

eCOM XPO

Exhibitor Guide
March 20th - 22nd





Booth Staffing

eComXpo Help Booth ← Navigate Booths →

* Booth Hours are in Central Time

Tue 10/24	Wed 10/25	Thu 10/26
8:00 AM - 7:00 PM	8:00 AM - 7:00 PM	8:00 AM - 7:00 PM



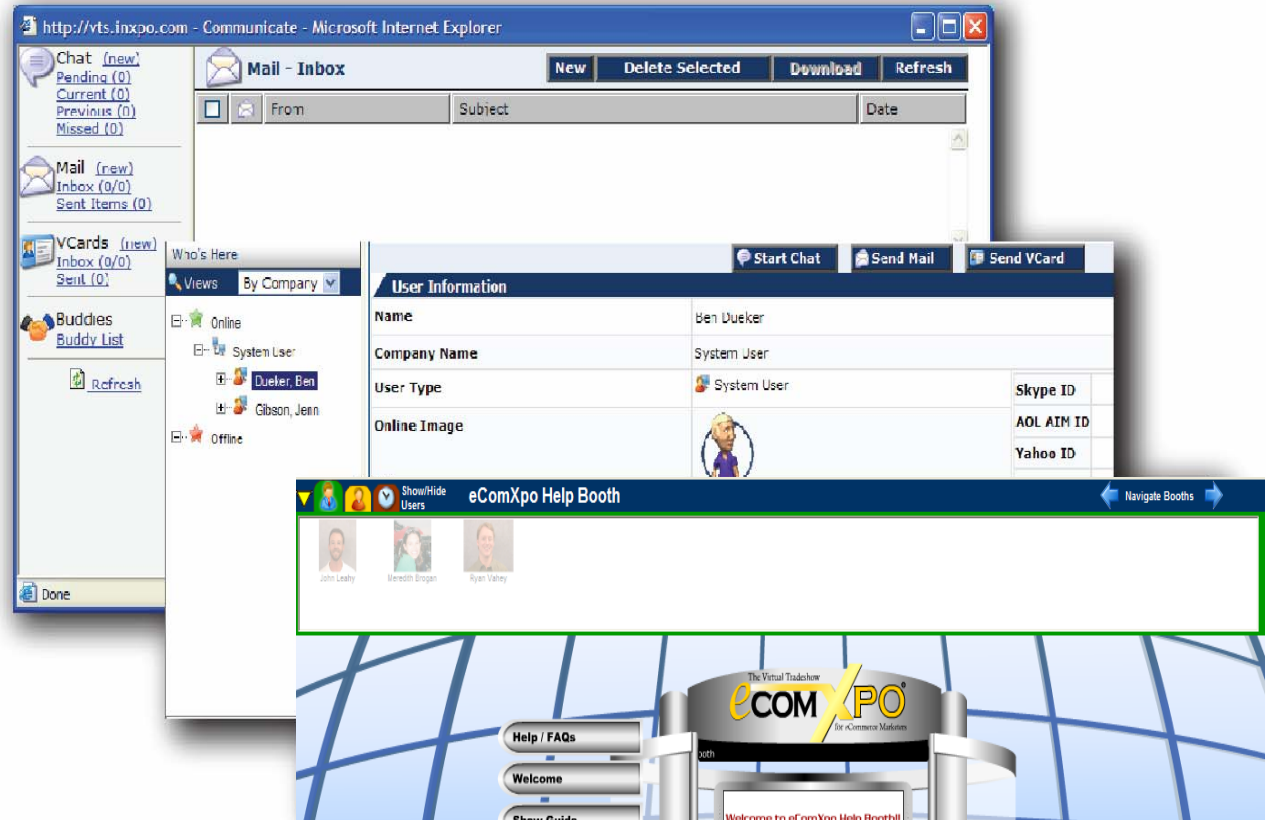
When an attendee enters your booth they'll be able to choose the "Staff Hours" tab. From this tab they will see the pre-defined hours that someone will be available in your booth to answer questions and engage in chat with. Please make sure that you have someone in your booth during your posted hours as it provides a much higher quality experience for your current and potential customers.

Communicating with Attendees

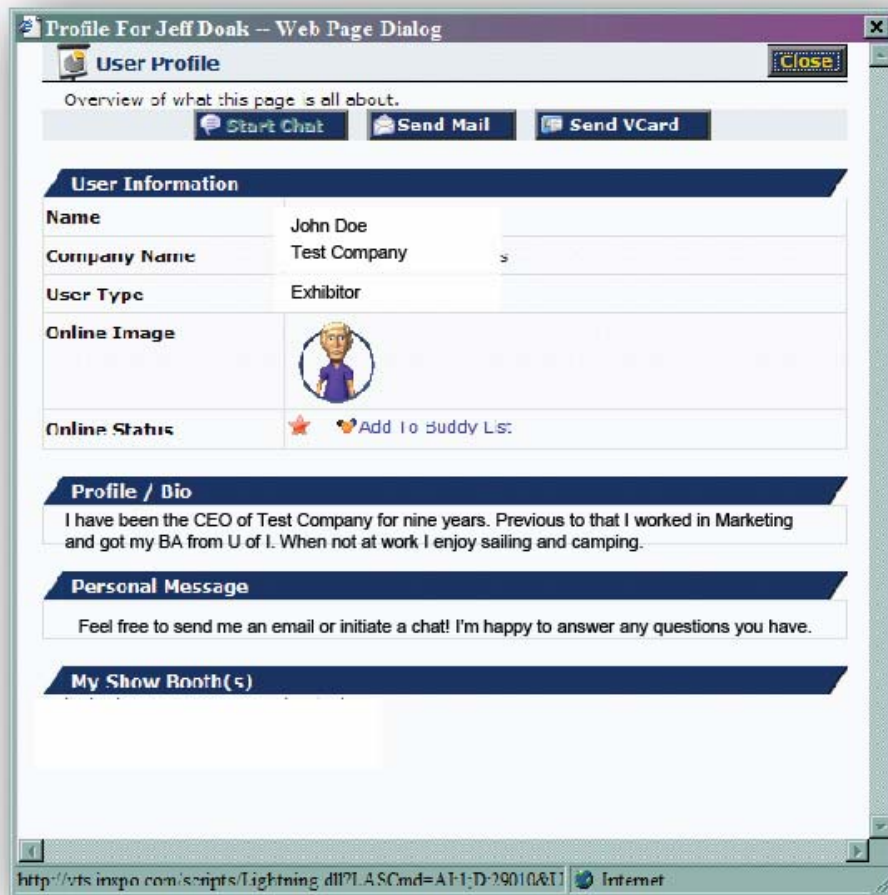
There are three types of show communication: Chat, Email or V-Card. To initiate communication with other show participants you can click the “Communicate” icon from the top of your screen. It will open your communication center. Here you can view received V-Cards and Email as well as view previous chat sessions. By clicking “New” next to any of the chat types you can send a V-Card, send an Email or start a live chat.

You can also use the left navigation bar to click on a person’s name from the “Who’s Here” tab. This will bring up their show profile, you can learn more about them and then, using the buttons on the top of their profile screen start any type of communication with them.

Finally, from within your booth you can view the “Booth Guests” tab and click on the icon’s of your visitors. This will bring up their show profile, from there you can initiate communications.



Show Profiles



When attendees click on your show profile/icon they will see a screen similar to the one at the left.

When you set up your show profile you can choose your own icon from our extensive list or you can upload your own photo.

You'll also be able to fill out your personal bio and message. Filling this information out allows attendees to get an idea of who you are and if you might be a good fit for networking/business opportunities.

**** Remember, completely filling out your show profile will help you while networking with attendees at the show ****

Profile Match

Network more efficiently at the show by utilizing the unique profile matching tool. You can run a quick search to narrow down your results. Your strongest and weakest matches will appear in the red hot zone and blue cold zone.

To achieve the best matching results, make sure that your own profile is completely filled out.

Quick Match | **Advanced Match**

Select the categories to search:

Profile (For All to Fill Out)

Category Name	Importance
<input checked="" type="checkbox"/> Business Type	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less
<input type="checkbox"/> Primary Business Focus	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less
<input type="checkbox"/> Role in Product/Service Purchases	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less

Merchants, Affiliates, & Publishers Only

Category Name	Importance
<input type="checkbox"/> Products & Services	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less

Affiliates & Publishers Only

Category Name	Importance
<input type="checkbox"/> Affiliate Type	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less
<input type="checkbox"/> Traffic Drivers Used	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less

Merchants Only

Category Name	Importance
<input type="checkbox"/> Network Affiliation	More <input type="radio"/> <input type="radio"/> <input type="radio"/> Less

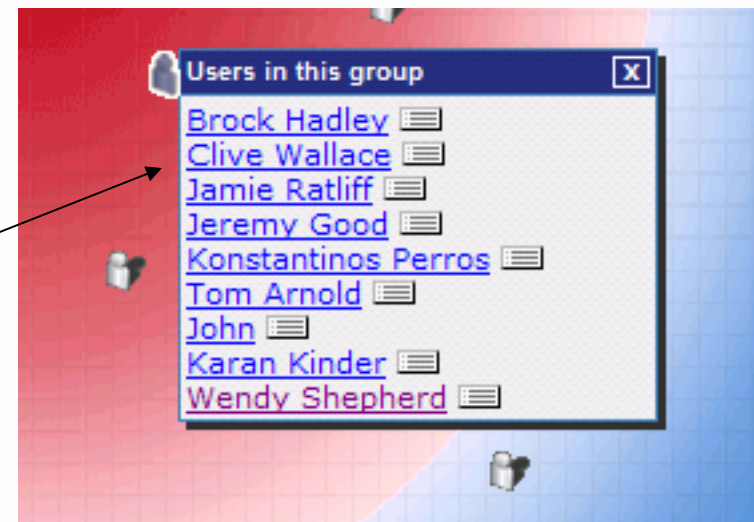
Match/Display only online users

Search **Reset**

Summary View | **Category View**

Hot Zone - Your Best Match

Cold Zone - Your Least Match



Each icon on your results screen represents a group of people. Click the icon to display the list of people who best meet your search criteria. You can then click the person's name to view their profile and open communications with them.

Fill out your search criteria and then see who your best matches are.

Search for Booths and People

Search The Show

Search Criteria

Search For:

Find In: People Booths Products

Start Search

Search

After you click the “Search” icon at the top of your screen you will see the window to the left. In this window you can type your search criteria. You can do a global show search by keeping all three boxes checked or you can narrow your search by “**People**” or “**Booths**”.

When you search for “**People**” all results are returned with a green star to denote the person is online and a red star to denote they are offline. You can begin communications with them by clicking their name.

When searching for “**Booths**” you are able to go directly to your desired booth by clicking on the booth name in the search results.

Show Search Results New Search

Items Matching Search Criteria - Page 1 of 4 (66 Entries Found)

Name	Company	Type	Online
AMANDA'S FRESH CHOICE CAF	AMANDA'S FRESH CHOICE CAF	Attendee	
Annette Reynolds	Hot Prices	Exhibitor User	
Annette Revnr			

Show Search Results New Search

BEN'S ICE CR **Items Matching Search Criteria - Page 1 of 1 (5 Entries Found)**

Name	Company	Type	Online
Hot Prices	Hot Prices	Booth	
Smithfield Foodservice	Smithfield Foodservice	Booth	
U.S. Foodset			
U.S. Foodse			

Show Search Results New Search

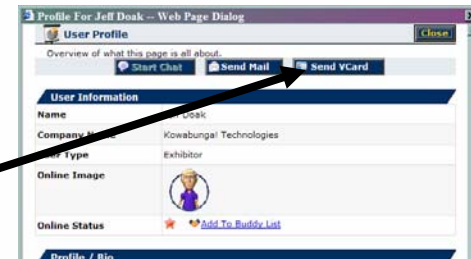
Items Matching Search Criteria - Page 1 of 1 (12 Entries Found)

Name	Company	Type	Online
BROWNIE, ICED W/WLNT	CAMPBELL'S FOOD SERVICE	Product	
DRNK MX,RASP ICE .08	KRAFT FOODS	Product	
ICE CRM BAR,CHRY GAR	BREYERS/GOOD HUMOR/QUALIT	Product	

Earning Points

The more points you earn the more chances you have at winning valuable show prizes. You can earn points by doing all of the following things.

Activity	Points
Attend eComXpo (first login each day)	50
First time you visit a booth	10
Send a VCard to an Exhibitor User	15
Attend a First Run Education Event	5
Take Education Event Survey	5
Have a chat with an exhibitor rep that you initiated	75
Accept a chat with an exhibitor rep	75



To view the eComXpo Giveaway Rules and Regulations please follow this URL:

http://presentations.inxpo.com/Shows/EComXpo10-06/HTML/PC_Rules.htm

The Prize Center



Here you can see your total show points and the points you've accumulated in each booth. It's a great way to keep track of the booths you've visited and have fun entering to win cool prizes!



Here you can see the winners of all the booth prizes as well as when the next drawings will be. Make sure to check here often to see if you've won a great booth or show prize!



This option allows you see all the booths that are offering prizes as well as what the prizes are. You can easily enter a booth from this screen just by clicking the booth name.



To view a complete list of rules and regulations please access the link below.
http://presentations.inxpo.com/Shows/EComXpo10-06/HTML/PC_Rules.htm

Times of Drawings

4:00 pm ET on the LAST day of the show

There will be one drawing for show level prizes on the last day of the show at 4:00pm ET. Booth prizes will be drawn by the exhibitors directly. If you are the winner of a booth prize a representative of that company will contact you following the close of eComXpo.

NOTE: Prizes shows on this page are examples only and do not necessarily reflect actual eComXpo show prizes.

Attend Educational Sessions



The Education Center will feature several panel presentations and keynote speakers. Using the live presentation schedule you can view events by date and time with ease. To access the Education Center, click the Education Icon at the top of your tradeshow window

To see the live presentation schedule please visit:

<http://ecomxpo.com/EducationOctober06.htm>

Live Presentation Schedule eComXpo University [Click Here to Update your Profile](#) Maximize

Live Presentation Schedule for **Thursday, April 6** Thursday, April 6

The New Affiliate World

MODERATED BY DECLAN DUNN – DUNN DIRECT GROUP

In this hour you will meet expert who are pushing the new boundaries of affiliate programs. Find out what CPA and direct marketing really means, how search is used and dominating the affiliate world, and much more. Plus you will learn what lies ahead for affiliate programs from 3 of the leading experts.

PANELISTS

- [Ola Edvardsson](#), Performancy
- [James Martell](#), Net Guides Publishing
- [Linda Woods](#), PartnerCentric

[Attend Now](#)

[Get vCard](#)

eComXpo Bonus Presentation: Available All Day

During presentations you will be able to ask questions to presenters and participate fully in their discussion.

To see a complete list of presentations and first run times please visit:

<http://ecomxpo.com/EducationOctober06.htm>

The New Affiliate World (Archive) [Close](#) Attendees 0

Presentation Information

MODERATED BY

Company: DUNN DI

Track: PUBLISH

Run Time: 20:01

In this hour you will meet expert who are new boundaries of affiliate programs. Find out what CPA and direct marketing really means, how search is used and dominating the affiliate world, and much more. Plus you will learn what lies ahead for affiliate programs from 3 of the leading experts.

Welcome to this Interactive Presentation

✓ This frame will be used for interactive polling questions during the presentation.

The New Affiliate World

Moderated By: Declan Dunn, Dunn Direct Group

Featured Panelists

 LINDA WOODS PartnerCentric	 JAMES MARTELL Net Guides Publishing	 OLA EDVARDSSON Performancy
--	---	--

Macromedia Browser

Enroll in eComXpo University

The eComXpo University is where all of the on-demand presentations from the February 2005, October 2005, April 2006 and October 2006 are placed as well as the current show. You can search presentations by track, speaker, topic, keyword or title.

HOME | ENROLL | HELP | CONTACT US

eCOM XPO UNIVERSITY

Quick Search [Advanced Search](#)

Welcome to the eComXpo University!
 Hundreds of presentations are just a click away. Click on the tabs below to see a list of available tracks under that topic, or use the search feature above to search by name, keyword or topic.

[New Additions](#) | [Keynotes](#) | [Affiliate Mktg](#) | [Search Mktg](#) | [Interactive Mktg](#)

Affiliate Marketing

- [Merchants/Advertisers](#)
- [Affiliates/Publishers](#)
- [Networks](#)
- [Legal/Fraud/Adware/Spyware](#)

Access over 160 unique presentations until September 30, 2006. Check out the New Additions tab to see what's recently been added to the University since the April '06 show!

- Access to Over 200 Education Presentations
- New Presentations will be added through the close date of 09/30/2006

eComXpo University participants will have access to these presentations from March 20th through June 22nd, 2007. To enroll visit the Education Center during the show.



Show Support

Sneak Preview

March, 2007

9:00 am – 5:00 pm EST

Contact Us

eComXpo Support Line

Phone: (847) 295-6100

Email: support@ecomxpo.com

Show Dates

March 20 - March 22, 2007

9:00 am – 8:00 pm EST

