

impressions expo

Atlantic City

Conference: March 17-20, 2027
Expo: March 18-20, 2027

Welcome to the new Impressions Profile Manager!
Here's how to update your exhibitor information.

STEP 1

LOGIN

1. Go to atlanticcity2027.smallworldlabs.com

2. Click the **Login** button

3. Click **Forgot Password?**

(Note: This password is different from the A2Z password you have for accessing online payments, etc)

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

(Be sure to check junk folder if you don't see it)

5. You will then receive an automated email to reset your password

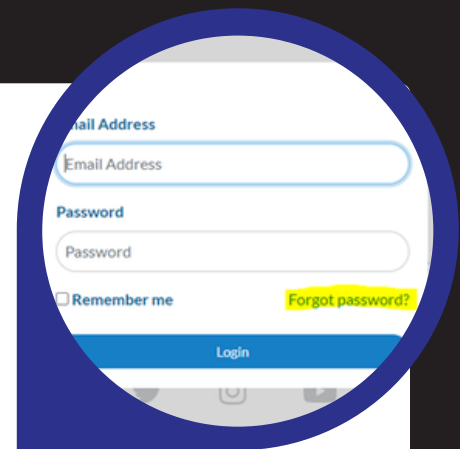
(Note: You must use the email address associated with your account)

6. Click **Reset Password** in the email

7. Create your password and click **Reset Password**

8. Return to the **login page** and log in with your email and new password

9. Once logged in, you will need to click the pink button that says **Access Your Profile Manager** to update your exhibitor profile



STEP 2

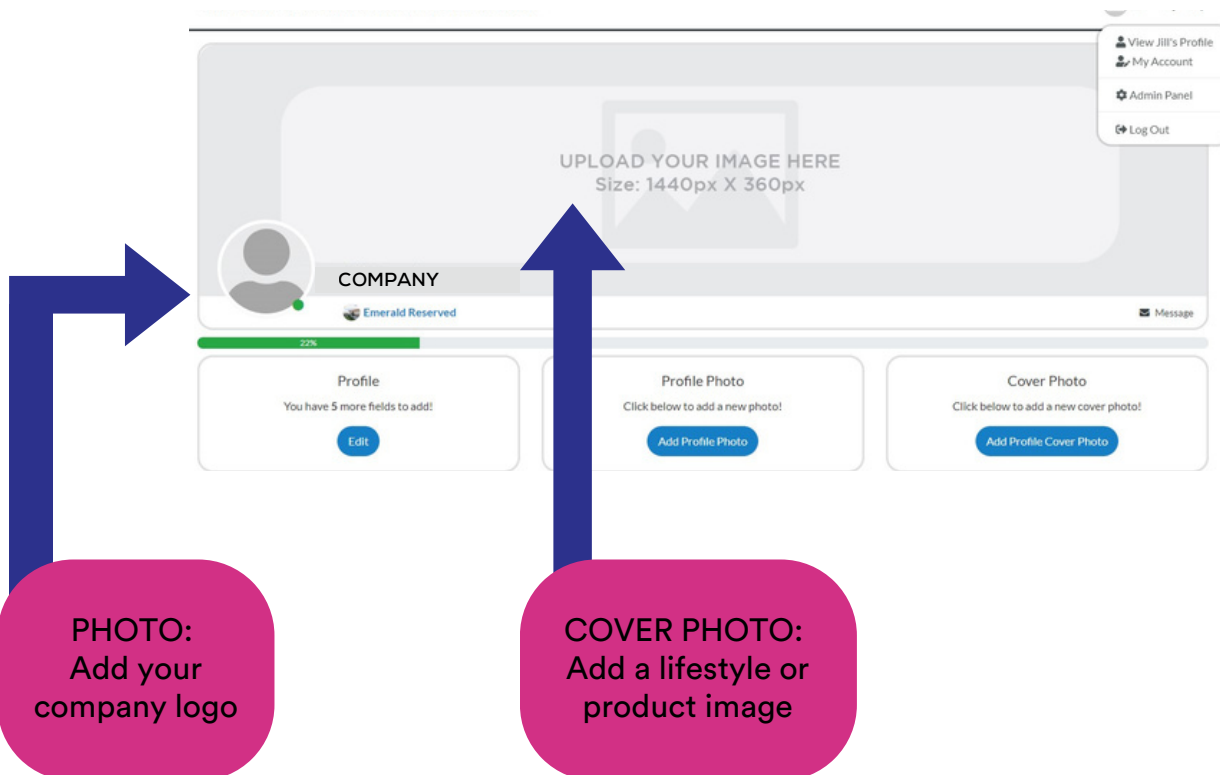
UPDATE YOUR COMPANY'S PROFILE

It is SO important for you to update your company information as this info is the only way Impression's Long Beach attendees can find your company in the printed show directory, app, and the online exhibitor directory!

From your [Profile Manager](#) page, update as much of the information below that is available to you depending on your package level:

1. Add your company photos:

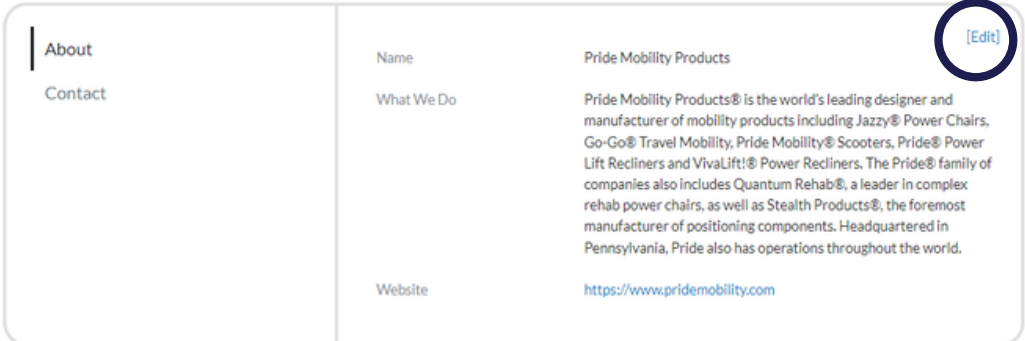
- Click on the 3 dots on the top right of the cover photo and click on Add Photo, Add Cover Photo and Add Featured Photo



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



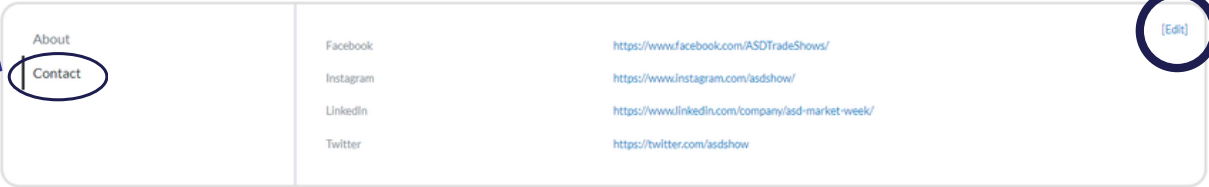
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- ▶ **Name:** Add/edit your company name how you would like it to appear in the app and online exhibitor listing.
- ▶ **What We Do:** Add a description of your company so buyers know who you are, what you sell, and why they should buy your products.
- ▶ **Product Categories:** Select your 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 exhibitor listing. The number of categories you may select depends on your package level.

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

3. Update your company's **Contact** section

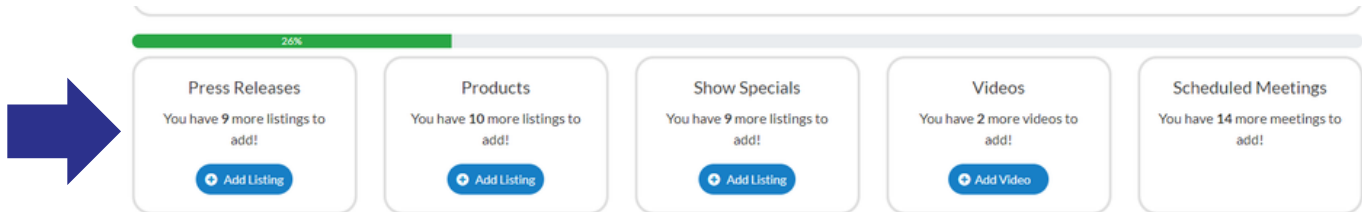
- Click **Contact** and then click on the **Edit** link



- **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.



- ▶ To Add Press Releases: Click [Add Listing](#) and fill in the [Title](#) of the press release, use the [Description](#) box to add a short description, add a link to the press release (hosted on your website) in 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.

Congratulations! Attendees can now find you in the printed show directory, app, and online exhibitor listing/searches!