

26 - 28 NOVEMBER 2024 RIYADH EXHIBITION AND CONVENTION CENTER, MALHAM, SAUDI ARABIA

EXHIBITOR SETUP GUIDE

ORGANISED BY:



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CONTENT

- **1.** Access the platform
- 2. Exhibitor Center
- **3.** Networking Features

Strengthen your business through unmatched resilience to cyber threats

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WELCOME EMAIL

Once your contract is signed, an automated email will be sent to you with login details to access the **Customer Center.**

Subject Welcome to Customer Centre



Dear Exhibitor,

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Welcome to Black Hat Middle East and Africa 2024 Customer Centre.

An account has been created for you to simplify your pre-event experience. The Customer Centre will assist you with the setup of your virtual and/or physical booth, ordering services and will provide important event information.

Please take your time to read through all the information listed below carefully. Once you are ready, please login to begin your exhibitor journey at Cityscape Global Saudi 2023. Customer Centre Details:

Company Name: %%Company Name%%

Stand Number(s): %%#Booths##

Username: ABC.XYZ@informa.com

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1. HOW TO ACCESS THE PLATFORM?

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



Build your company profile on the Black Hat MEA app

It's time to build your company's profile on the official **Black** Hat MEA 2024 app.

Through our app, you will be able to:

- Set up and update your company profile <u>visible to</u> <u>attendees</u>
- Scan and collect leads all in one place
- Network and forge valuable connections before and during the event and export them afterwards in a single Excel file
- Promote your products and services directly to attendees
- Pre-schedule meetings with potential leads to maximize your time
- Gain access to the full list of attendees, start targeting your audience and make valuable connections before the event begins

Build your profile by updating your logo, company bio and adding any links you'd like attendees to have access to.

LET'S GET STARTED!

A window will then prompt you to create a password for your

account:

2



Note: If you don't see this email in your mailbox, please check your spam folder.



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2. EXHIBITOR CENTER

There are three ways to access your Exhibitor Center:





Note: you can access the Exhibitor Center even if the event isn't live.

Information Classification: General

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.

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Black Hat MEA 2024 Nov 26, 2024 - Nov 28, 2024 <u>Open event</u>	Products Documents & Links Team	2
G Home	Information	Edit
Company profile	Please add a description of your company	
Overview	Stand Number	
Documents & Links	Test booth	
Products	Country	
සී Team members	United States	
ᆬ Leads ~	Social media	Edit
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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".

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.

For any information that is incorrect but cannot be edited in the platform, please contact: blackhatmeacs@informa.com



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.

taho uf		Virtual booth QR code
Tahaluf Events Limited Open event company profile	Se - So NOVENIER BOSH Read Exhibition and Convention Center, Maham, Saud Arabia	Get the QR code that is redirecting to your company page in the event app, to display it on your onsite booth or in your email simptime
Black Hat MEA 2024 Nov 26, 2024 - Nov 28, 2024 Open event	EXPERIENCE THE LARGEST CYBERSECURITY EVENT IN THE REGION	2 Customize
Home		Download QR code
Company profile ^		Virtual booth advertising
Overview Documents & Links Products	Tahaluf Events Limited	On web desktop, the image is displayed in a vertical banner ad on the left side of your company profile. On mobile, your ad appears at the bottom of it.
路 Team members		Add an ad
🔄 Leads 🗸 🗸	Products Documents & Links Team	
តំំំំំ Meetings	Information	
	Please add a description of your company	
	Stand Number	
	Test booth	

Header image	Add a header image or video to highlight your page! For image, we recommend using a 1200x675px (16:9 railo) image, n larger than 1MB. For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here.
Video platform Video Youtube V	b https://www.youtube.com/watch?v=
Background image	Upload a background image to brand your company profile (desktop version only), import a 2560x1600px (16:10 ratio) image, no larger than 11MB.
taho uf	You cannot edit this information. Please contact the organizer if this i incorrect.



COMPANY PROFILE - DOCUMENTS & LINKS

Attach documents to your company profile (product catalogues, press, releases, etc.). **Paste a link** (with http://) or **import a file** (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

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naluf Events Limited		Attach documents to your company profile
sk Hat MEA 2024 26. 2024 - Nov 28. 2024 n.event		etc.) Add documents
Home		
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Add a document	×
Paste a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), th name and a short description.	en add a
*Document	
Upload your document or insert the URL	Ţ
Title	
Title of the document (max. 80 characters)	
0/80 characters maximum	
Overview	
Describe in a few words the document (max. 160 characters)	
0/160 characters maximum	
Create do	cument



ADD YOUR COMPANY PRODUCTS

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

Step 1: Select "Products" from the navigation panel
Step 2: To add a product, click on "Create", located on the right of the page
Step 3: To edit a product, hover over it in the list and select the pen icon to make changes

blackhat					Test
GE Test Account-North	Q Search	Manage products Here is the list of the items inside the		Mana Here is Items T	Highlight your item page with images. You can add up to 20 images. We recommend using a least a 400x400px (1:1 ratio) image, no larger than 1MB.
America Open event company profile	× — * *	Items Type. Select which one you want to make visible on this specific event. Display hidden items	× ×		O
Black Hat MEA 2024 Nov 26, 2024 - Nov 28, 2024 Open event	°	Products (0)	N == - 4	Add	*Name Test
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3. NETWORKING FEATURES

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





MANAGING INCOMING MESSAGES AS A TEAM

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()	tafaelle Stavisky Can we have a call?	11:00 AM	Rafaelle Stavisky Hi Swapcard!	October 19, 2020		
	Matthew Donegan Yease call me	, Friday	Can we have a call?			
	lizabeth Crawford	Friday				
	Dscar Nobre	Friday				
	Ben Cramer oved your session	Thursday				
	ulien Bouvier	10/08/2020				
P	Andrea Di	10/06/2020				
י 🏟	aras Swapcard	10/06/2020				

Information Classification: General

- To view your **exhibitor inbox**, click the **chat bubble** icon along the top menu.
- 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.



CREATING GROUP CHATS



The Group Chat feature gives Users the ability to engage in a discussion with **up to 10 people**. It also allows them to **send messages, files, reactions**, and even have **Group video calls**!

To create a group chat, click on the message icon to the right of "search a contact" then add the list of people from your contacts list you want to include in your group.

By default, the person creating the Group Chat is the Admin. This will give them the rights to:

- Add and remove members
- Rename the conversation
- Assign or demote other Admins
- End the conversation



Note: once any exhibitor team member reads the message, the red notification circle disappear for the entire team.

Information Classification: General

THANK YOU.

ORGANISED BY:



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