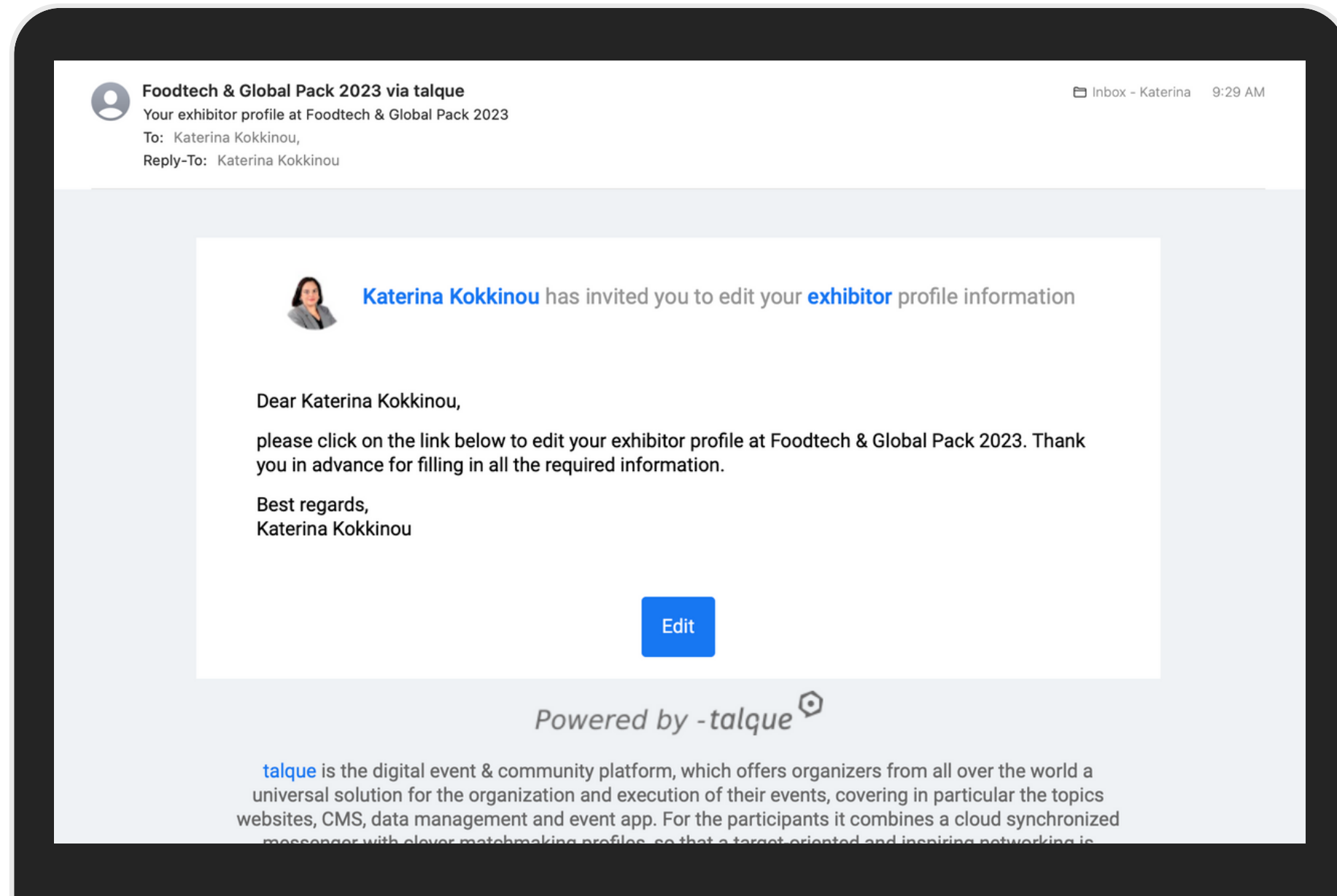


# FOODTECH & GLOBAL PACK EXHIBITORS

## How to set up your profile





# Step 1 | Invitation to edit your profile

You will receive an email inviting you to set up your profile on the BUSINESS PLATFORM of FOODTECH & GLOBAL PACK.

At this case study we will set up the exhibitor profile for FORUM.

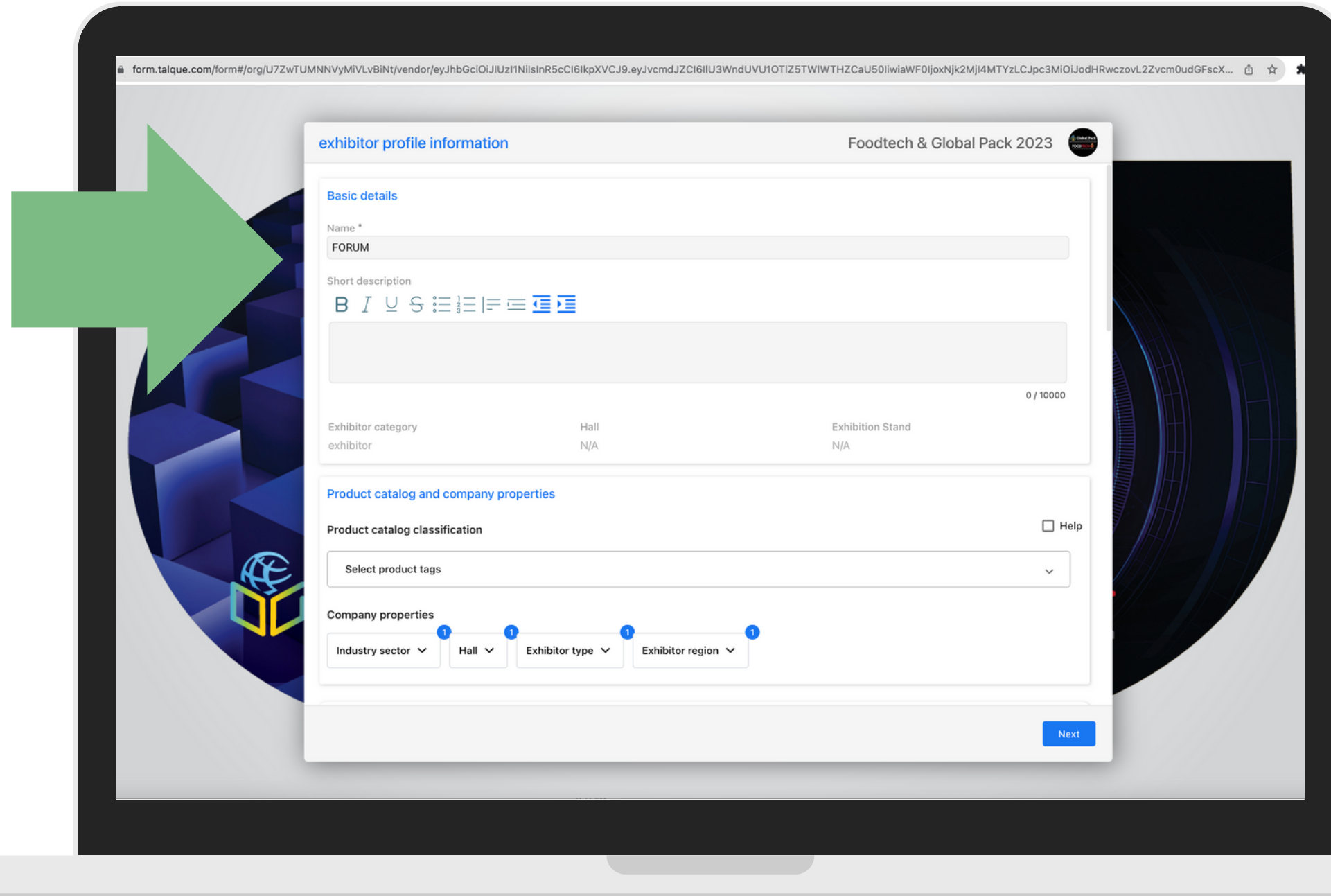
**Click on the "Edit" button.**

## Step 2 | BASIC DETAILS

You are redirected to the BUSINESS PLATFORM where you are invited first to complete the Basic Details concerning your company:

- Check your company name
- Add a short description of up to 10,000 characters.

**IMPORTANT NOTICE:** All descriptions and texts should be in English only.



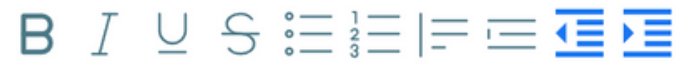
The screenshot shows a web browser window displaying the 'exhibitor profile information' form for 'Foodtech & Global Pack 2023'. The form is divided into three main sections: 'Basic details', 'Product catalog and company properties', and 'Company properties'. A green arrow points to the 'Name' field in the 'Basic details' section, which contains the text 'FORUM'. Below the name field is a 'Short description' field with a rich text editor toolbar and a character count of '0 / 10000'. The 'Exhibitor category' is set to 'exhibitor', 'Hall' is 'N/A', and 'Exhibition Stand' is 'N/A'. The 'Product catalog classification' section includes a 'Select product tags' dropdown menu and a 'Help' checkbox. The 'Company properties' section features four dropdown menus: 'Industry sector', 'Hall', 'Exhibitor type', and 'Exhibitor region', each with a small blue circle containing the number '1' next to it. A 'Next' button is located at the bottom right of the form.

### Basic details

Name \*

FORUM

### Short description



For 35 years, FORUM SA has been successfully operating in the fields of trade shows and professional magazine publications with respect and with a sense of responsibility towards its partners and clients. Today, FORUM organizes 9 international trade shows and publishes 4 trade magazines.

The industry sectors that FORUM SA specializes are: Food & Beverage, Food service and Hospitality, Bakery, Pastry, Coffee. Its trade shows are the ultimate meeting and interaction business platform and its magazines have been established as valuable tools for valid and high-quality information, for the sector professionals.

FORUM SA is Member of NÜRNBERGMESSE GROUP, one of the most dynamic German trade fair companies and one of the 15 largest exhibition companies in the world, making the company the largest subsidiary of the German exhibition behemoth, worldwide and in November 2022 received the ISO 20121:2012 certification for implementing sustainability practices at the planning and organization of Xenia and HORECA exhibitions.

1028 / 10000

Exhibitor category  
exhibitor

Hall  
N/A

Exhibition Stand  
N/A

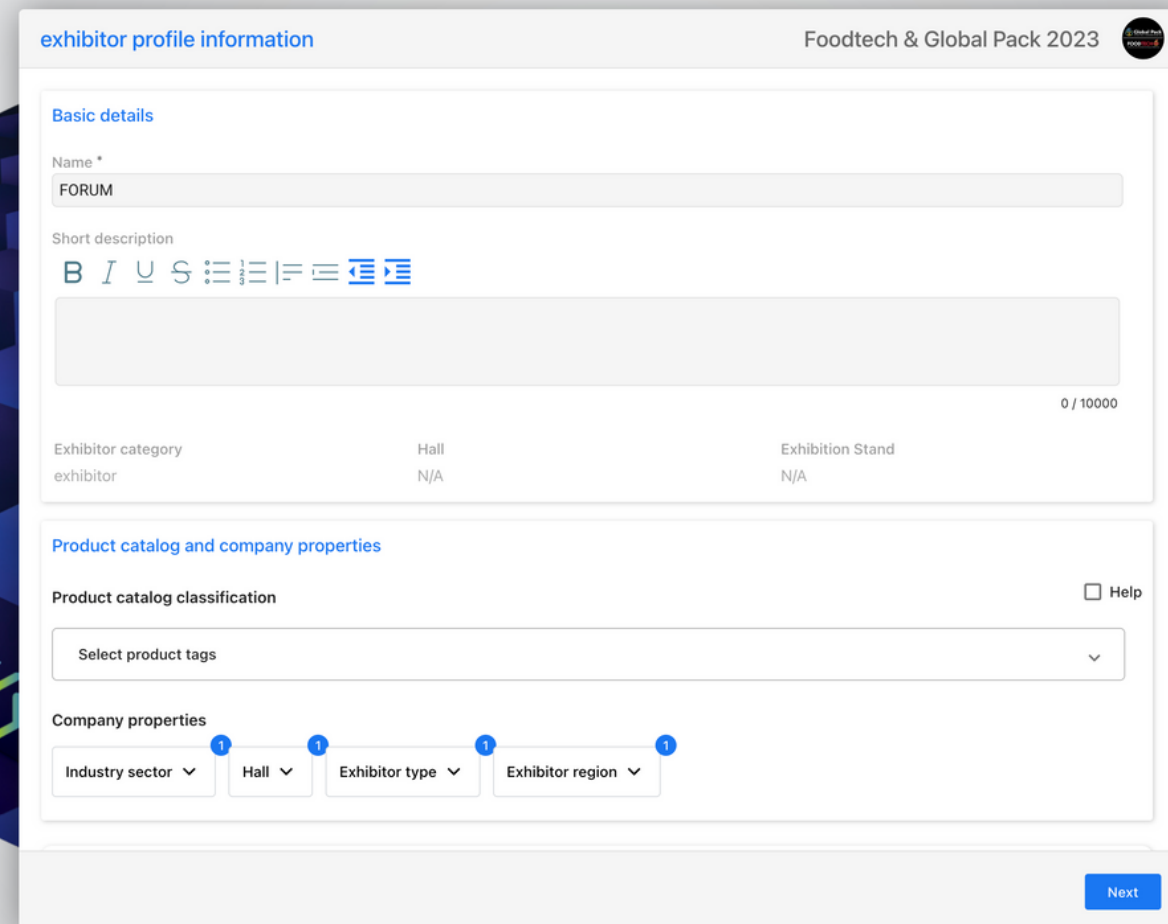
## Step 2 | BASIC DETAILS

Using the text editor you can underline your text, add a list, make it bold or italics.



## Step 3 | Product catalog & company properties

In order to make it easier for visitors to find your company through filters, make sure to choose from the drop down menus the product category it belongs to.



exhibitor profile information Foodtech & Global Pack 2023

**Basic details**

Name \*  
FORUM

Short description  
B I U S : : : : = = = = [ ] [ ]  
0 / 10000

Exhibitor category exhibitor Hall N/A Exhibition Stand N/A

**Product catalog and company properties**

Product catalog classification  Help

Select product tags

Company properties

Industry sector <sup>1</sup> Hall <sup>1</sup> Exhibitor type <sup>1</sup> Exhibitor region <sup>1</sup>

Next



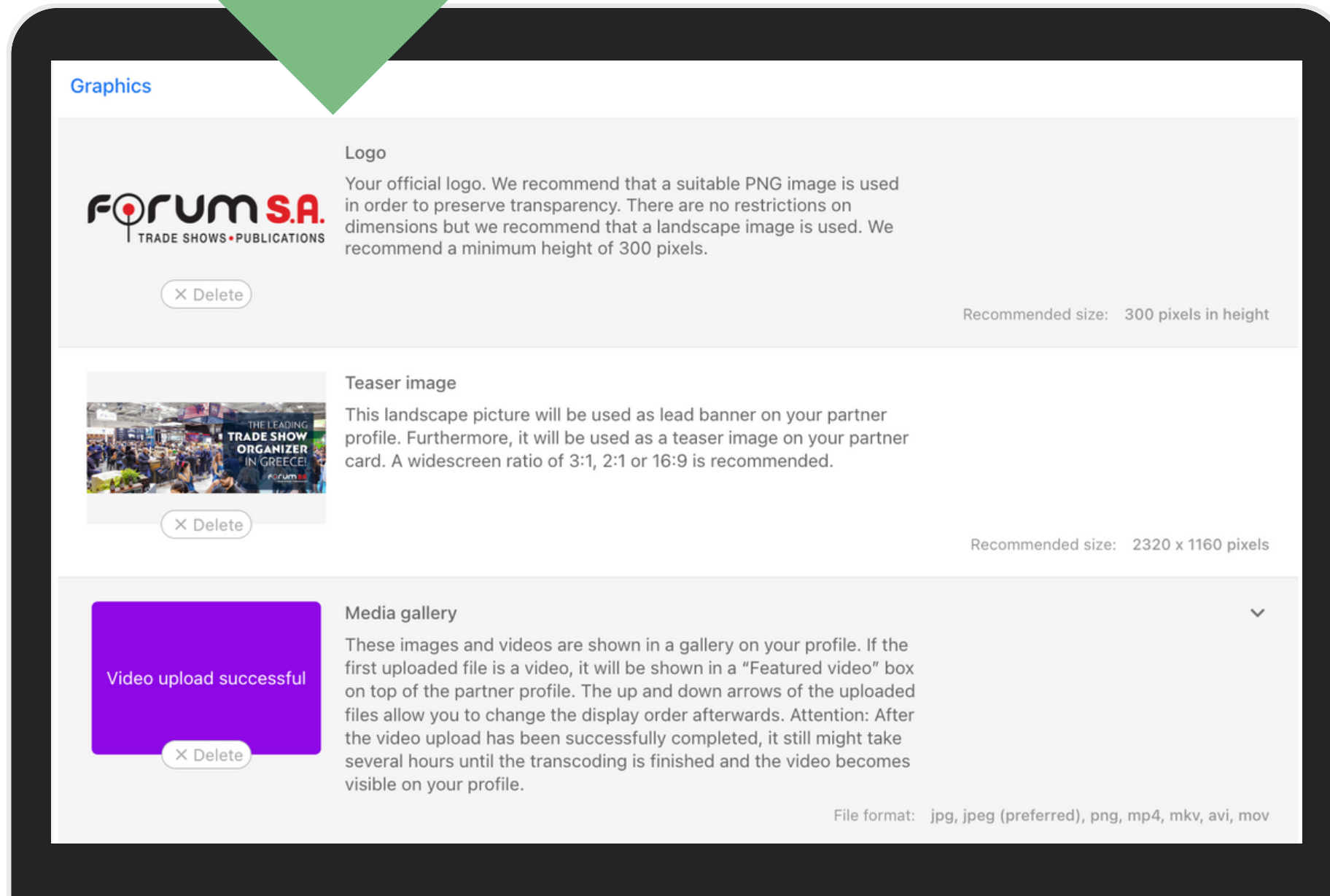
# Step 3 | Product catalog & company properties

A screenshot of a web form showing the 'Exhibitor type' dropdown menu. The menu is open, displaying a list of roles with checkboxes. The 'Manufacturer' option is selected with a blue checkmark. Other options include Supplier, Producer, Distributor, Importer/Exporter, Service provider, and Agent. Above the dropdown, the 'Exhibitor region' dropdown is also visible, and the 'Hall' dropdown is partially visible on the left. The background shows a blurred form with text like 'Log', 'You', 'in o', 'dim', 'rec', 'd that a suitable PNG image is used', 'y. There are no restrictions on', 'that a landscape image is used. We', 'f 300 pixels.', and 'Recommended siz'.

**Select Exhibitor Type**

A screenshot of a web form showing the 'Exhibitor region' dropdown menu. The menu is open, displaying a list of regions with checkboxes. The 'Europe' option is selected with a blue checkmark. Other options include Oceania, South America, Caribbean, North Africa, America, Central Africa, North Europe, Southern Europe, East Europe, Balkan States, South Asia, and Asia. Above the dropdown, the 'Exhibitor type' dropdown is visible, and the 'Hall' dropdown is partially visible on the left. The background shows a blurred form with text like 'any properties', 'ustry sector', 'Hall', 'Exhibitor type', 'Exhibitor region', 'phics', 'Logo', 'Your official logo. We recom', 'in order to preserve transp', 'dimensions but we recom', 'recommend a minimum he', 'image is used', 'tions on', 'e is used. We', 'Recommended size: 300 pixels in heig', 'Teaser image', 'This landscape picture will', 'profile. Furthermore, it will', 'card. A widescreen ratio of', 'your partner', 'on your partner', 'nded.', and 'Drag and drop here or click to browse'.

**Select Region**



## Step 4 | Graphics

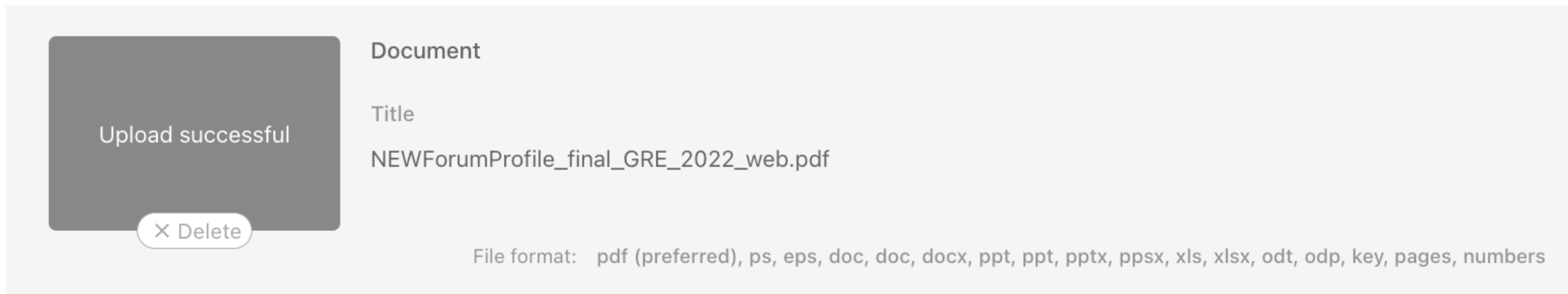
Your exhibitor profile on the BUSINESS PLATFORM is your “digital stand” to FOODTECH & Global Pack so make sure to provide as many graphics as possible. You will need to add:

- **Company Logo** (300pixels in height)
- **Teaser Image** (Recommended size: 2320x1160 pixels)
- **Media gallery:** You can add video and photos (file formats: jpeg, png, mp4, mkv, avi, mov)
- **Document** (f.i. company profile)

To upload your company graphics, you click on the image and select a file from your computer.

# Step 4 | Graphics

## Documents



The screenshot displays a document management interface. On the left, a dark grey box contains the text "Upload successful" and a "Delete" button with an 'X' icon. To the right, the document details are shown: "Document", "Title", and the filename "NEWForumProfile\_final\_GRE\_2022\_web.pdf". At the bottom right, the supported file formats are listed: "File format: pdf (preferred), ps, eps, doc, doc, docx, ppt, ppt, pptx, ppsx, xls, xlsx, odt, odp, key, pages, numbers".

Document
Title
NEWForumProfile_final_GRE_2022_web.pdf

File format: pdf (preferred), ps, eps, doc, doc, docx, ppt, ppt, pptx, ppsx, xls, xlsx, odt, odp, key, pages, numbers

You can also add a document such as a Company Profile in order to better showcase your company and products. The preferred file format is PDF.



# Step 5 | General contact details

**General partner contact details**

<b>Email</b> info@forumsa.gr	<b>Phone</b> 00302105242100
<b>Website</b> https://www.forumsa.gr/	<b>Facebook</b> https://www.facebook.com/
<b>LinkedIn</b> https://www.linkedin.com/	<b>Twitter</b> https://www.twitter.com/
<b>XING</b> https://www.xing.com/	<b>Instagram</b> https://www.instagram.com/
<b>Address</b> 328 Vouliagmenis Avenue	<b>Zip code</b> 17342
	<b>City</b> Athens
	<b>Country</b> Greece

Please check and edit all the data that have been imported from the organizer's CRM. Make sure to add missing information, such as social media or website.



# GREAT NEWS

You are done setting up your profile,  
now it's time to set up your products!



# Step 6 | Setup your products































































Products Foodtech & Global Pack 2023

### Basic details

Name \*

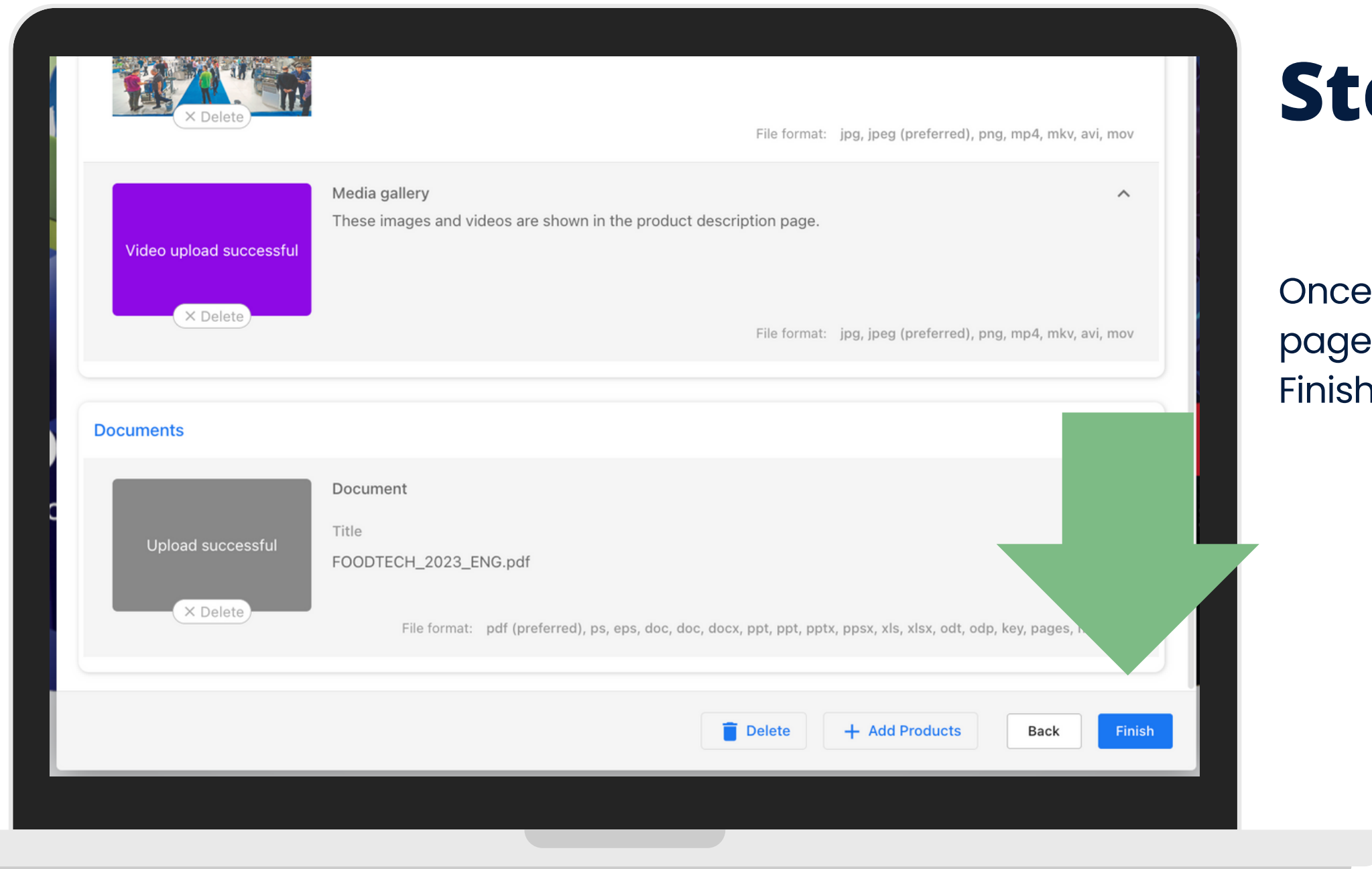
Subtitle

Short description

**B I U S**                                                                

# Step 6 | Setup your products

Once you have uploaded all the necessary content to your product page then you can either click on the button “Add Products” or Finish.



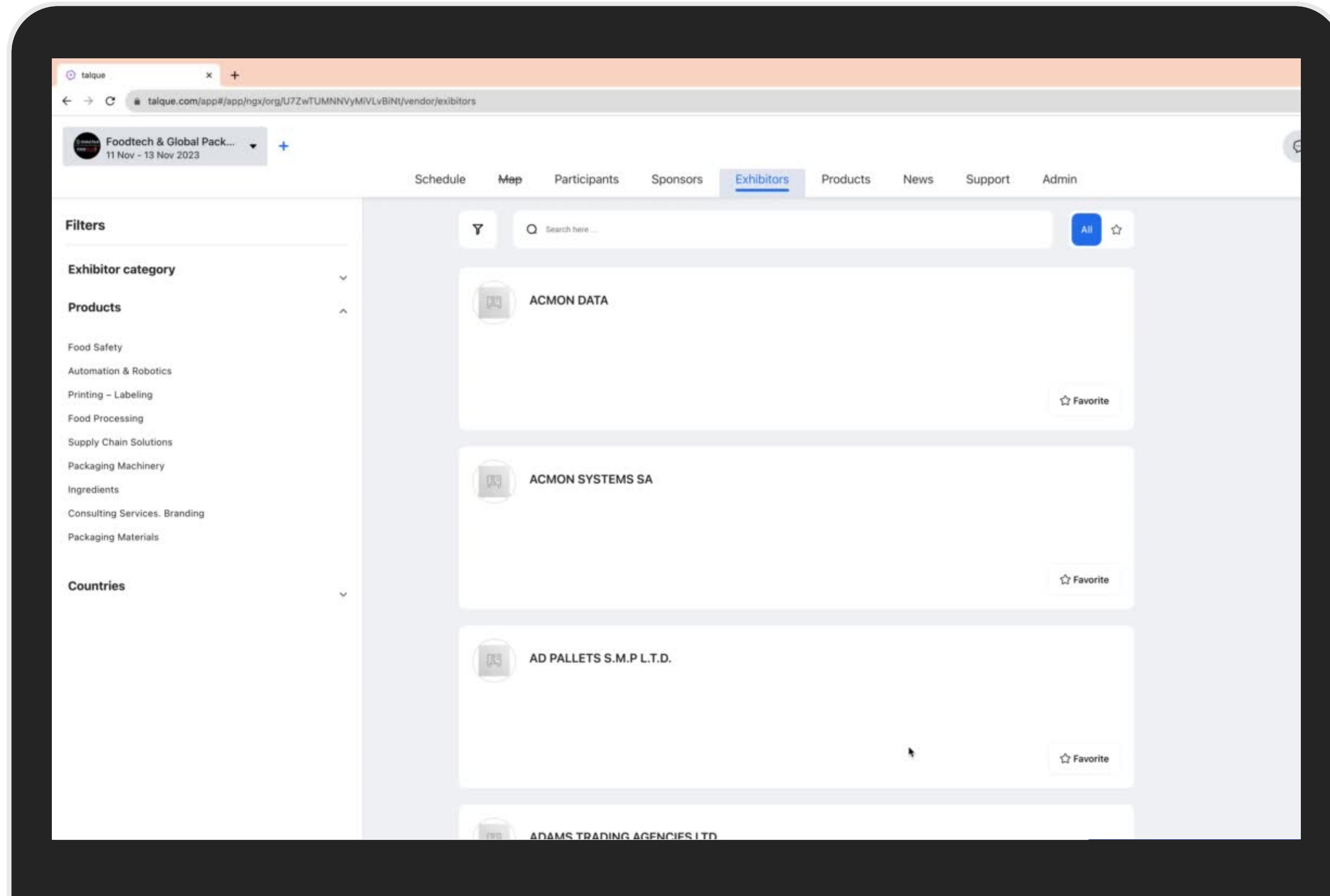


# FINISH

Once you have clicked finish, you will be redirected to this page.



# Let's see the profile & product we created for FORUM



# NEED ASSISTANCE?

CONTACT OUR SALES SUPPORT TEAM!

**+30 210 5242100**

**sales.support@forumsa.gr**

## THE TEAM:

Morfoula Spichopoulou

Elena Besiri

Nikoletta Besiri

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Fatiola Mbroci

Dimitra Papaemmanouil

