SPIE.

SPIE Exhibitor Dashboard Tutorial

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CREATE A SPIE ACCOUNT

An SPIE Account is required to access the Exhibitor Dashboard. If you don't already have an SPIE Account, please create one at https://spie.org/exhibitoradmin/dashboard

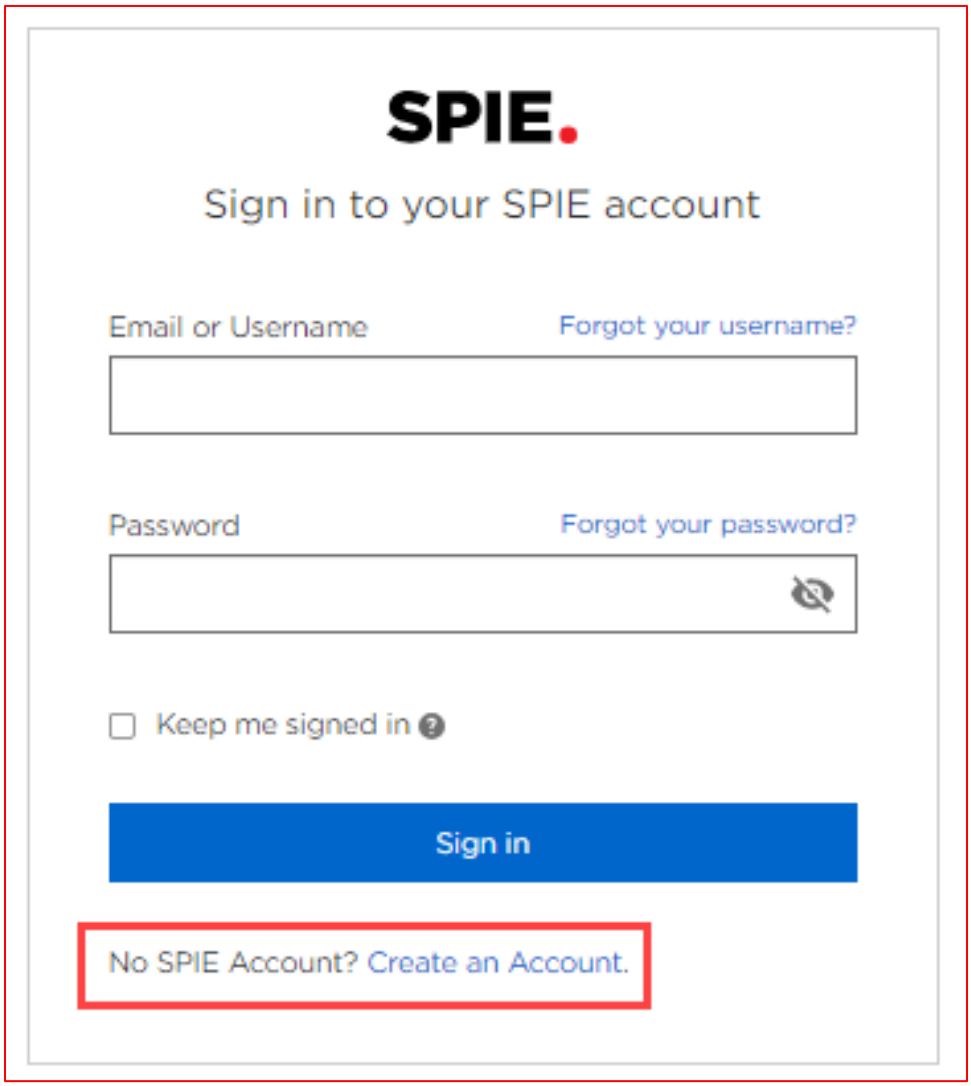
A few things to note before you create your account…

SPIE accounts are personal accounts, not company accounts. Do not share your SPIE account with co-workers.

The Exhibitor Dashboard is linked to your SPIE account.

Only the person noted as the SPIE Liaison for a specific event/year has access to the Exhibitor Dashboard. This is the person designated as the primary liaison on the exhibit contract.

If you are a new liaison, need to be added as an additional liaison, or have questions about navigating the Dashboard, please email exhibitions@spie.org.



LOG INTO THE EXHIBITOR DASHBOARD

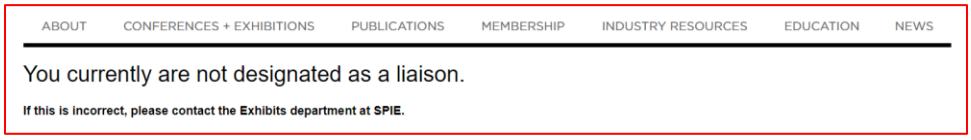
Use your SPIE Account credentials to log into the Exhibitor Dashboard. https://spie.org/exhibitoradmin/dashboard

If you forgot your Username or Password, use the helpful 'Forgot' links or contact Customerservice@spie.org.

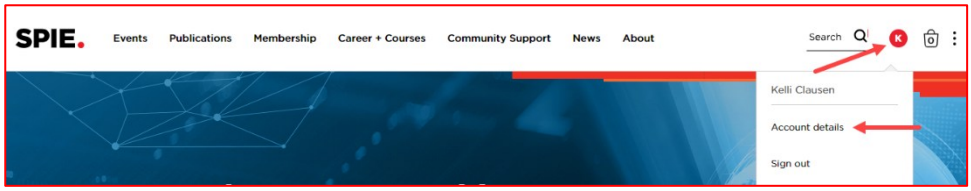
Do not create a second account, it will not work.

Trouble-Shooting Login Issues

If you receive a notification that you are not a designated liaison, contact exhibitions@spie.org to be added as a liaison.



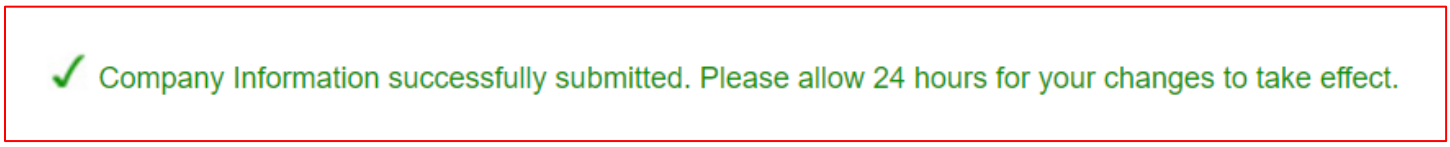
If you don't see your company dashboard upon logging in, click My Account and Account Details from the black menu bar at the top of the screen.



Choose your company name under the Exhibitor Dashboard. If your company is not listed, you are not a designated liaison. Contact exhibitions@spie.org to be added as a liaison.

EXHIBITOR DASHBOARD OVERVIEW

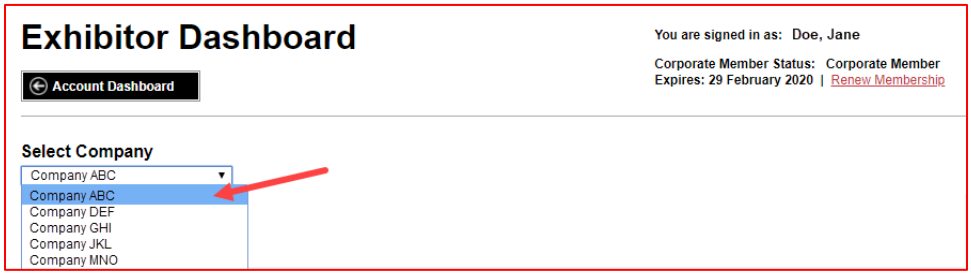
IMPORTANT: All submissions made through the Exhibitor Dashboard take **24 hours** to publish on the website.



Account Information
Your name, along with your company's Corporate Membership status appears in the upper right.

Click **Account Dashboard** to update/edit your SPIE Account.

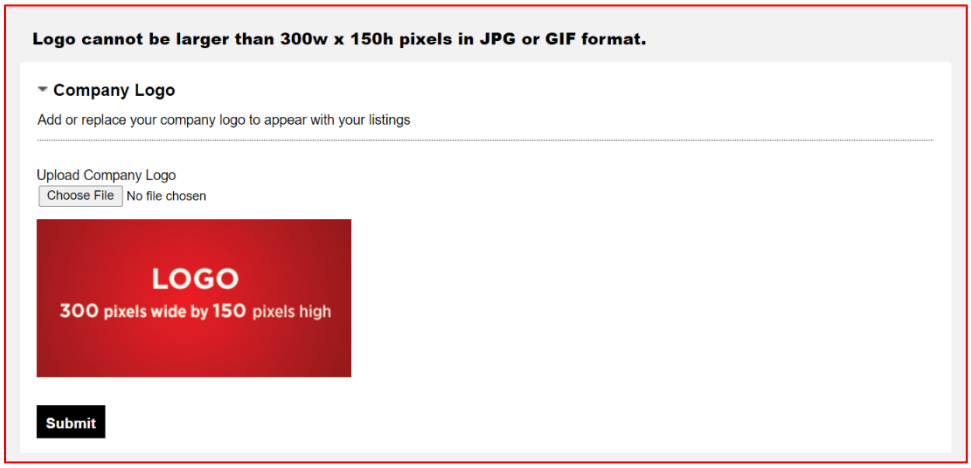
Select Company
If you are the liaison for multiple companies, choose the company you would like to update from the Select Company drop-down.



Company Logo
Add or update your company logo to appear with your online and app listings.

Logos cannot exceed 300w x 150h pixels and must be in jpg or gif format.

Click **submit** after uploading your image.



Event Dashboards

All current SPIE events you are listed as a liaison for will appear in the Exhibitor Dashboard. Please make sure you are updating the correct event.

Each event dashboard includes the event logo, exhibition dates, location of the exhibiton, and your assigned booth number.

Also included is a link to the exhibitor logistics page. The exhibitor logistics page has important links, deadlines and helpful information for planning your event.

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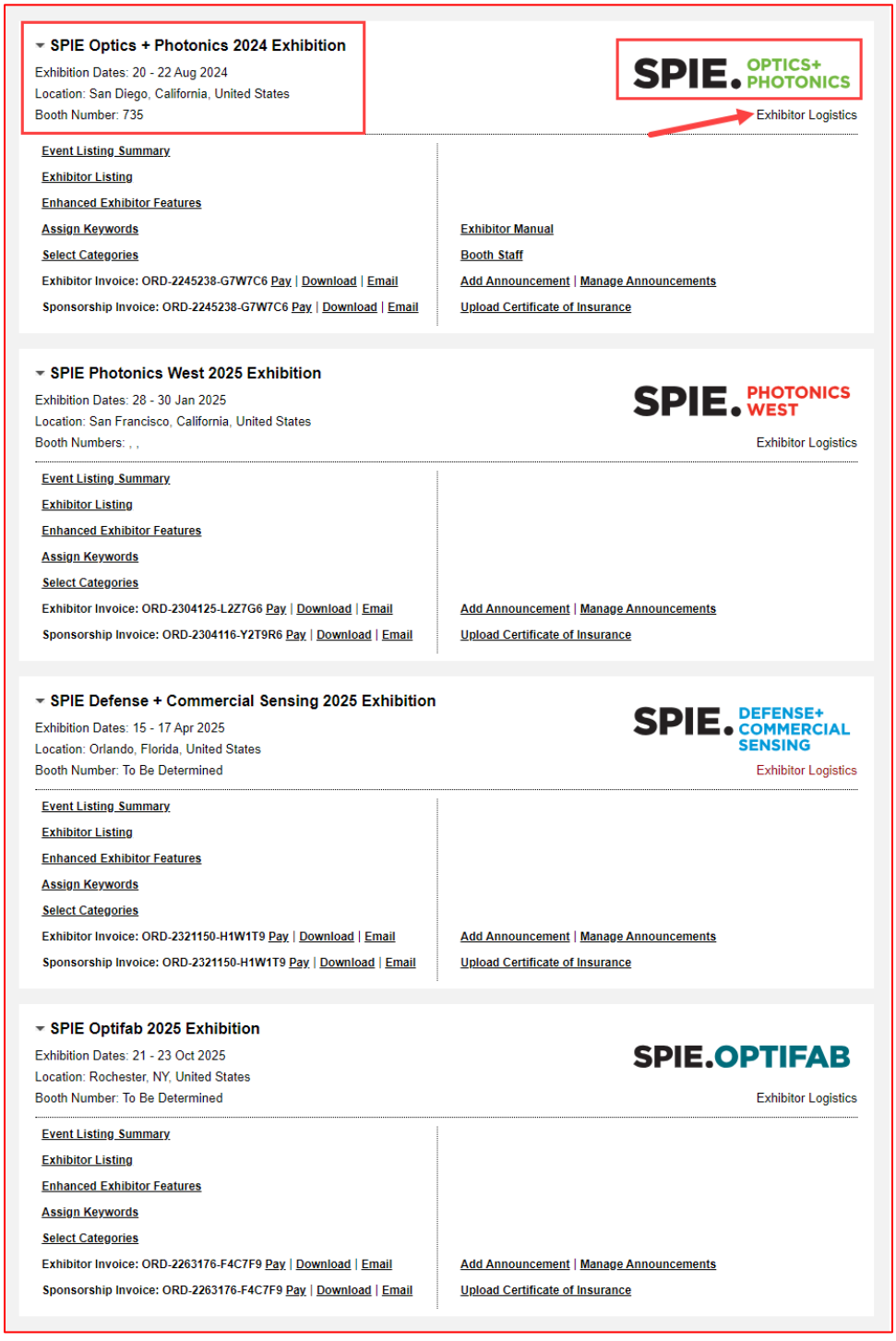


EVENT DASHBOARD LINKS

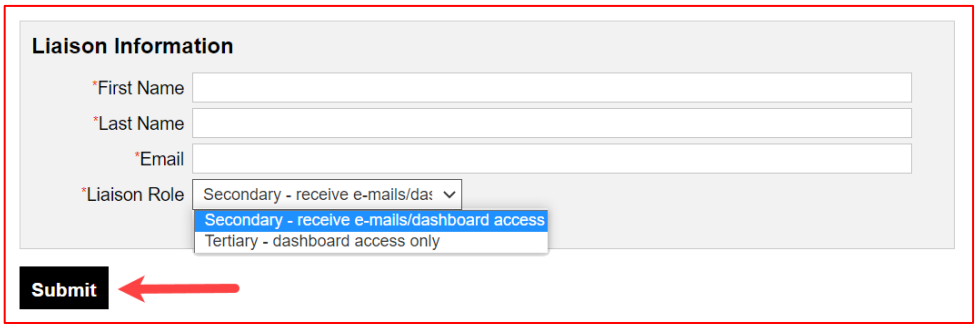
Below are all the links that may appear in the Exhibitor Dashboard. Not all links will appear at all times or to all people.
**Click on a number to jump to the section.*

❶ Event Listing Summary

Displays all promotional copy submitted for your company, including Exhibitor Listing copy, Product Launch information, Keywords, Categories, Company Logo, and Company Announcements. Click **edit** to update any of these submissions.

❷ Add Additional Liaison

Primary liaisons can add secondary and tertiary liaisons for access to the exhibitor dashboard.
**This link is only available to the Primary Liaison.*



Secondary liaisons receive emails and exhibitor dashboard access. Tertiary liaisons only receive exhibitor dashboard access.

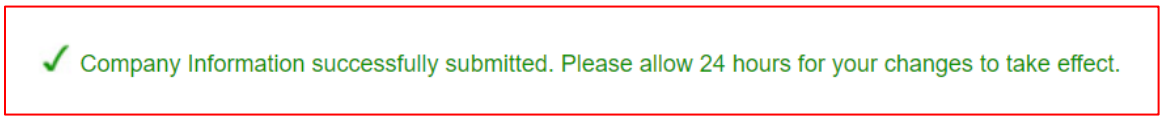
Enter the new liaison's name, email, and liaison designation and click **submit**.

To remove a liaison, email exhibitions@spie.org.

❸ Exhibitor Listing

Submit/Edit company information to appear on SPIE.org, SPIE Conferences app, and in the printed exhibition guide. Don't forget to click **submit** at the bottom of the page after any changes have been made.

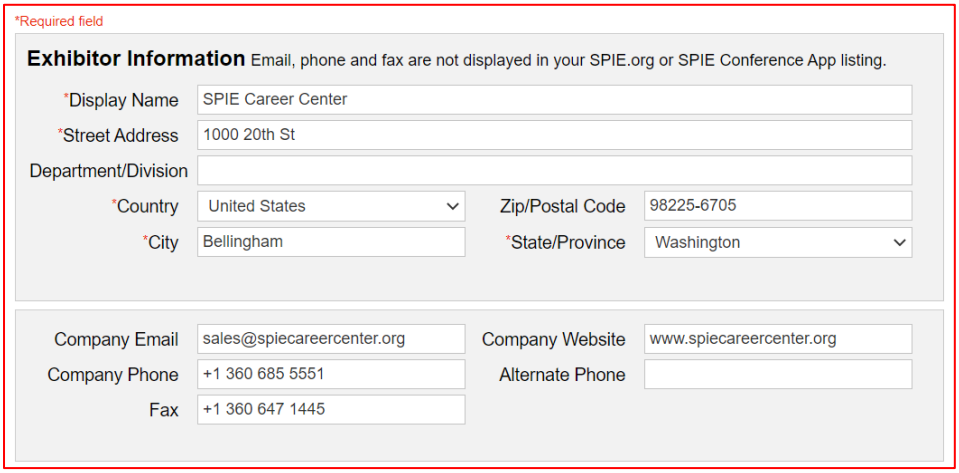
A confirmation notice will appear at the top of the screen when your submission has been successfully received.



Exhibitor Information
Edit your display name, address, email, phone, and website information.

Email, phone, and fax only appear in the exhibition guide.

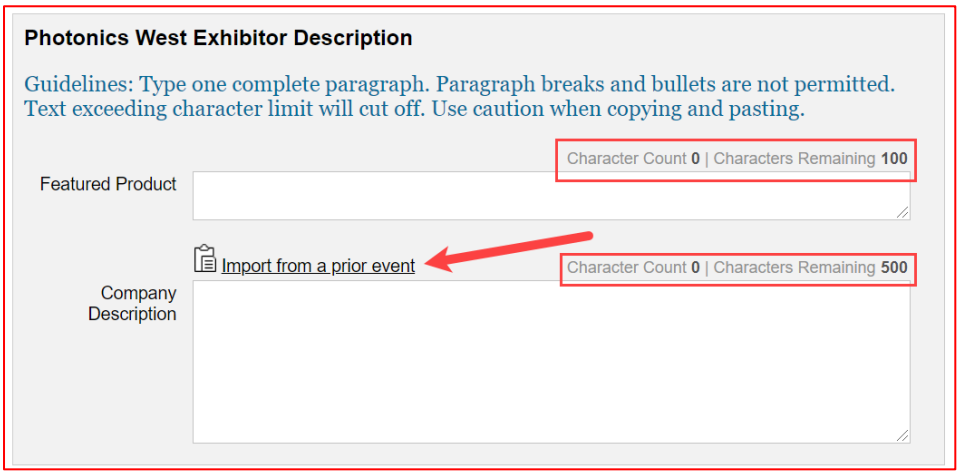
Permanent address or company name changes must also be submitted to exhibitions@spie.org.



Exhibitor Description
Submit a 100-character featured product and 500-character company description.

Featured product only appears in the exhibition guide and the SPIE Conferences app.

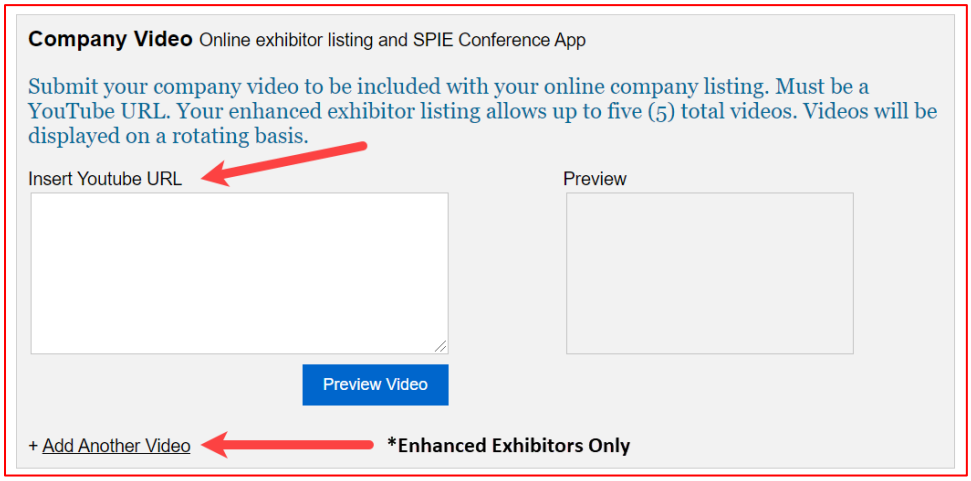
Want to use your Company Description from a previous year/event? Click the **Import from a prior event** link. Don't forget to click **submit** after the company description has been imported.



Company Video
Submit a YouTube video to appear on your exhibitor listing.

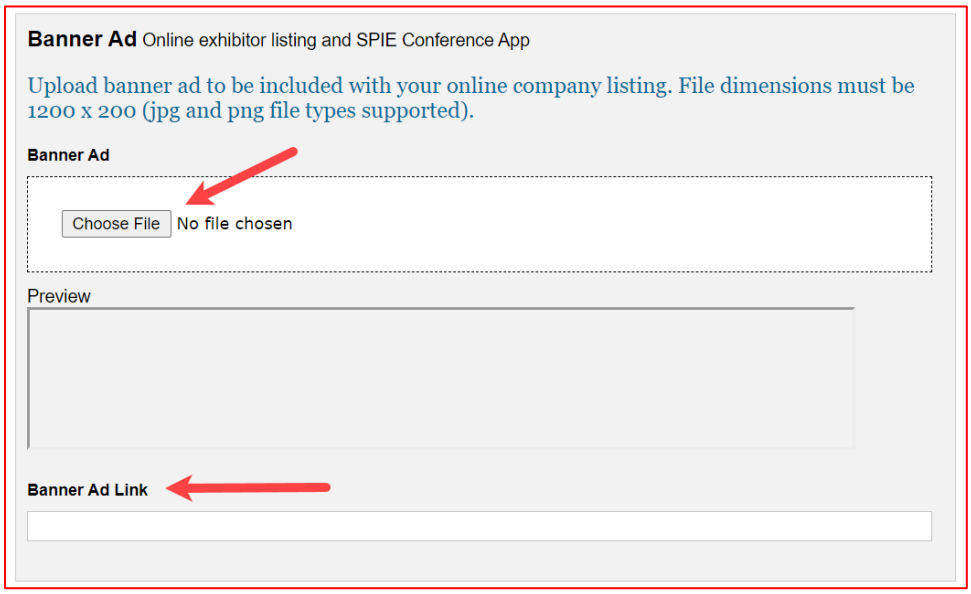
Must be a valid YouTube URL and include https.

Submit up to 5 videos if you purchased the Enhanced Exhibitor Sponsorship. Click **Add Another Video**.



Banner Ad
Submit a 1200w x 200h banner ad to appear on your exhibitor listing (must be jpg or png file).

Include a URL to link your banner ad.



❹ Enhanced Exhibitor Features

Include conference presentations, giveaways, and social media on your SPIE.org and SPIE Conferences app exhibitor listing.

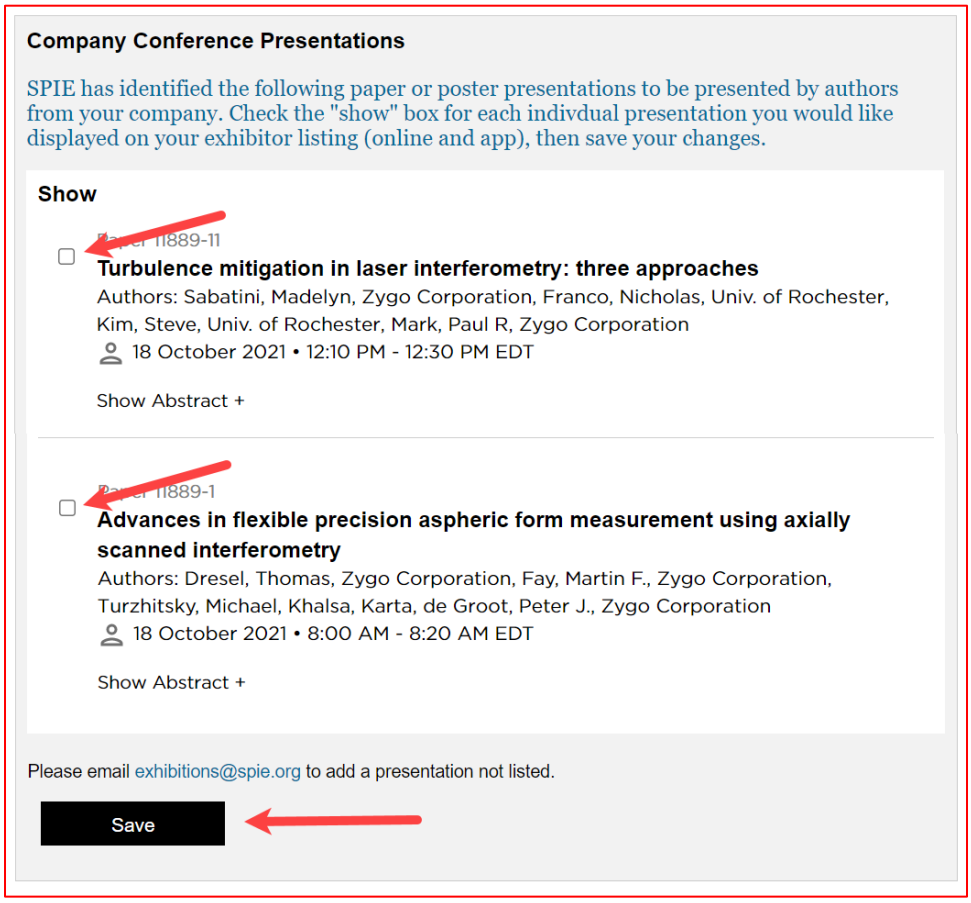
**This link only appears if you purchased an Enhanced Listing Sponsorship.*

Conference Presentations

Promote a co-worker's presentation by adding it to your exhibitor listing.

Choose the presentations from the list provided and click **save**.

If you don't see a presentation listed, email exhibitions@spie.org.



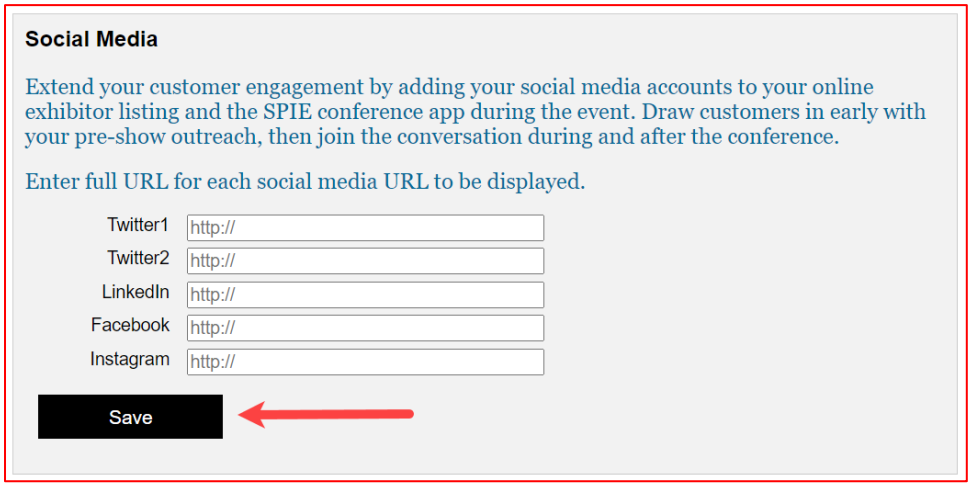
Giveaways

Drive attendees to your booth by including your giveaways/drawings on your exhibitor listing.

Add a 500-character description and 1000w x 600h image (jpg or png file). Click **save**.

Social Media
Add social media links to your exhibitor listing.

Enter the URL and click **save**. Submission must be a full URL (include http or https).



❺ Assign Keywords

Enter keywords or phrases so customers can easily find you when searching on SPIE.org and the SPIE Conferences app. Competitor names and/or products are **not** allowed.

There is no limit on keywords. Click **Add more keywords** to add additional keywords.

Want to use the keywords you entered for a previous SPIE Event? Click the **Import from a prior event** link.

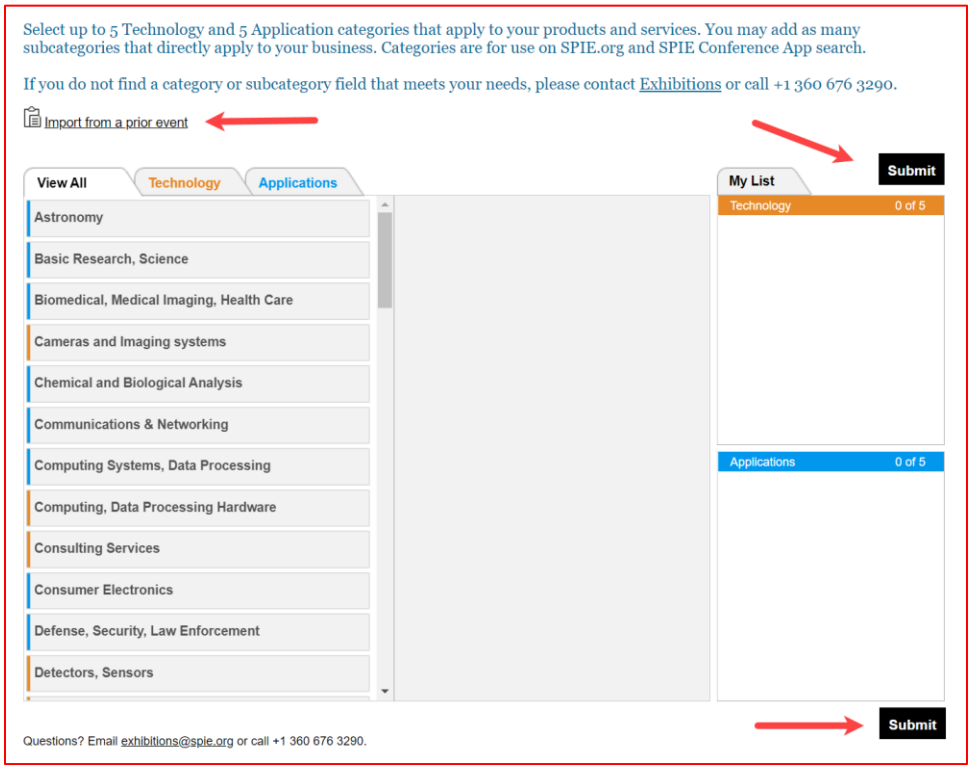
Don't forget to click **submit** after the keywords have been imported.

❻ Select Categories

Select up to 5 technology and 5 Application categories so customers can easily find you when searching on SPIE.org and the SPIE Conferences app.

Want to use the categories you entered for a previous SPIE Event? Click the **Import from a prior event** link.

Don't forget to click **submit** after the categories have been imported.

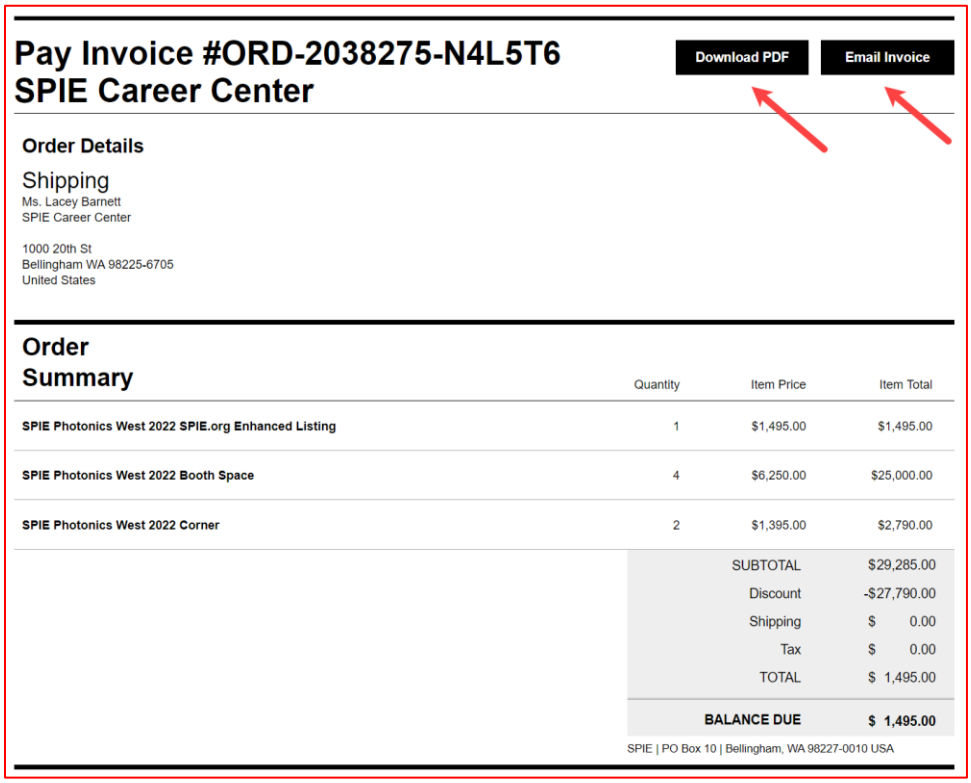


❼ Review Exhibitor Invoice

Pay, download, or email the exhibit invoice. Pay the invoice via Credit Card or PayPal.

❽ Review Sponsorship Invoice

Pay, download, or email the sponsorship invoice. Pay the invoice via Credit Card or PayPal.
**This link only appears if you purchased a sponsorship for the event.*



❾ Lead Retrieval Report

View or download the leads from the event. Available in PDF, Excel, or CSV format.
**This link only appears during the event and moves to Past Events at the end of the event.*

❿ Exhibitor Manual

This link will take you to the online Exhibitor Service Manual, where you can order furnishings, utilities, and more for your exhibit space. You will be directed to a different website.
**This link only appears when the Exhibitor Service Manual is available.*

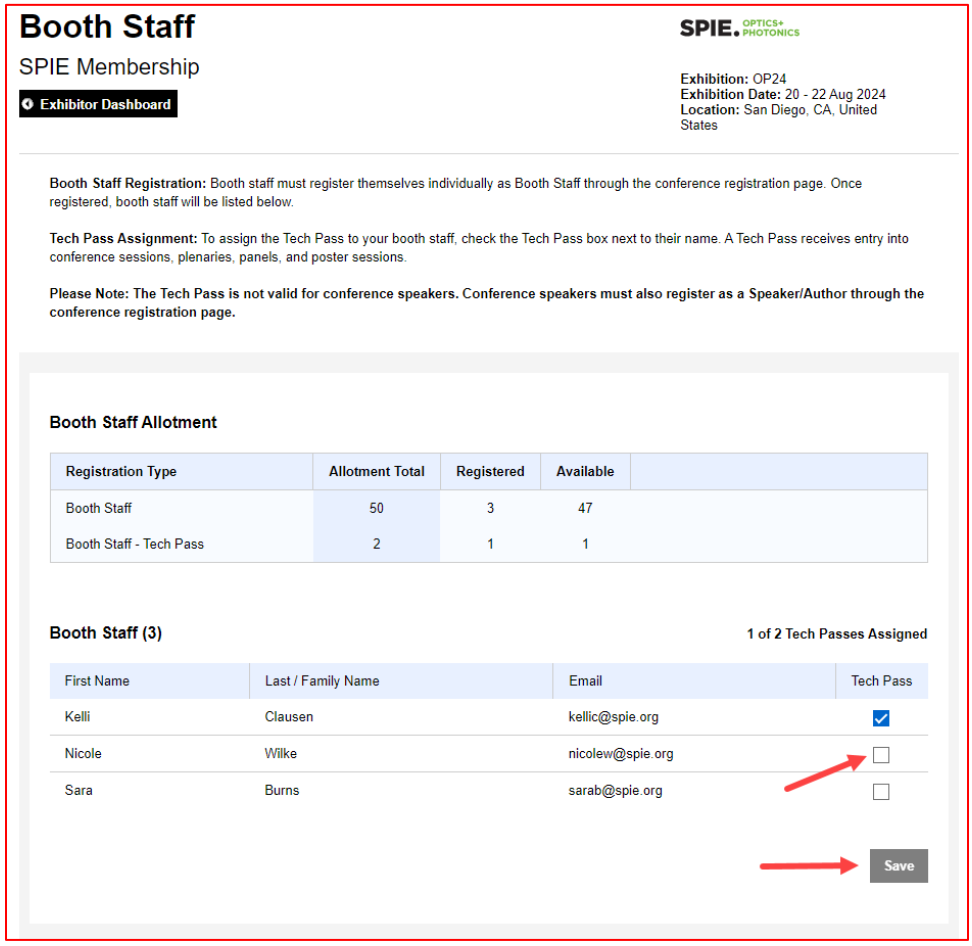
⓫ Booth Staff

View your Booth Staff roster and assign technical passes.
**This link only appears when Registration is open.*

Assign Tech Pass

Find the Booth Staff to upgrade and check the **Tech Pass box** next to their name.

Click **Save**.



⓬ Lead Retrieval Logistics

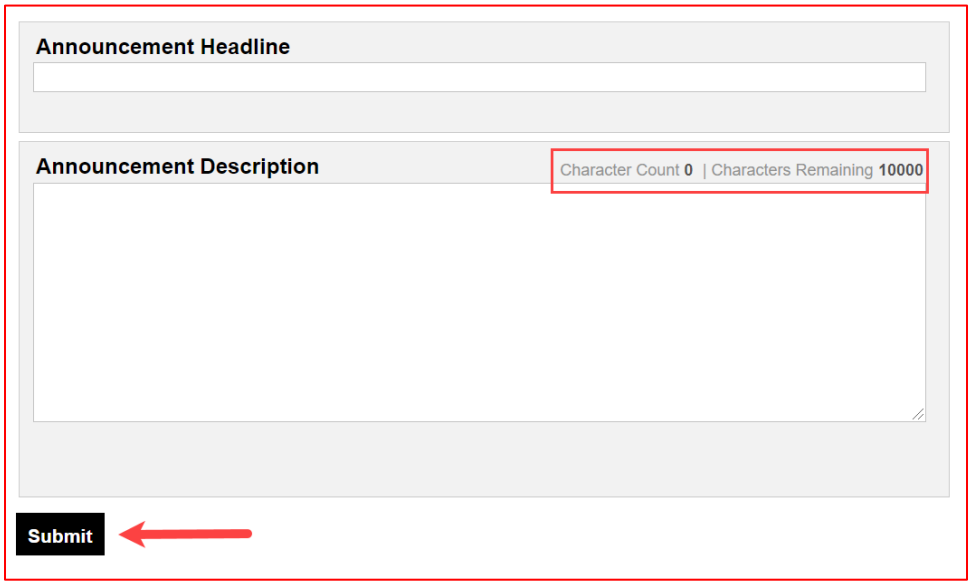
Choose the qualifier type for SPIE Lead Retrieval. See the SPIE Lead Retrieval tutorial for detailed instructions.
**This link only appears when the Lead Retrieval is available.*

⓭ Add Announcement | Manage Announcements

Submit an announcement to be featured on your SPIE.org exhibitor listing, as well as the event Company Announcement page.

Enter an announcement headline and description (10000-character limit) and click **submit.**

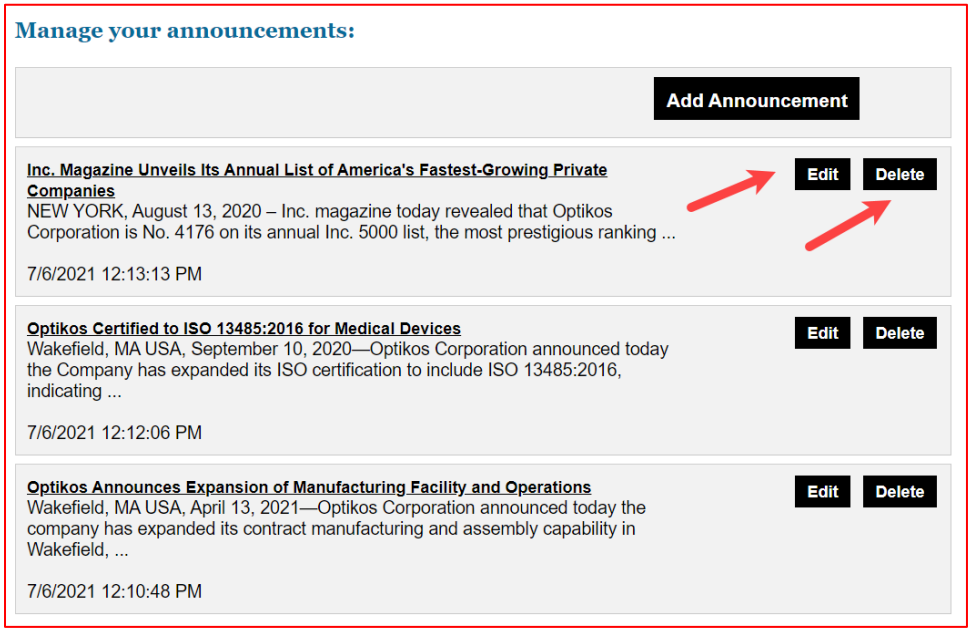
Announcements are accepted until the end of the event and are posted as they are received.



To edit or delete an announcement, click the Manage Announcement link.

Click **edit** to make any changes to your annoucement. Don't forget to click **submit**.

Click **delete** to remove your announcement from your exhibitor listing.



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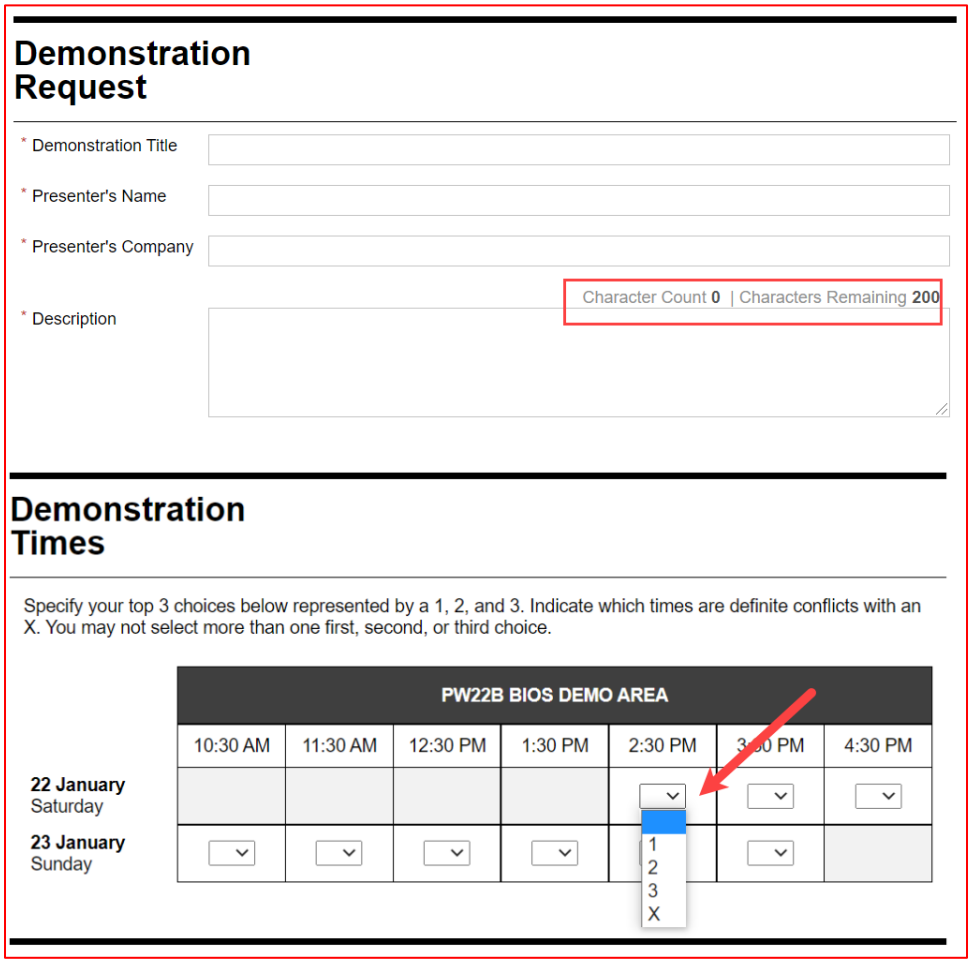
⓮ Submit a Product Demonstration Request | Manage Demonstrations

Give a live 30-minute product demonstration on the exhibition floor. Fee applies.
**This link is only available if product demonstrations are offered at the event.*

Enter your demonstration information title, name, company, and description (200-character limit).

Designate the top three preferred time slots with 1, 2, 3, and any unpreferred times with X.

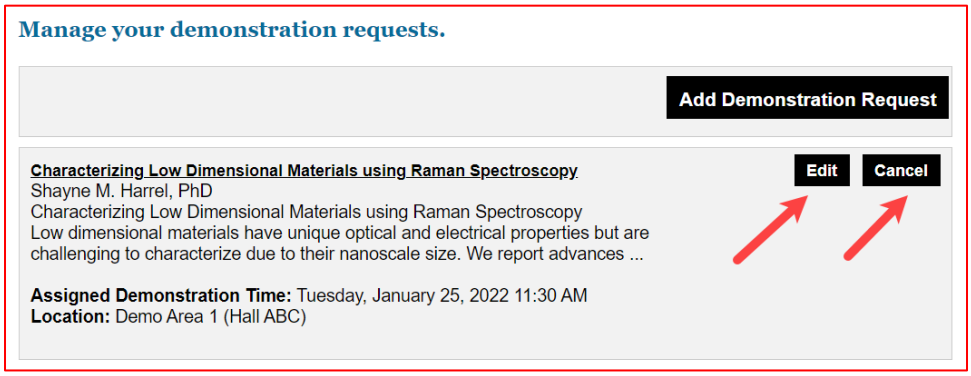
Select payment method and click **submit**. A receipt will be emailed to you.



To edit or cancel a product demonstration, click the Manage Demonstrations link.

Click **edit** to make any changes to your product demonstration. Don't forget to click **submit**.

Click **cancel** to cancel your product demonstration request.

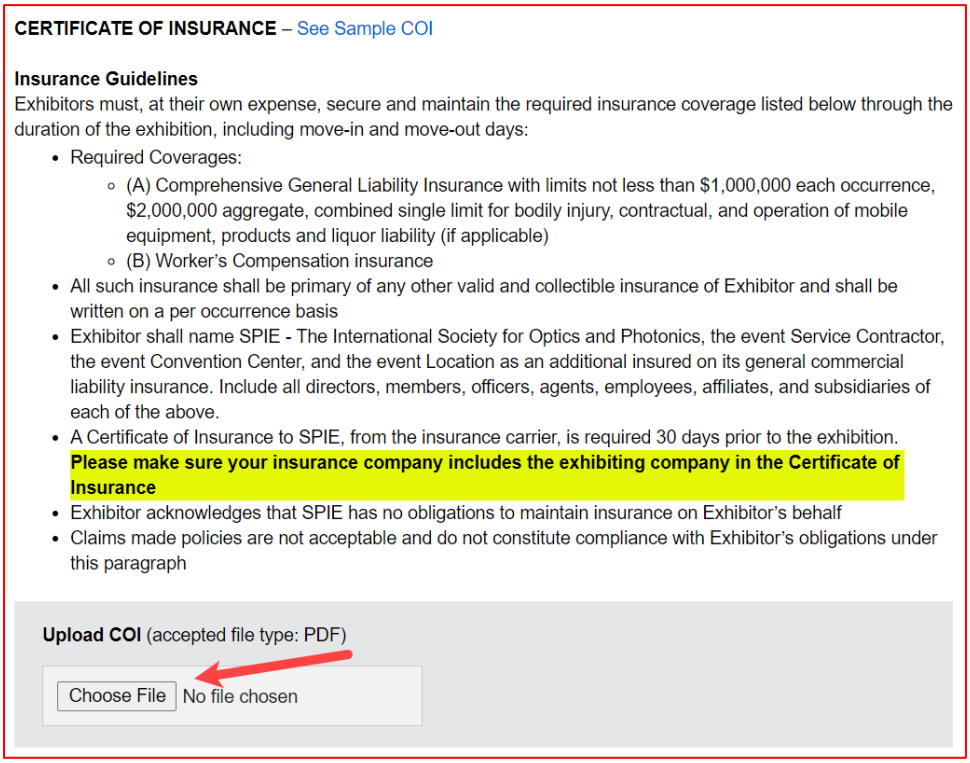


SPIE.

⓯ Upload Certificate of Insurance

SPIE requires a Certificate of Insurance for each event.

Upload a PDF of your COI and click **submit**.



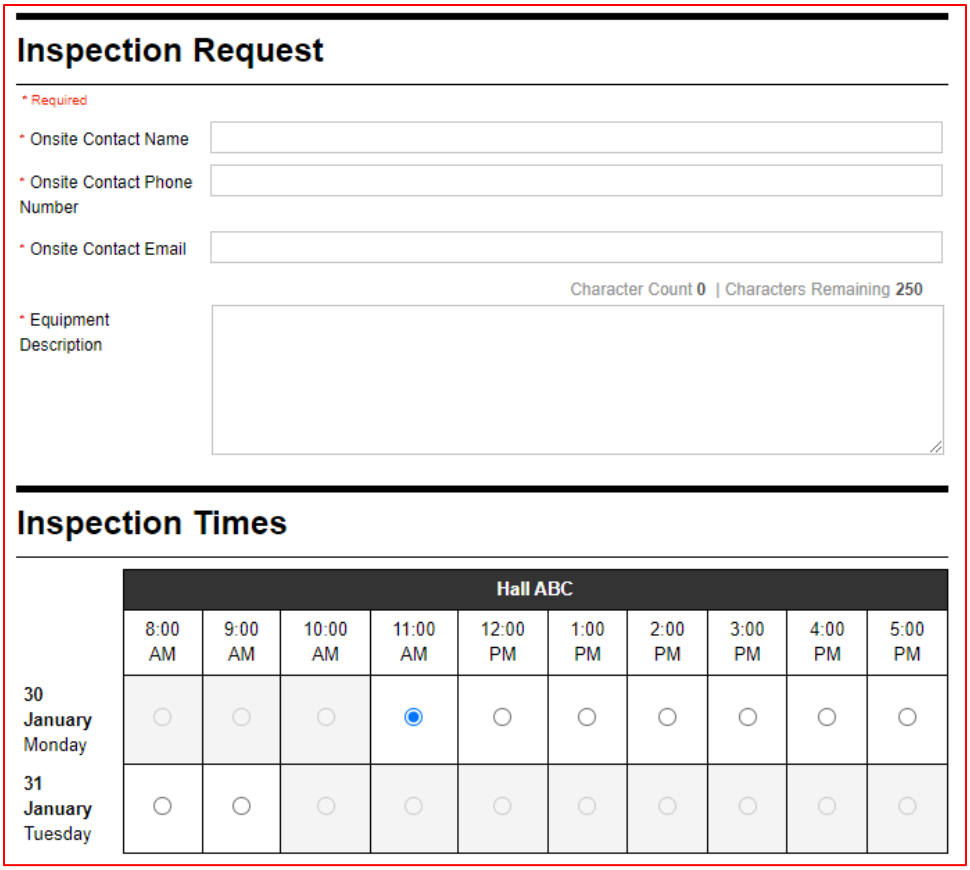
⓰ Schedule a Laser Safety Inspection

Companies displaying an active laser are required to register for an onsite Laser Safety Inspection.
**This link is only available if Laser Safety Inspections are offered at the event.*

Enter an onsite contact name, phone number, email, and a description of your laser (250-character limit).

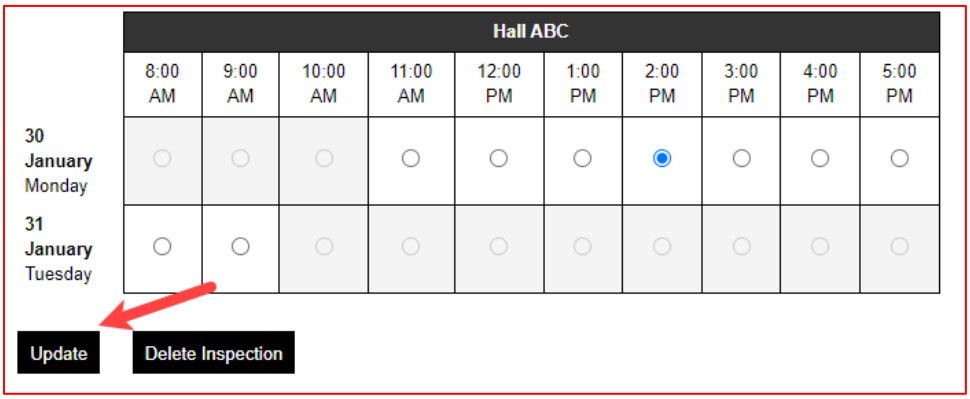
Select a time for the inspection. Click **submit**.

A confirmation will be emailed to you.



To change your inspection time, select a new time and click the **Update** button.

To cancel your inspection, click the **Delete Inspection** button.

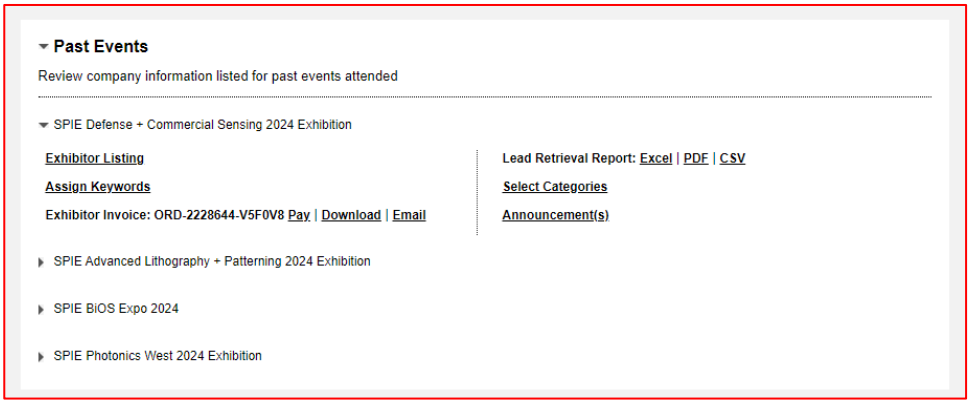


PAST EVENTS

View your exhibitor listing copy, keywords, categories, announcements, and invoice from past events.

View or Download leads from the event.
**Lead Retrieval Report only available for 90 days after event ends.*

You must be a liaison on the past event for it to appear.



Past Events only include the previous 3 years.

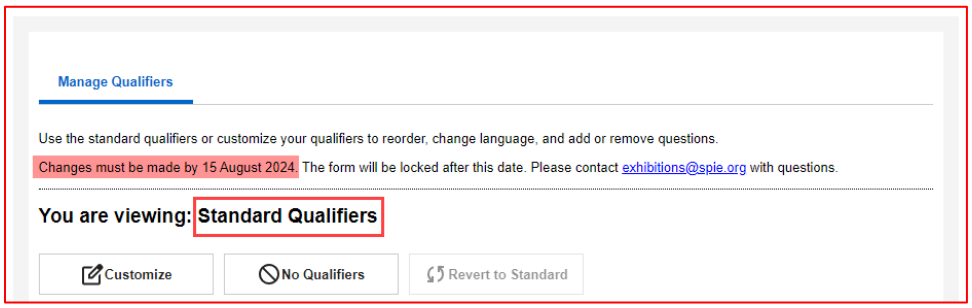
SPIE LEAD RETRIEVAL

SPIE Lead Retrieval is included with your exhibit space at no additional cost. Choose your qualifier type, Standard Qualifiers, No Qualifiers, or Custom Qualifiers.

Manage Qualifiers

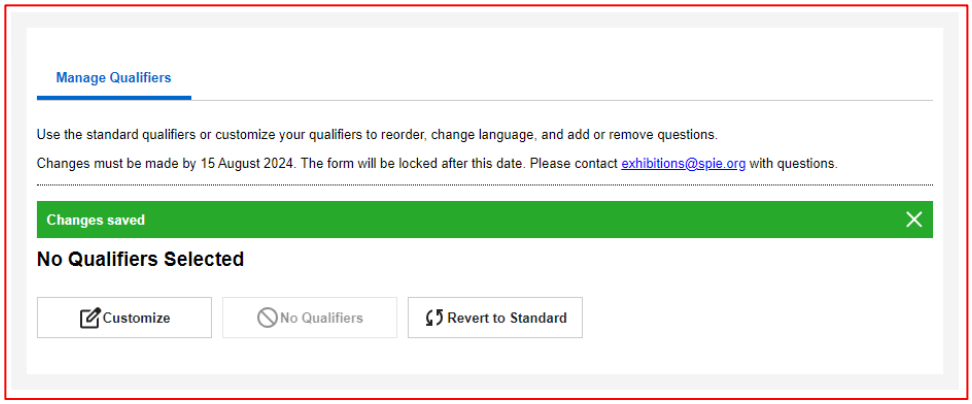
Qualifier type is pre-set to **Standard Qualifiers**.

The deadline to change or edit your qualifiers is 5 days before the event starts.

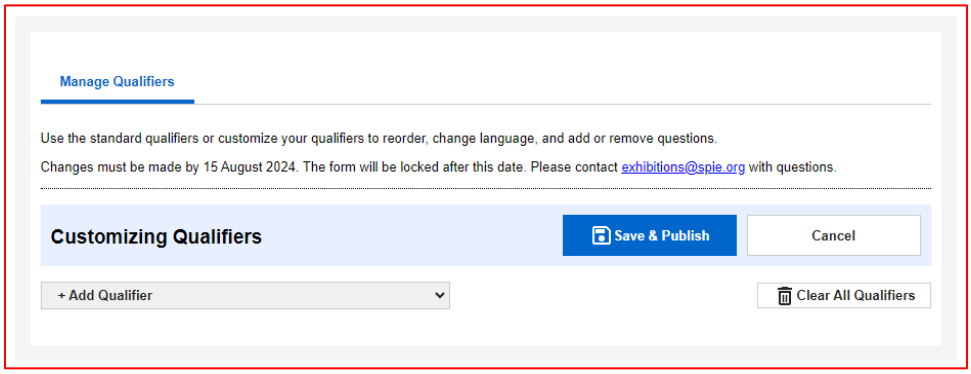


Click the **No Qualifiers** button if you do not want qualifiers.

A **Changes Saved** notification will appear when your selection is successfully updated.

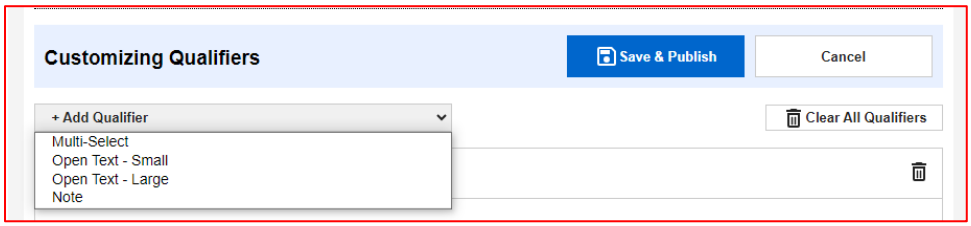


Click **Customize** to create your own qualifiers.

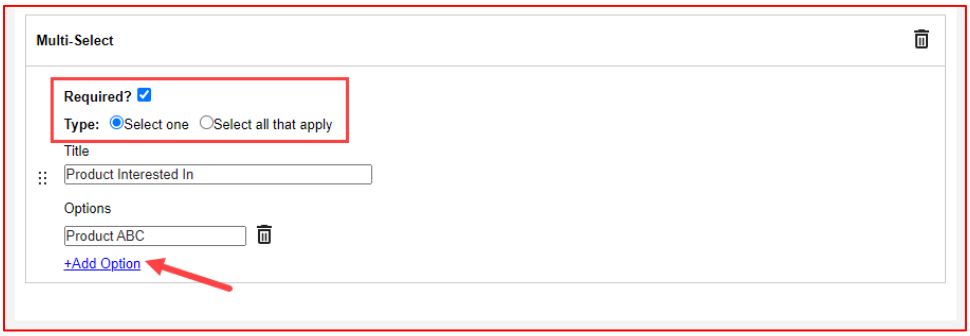


Customize Qualifiers

Click **+Add Qualifier** and choose from Multi-Select, Open Text - Small, Open Text - Large, or Note.



Multi-Select
Consists of a title with two or more options.



Check **Required** if the response is mandatory (the sales rep will not be able to save the lead until an option is selected).

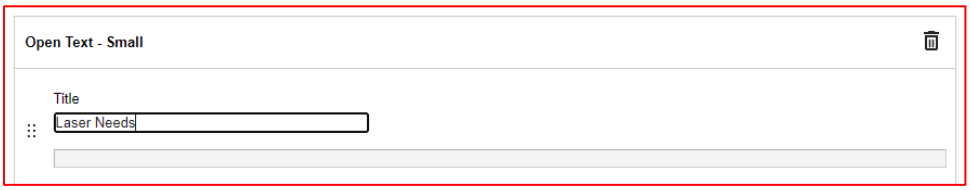
Choose the qualifier **type**:
Select one: Only one option can be selected.
Select all that apply: More than one option can be selected.

Enter **Title** for the qualifier.

Click **+ Add Option** and enter the option.

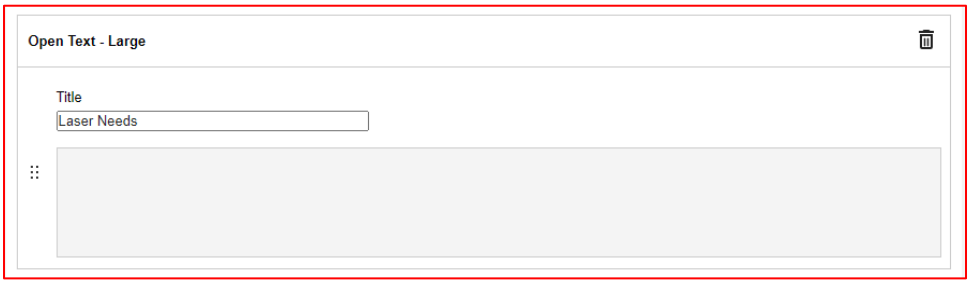
Continue this step until all options are entered.

Open Text - Small
Consists of a title with a small open text field.



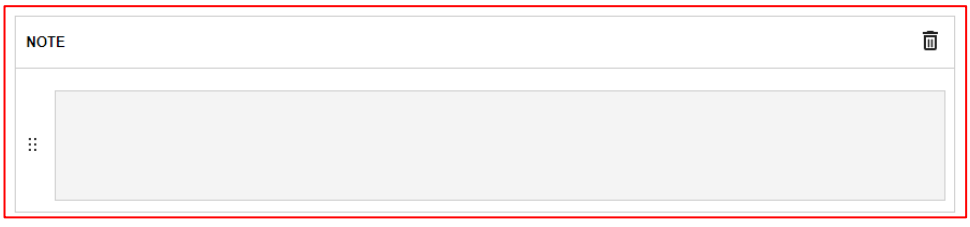
Enter **Title** for the Qualifier.

Open Text – Large
Consists of a title with a large open text field.

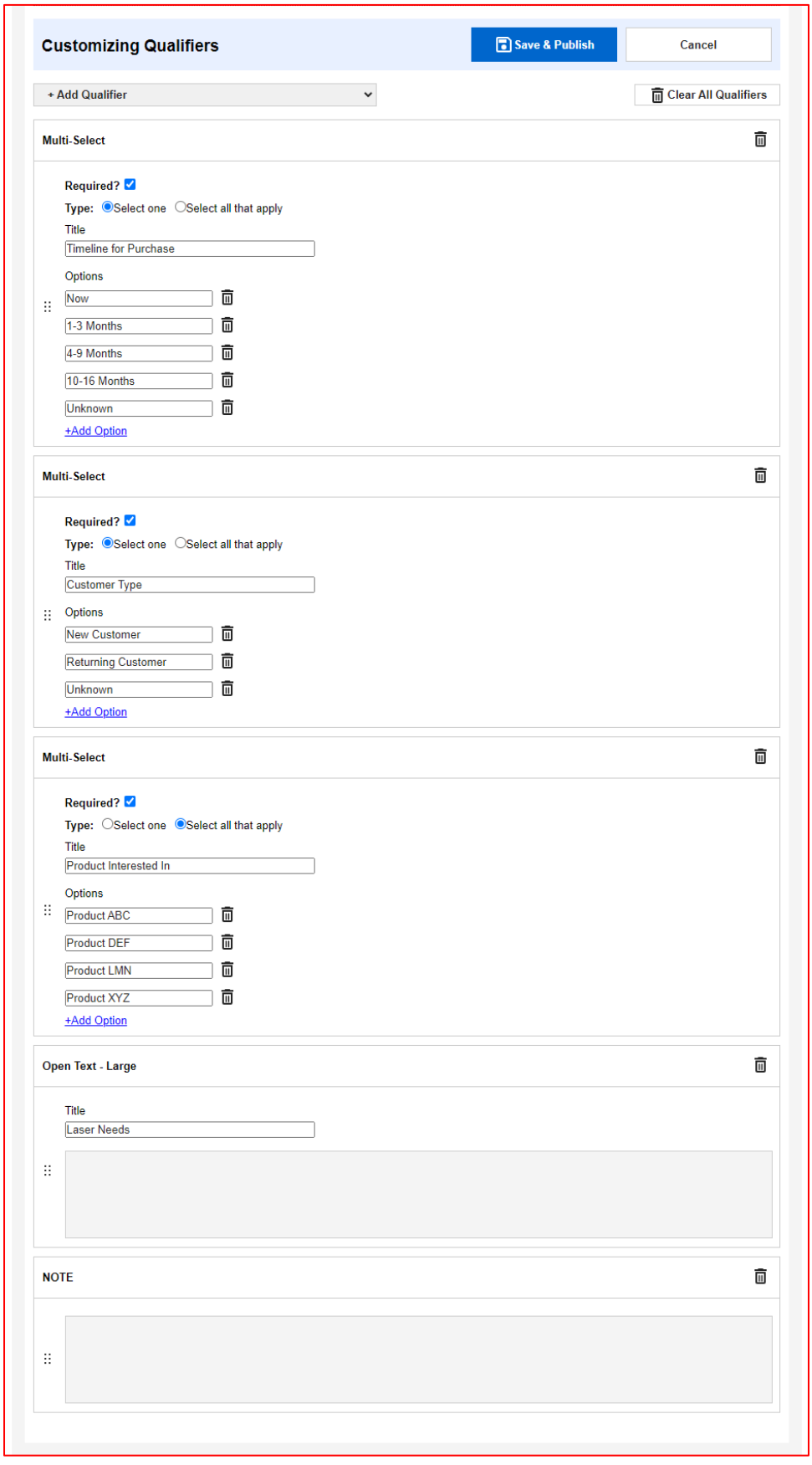


Enter **Title** for the Qualifier.

Note
Consists of an open text field.

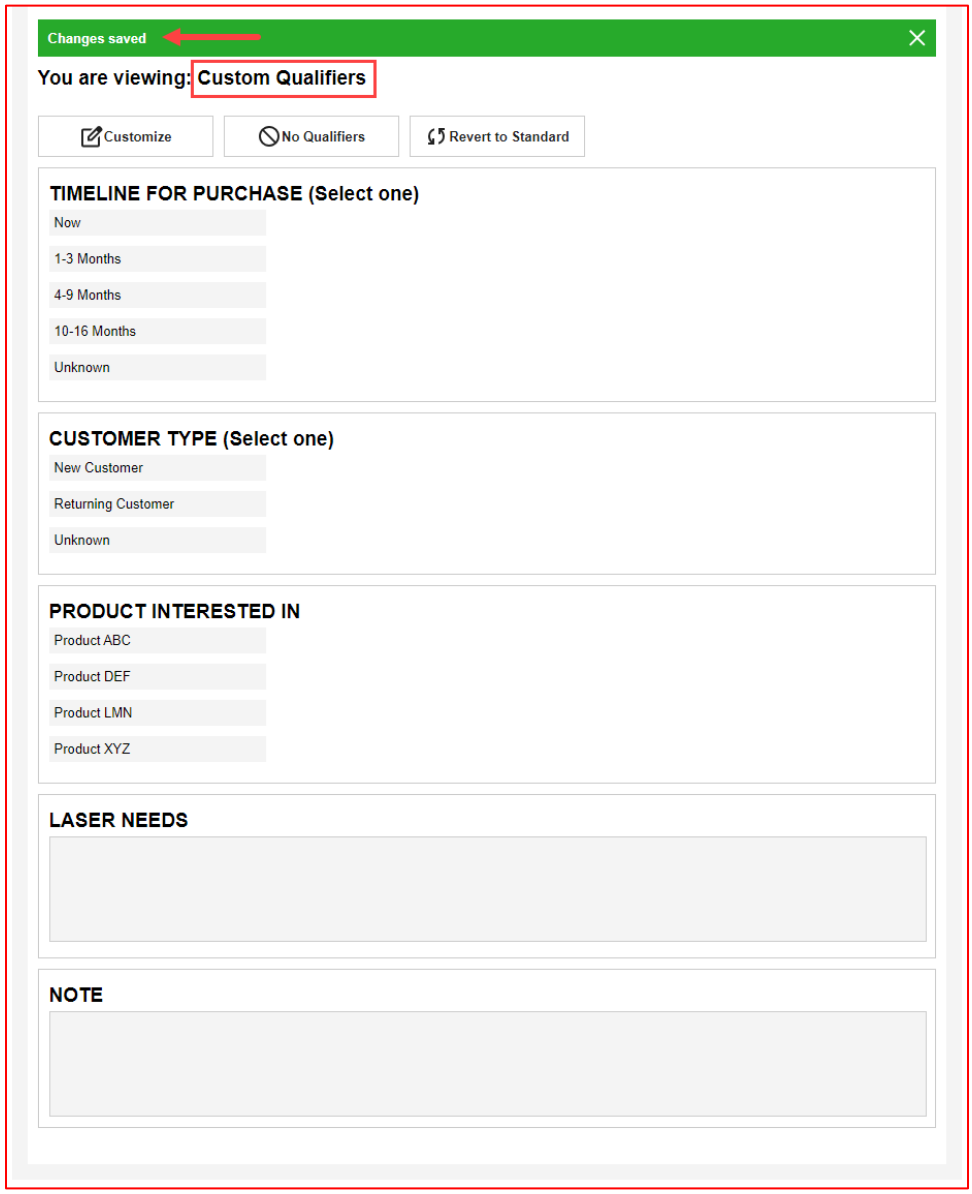


Example of Custom Qualifiers.

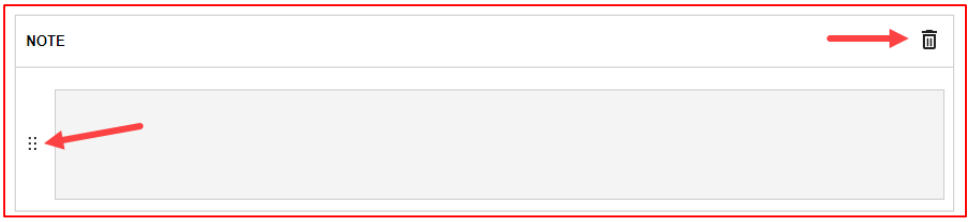


Click **Save & Publish** after all qualifiers have been entered.

A **Changes Saved** notification will appear when your selection is successfully updated.

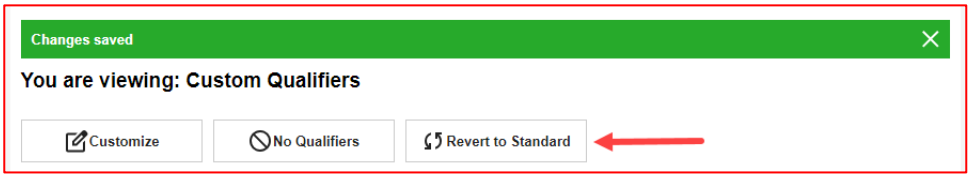
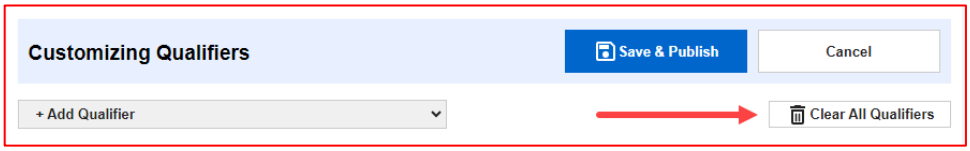


Rearrange Qualifiers
To change the order of your qualifiers, click the reorder icon in the qualifier and drag it to the desired location.



Delete question
To delete a qualifier, click the trash can.

Change back to Standard Qualifiers
If you decide you don't want custom qualifiers, click the **Revert to Standard** button to return to standard qualifiers. The exhibitor dashboard will remember the custom qualifiers if you change your mind



Clear All Qualifiers
Click this to start over. All custom qualifiers will be erased.