

Dear Exhibitor,

Complete the company profile as detailed as possible – the information will instantly appear at the exhibitor directory – one of the top-visited website pages and other online services promoted through visitor audience:

- Matchmaking emails with the list to send individually to registered visitor database,
- Website directory,
- Look-a-like exhibitors on every exhibitor's page in website directory,
- Directory in the Aquatherm Click mobile app.

We actively contribute to media relations, so the information is being used in our press activities – news for the website and media releases.

You can log in to your account [here](#). You can set and reset your password [here](#).

This manual will guide you through functionality of your account.

Manual on using an exhibitor account at Aquatherm Moscow

1. An email with a link to the password setting page will be sent to responsible personal from your company. Click on the button *Login to your account*.

To have all this, you just need to fill out the profile completely just once.

It is easy to get all these advantages - do not postpone until later, but right now, fill out your company's profile attentively and accurately.

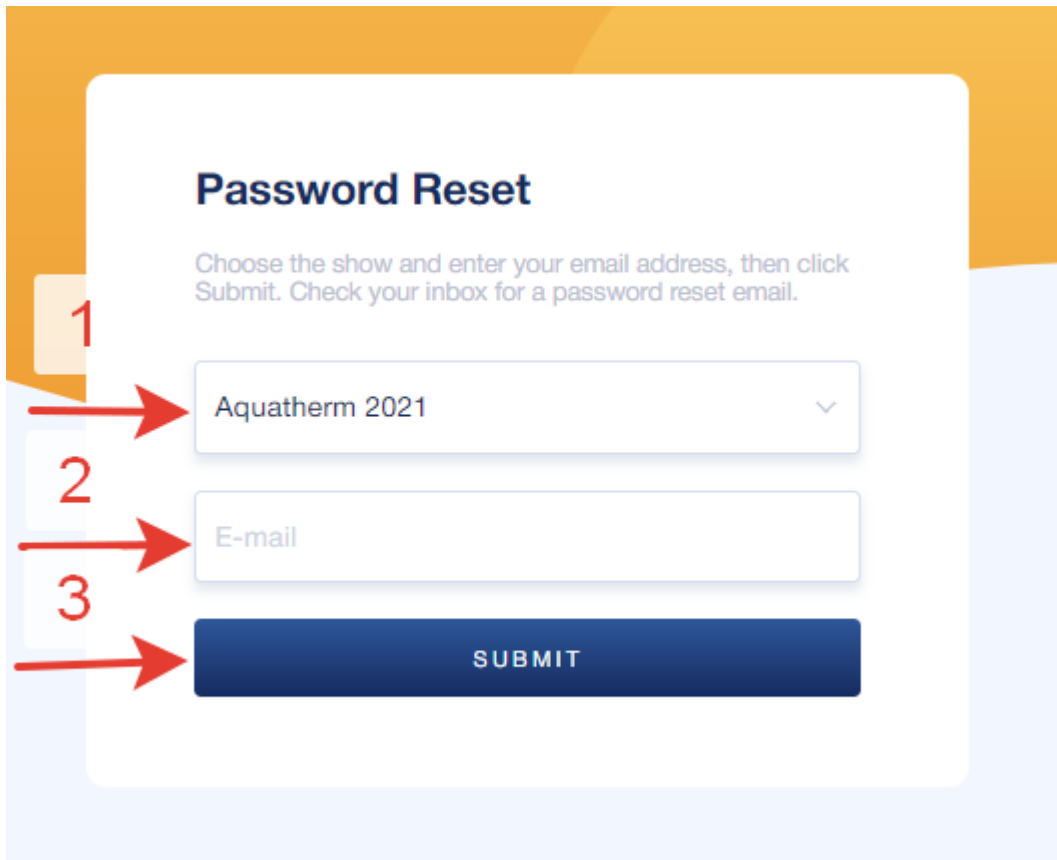
LOGIN TO YOUR ACCOUNT



If you have missed this email, you can set your password [here](#).

2. Password reset

- 2.1 Select your show in the drop-down list;
- 2.2 Specify the email of a person who's responsible for participation in the show;
- 2.3 Click *Submit*.



Password Reset

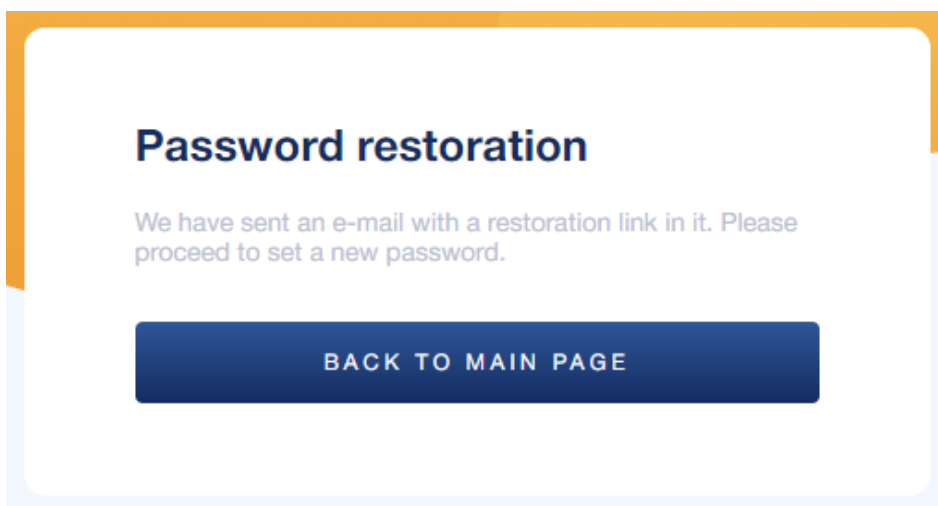
Choose the show and enter your email address, then click Submit. Check your inbox for a password reset email.

1 → Aquatherm 2021

2 → E-mail

3 → SUBMIT

- 2.4 If everything is done correctly, you will see the text below. If the link is not sent, it is likely that your company has previously marked another employee or it's another email as responsible for participation. Please contact your show manager.



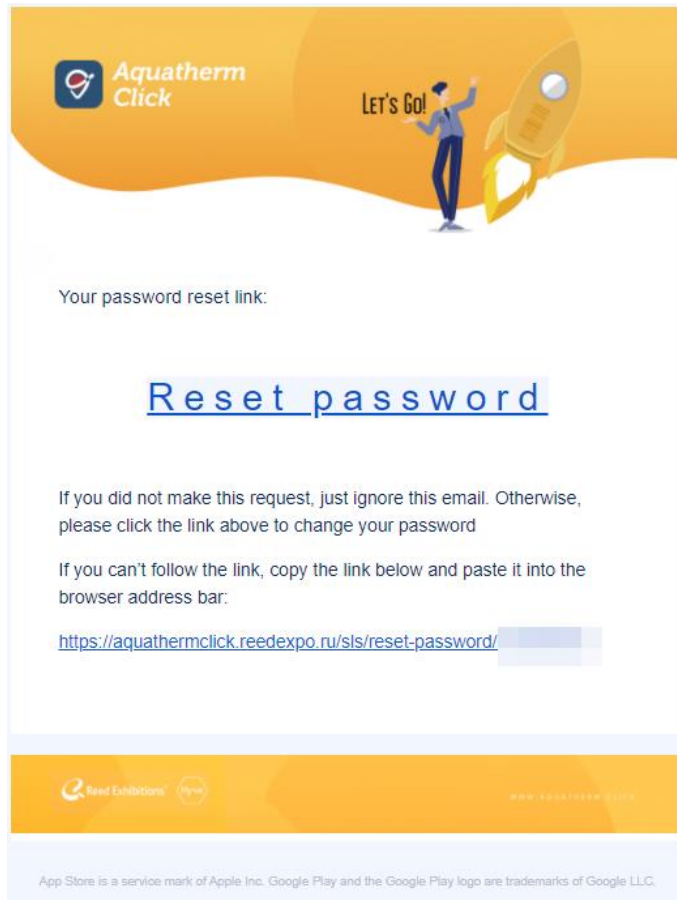
Password restoration

We have sent an e-mail with a restoration link in it. Please proceed to set a new password.

BACK TO MAIN PAGE

3. Set password

3.1 You will receive an email to the specified email address with a link to set a password. Click on the link *Reset password*.



3.2 Set a new password and confirm it (the password must be identical in two fields - it's necessary for you to set a correct password).

Your password must meet the following requirements:

- Password length must be at least 8 characters (numbers and Latin letters);
- Password must contain at least one capital Latin letter;
- Password must also contain at least one digit.

To work in your personal account, it's require to agree with the Personal Data Processing Policy of the Organiser and the Terms of the Aquatherm Click service - please check both boxes. Then click on the *Save* button.

Set a new password

Password must contain at least 8 characters (digits and Latin letters), at least 1 capital and at least 1 digit. Don't use special symbols ! @ \$ % ^ & * () _ - +. Example: Password1 (please do not use the example when assigning your password).

- 1 → [Password input field]
- 2 → [Confirm password input field]
- 3 → [I agree with Terms and conditions including Personal data protection policy.]
- 3 → [I agree with Terms and conditions of Aquatherm Click service – the official exhibitor service and mobile app.]
- 3 → [SAVE button]

4. Login in the system

Select your show from the drop-down list and enter your Email and password that you set at the previous step, and then click the *Log in* button.

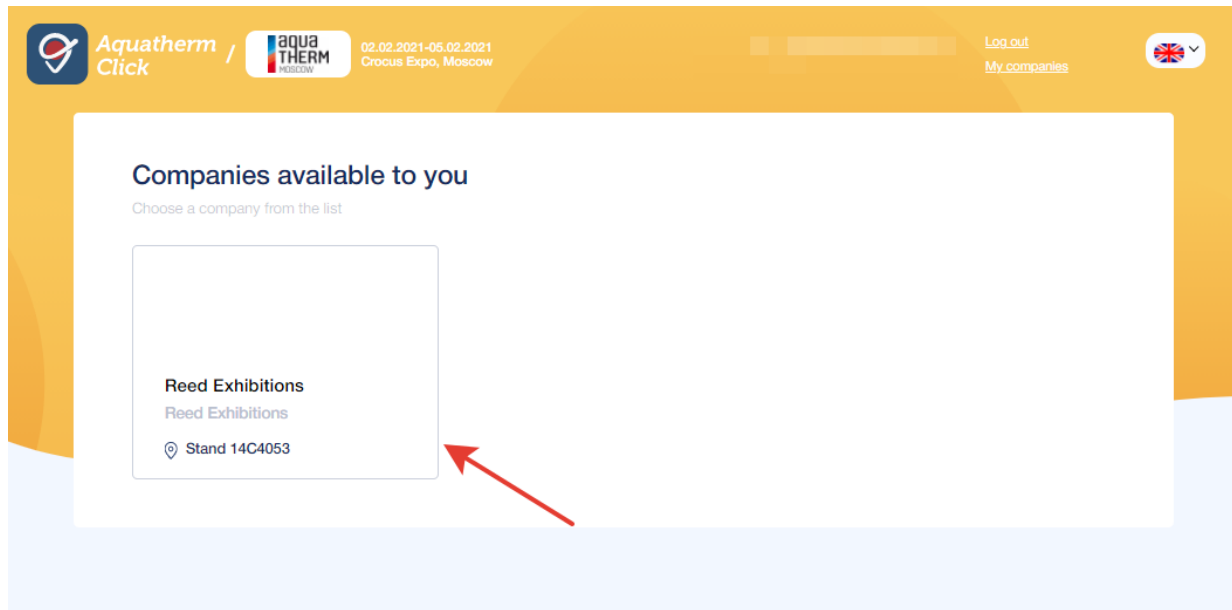
Login to Exhibitor Account

- 1 → [Aquatherm 2021 dropdown menu]
- 2 → [E-mail input field]
- 3 → [Password input field]
- 4 → [LOG IN button]

Reset your password

5. Choose a company

If at this show you are responsible for the participation of several companies, here you will see all the companies available to you. Select the company profile you're going to work with.



6. Company profile

You are on the Home tab, here you can see a dashboard with the general details on the participation, as well as tips on how to make it effective. To go to the profile, click on the *Company Profile* tab or the *Check Profile* button in the right column.

Home

Company profile

Employees & access

On-stand activity

SOON
Invitation center

SOON
Targeted promotion

Profile is complete



PROMOTIONAL PACKAGE

YOUR PACKAGE

Bronze

- Company name, description and logo ✓
- Product categories and brands ✓
- "Premium" heading in the listing ✗
- Product previews and contacts in the listing ✗
- "Interesting" label in the selected category ✗

GREAT OFFER

Silver

- Company name, description and logo ✓
- Product categories and brands ✓
- "Premium" heading in the listing ✓
- Product previews and contacts in the listing ✓
- "Interesting" label in the selected category ✗

MAXIMUM

Gold

- Company name, description and logo ✓
- Product categories and brands ✓
- "Premium" heading in the listing ✓
- Product previews and contacts in the listing ✓
- "Interesting" label in the selected category ✓

PROFILE STATUS

Profile is complete

27%

- [Logo and cover image](#)
- [Chosen categories](#)
- [Company description](#)
- [On-stand events](#)
- [Social media](#)

CHECK PROFILE

Additional promotional options

- ✓ Website banner
- ✓ Gold package in the exhibitor directory
- ✓ Floor stickers in the exhibition halls
- ✓ Participation in Aquatherm Moscow Awards
- + See more options in the media kit



To more details on additional promotional options, contact your manager

CONTACT YOUR MANAGER

Publication status

- Project website <https://www.aquatherm-moscow.ru> ✓
- Matchmaking recommendations ⓘ

TO-DO LIST

- 1 Complete the company profile (including products, on-stand events and brochures)
- 2 Register employees for the show
- 3 Download the free Aquatherm Click app and instruct employees on it
- 4 Select additional advertising options for the company
- 5 Read the technical guide of the show (date and time of arrival, etc.)
- 6 Enjoy the show!

EXHIBITOR TIPS



The most completed profiles have +300% in coverage. In these profiles, visitors can find all the information about company, starting from brands and ending with on-stand events.

< 1 / 10 >

7. General information

Fill in the general information about your company as detailed as possible and click the Save button.

Please note that there are required fields as follows: "Company name" (both languages), "Email", "Phone", "Country", "Region" and "City or Town". Be sure to click the Save button to save the information.

The screenshot shows the 'Company profile' form in the Aquatherm Click application. The form is titled '1. General information' and includes a progress bar showing 'Profile is complete' at 27%. The form contains several fields, some of which are marked as required with an asterisk (*). Red arrows point to the following fields: 'COMPANY NAME *' (English and Russian), 'PHONE *', 'COUNTRY *', 'REGION *', and 'CITY OR TOWN *'. The 'LEGAL NAME' field is pre-filled with 'Reed Exhibitions'. The 'WEBSITE' field is pre-filled with 'https://www.reedexhibitions.com/'. The 'COUNTRY' field is set to 'Russian Federation'. The 'CITY OR TOWN' field is set to 'Istanbul'. The 'ADDRESS' section has two empty fields for street address and apartment/suite information.

Aquatherm Click / AQUATHERM MOSCOW 02.02.2021-05.02.2021 Crocus Expo, Moscow Log out My companies



Home **Company profile** Employees & access On-stand activity **SOON** Invitation center **SOON** Targeted promotion Profile is complete 27%

1. General information 2. Positioning 3. Social media 4. Products and services 5. On-stand events

All information, except the legal name, will be published on the show website and in the Aquatherm Click application - so even the audience that will not be at the show will be able to contact you.

LEGAL NAME
Reed Exhibitions ?

COMPANY NAME *

Reed Exhibitions  / Reed Exhibitions 

WEBSITE (enter full URL, starting with http/https)
https://www.reedexhibitions.com/

E-MAIL *

PHONE *

POSTCODE

COUNTRY *
Russian Federation

REGION *
Start typing a region

CITY OR TOWN *
Istanbul

ADDRESS

House name/number and street, P.O. box, company name, c/o 0/120

Apartment, suite, unit, building, floor, etc 0/120

8. Positioning at the show

Fill in the information about your company as detailed as possible and click the *Save* button.

Please note that there are required fields as follows: "Company Description" (both languages), "Product / Service Categories" and "Company Logo". For your convenience, fields "Description" and "Why visit our stand" are automatically translated into Russian.

Company brands are separated by commas.

Please note that each field has a text limit. Technical requirements are indicated for every picture available to upload.



Home

Company profile

Employees & access

On-stand activity

BOOK

Invitation center

BOOK

Targeted promotion

Profile is complete

27%


1. General information 2. Positioning 3. Social media 4. Products and services 5. On-stand events

Add information based on the way of your company's positioning at the show. Pay attention to the target audience portrait and business objectives related to the audience of the show.

COMPANY DESCRIPTION *

Describe your company's activity (in English) 

0/500

Describe your company's activity (in Russian) 

0/500

WHY VISIT OUR STAND

Provide more values for the audience to visit your stand (in English) 

0/200

Provide more values for the audience to visit your stand (in Russian) 

0/200

BRANDS









Add brand names to the list, confirming each pressing Enter button (max. 35 symbols per brand)

from site 

PRODUCTS / SERVICES CATEGORIES *

Choose the relevant ones for your company (max. 10)

Chosen categories

Domestic control and measuring tools; automation systems 	
Domestic heating 	
Domestic pipes; fittings; valves 	
Domestic ventilation & air conditioning 	
Domestic water supply 	
Industrial control and measuring tools; automation systems 	
Industrial heating 	
Industrial pipes; fittings; valves 	
...	
...	

Максимум 10 позиций

COMPANY LOGO *


Upload image

Files accepted: jpg, png
Max. weight: 1 MB
Recommended size: 100x100 px

PROFILE COVER IMAGE



Upload image


Files accepted: jpg, png
Max. weight: 1 MB
Min. size: 600x150 px

9. Social media accounts



Fill in the links to your social media accounts. The link to the VKontakte page will be displayed in the Aquatherm Click app only, the rest of the links will be published both on the website and in the app.


The screenshot shows the 'Social media' section of a company profile in the Aquatherm Click app. The interface includes a top navigation bar with the Aquatherm Click logo, the company name 'aqua THERM MOSCOW', the event dates '02.02.2021-05.02.2021' and location 'Crocus Expo, Moscow', and user options like 'Log out' and 'My companies'. Below the navigation bar, there are tabs for 'Home', 'Company profile', 'Employees & access', 'On-stand activity', 'Invitation center', and 'Targeted promotion'. A progress bar indicates 'Profile is complete' at 27%. The 'Social media' section is highlighted, showing five steps: '1. General information', '2. Positioning', '3. Social media', '4. Products and services', and '5. On-stand events'. The 'Social media' section contains seven input fields for social media links: VKONTAKTE, FACEBOOK, INSTAGRAM, YOUTUBE, TWITTER, LINKEDIN, and WECHAT. Each field is pre-filled with the respective domain name and a blurred placeholder for the account name. At the bottom, there are 'BACK' and 'SAVE' buttons.


Aquatherm Click / **aqua THERM MOSCOW** 02.02.2021-05.02.2021 Crocus Expo, Moscow [Log out](#)  [My companies](#)


Home **Company profile** Employees & access On-stand activity SOON Invitation center SOON Targeted promotion Profile is complete  27%


1. General information 2. Positioning **3. Social media** 4. Products and services 5. On-stand events


 VKONTAKTE 


 FACEBOOK


 INSTAGRAM

 YOUTUBE

 TWITTER

 LINKEDIN

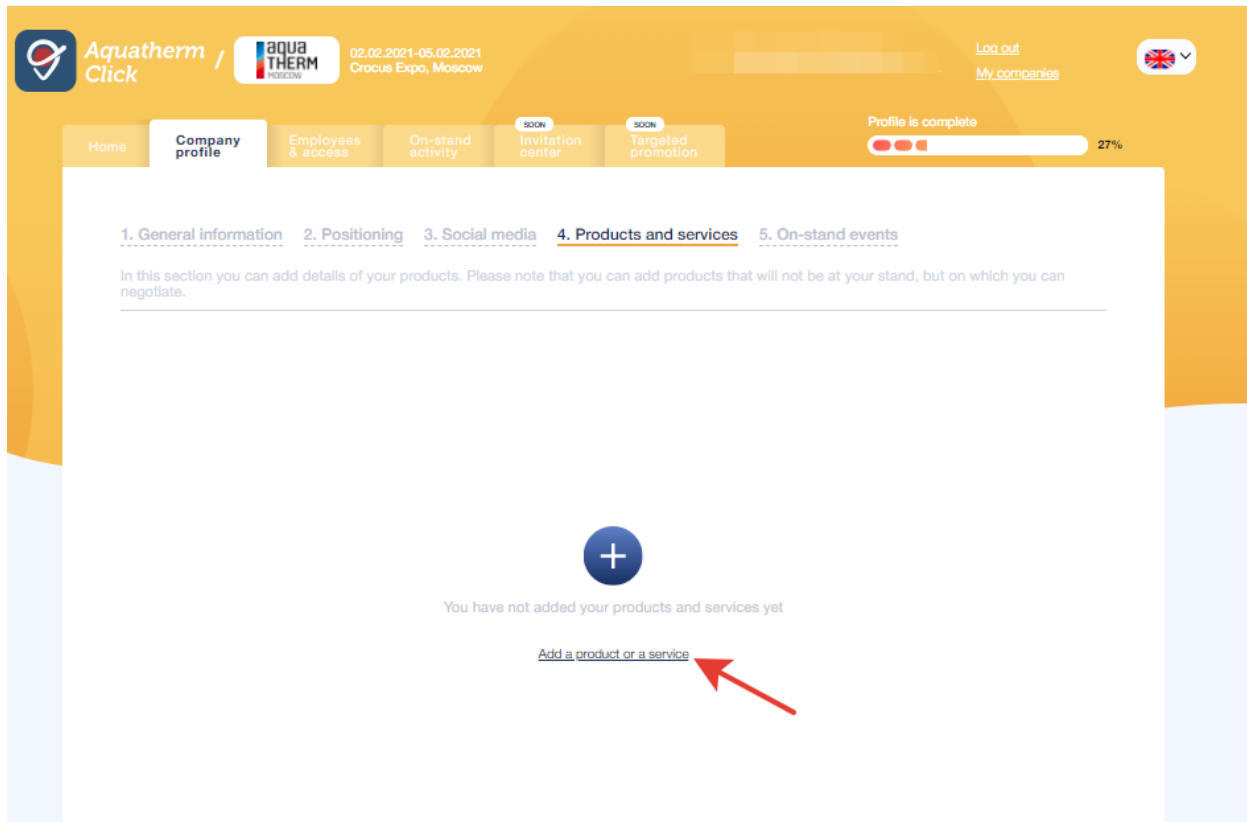
 WECHAT

 BACK

10. Products and services

Add products and services you're going to showcase at your stand into your profile.

Click the Add.



Fill in all the fields in this popup window. Please pay attention to the image - it's mandatory to upload.


Next, click the Save button.

Home **Company profile** Employees & access On-stand activity Invitation center Targeted promotion 31%

1 Product or Service

Product Service



2 **IMAGE ***



Upload image



Files accepted: jpg, jpeg, png
Max. weight: 1 MB
Minimum: 250x250px

3 **NAME ***

Enter a name (English)  / Enter a name (Russian) 

/50 /50

4 **DESCRIPTION ***

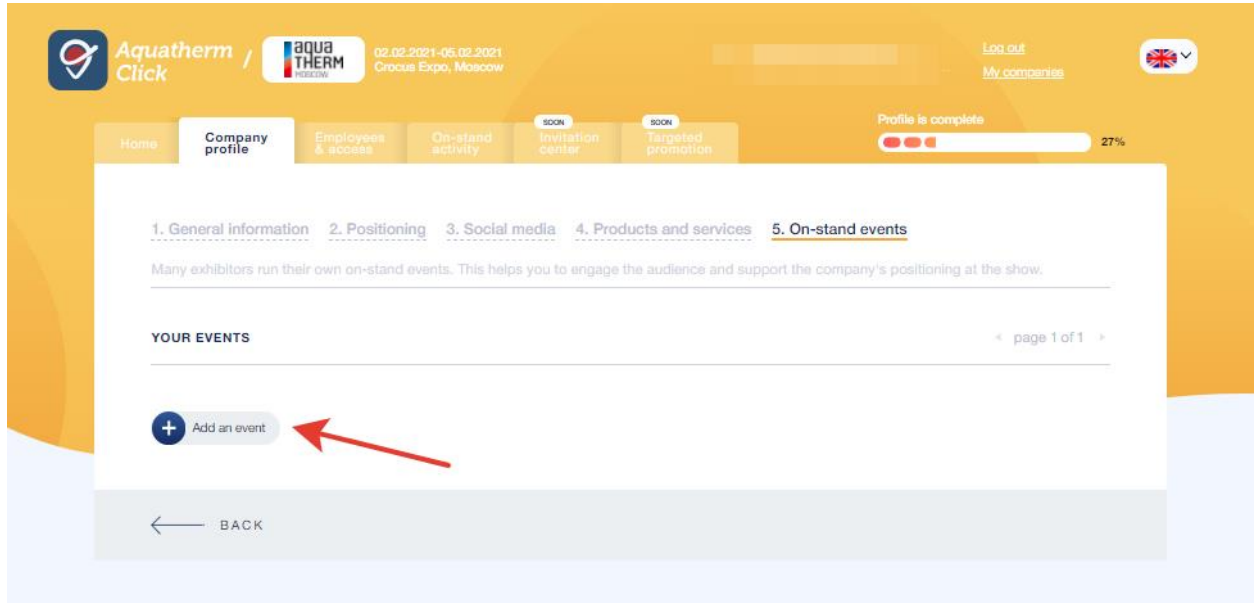
Enter a description (English)  / Enter a description (Russian) 

/140 /140

5 **SAVE**

11. On-stand events

Add the events that you plan to run at your stand and specify details. Start by clicking on the *Add an event* button. Your events will appear on this page after adding. Here you can edit and delete each of them if you're plans are changed.



Next, fill in the information for each on-stand event and click on *Save*.

A screenshot of the 'Event' form in the dashboard. The form is titled 'Event' and has a close button (X) in the top right corner. It contains several input fields: 'EVENT NAME' with two text boxes (0/25 characters each), 'SPEAKER' with a 'Full name' text box (0/25 characters), 'DATE' with a dropdown menu showing '08 September, Tuesday', 'TIME' with 'Start time' and 'End time' fields, each containing 'Hours' and 'Minutes' input boxes, and 'DESCRIPTION' with two text boxes (0/120 characters each). At the bottom right of the form, there is a blue 'SAVE' button.

12. Employees, access and show badges

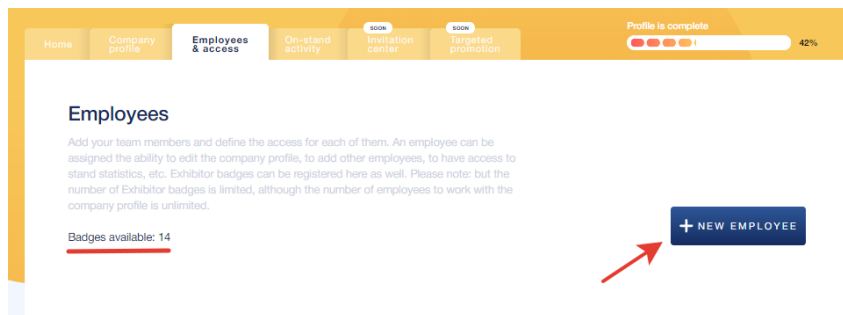
Go to the *Employees and Access* tab. On this page, you can add employees to work with your account and / or employees who need badges for the show (please note that the number of badges for the show is limited).

Each employee can be assigned for his/her own set of access:

- View and download statistics and reports;
- Edits in the company profile, its products and on-stand events;
- Add other employees;
- Register badges and assign access to registered employees.


! If the employee responsible for the participation needs a badge, it should be registered (just like all other employees).

Click the *New Employee* button.



Fill in all the fields in the form.

Employee
✕



Upload image

Files accepted: jpg, png, gif
Max. weight: 1 MB
Recommended size: 180x180 px

FIRST NAME

0/50

SECOND NAME

0/50

LAST NAME

0/50

E-MAIL

TELEPHONE

COMPANY NAME

0/50

JOB TITLE

Business owner
▾

BADGE FOR THE SHOW

▾
Required

▾
Required

ACCESS TO FUCTIONS

View and download statistics and reports
 Edits in the company profile, its products and on-stand events

Add employees
 Register badges and assign access to employees

i By clicking the "Save" button, an e-mail will be sent to the specified e-mail with a request to confirm this information. As soon as this confirmation is done, this profile will be activated – the specified access will be assigned for this employee. If a badge requested, it will be automatically generated and sent. If access to chats with visitors requested, this profile will be available in the Fleet Click in-app messenger.

SAVE

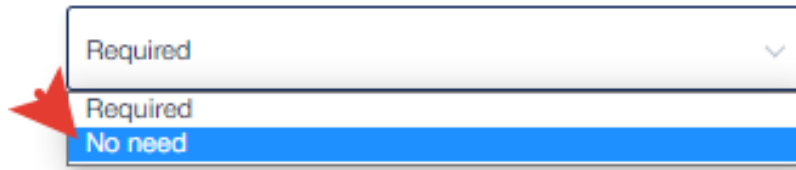
For each employee, please make sure to include their individual emails. Each email should be available, since the employee will receive an email to this address with a requests:

- If the badge registered, to confirm his/her registration. It's required by legislation regarding personal data protection. By clicking the link from this email, the employee have to agree with the Terms of registration - it takes no longer than a few seconds. Prior to confirmation, the employee will indicate as "Pending". A badge will be available to download and print immediately after confirmation by the same link from this email. All badges are also displayed in the *Employees and Access* tab.
- If any other access assigned, to set a password for the account (all those assigned access - statistics and reports, the company profile, its products and on-stand events, employees and badges - are used when authorised in the account only).

! If no any access are specified in the form when registering an employee, he / she will not receive an email and, accordingly, will not have an access to the personal account.

! If you only need to assign an access to the account for other employee with no badge required, please choose "No need" in the *Badge for show* field.

BADGE FOR THE SHOW



Required

Required

No need

If you need any assistance on using your account

Please contact us via servicedesk@reedexpo.ru.

Thank you for choosing our show!