

Use this guide for steps on updating your exhibitor profile to ensure our 20k+ attendees make their way to your booth!

STEP 1

LOG INTO YOUR COMPANY PROFILE

Go to link below ▼▼▼

<https://mjbizcon2026.smallworldlabs.com/home>

- ▶ Click **Exhibitor Login**
- ▶ Click **Forgot Password?**

Note: Everyone will need to do this, as this password is different from the A2Z password.

- ▶ Enter your email address and click **Submit**
An automated email to reset your password will be sent. Not in your inbox? Check your junk folder.

Note: Use the billing contact email address from your A2Z contract.

Contact sales@mjbiz.com if you need assistance.

- ▶ Click **Reset Password** in the email
- ▶ Return to the **login page** and log in with your email and new password
- ▶ Once logged in click on the **Exhibitor Hub** button on the top navigation bar.



STEP 2

UPDATE YOUR COMPANY PROFILE

It's essential to update your profile to ensure that the 20k+ MJBizCon attendees can find your booth at the show.

► Add your company photos

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

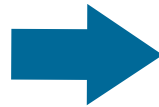
PROFILE PHOTO

JPG or PNG
400W x 400H
2MB max file size

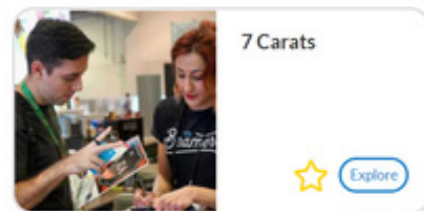


FEATURED PHOTO

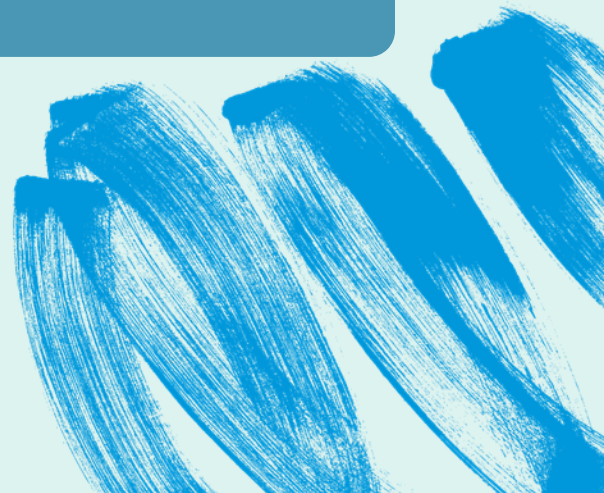
Add a product photo or logo.
Level 3 Listings ONLY



RECOMMENDED VENDORS



Pro Tip: Images not aligning correctly? Try re-uploading — zooming out & centering the image on the preview screen before clicking **Save**.



STEP 2 — Continued

UPDATE YOUR ABOUT SECTION

▶ Edit + Fill in All Sections

Name: Add/edit your company name how you would like it to appear in the MJBizCon Directory (print + digital).

What We Do: Add a description of your company to show attendees:

- ▶ **WHO** you are.
- ▶ **WHAT** you sell.
- ▶ **WHY** they should visit your booth.

Product Categories: Select up to (3) relevant categories.

This includes your company in specific sections when buyers search the Online Directory.

Choose subcategories under the below industry sectors:

- ▶ **Business Services**
- ▶ **Cultivation Products + Services**
- ▶ **Processing, Product + Packaging**
- ▶ **Retail/Dispensary**

Exhibitor Identification Categories: Identify your company with specific titles unique to your company's story and origins.

- ▶ **Disability-Owned Business Enterprise (DOBE)**
- ▶ **LGBTQ+ Owned**
- ▶ **Minority Owned Company**
- ▶ **Veteran Owned**
- ▶ **Women Owned Company**

Categories [clear]

- Business Services +
- Cultivation Products & Services -
 - Cultivation Products & Services (includes propagation, irrigation, nutrients, harvesting & trimming)
 - Facility Design & Components
 - Lighting
- Processing, Product & Packaging +
- Retail/Dispensary +

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

UPDATE YOUR CONTACT SECTION

▶ Click **Contact** → then click on the **Edit** link.

About | Contact

Facebook	https://www.facebook.com/ASDTradeShows/
Instagram	https://www.instagram.com/asdshow/
LinkedIn	https://www.linkedin.com/company/asd-market-week/
Twitter	https://twitter.com/asdshow

[Edit]

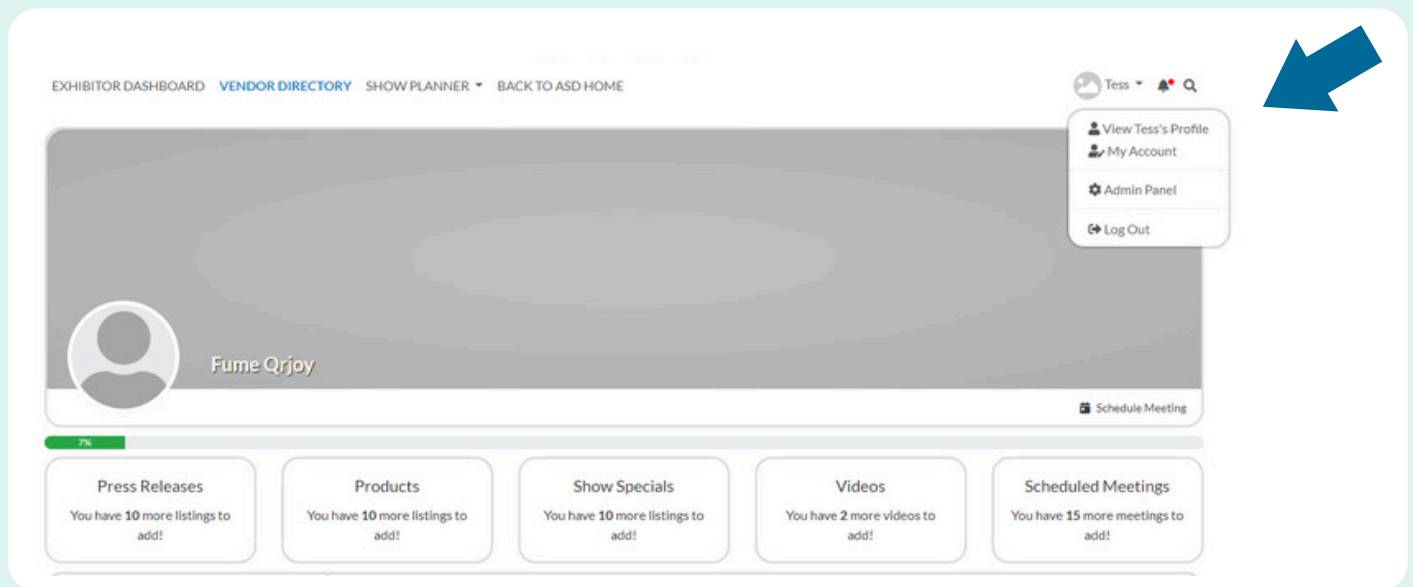
▶ Edit/Fill in all sections → then click **Save**.

STEP 3

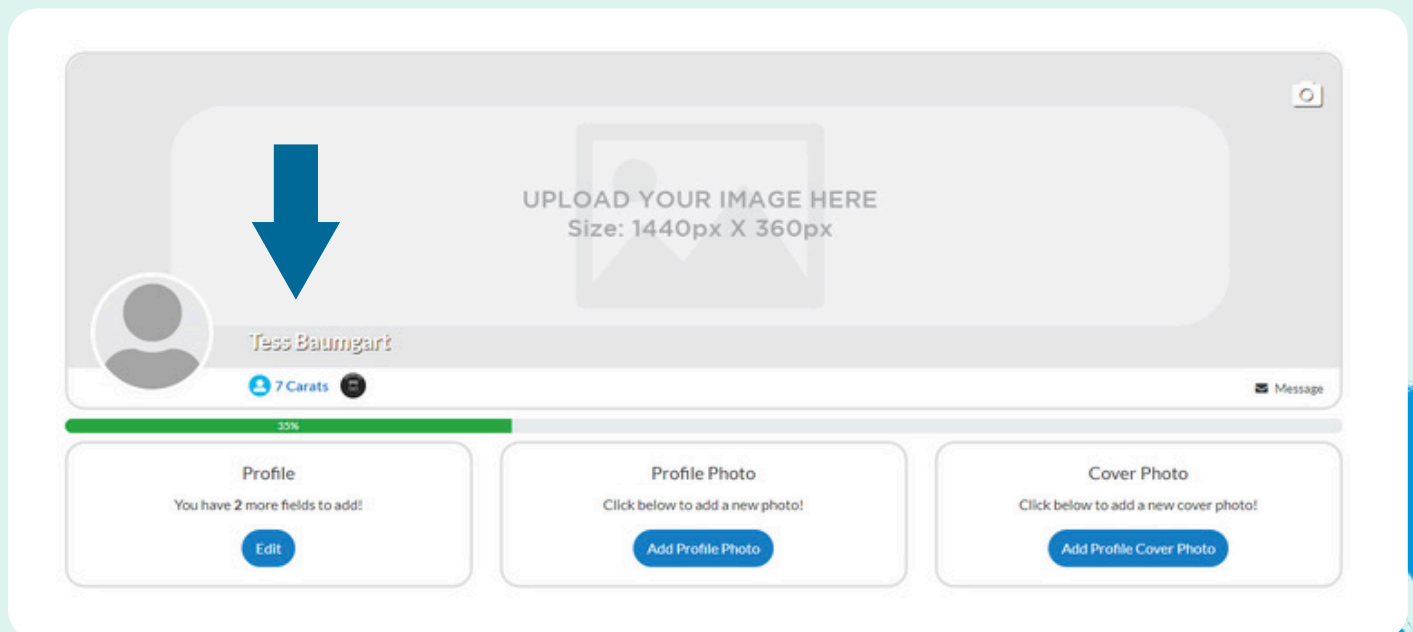
UPDATE YOUR PERSONAL PROFILE

Enhance your presence at the show and update your personal profile. This puts a face — or faces — to your company!

- ▶ Click on your name in the top right corner of the screen, and then click on [View Profile](#)



- ▶ From your personal profile page — click the [Edit](#) button under [Profile](#) to add your *About Me* info. Click [Save](#) when complete.



STEP 4 — Add Ons

Stand out! Add listings to your [Company Profile](#) and the [Exhibitor Marketplace](#) — used by attendees when planning which exhibitors to see at the show.

Essentials Package — *included in your booth package*

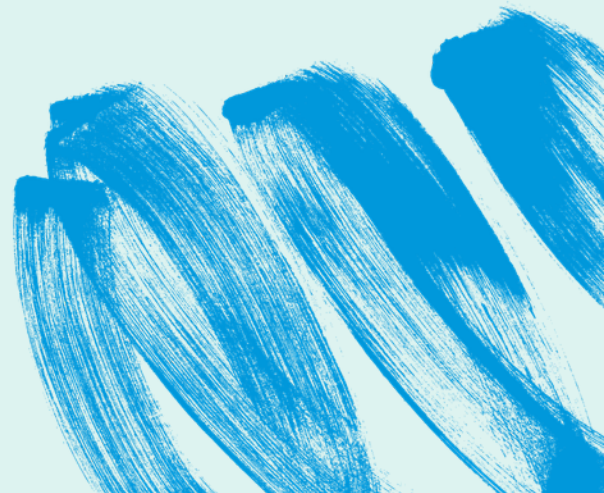
- **Brand Awareness:** Showcase your logo, profile, and brand story to engaged buyers on your directory listing
- **Unlimited Product Listings:** Add images, descriptions, keyword tags, and videos to bring your products to life
- **Communicate Value:** Highlight show specials, press releases, and brand values to help you stand out
- **Mobile App Integration:** Seamlessly update your profile in one place and it syncs everywhere
- **Smart Matchmaking:** Connect with buyers and book meetings directly through the app
- **Unlimited Meeting Requests:** Book meetings with buyers (up to 50 pending at a time)
- **Connect & Capture:** Use mobile lead capture to collect buyer info and stay in touch

Amplify Upgrade — \$300 (post-contract — \$375)

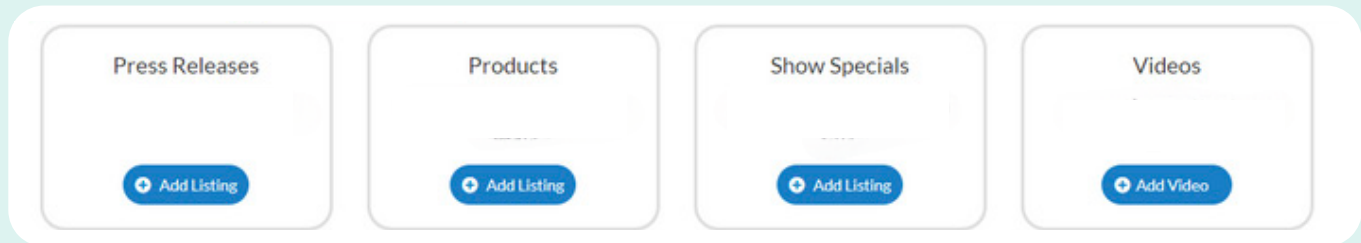
Drive more engagement, awareness, and buyer interaction. Includes everything in the Reach & Engage Package, plus:

- **Priority placement on the online Exhibitor Directory**
- **Featured Label to help you stand out at a glance**

Looking to upgrade your listing?
Reach out to us at sales@mjbiz.com.



STEP 4 — Add Ons Continued



ADDING PRESS RELEASES

- ▶ Click **Add Listing** and fill in the **Title** of the press release.
- ▶ use the **Description** box to add the body of the press release.
- ▶ Add a link to the **Learn More** box.
- ▶ Click **Save** once complete.

ADDING PRODUCT SHOWCASES

- ▶ 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.
- ▶ Click **Save** once complete.
- ▶ On the next page, click **Add Photo** to add a photo of the product.

ADDING 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**.
- ▶ Click **Save** once complete.
- ▶ On the next page, click **Add Photo** to add a photo to the listing.

ADDING VIDEOS

- ▶ Click **Add Video** and fill in the **Title and Description** of the video.
- ▶ Add the video link to the **Add Video box**.
- ▶ Click **Save** once complete.

CONGRATULATIONS!

Attendees can now find your company when searching the Online Directory and Exhibitor Marketplace listings!



Need more help? Contact sales@mjbiz.com.

