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RIYADH EXHIBITION AND CONVENTION
CENTER, MALHAM, SAUDI ARABIA

EXHIBITOR SETUP GUIDE

ORGANISED BY:



الاتحاد السعودي للأمن
السيبراني والبرمجة والدرونز
SAUDI FEDERATION FOR CYBERSECURITY,
PROGRAMMING & DRONES

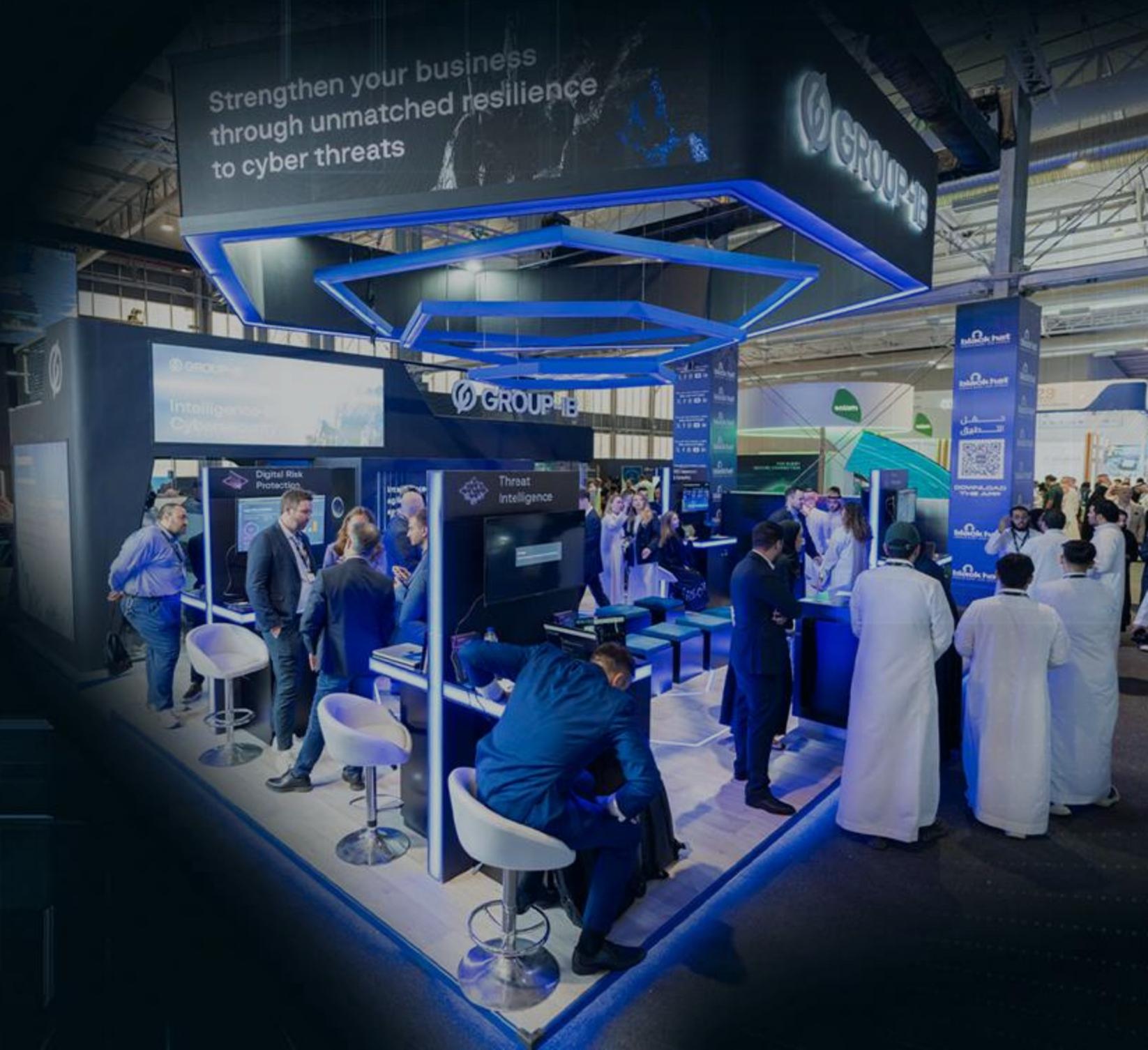
IN ASSOCIATION WITH:



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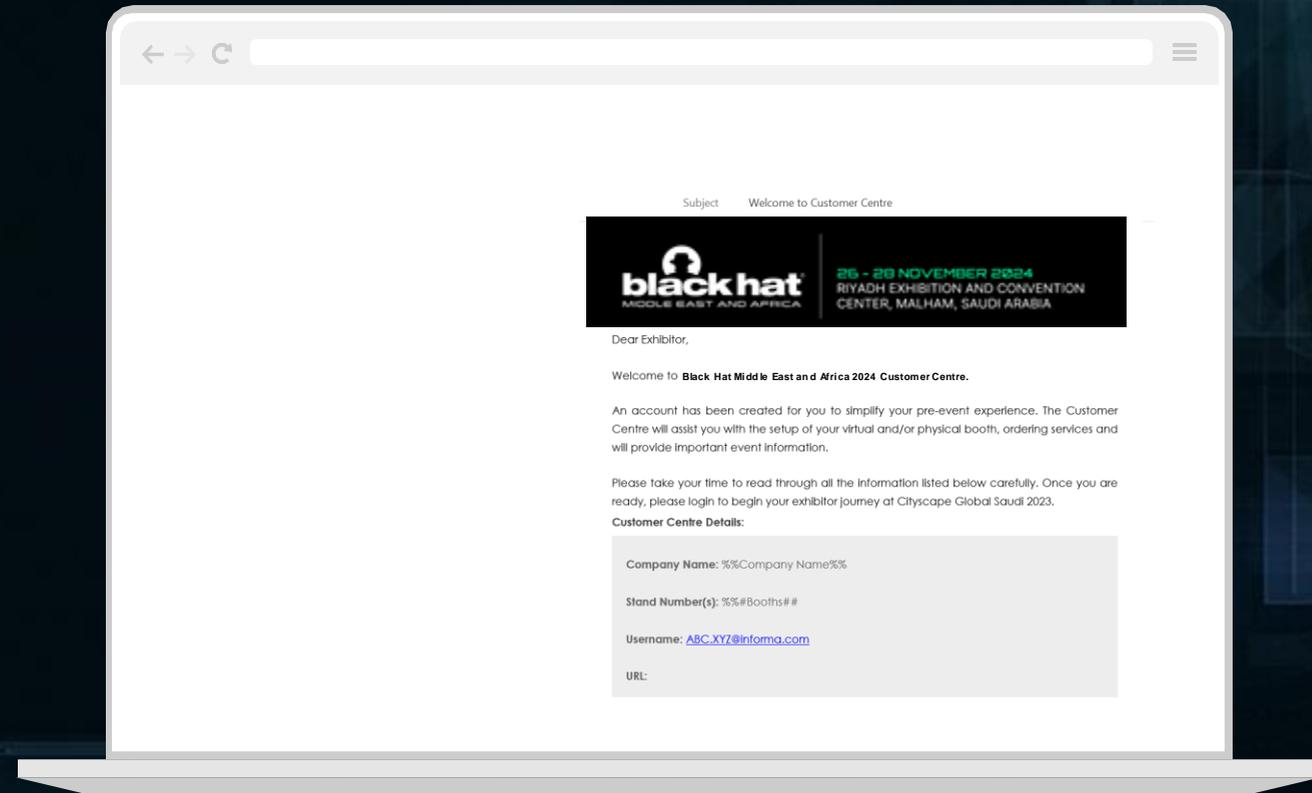
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3. Networking Features



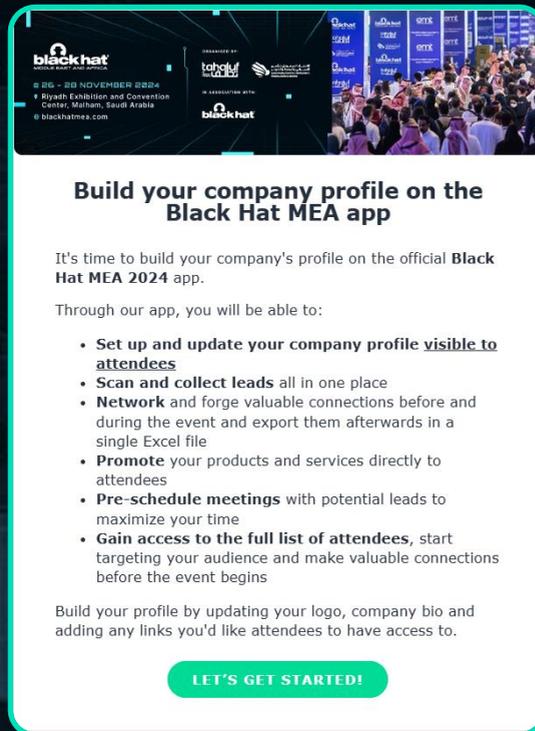
WELCOME EMAIL

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

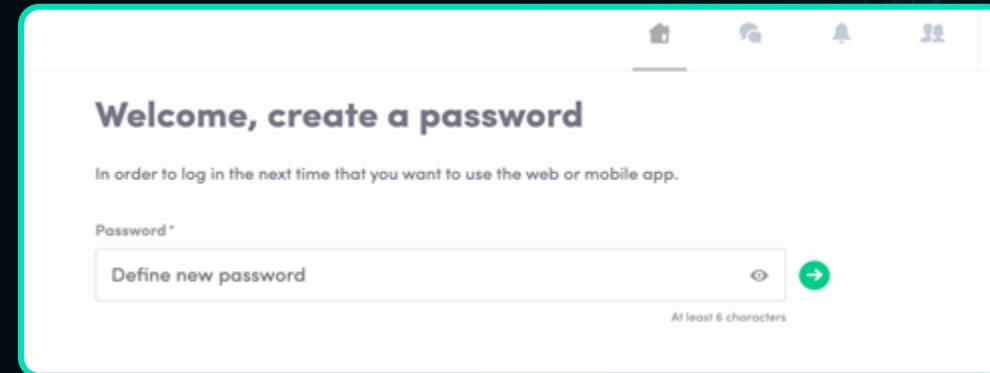


1. HOW TO ACCESS THE PLATFORM?

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



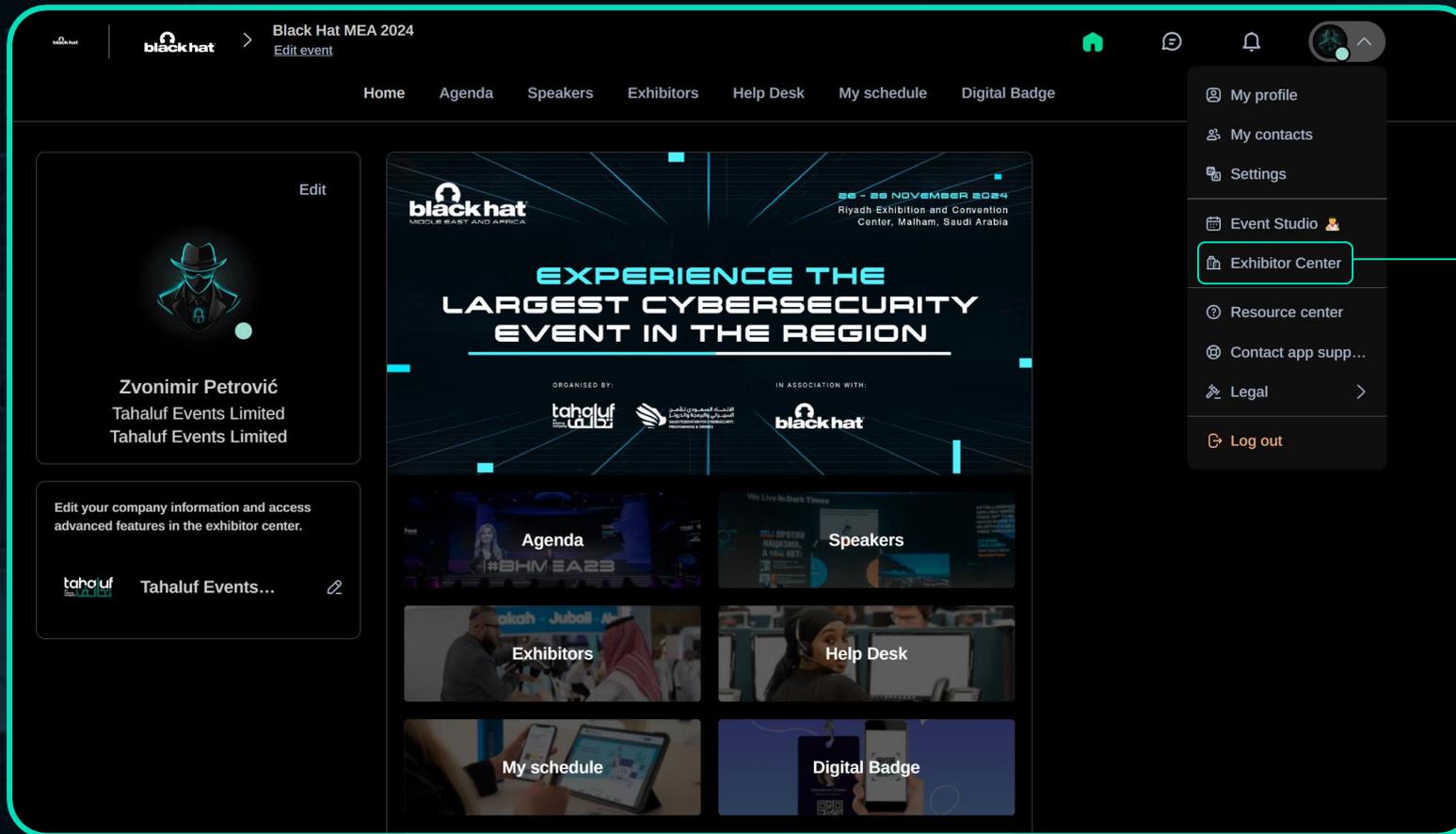
- 2 A window will then prompt you to create a password for your account:



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

2. EXHIBITOR CENTER

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

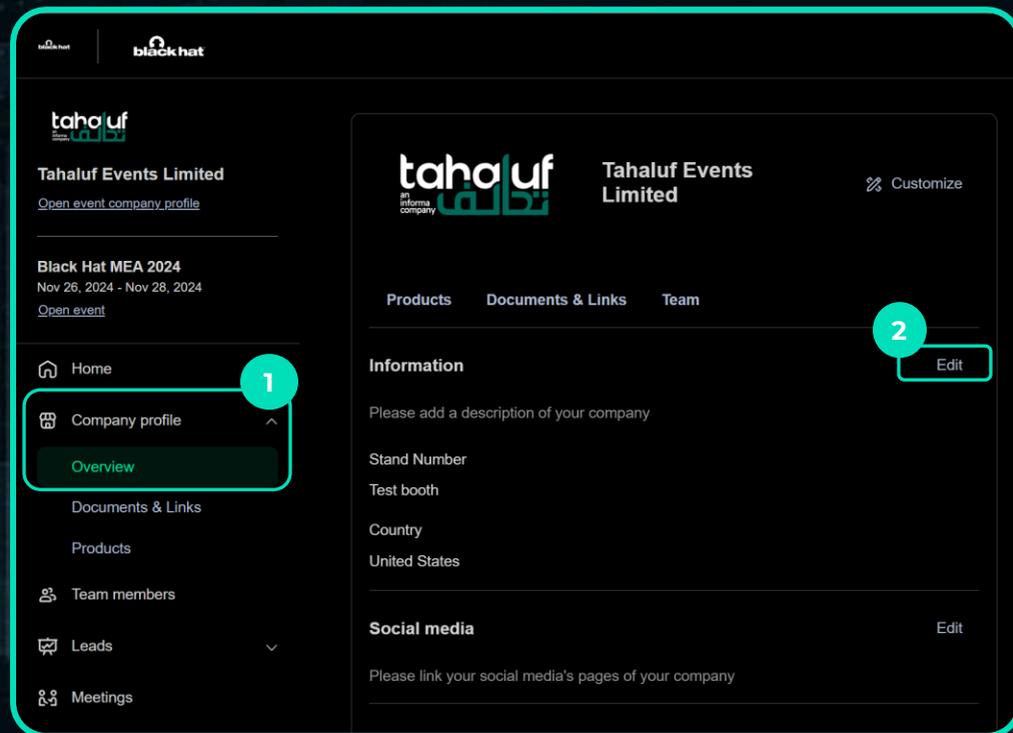


- 1 By clicking the button in your **invitation email**, which will redirect you to your **Exhibitor Center**.
- 2 Click **"Exhibitor Center"** in the dropdown menu.
- 3 Click on your Exhibitor booth from the **home page**.

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

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.

i 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.

The image displays two screenshots from the Black Hat Exhibitor Center. The left screenshot shows the 'Overview' page for 'Tahaluf Events Limited' at the Black Hat MEA 2024 event. The main content area features a virtual booth with a banner for 'EXPERIENCE THE LARGEST CYBERSECURITY EVENT IN THE REGION'. Below the banner are sections for 'Virtual booth QR code', 'Virtual booth advertising', and 'Information'. The 'Information' section has an 'Edit' button. The right screenshot shows the 'Main information' edit form, which includes fields for 'Header image', 'Video platform' (set to Youtube), 'Video ID', 'Background image', 'Logo', and 'Name' (set to 'Tahaluf Events Limited').

Virtual booth QR code
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 signature.

Virtual booth advertising
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.

Main information

Header image
Add a header image or video to highlight your page!
For image, we recommend using a 1200x675px (16:9 ratio) image, no 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: Youtube
Video ID: https://www.youtube.com/watch?v=

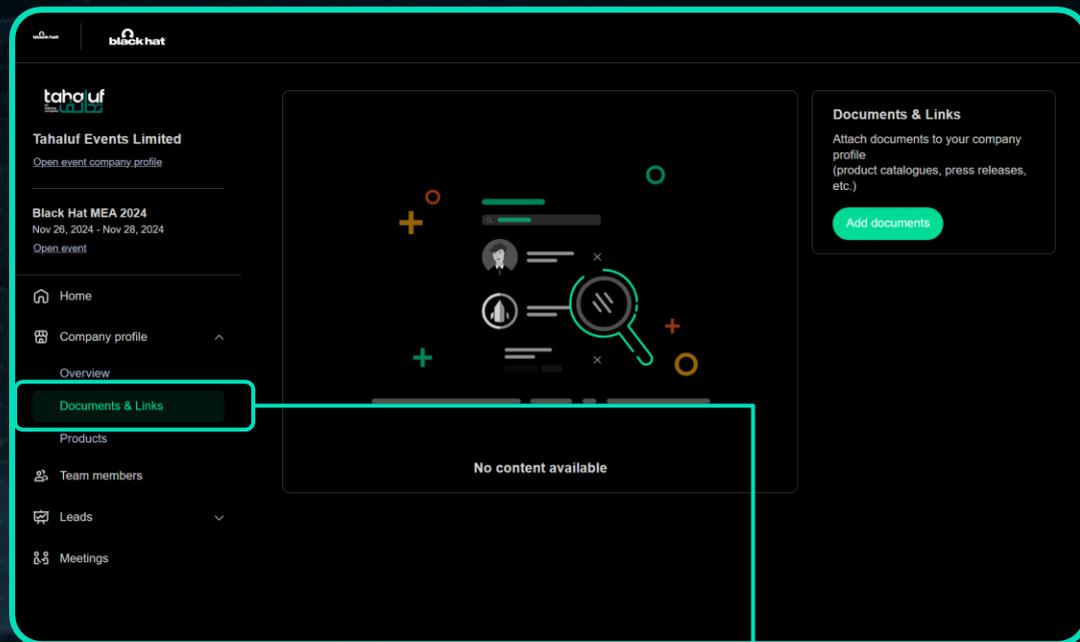
Background image
Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

Logo
You cannot edit this information. Please contact the organizer if this is incorrect.

Name
Tahaluf Events Limited

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.



The 'Add a document' modal form includes the following fields and elements:

- Title:** A text input field with the placeholder 'Title of the document (max. 80 characters)' and a character count of '0/80 characters maximum'.
- Overview:** A text input field with the placeholder 'Describe in a few words the document (max. 160 characters)' and a character count of '0/160 characters maximum'.
- Document:** A text input field with the placeholder 'Upload your document or insert the URL' and an upload icon.
- Buttons:** A close button (X) in the top right corner and a 'Create document' button at the bottom right.

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

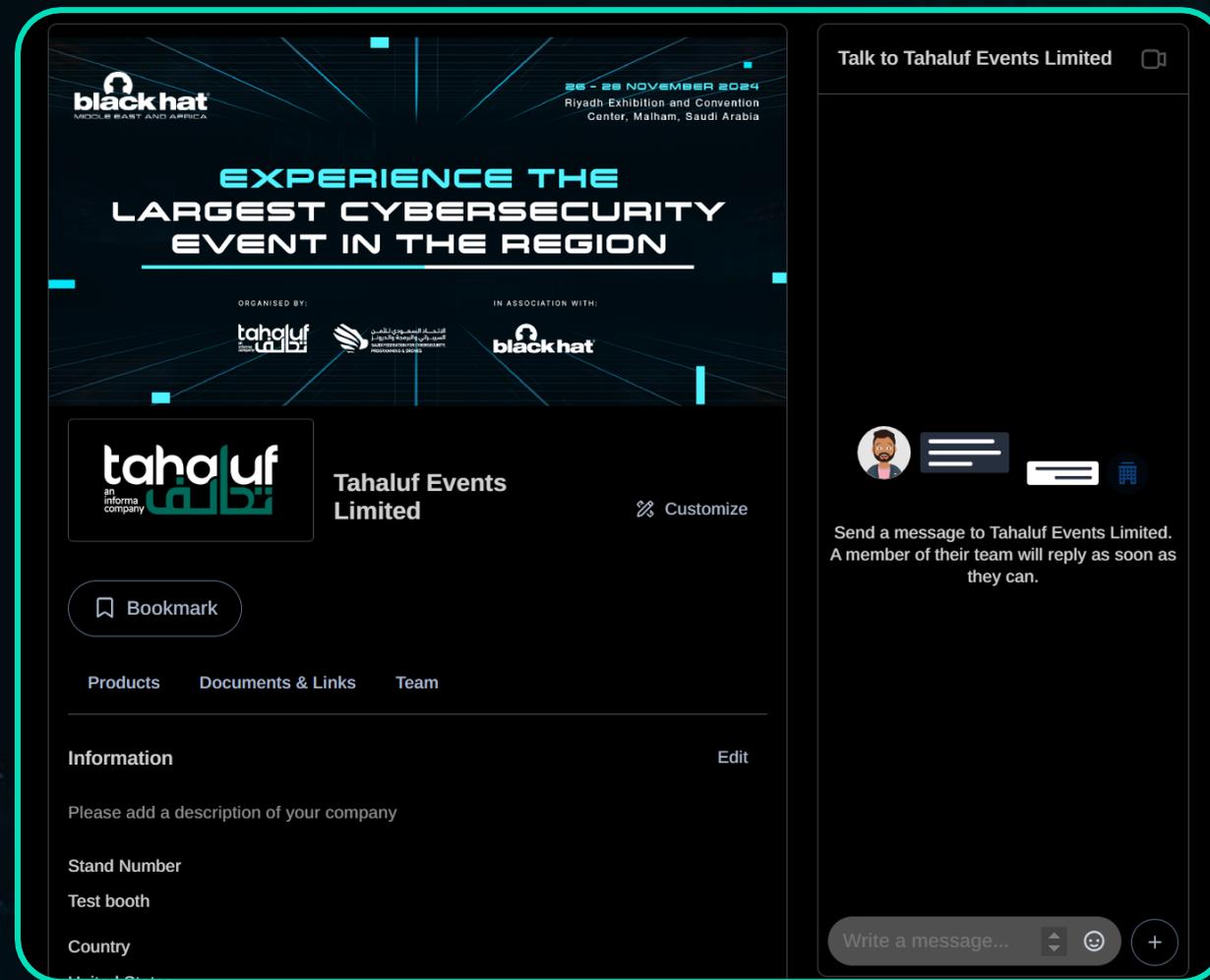
Step 3: To edit a product, hover over it in the list and select the pen icon to make changes

The image displays two screenshots of the Black Hat MEA 2024 platform interface. The left screenshot shows the 'Manage products' page with a navigation panel on the left where 'Products' is highlighted (Step 1). The right screenshot shows the 'Add product' form with a 'Name' field containing 'Test' and a 'Description' field (Step 3).

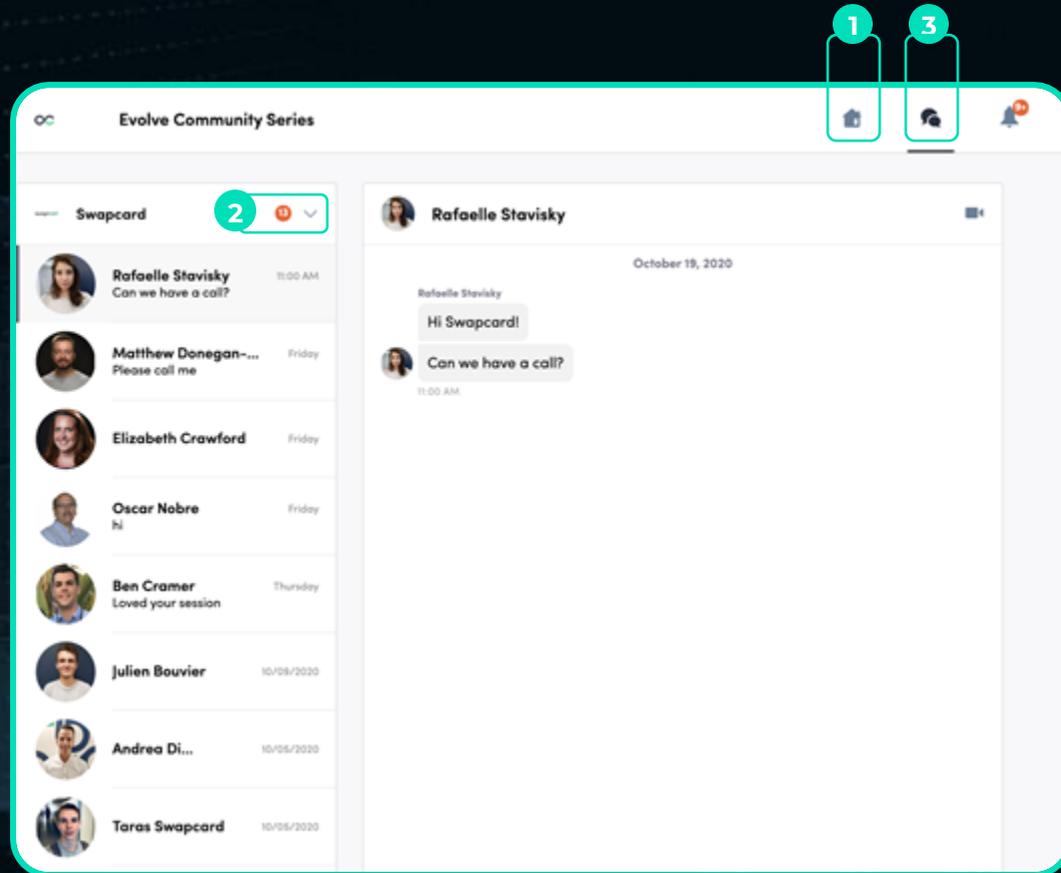
3. NETWORKING FEATURES

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**.



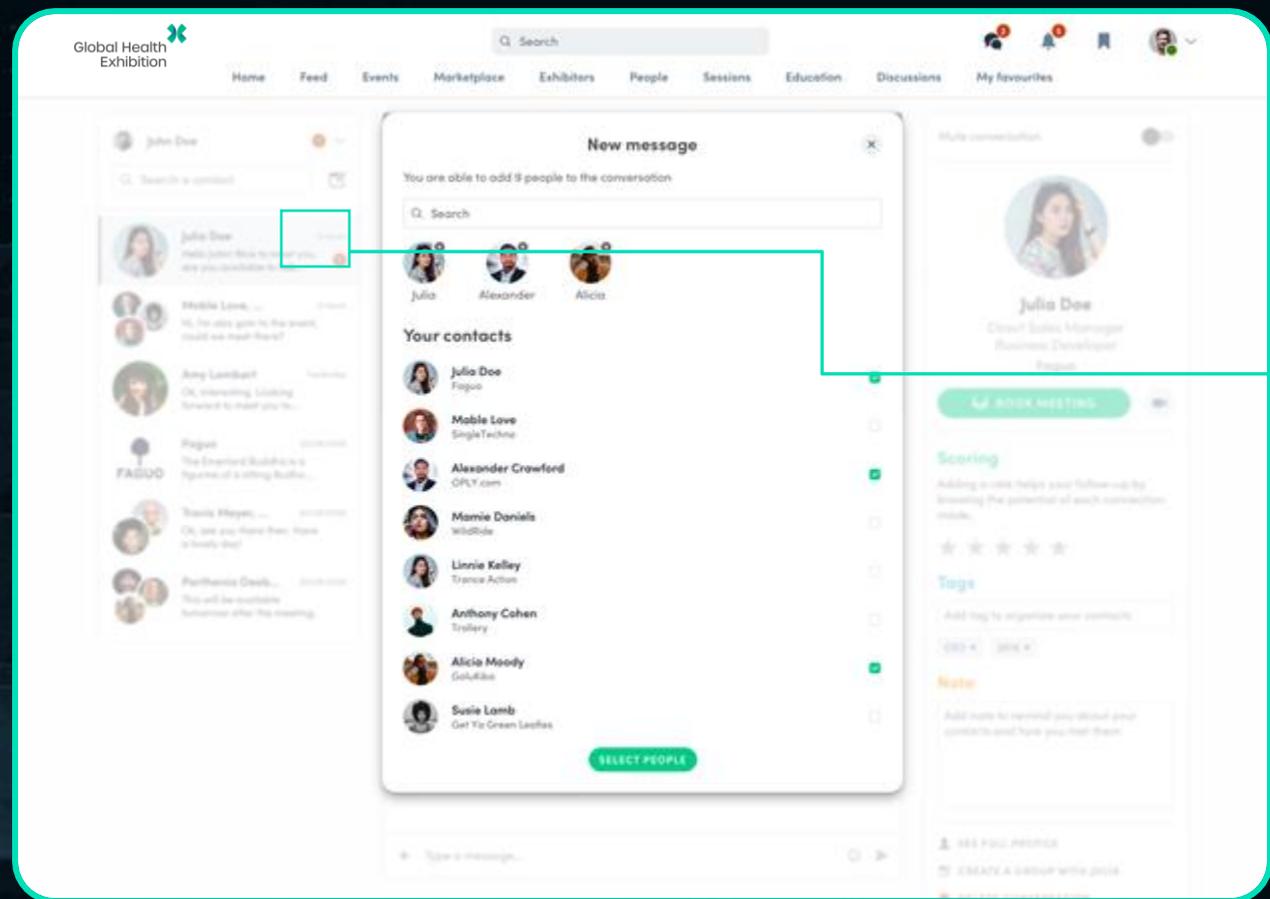
MANAGING INCOMING MESSAGES AS A TEAM



- 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.

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

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

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

THANK YOU.

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