

healthcare design

CONFERENCE + EXPO

Welcome to the HCD Exhibitor Hub!

Here's how to update your exhibitor information.

STEP 1

LOGIN

① Go to HCD2025.smallworldlabs.com/home

② Click the **Exhibitor Login** button

③ Click **Forgot Password?** to create a password

! Note: Everyone will need to do this for every show, as this password is different from the A2Z password you have for accessing online payments.

④ Enter your email address and click **Submit**

! Note: you will need to use the email address associated with your account. Contact your [Customer Success Manager](#) for help, if needed.

➡ You will then receive an automated email to reset your password (be sure to check junk folder if you don't see it)

▶ Click Reset Password in the email

▶ Create your password and click Reset Password

⑤ Return to the login page and log in with your email and new password

▶ Once logged in, you will need to click the blue button that says **Go to Exhibitor Dashboard** to begin updating your exhibitor profile



STEP 2

UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way HCD buyers can find your company in the printed Show Directory and Mobile App, as well as when they search through the Exhibitor List online. Be as thorough as possible for the best results!

From your **Exhibitor Dashboard** page, update as much of the information below that is available to you depending on your package level:

① Add your company photos

Click on the 3 dots on the top right of the cover photo and click on Add Photo, Add Cover Photo and Add Featured Photo

The screenshot shows the Exhibitor Dashboard profile page for 'Company ABC'. The top section is a large gray area labeled 'UPLOAD COVER IMAGE HERE' with dimensions 'size: 1440px (width) x 360px (height)'. To the left of this area is a circular profile picture placeholder. Below the cover image area, there are three sections: 'Press Releases' (You have 3 more listings to add!), 'Products' (You have 3 more listings to add!), and 'Show Specials' (You have 3 more listings to add!). Each section has an 'Add Listing' button. A red circle highlights the three dots in the top right corner of the cover image area, with a red arrow pointing to it. A red arrow points from the profile picture placeholder to a blue box labeled 'PHOTO: Add your company logo'. A red arrow points from the 'UPLOAD COVER IMAGE HERE' area to a blue box labeled 'COVER PHOTO: Add a lifestyle or product image'. A red arrow points from the 'Show Specials' section to a blue box labeled 'FEATURED PHOTO: Add a product photo or logo'. A red arrow points from the 'FEATURED PHOTO' box to a 'RECOMMENDED VENDORS' section on the right, which shows 'Company 123' with a photo and an 'Explore' button.

PHOTO:
Add your company logo

COVER PHOTO:
Add a lifestyle or product image

FEATURED PHOTO:
Add a product photo or logo

RECOMMENDED VENDORS Company ABC

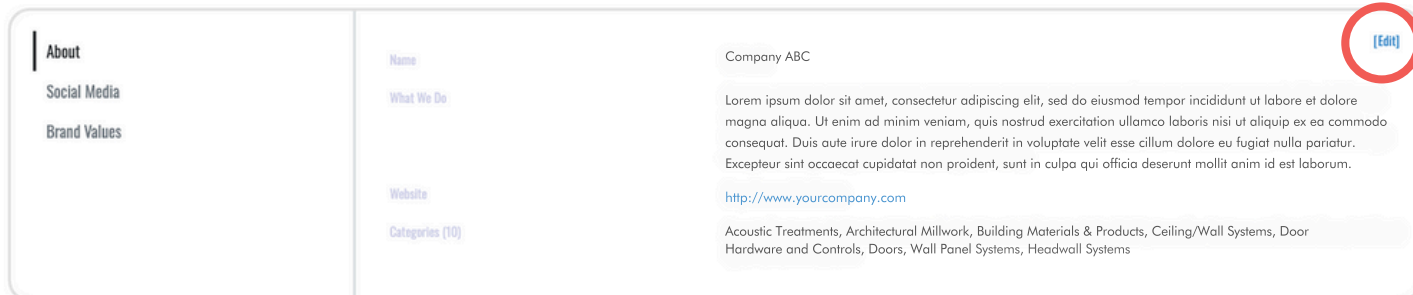
Company 123

Explore

PRO TIP: Images not aligning correctly after you upload? Try uploading again, and zooming out & centering the image on the preview screen before clicking **Save**.

② Update your company's **About** section

Click on the **Edit** link in the About section



About	Name	Company ABC
Social Media	What We Do	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Brand Values	Website	http://www.yourcompany.com
	Categories (10)	Acoustic Treatments, Architectural Millwork, Building Materials & Products, Ceiling/Wall Systems, Door Hardware and Controls, Doors, Wall Panel Systems, Headwall Systems

- ▶ **Name:** Review your company's name; this is how it will appear in the printed and online Show Directory. If you require any edits to the company name, please email your **Customer Success Manager**.
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Product Categories:** Select relevant Product Categories, as this will ensure your company is listed in these sections of the printed Show Directory and when buyers search the online Show Directory.

! Don't forget to click **SAVE** once you are finished!

③ Update your company's **Social Media** section

Click Social Media and then click on the Edit link

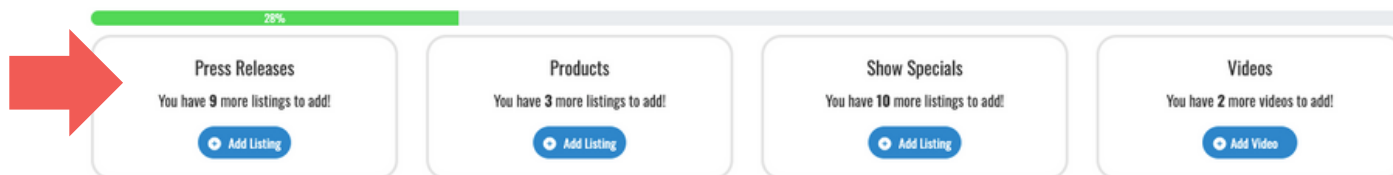


About	Facebook	https://www.facebook.com/company-abc
Social Media	Instagram	https://www.instagram.com/company-abc
Brand Values	LinkedIn	https://www.linkedin.com/company/company-abc

- ▶ Edit/Fill in all sections, and click **Save**

④ Add Press Releases, Products, Show Specials, and Videos

Depending on your package level, you have the ability to add the following listings that will be displayed on your Company Profile, as well as various sections of the HCD Hub, used by attendees when planning which exhibitors to see at the show:



- ▶ **To Add Press Releases:** Click [Add Listing](#) and fill in the **Title** of the press release, use the **Description** box to add the body of the press release, add a link to the [Learn More](#) box, and click **Save** once complete.

➡ On the next page, click [Add Photo](#) to add a photo to the listing.

- ▶ **To Add Products:** Click [Add Listing](#) and fill in the **Title** and **Description** of the product you want to highlight, add a link to the [Buy Now](#) box, and click **Save** once complete.

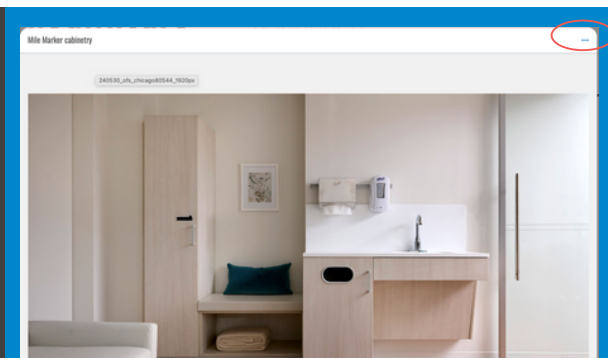
➡ On the next page, click [Add Photo](#) to add a photo of the product.

- ▶ **To Add Show Specials:** Click [Add Listing](#) and fill in the **Title** of the show special you are promoting, use the **Description** box to add the details of the deal or offer, add a link to the [Learn More](#) box, and click **Save** once complete.

➡ On the next page, click [Add Photo](#) to add a photo to the listing.

- ▶ **To Add Videos:** Click [Add Video](#) and fill in the **Title** and **Description** of the video you want to post, add the video link to the [Add Video](#) box, and click **Save** once complete.

PRO TIP: To update or replace listing images, first open the listing and then click on the current photo. After the listing image is opened, click on the 3 dots indicated to the right, and select "Delete Image". This will remove the current image for the listing. Then follow the instructions above for uploading an image.

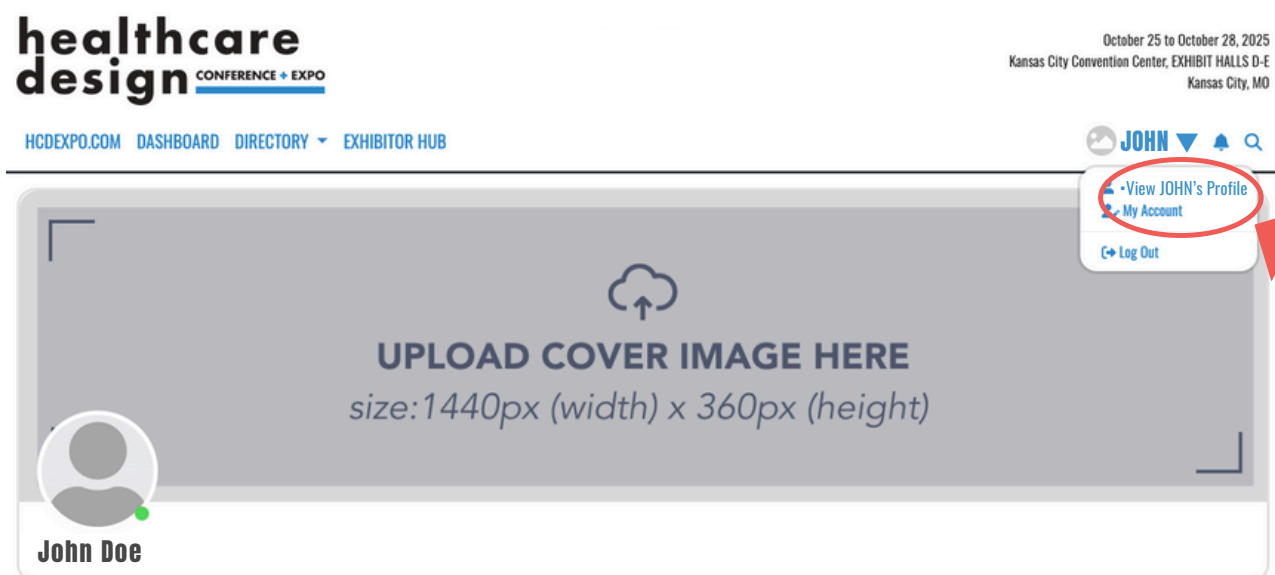


STEP 3

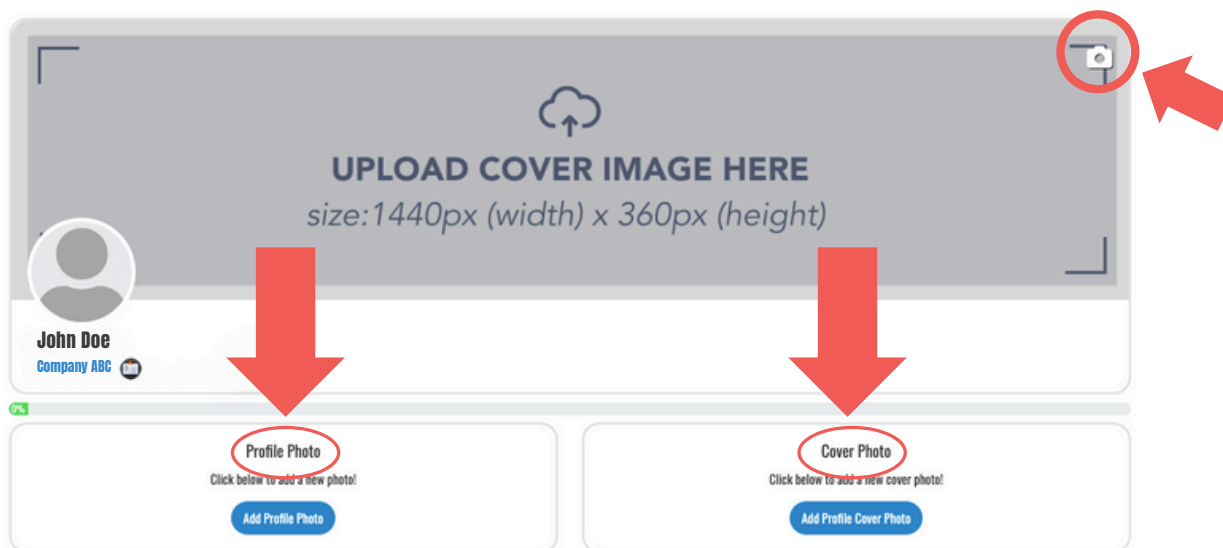
UPDATE YOUR PERSONAL PROFILE

A new feature of the new HCD Exhibitor Hub is the ability for all individuals to have their own personal profile. This allows attendees to see you, not just your company profile. Therefore, you want to make sure you complete your personal profile page! Here's how:

- 1 Click on your name in the top right corner of the screen, and then click on **View Profile**



- 2 From your personal profile page, update your personal **Profile Photo** and **Cover Photo** by clicking the buttons under each section, or by clicking the photo icon on the top right of your cover photo.



Congratulations!

Attendees can now find you in their printed Show Directory searches and online Exhibitor listings!

QUESTIONS?

Your Customer Success Manager is here to help:



Elana Ben-Tor

Customer Success Manager

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