WELCOME EXHIBITORS!

HOW TO USE

the EdgeRoom®

Presentation Overview

- **What The Edge Room offers exhibitors and members of the media**

- **How to access The Edge Room www.TheEdgeRoom.com**

- **How to update your profile**

- **How to upload your logo**

- **How to upload files** (Press Releases, White Papers, brochure, booth collateral, etc.)
  – How to use the social media feature

- **How to Gain Visibility with Us on TheEdgeRoom**

What The Edge Room Offers

- **For the Exhibitor:** The advantage of an electronic press room!
  - Free and convenient
  - Paperless
  - Ensures exhibitor content is placed directly into the hands of members of the media

- **For the Media:** Explore an industry event by exhibitor, key word search, press releases and exhibitor collateral.
  - Search The Edge Room exhibitor uploads and pre-plan show floor booth visits
  - Eliminate having to carry (paper) booth handouts during show floor time
  - Pre-plan event stories and exhibitor interviews

Exhibitor's Access:
Visit http://www.TheEdgeRoom.com, and login!

Exhibitor: How to **UPLOAD LOGO**

- New? Get and Account by clicking "New? Get an Account" on TheEdgeRoom homepage.

- Not new? Retrieve your LOGIN and PASSWORD from email message from The Edge Room.

- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.

  – **Company Logo Upload:**

    - Save your company logo with the name "logo", it will appear as "logo.jpeg" or "logo.gif" or "logo.png" in your file folder on your computer.

    - Click "**Manage Files**", then click "**Upload File**"

    - Enter **Short Description**, enter **Key Words**, select "**NO**" for **Social Network**

    - Use the **Browse** button and select "logo.jpeg" from your computer folder

    - Click "**Save and Close**"

Exhibitor How to **UPLOAD FILES -**

- Retrieve your LOGIN and PASSWORD in email message from The Edge Room.

- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.

  - **Exhibitor File Upload:**
    - Click "**Manage Files**", click "**Upload File**"
    - Enter **Short Description**, enter **Key Words**
    - Select "**YES**" for **Social Network** to Blog and Tweet about this file
    - Use the **Browse** button and select the file for upload from your computer folder (Press Release, White Paper, Article, Brochure, etc.)
    - For Blog Entry: **Copy/Paste up to 7500 words** of content into text box within this same page
    - Click "**Save and Close**"

Exhibitor: How to **DELETE FILES** that have been uploaded

- Retrieve your LOGIN and PASSWORD in email message from The Edge Room.
- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.
  - **To delete files that have been uploaded:**
    - Click "**Manage Files**"
    - Double-click on the file name of the file you wish to delete
    - Click "**Delete**"

Exhibitor: **How to Gain Visibility with Us on** The Edge Room

- Retrieve your LOGIN and PASSWORD from email message from The Edge Room.

- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.

- Click "Gain Visibility with Us"
    - Use the **Browse** button and select the file for upload from your computer folder (175 x 247 jpeg or png).
    - Click **"Upload File"**
    - **Insert the hyperlink** address to the landing page location where you would like to direct media traffic.
    - **Select the duration**: 3 months, 6 months, 9 months, or 12 months.
    - **Select the month you would like to start running your 175 x 247 banner**.
    - Follow the prompts to **complete the process using PayPal**.

STAY INFORMED – Even if you are not exhibiting at an event!

- Follow The Edge Room to stay current on exhibitor and industry event buzz.
  - Blog: http://theedgerooom.blogspot.com/
  - Twitter: http://twitter.com/theedgeroom
  - RSS: http://twitter.com/statuses/user_timeline/98948567.rss
  - YouTube: http://www.youtube.com/user/TheEdgeRoom

the EdgeRoom®

QUESTIONS?

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