DIGITAL ACTIVATION GUIDELINE

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What is digital activation about?

Through the exhibitors' platform **Extranet** you will be able to manage your digital activation, which includes:

E- Directory: Increase your company's visibility in the exhibitor directory on the website of the trade fair that you are participating in.

Virtual Stand: Digitally recreate your stand with the company's information, videos and contacts. This will be displayed on the trade fair's website that you are participating in.

Virtual showcase: Display your products in the ecosystem you belong to, through Econexia, the digital platform for business and connections.

This guide will show you how to activate each of these modules through the Extranet.

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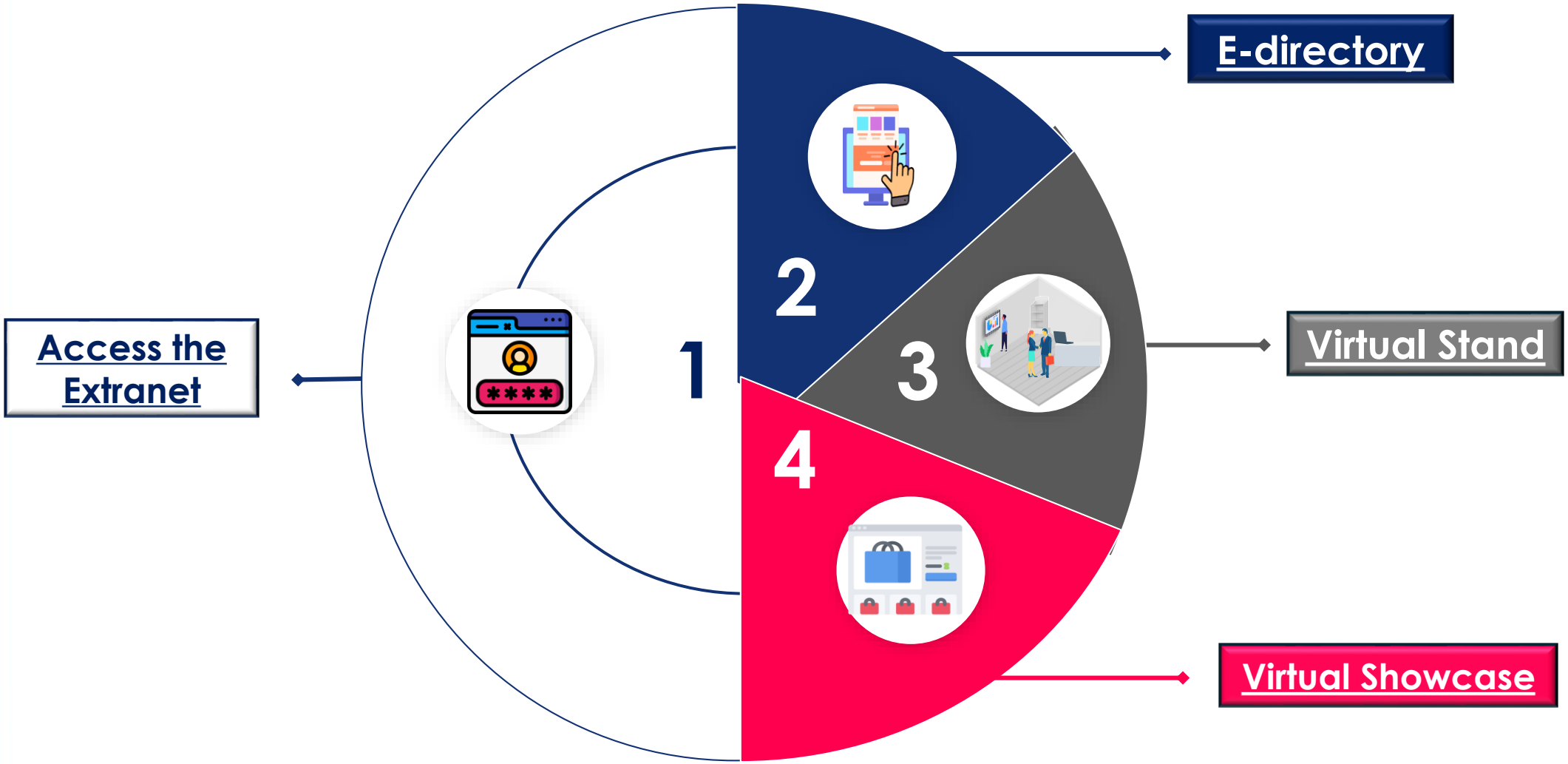
Contenido



1

EXTRANET - ACCESS TO THE EXHIBITORS' PLATFORM

Login into the platform: https://extranet.corferias.com use your username and password.

f this is your first time logging in, select "**Register**" and you will receive an email with your login credentials.

*If you do not remember your password, click on "**I don't remember my password or I haven't activated my account**", enter your email address in the pop-up window, and you will receive a login link along with a temporary key (code) to activate your account or reset your password.

PLEASE NOTE: The user must be the same e-mail address registered in the contract as the responsible for the participation.

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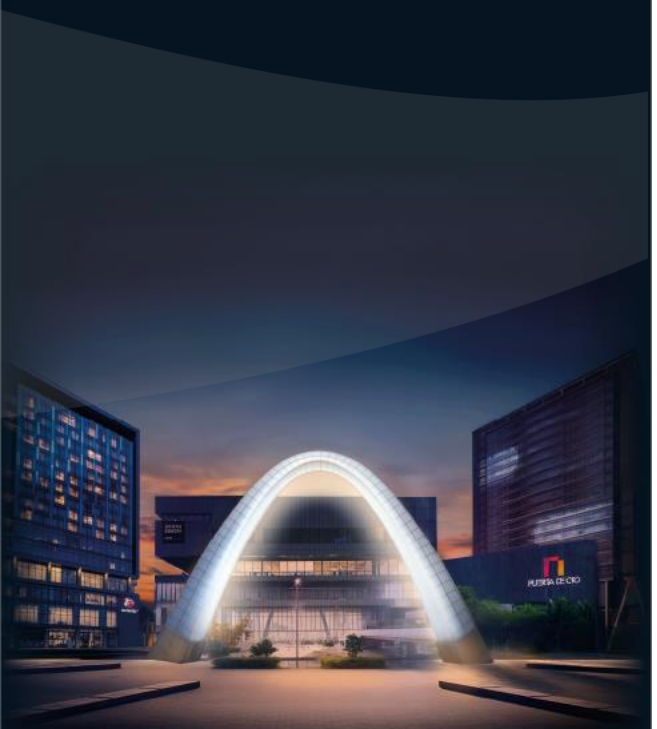
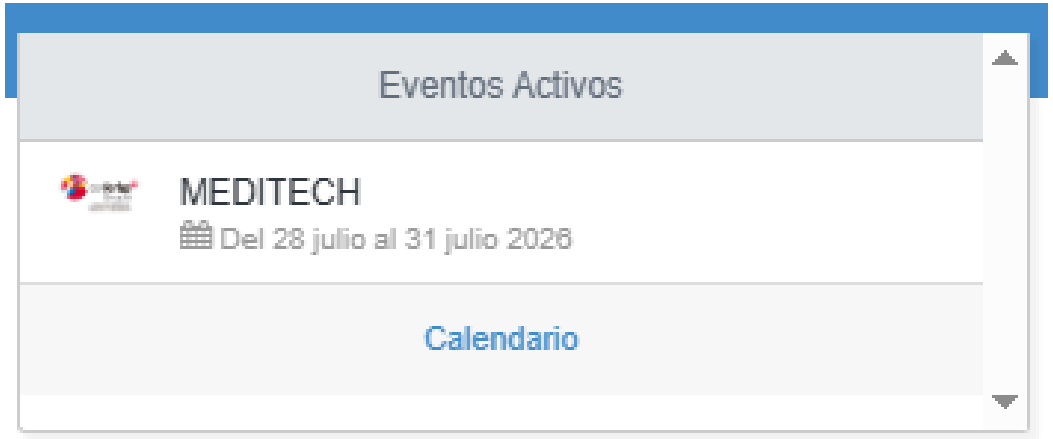


CONÉCTATE CON UN MUNDO DE POSIBILIDADES

E-DIRECTORY AND VIRTUAL STAND ACTIVATION

When you access the platform, go to the top right corner and select the trade fair you are participating in.



2

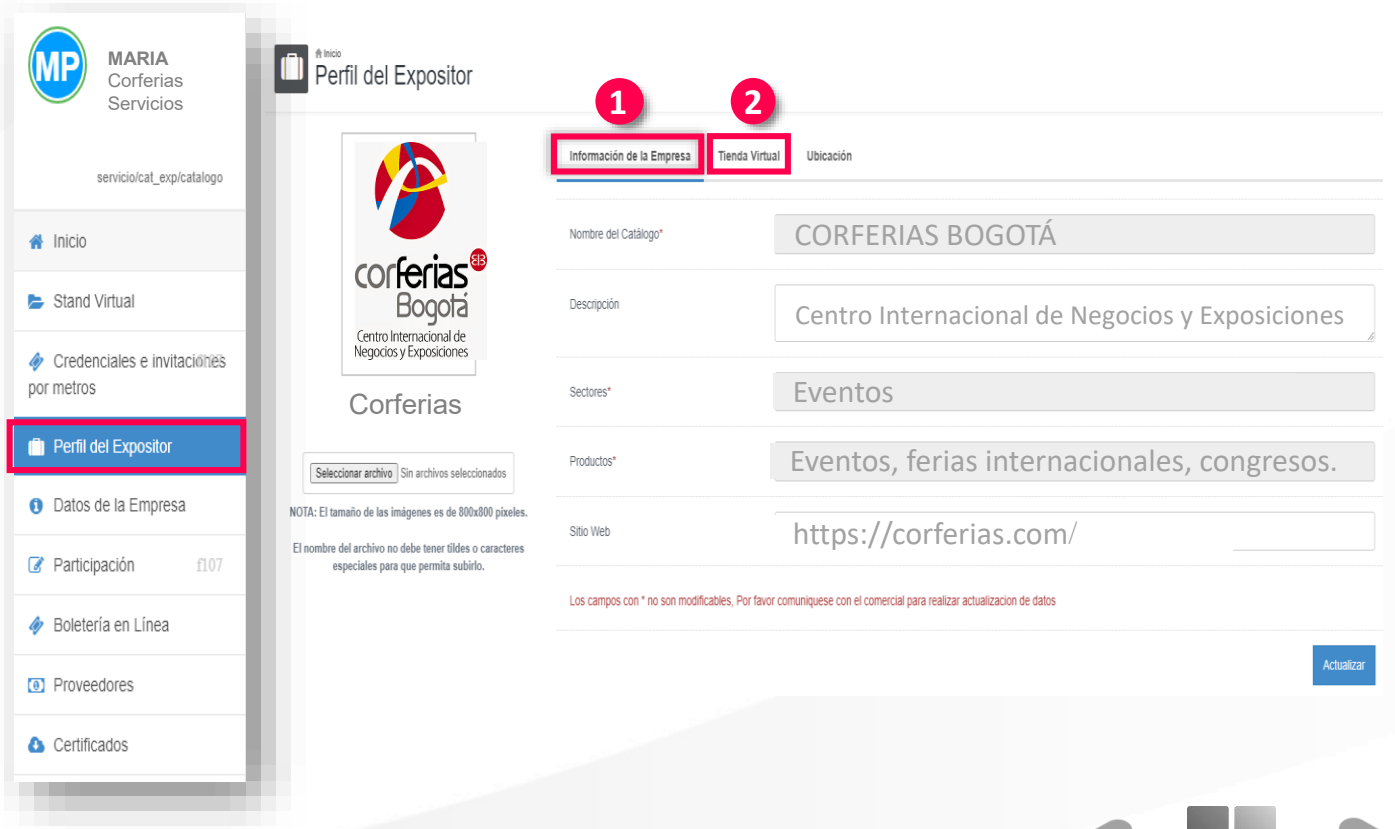
E-DIRECTORY - EXHIBITOR PROFILE CONFIGURATION

To set up your digital activation, the exhibitor profile must be fully completed.

1. Go to the **Exhibitor's Profile** and in the **Company Information** section complete the information.

2. In the **Virtual Shop** section, enter the details of the person responsible for handling inquiries from potential buyers of the products you will upload to the virtual showcase.

Note: Files or images must not exceed 200 kB in size.



3

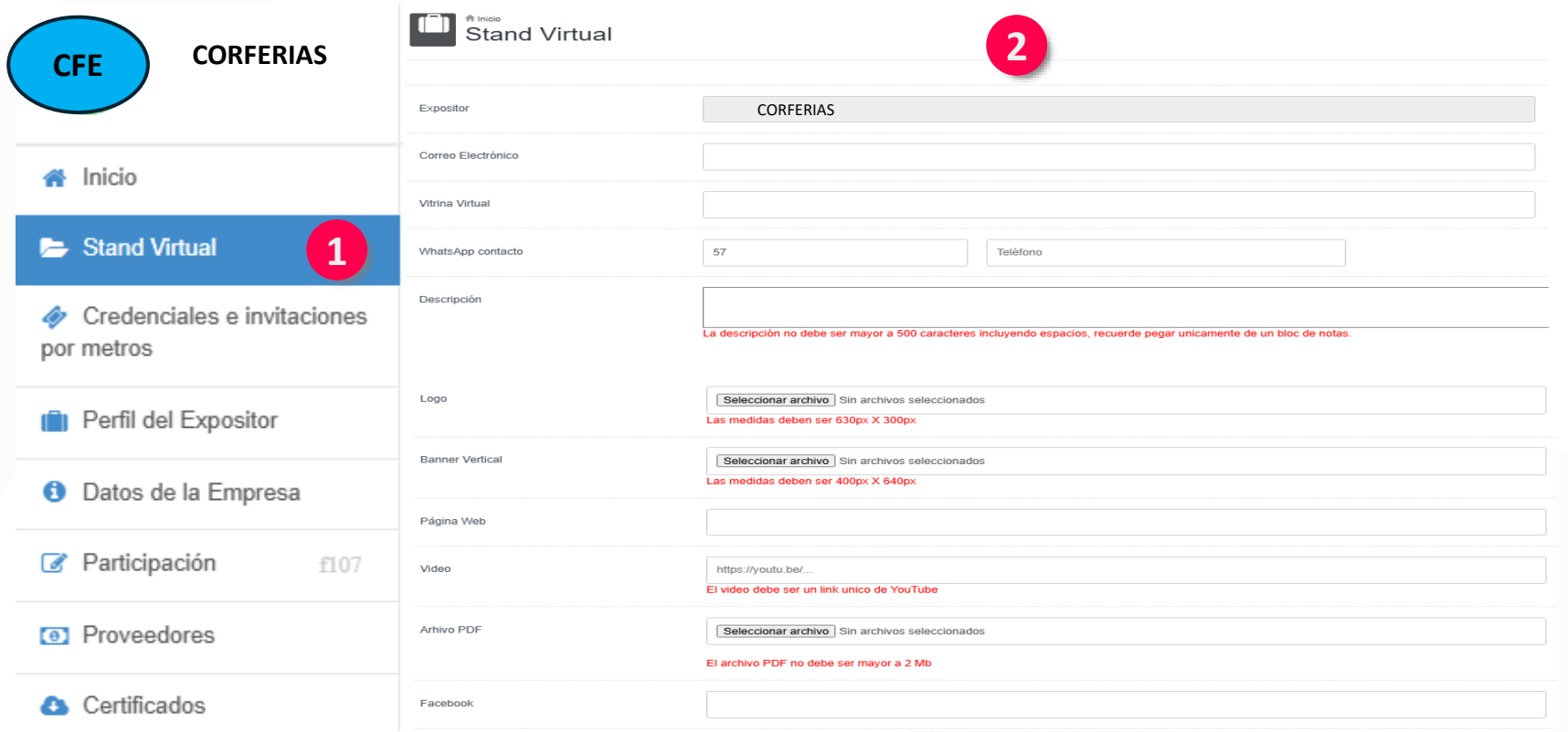
VIRTUAL STAND

1. Select the virtual stand section.

2. Fill in the required fields in the stand configuration and upload the files following the specified dimensions.

Once finished, click "Save".

Note: Files or images must not exceed 200 kB in size.



CONÉCTATE CON UN MUNDO DE POSIBILIDADES

4 VIRTUAL SHOWCASE ACTIVATION

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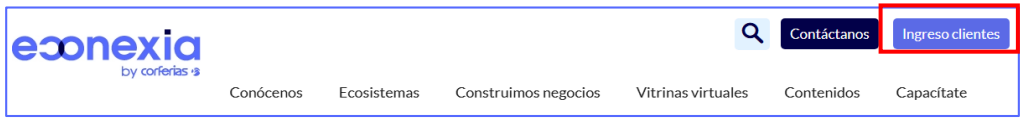
4 ACCESSING THE ECONEXIA PLATFORM

1. Access the platform via: https://econexia.corferias.co/ with your username and password.
If this is your first time accessing the platform, select the **"Register"** option. You will receive an email to confirm and validate your email address.

*If you forget your password, click on **"Forgot your password?"**, enter your ID number, and you will receive instructions to reset it via your registered email.

IMPORTANT: The username must be the same email address registered in the contract as the person in charge of participation.

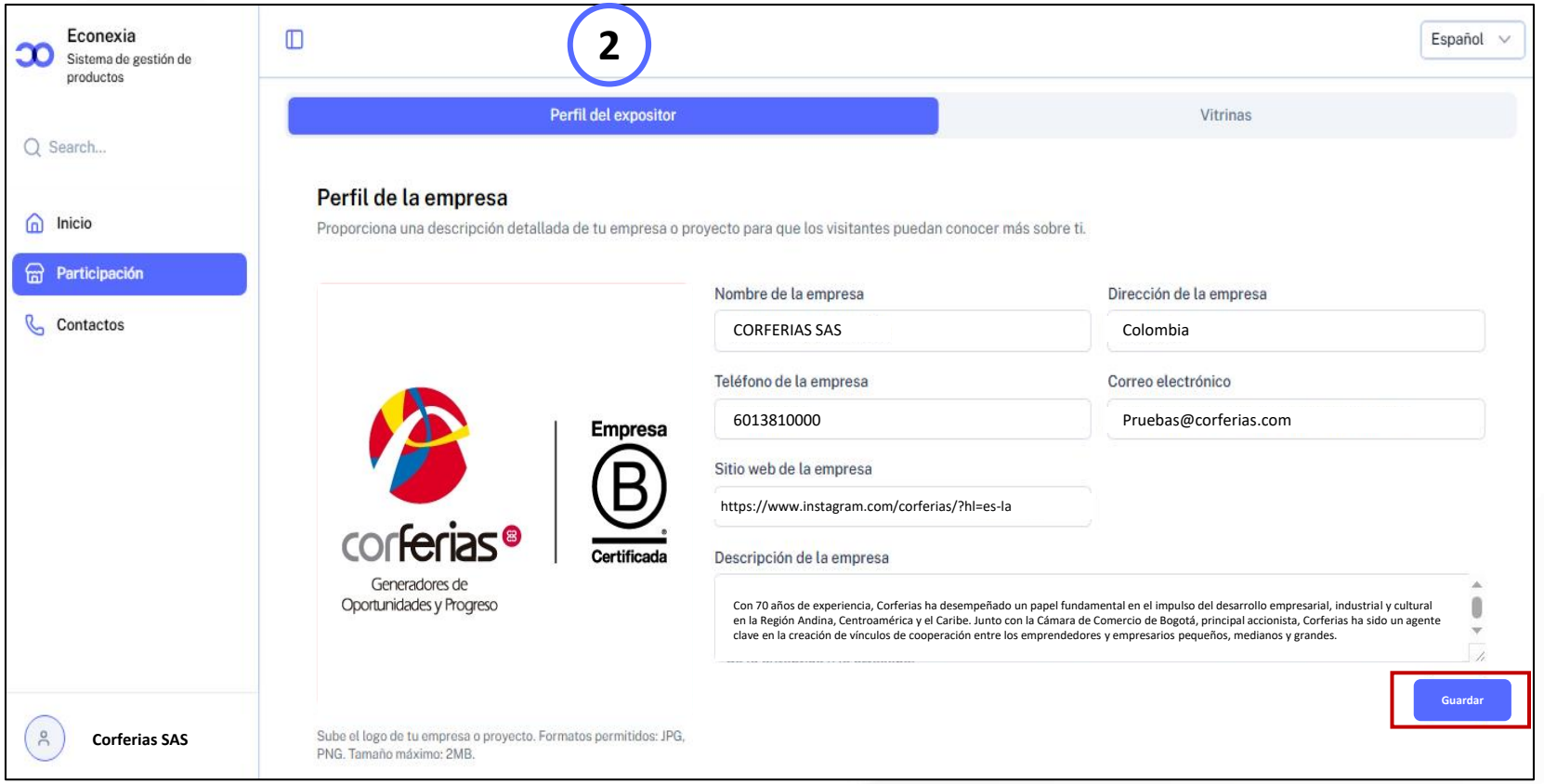


COMPLETE THE EXHIBITOR'S PROFILE

2. Enter the "Participation" module. There, you will find the exhibitor profile (2), where you must complete all the company information.

Do not forget to upload your company logo according to the required size (800 x 800 px) and with a maximum weight of 2 MB.

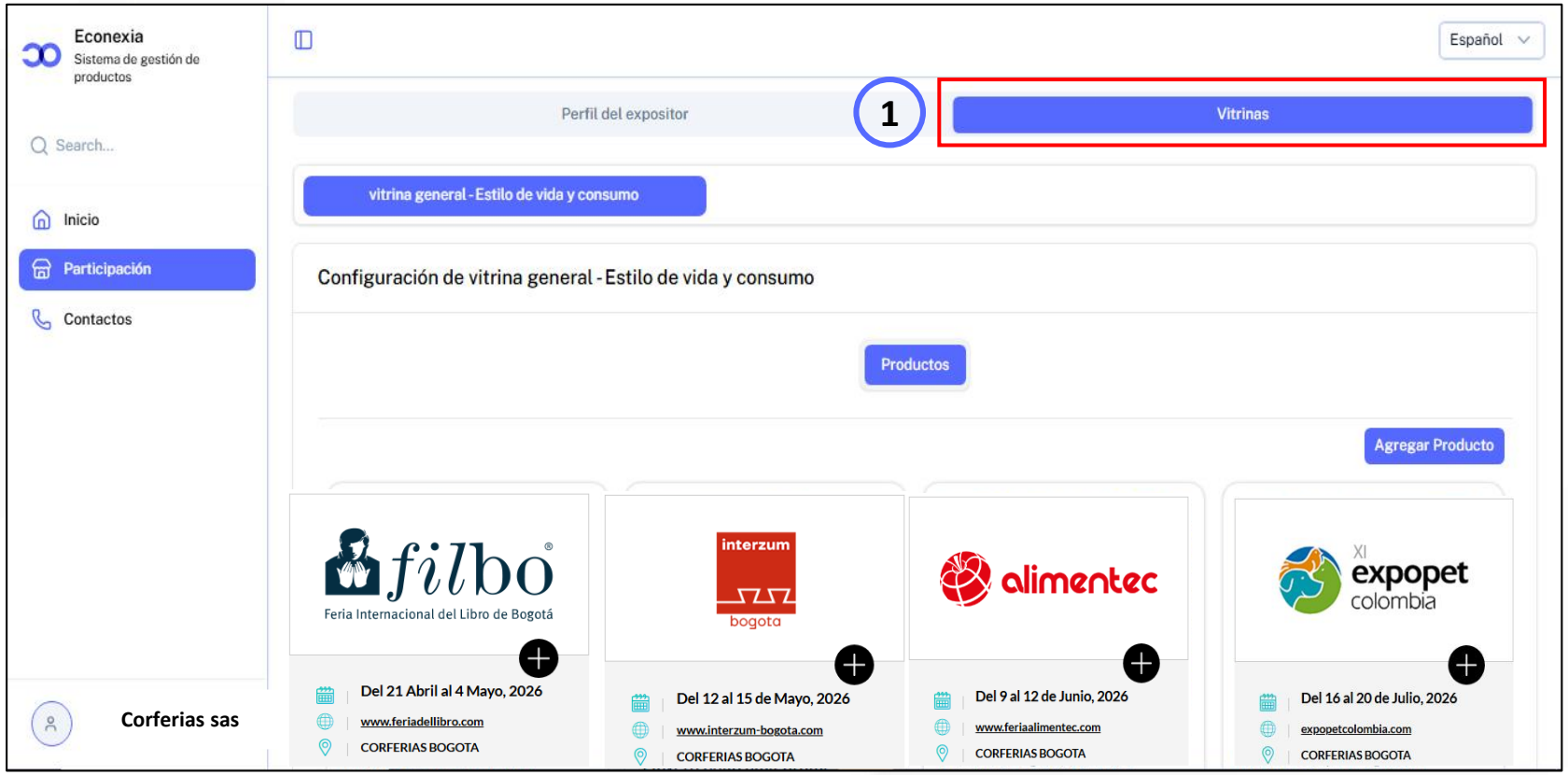
Once you finish, click "Save" so that the information is correctly registered.



VIRTUAL SHOWCASE - PRODUCT UPLOAD

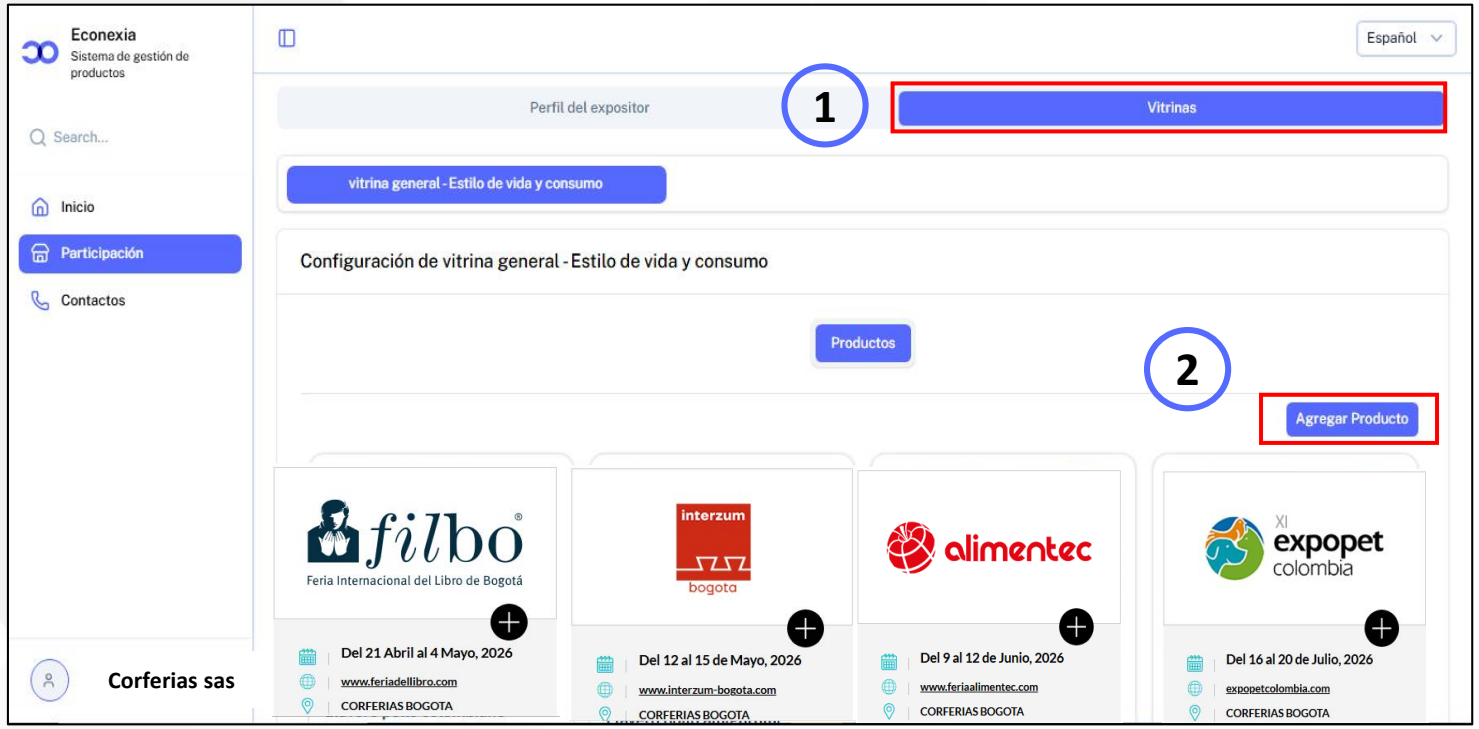
3. In the same **Participation** module, select the **Showcases** option. There, you will be able to upload your products and view them easily.

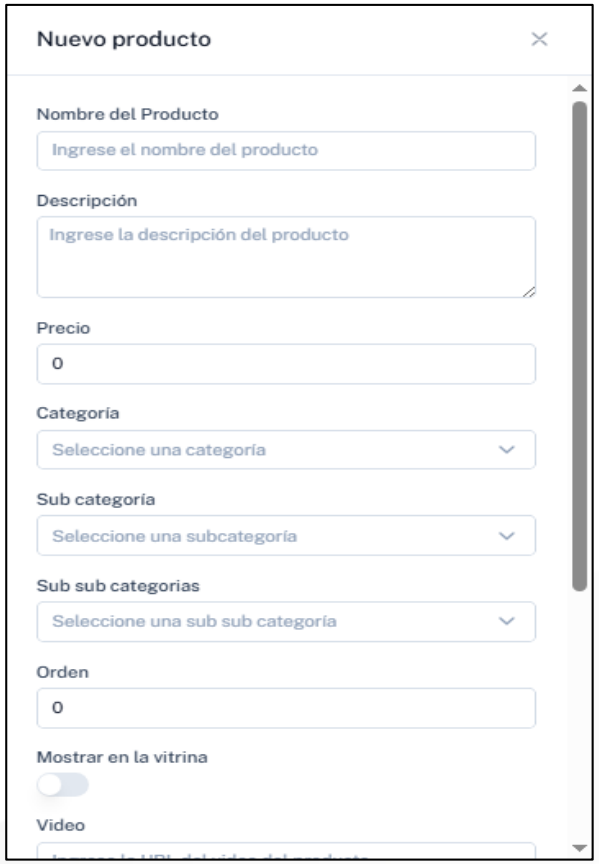
Remember: Once you have the products uploaded, you will be able to manage them and will have the option to add, edit, deactivate, or delete the products.



VIRTUAL SHOWCASE - PRODUCT UPLOAD

3. To upload each product, click on the **"Add products"** button. There, you must fill out all the required information, as shown in the image.





NOTAS:

- The image size must be 800 x 800 pixels.
- Formats: JPEG, JPG, PNG.
- Weight: Must not exceed 2MB.

THANK YOU!

For questions or concerns, please contact us at
activaciondigital@corferias.com