event? Click the Import from a prior event link.

Don’t forget to click submit after the keywords have been imported.
6 Select Categories
Select up to 5 technology and 5 Application categories so customers can easily find you when searching on SPIE.org and the SPIE Conference App.

Want to use the categories you entered for a previous SPIE Event? Click the **Import from a prior event** link.

Don’t forget to click **submit** after the categories have been imported.

7 Review Exhibitor Invoice
View, download or email the exhibit invoice. Pay the invoice via Credit Card or PayPal.

8 Review Sponsorship Invoice
View, download or email the sponsorship invoice. Pay the invoice via Credit Card or PayPal.
*This link only appears if you purchased a sponsorship for the event.*
9 Exhibitor Manual
This link will take you to the online Exhibitor Service Manual, where you can order furnishings, utilities, and more for your exhibit space. You will be directed to a different website.
*This link only appears when the Exhibitor Service Manual is available.

10 Exhibit Staff Registration
Register your booth staff and send confirmations. See the Exhibitor Registration Tutorial for detailed instructions.
*This link only appears when the Registration is open.

11 Preview Product Launch
Submit a product to be included in the Exhibition Preview. Submissions are also included in the printed Exhibition Guide.
*This link only appears when submissions are being accepted.

Add a 100-character description, image (4” wide, 300 dpi, RGB color) and click submit.

12 Add Announcement | Manage Announcements
Submit an announcement to be featured on your SPIE.org exhibitor listing, as well as the event Company Announcement page.

Enter an announcement headline and description (10000-character limit) and click submit.

Announcements are accepted until the end of the event and are posted as they are received.
To edit or delete an announcement, click the Manage Announcement link.

Click **edit** to make any changes to your announcement. Don’t forget to click **submit**.

Click **delete** to remove your announcement from your exhibitor listing.

Submit a Product Demonstration Request | Manage Demonstrations

Give a live 30-minute product demonstration on the exhibition floor. Fee applies.

*This link is only available if product demonstrations are offered at the event.*

Enter your demonstration information title, name, company, and description (200-character limit).

Designate the top three preferred time slots with 1, 2, 3, and any unpreferred times with X.

Select payment method and click submit.
To edit or cancel a product demonstration, click the Manage Demonstrations link.

Click **edit** to make any changes to your product demonstration. Don’t forget to click **submit**.

Click **cancel** to cancel your product demonstration request.

**Upload Certificate of Insurance**
SPIE requires a Certificate of Insurance for each event.

Upload a PDF of your COI and click **submit**.

**PAST EVENTS**
View your exhibitor listing copy, keywords, categories, announcements, and invoice from past events.

You must be a liaison on the past event for it to appear.

Past Events only include the previous 3 years.
EXHIBITOR REGISTRATION
Badges are required for all persons entering the exhibit hall. It is the liaison’s responsibility to register booth staff.

There are two different badge types:

Exhibit Staff
- Receives entry into the exhibit hall before, during, and after exhibit hall hours.
- Receives entry into the welcome reception.
- Each company is allotted 50 Exhibit Staff. You may request more by contacting exhibitions@spie.org.

Exhibit Staff with Technical Pass
- Receives entry into the exhibit hall before, during, and after exhibit hall hours.
- Receives entry into conference sessions, plenaries, panels, and poster sessions. It is not valid for Authors. All Authors must register for a Speaker/Author registration through the spie.org website.
- Each company’s allotment is based on exhibit space: Islands, Booth and Peninsulas receive two; Tables receive 1; and co-exhibitors do not receive any.

The Exhibit Staff Registration link will only appear when registration is open. If you do not see the link contact exhibitions@spie.org.

If you are exhibiting at more than one event, make sure you are registering for the correct event.

Registration Notes
- If you exhibit at Photonics West and BiOS Expo, register for Photonics West only. One badge is good for both events.
- Co-exhibitors should register separately under their own Dashboard Account.
Register Past Exhibitor Staff
To add booth personnel from the previous year’s event, Drag and Drop the name from the Past Exhibitor Staff list to the current roster (Exhibit Staff with Technical Pass or Exhibit Staff).

Don’t forget to click **Save Roster** after adding your registrations.

Register New Exhibitor Staff
To add new booth personnel, enter the First Name, Last Name/Family Name, Email Address and click **Add Person**.

If the new staff member is in the SPIE database, edit their badge information, select the badge type, and click **Update Roster**.

![Register Past Exhibitor Staff](image1)

![Register New Exhibitor Staff](image2)
If the new staff member is not in the SPIE Database, enter their contact information, badge information, select the badge type, and click **Add To Roster**.

When finished registering staff, click **Save Roster** before moving to another page or tab, otherwise all edits will be lost.

**NOTE:**
Save roster before leaving page or all changes will be lost.
Important: Do not overwrite a badge that is already assigned to a different person. This will cause errors and not allow the badge to print onsite. The name on the left must match the name on the badge.

Good Registration

![Good Registration Image]

Bad Registration

![Bad Registration Image]

Send Email Confirmations

A confirmation email will be sent to staff when they are registered. You can also manually send a confirmation email. *Registered staff will also receive an email with barcode one week prior to the event.

Click the Send Confirmation to Staff tab.

Select all exhibit staff or choose individual staff to receive the email confirmation. Click Send Confirmation.