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**MIDDLE EAST**  
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# EXHIBITOR SETUP GUIDE





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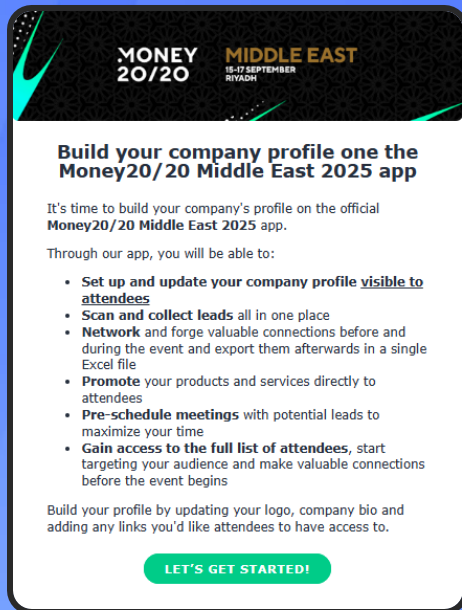


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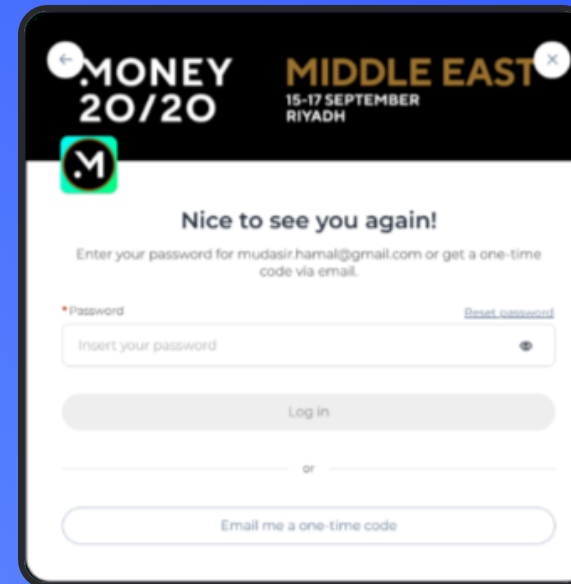
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# HOW TO ACCESS THE PLATFORM?

- 1 You will receive an email with a button redirecting you to a login page.



- 2 After entering your email, you will either be prompted to enter your password (if previously set) or notified that a one-time code has been sent to your email.



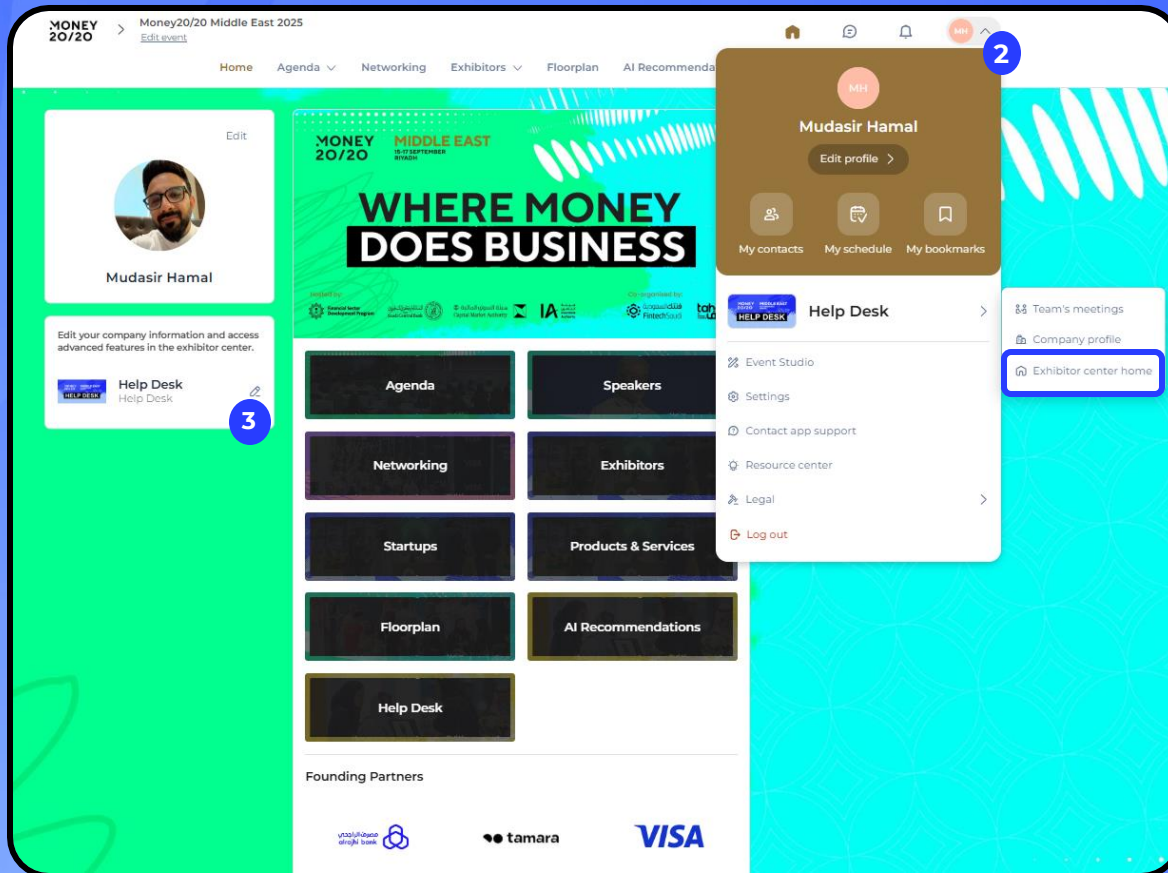
**Note:** If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from [Hello@Money2020MiddleEast.com](mailto:Hello@Money2020MiddleEast.com)



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# ACCESS TO EXHIBITOR CENTER



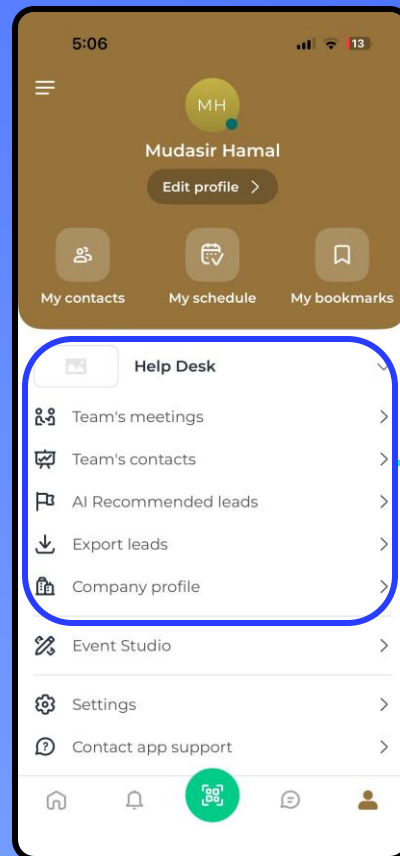
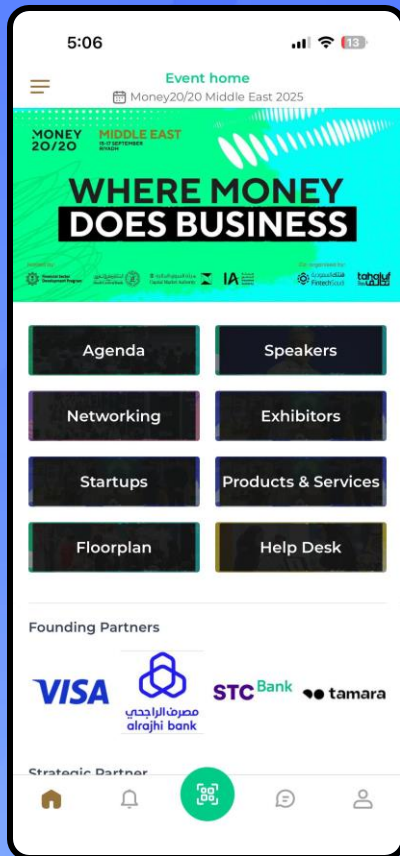
There are **3 ways** to access your **Exhibitor Center**:

- 1 By clicking the button in your **welcome email**, which will redirect you directly to your **Exhibitor Center**.
- 2 Click "**Exhibitor Center**" in the **dropdown** menu.
- 3 Click on your **Exhibitor booth** from the **home page**.

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# Accessing Exhibitor Center on Mobile



You can access the Exhibitor Center by clicking on the “Me” section from the homepage

This section provides a one-spot access to your company profile where you can:

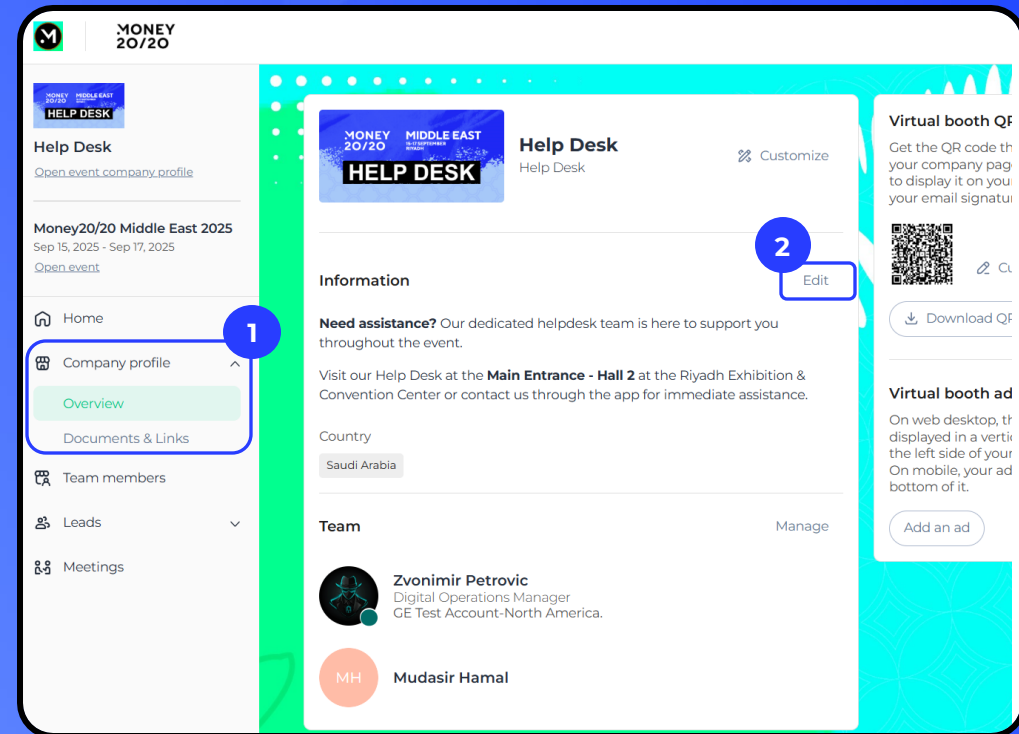
- View and edit your company details
- Manage team members
- Track leads and meeting requests
- Check you team’s contacts

# UPDATE YOUR COMPANY PROFILE

Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you

- 1 The navigation bar on the left side will help you access different sections of the **Exhibitor Centre**. Click **"Company profile"** in the navigational panel to set up each section individually. Then click on **"Overview"**.
- 2 Click the **"Edit"** buttons located on the right of each section to make relevant changes or updates.

The platform saves your changes automatically. Check you have updated all sections of your profile to give your company the representation it deserves.

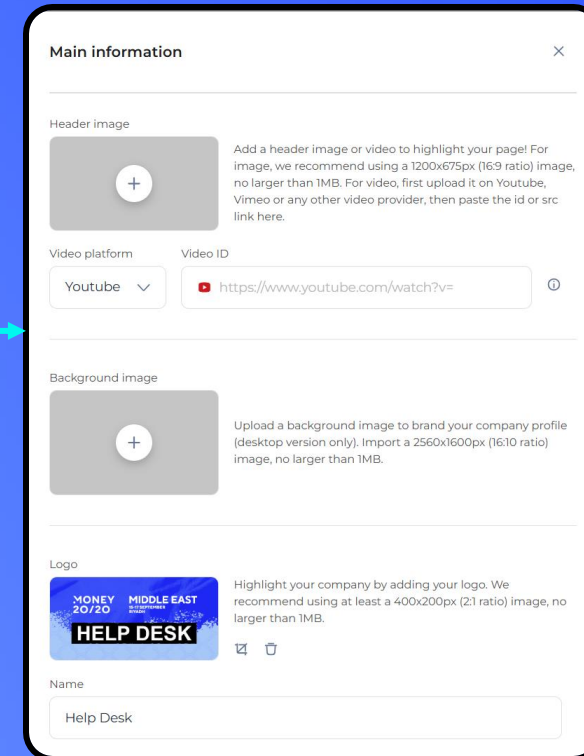
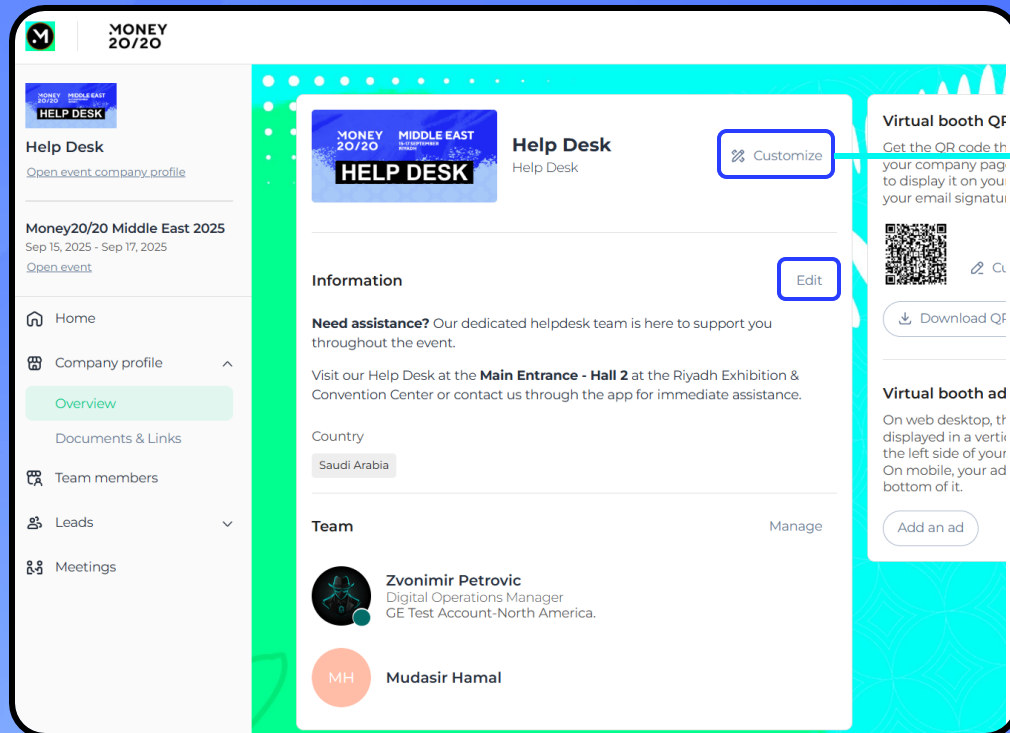


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# COMPANY PROFILE - OVERVIEW

To be contacted by as many qualified participants as possible, we advise to fill in all the editable information from your Exhibitor Center. If a field cannot be edited, please contact the organizer.



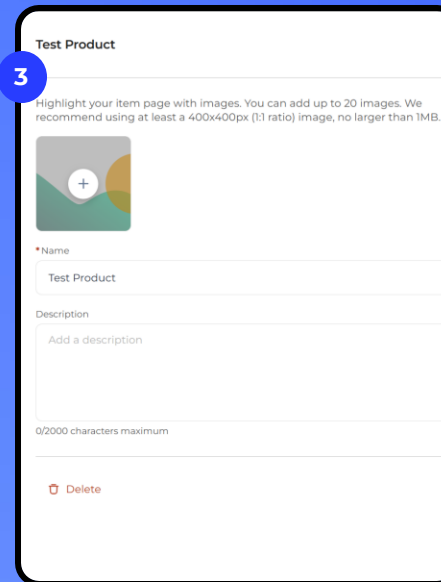
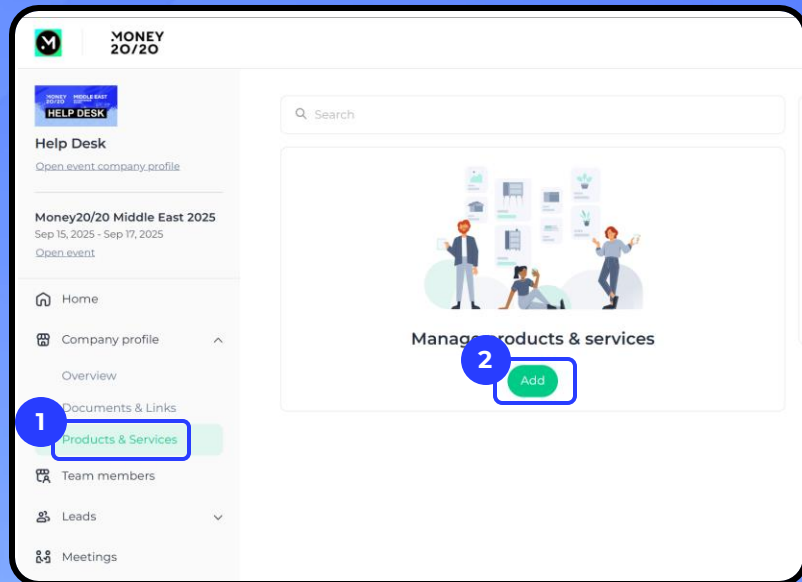
# ADD YOUR COMPANY PRODUCTS

Promote your offerings & solutions to the entire show universe by adding products to your company profile.  
Give your product or service a name, unique description and image to help them reach your target audience.

**Step 1:** Select “Products & Services” from the navigation panel

**Step 2:** To add a project, click on “Create”, located on the right of the page

**Step 3:** To edit a project, hover over it in the list and select the pen icon to make changes





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# NETWORKING FEATURES

Once you are added to an **Exhibitor booth** as a team member, you have access to a shared inbox with all your organisation's team members.

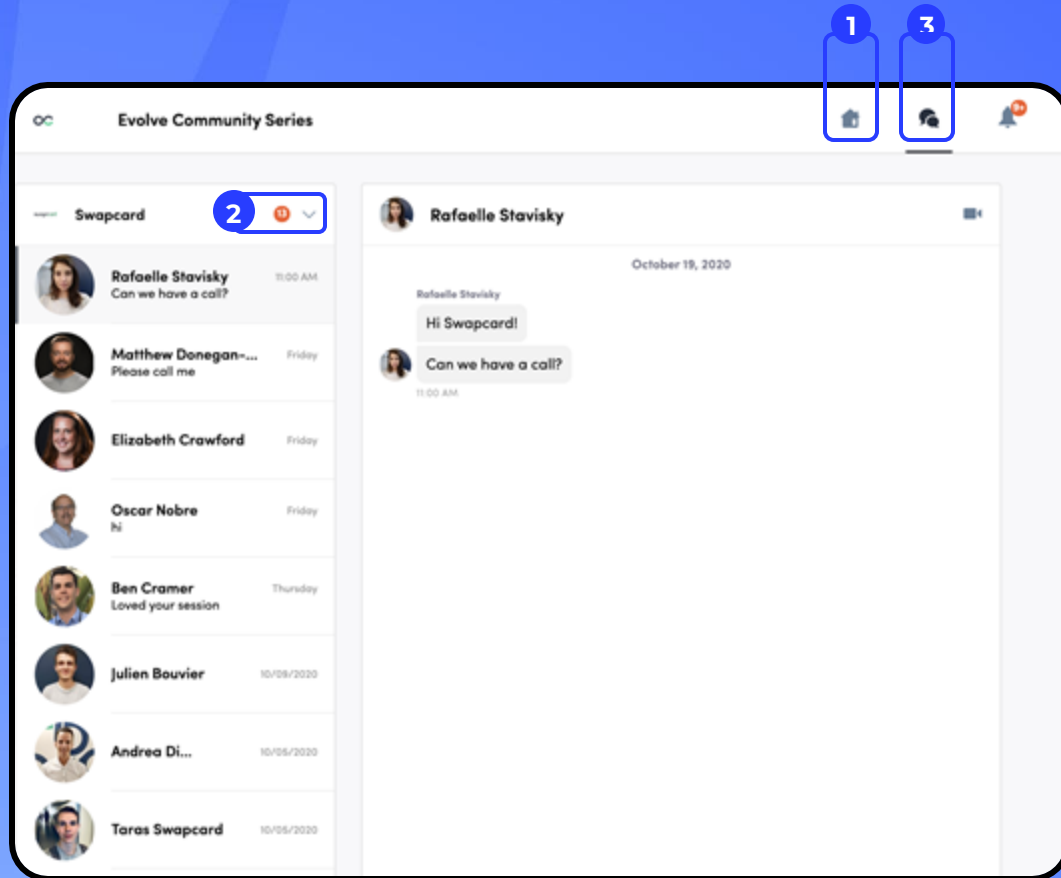
For the attendee, the message appears within the booth as a **1:1 chat**. For the exhibitor team, the message generates a notification in the platform and appears as a message in the **exhibitor inbox**.

The screenshot displays the exhibitor interface for the Money 20/20 Middle East event. The main profile card for 'Tahaluf Test' includes an 'EXHIBITOR' badge, a 'Bookmark' button, and sections for 'Information' (Country: United States) and 'Contact details' (Location: London). A 'Team' section is also visible. To the right, a 'Talk to Tahaluf Test' chat window is open, showing a message prompt: 'Send a message to Tahaluf Test. A member of their team will reply as soon as they can.' The chat interface includes a message input field with a placeholder 'Write a message...', a send button, and a plus icon for additional actions.

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# MANAGE INCOMING MESSAGES



- 1 To view your exhibitor inbox, click the **chat bubble** icon along the top menu.
- 2 Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
- 3 All exhibitors will see a **red notification circle** over the **chat bubble** icon after each new message.

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# THANK YOU

If needed, you can contact our support team

[Money2020MiddleEastCS@tahaluf.com](mailto:Money2020MiddleEastCS@tahaluf.com) for any  
assistance