Exhibitor Dashboard Tutorial

Sign into the Exhibitor Dashboard

Your SPIE Account

Submission Overview Check list

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Event Listing - Helpful Information

Exhibitor Database (NON-EVENT, ONLINE ONLY)

Exhibit Staff Registration

Information submitted to either your Event Specific listing or Online Exhibitor Database do not automatically copy to one another. Two submissions are necessary to take advantage of full promotional opportunities.
1. Sign into the Exhibitor Dashboard (http://spie.org/app/exhibitions/admin/dashboard.aspx)

2. Your SPIE Account

- The Exhibitor Dashboard is linked to your personal SPIE account. This is not a shared company account, nor your Exhibitor Service Manual account.

- If you do not have an SPIE account, click Create Account.

- If you forget your User Name or Password, use the helpful ‘Forgot’ links or contact Customerservice@spie.org. Do not create a second account, it will not work.

- Only the person noted as the SPIE Liaison for a specific event/year has Exhibitor Dashboard access. This is the person whose name was written on the exhibitor 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.
3. Submission Overview Check list

a. Confirm that you are logged into your account. Do not log into or edit another person’s account.

b. If you are the contact for multiple companies, select the correct company from the drop-down list.

c. Company Logos appear in the website listings only. Click on **Upload Company Logo** to add, edit, or delete your logo. **Logos must be 100 pixels wide x 50 pixels high or less.**

d. If you are the liaison for multiple events, confirm that all events appear in your dashboard.

e. Exhibitor Database is the online, searchable directory. It is a separate submission.

Submission Overview Image
4. Event Listing Promotional Opportunities

- Find the name and logo of the SPIE event. You must **add company information for every exhibition in which you participate**. The information you submit is specific to this event/year and **will not** automatically copy across events or the Online Exhibitor Database. If you do not see the event, contact exhibitions@spie.org to be added as a liaison.

- **Event Listing Summary**: review your complete submission.

- **Company Information**: edit company name, address, email, and website. Permanent address or company name changes must also be submitted to exhibitions@spie.org.

- **Company Descriptions** are printed in the onsite Exhibition Guide and on the online Event Website Listing, including the SPIE Conference /Exhibition App. Paragraph breaks are not permitted.

- **Assign Keywords** or phrase that best describe your company products and/or services, to help people find your company when searching the online Exhibitor List.

- **Select Categories** to help people to find your company using Technology and Application online search.

- The **Preview Product Launch** is sent out to potential attendees prior to the exhibition. Upload your image and copy to be included in this mailing.

- **Add Press Releases** to be included at the end of your online listing.

- **Add Product Announcements** to be published on the event specific Exhibition webpage.

- The **Product Demonstration** is a 30-minute live demonstration, onsite. Product Demonstrations are only available at Photonics West, BIOS, DCS, and Optifab with limited availability. Fee applies.

5. Event Listing - Helpful Information

- Verify that you are updating the information for the correct company and the correct event. **If no event logo appears, you may be in the Online Exhibitor Database submission form.** Information submitted to the Online Exhibitor Database does **not** appear in Event Listings.

- Pay attention to character limits for the Featured Product and Company Descriptions. **Text exceeding the character limit will be cut off.** Use caution when copying and pasting.

- **Customer Contact information** is included in the printed Exhibition Guide (not the online listing).

- Exhibitor Dashboard will **not** allow special characters or links. Trying to submit these will result in error.

- **You must click Submit to complete your submission.** A confirmation message will appear at the top of the form. If you do not see this confirmation your information has not been submitted or saved.

  - ✔️ **Company Information successfully submitted. Please allow 24 hours for your changes to take effect.**
Company Description

Guidelines: Type one complete paragraph. Paragraph breaks and bullets are not permitted. Text exceeding character limit will cut off. Use caution when copying and pasting.

Photonics West Event Company Description

For use on spie.org, SPIE Mobile App, and in printed materials for this event only.

Featured Product

Company Description

Customer Contact Information

Submit
6. Online Exhibitor Database (NON-EVENT, ONLINE ONLY)

- The SPIE Online Exhibitor Database is a second place to enter copy for promotions. This is a non-event specific listing that gives your company an online presence for 11 months following the close of an exhibition.

- Add your company information, description, and categories for free. Look for the Online Exhibitor Directory header in the top right of the page.

- Information submitted to the Event Listing or Online Exhibitor Database does not automatically copy from one to the other. Two submissions are necessary to take advantage of full promotional opportunities.

Online Exhibitor Database Company Information & Description Image

The company information below will only appear on SPIE.org in the Online Exhibitor Database. It will not appear for event specific listings or in print.

Address Change?
If you need to update your company’s address due to relocation, send an email to exhibitions@spie.org. A change below will not update your company record in our database.

Questions? Email exhibitions@spie.org or call +1 360 676 3290.
Select up to 10 Technology and 10 Application categories that apply to your products and services. You may add as many subcategories that directly apply to your business.

If you do not find a category or subcategory field that meets your needs, please contact Exhibitions or call +1 360 678 3290.

Questions? Email exhibitions@spie.org or call +1 360 678 3290.
7. Exhibit Staff Registration

- Click the Exhibit Staff Registration link under the specific event. If you do not see the link contact exhibitions@spie.org.

Exhibit Staff Registration Image (1 of 3)

- If you exhibit at Photonics West and BiOS, register for Photonics West only. One badge is good for both exhibits.

- To add your booth staff, Drag and Drop past exhibitor staff to the current roster (Exhibit Staff with Technical Pass or Exhibit Staff). To add new booth personnel, enter the first name, last name, email and click Add Person (see image 2 below).

- **Important**: Do not overwrite a badge that is already assigned to someone with a different person’s name. This will cause errors and not allow the badge to print onsite.

- Click Save Roster before moving to another page or tab, otherwise all edits will be lost.
• **Sending email confirmations:**
  o Click the **Send Confirmation to Staff** tab
  o You may select: all of the exhibit staff at once, or individually, to receive the email confirmation.

• Bring your **Exhibitor Badge Confirmation email** to Exhibitor Registration to expedite badge pick up.

• **Note:** Co-exhibitors should register separately under their own Dashboard Account.
Exhibit Staff Registration Image (3 of 3)

Register all exhibitor staff for OFB17 by 08 October 2017. Any changes after that date will need to be made onsite.

Send exhibit staff a registration confirmation which includes a barcode for easy onsite badge pickup.

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<th>Contact Information</th>
<th>Badge Information</th>
<th>Confirmation Date/Pass</th>
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<td><a href="mailto:buffy@spie.org">buffy@spie.org</a></td>
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Send confirmation

Select All (2)