



## EXHIBITOR HUB ONBOARDING GUIDE

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## How to Navigate the Exhibitor Hub

Our new and improved online platform allows all PGA Show exhibitors to promote their presence, make connections, discover and showcase products and generate leads all year long. The platform has been designed to match the golf industry needs with an easy-to-use functionality. This guide will show you, the company administrator, how to best promote yourself and your company.

## How to Update Your Company Information

**Note:** You can make updates to your company listing at any time. All the information you'll input will be viewed by attendees and media in the Exhibitor Directory (the most visited page on the PGA Show website!) and in the PGA Show mobile app.

### Step 1: Logging In

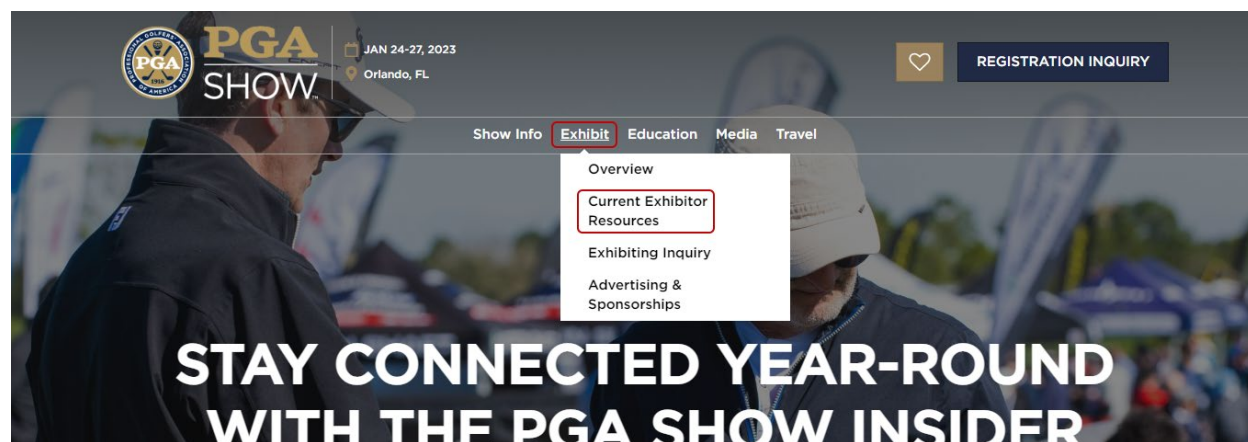
You should receive an email from [no-reply@rxglobal.com](mailto:no-reply@rxglobal.com) with the subject line “Access your PGA Show Experience now”, prompting you to activate your account in the [Exhibitor Hub](#).

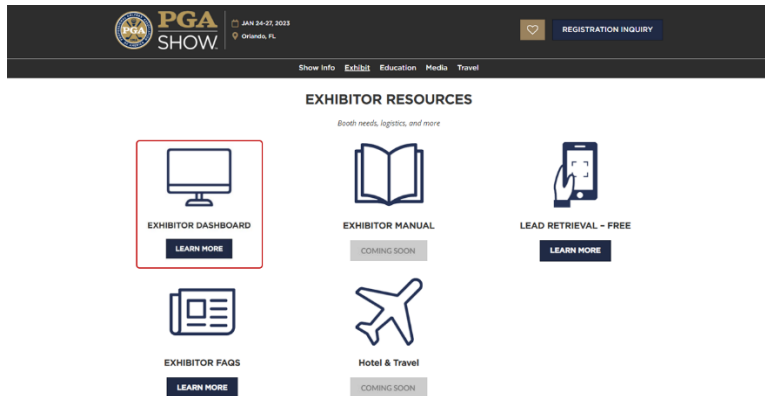
There are two options to activate your account:

1. Use “Activate” button
2. Copy and paste the link at the bottom in a browser

Once you activate your account, you may login directly to the PGA Show Exhibitor Hub. The Hub is also available via the PGA Show Website. If you need additional help logging in, contact your [Customer Success Coordinator](#).

**Note:** We strongly encourage all exhibitors to set up profiles ASAP to gain the most visibility possible leading up to the 2023 PGA Show.

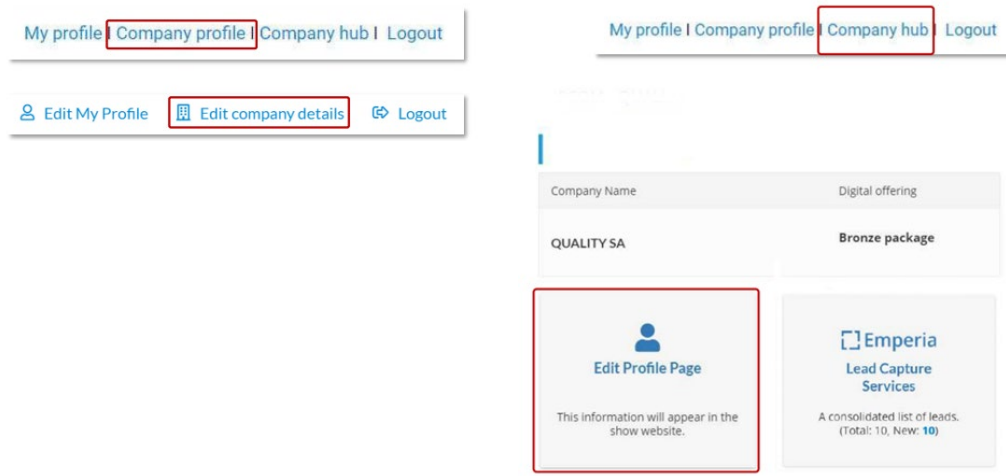




## Step 2: Edit Company Details

**There are two ways to update your Company profile:**

Through the navigation panel on the top of each page by clicking “Company profile” and “Edit company details” OR “Company Hub” and “Edit Profile Page”



**Note:** We encourage you to completely set up your profile and make sure you fill in your business details such as categories, activity, sales or acquisition territories. The online directory has enhanced filters and searching capabilities, which will be used by attendees, especially buyers, PGA Professionals and media to identify the relevant company contact to meet with.

## Step 3: Add your company's information

You should upload a logo (recommended size 180x180px, max. 1MB) and banner image (recommended size 600x150px, max 1MB), along with a description of your company, represented brands, social media information and contact information. Click the pencil icon to edit these sections.

**Upload cover image**  
Formats: jpg, png  
Max file size: 1MB  
Minimum: 1400x350px  
The image should have a ratio of 4:1  
  
Please ensure you own or have the owner's consent to use this image

**Upload logo**  
Formats: jpg, png  
Max file size: 1MB  
Recommended: 180x180px  
Please ensure you own or have the owner's consent to use this image

### Why visit our stand

Tell visitors why they should visit your stand. Maximum 200 characters

### Description

Describe what your company does. Maximum 600 characters

### Brands we represent

Tell visitors all the brands that your company will represent at the show

**FOLLOW US**  
 Facebook  
 Twitter  
 YouTube  
  
 LinkedIn  
 WeChat  
 Instagram  
  
 VK  
 Odnoklassniki

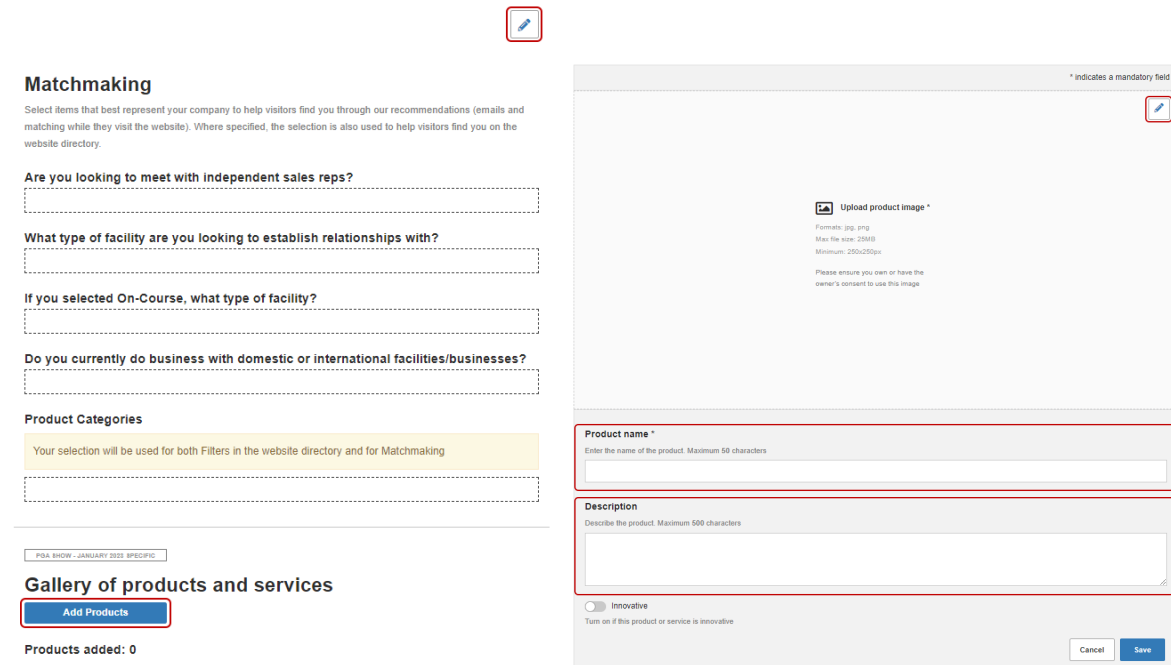
**COMPANY WEBSITE**  
  
**COMPANY EMAIL**  
  
**COMPANY PHONE**

#### Step 4: Add information about your company's products

Answer all the questions, **including the categories of products and services your company offers** to help attendees find your company.

The “Gallery of Products and Services” section within the Company Profile will allow you to add your product content to the platform. Fill out all fields and upload an image or logo (recommended size 472x472px).

**Note:** Be as detailed as possible! The online directory has enhanced filters and searching capabilities, which will be used by attendees, especially buyers and media, looking to find products like yours.



The screenshot displays two side-by-side sections of a web application. The left section, titled "Matchmaking", contains several text input fields for questions such as "Are you looking to meet with independent sales reps?", "What type of facility are you looking to establish relationships with?", "If you selected On-Course, what type of facility?", and "Do you currently do business with domestic or international facilities/businesses?". Below these is a "Product Categories" section with a yellow background and a text input field. The right section is a modal window for adding a product. It features an "Upload product image" button, a text input for "Product name", a larger text area for "Description", and a toggle switch for "Innovative". At the bottom right of the modal are "Cancel" and "Save" buttons. A small red box highlights the "Add Products" button in the left section and the "Product name" and "Description" fields in the right section.

#### Step 5: Upload Press Releases & Supporting Company Content

Upload press releases, marketing materials, product catalogs or any documents related to your company. Documents can be uploaded in PDF format, max size 5 MB per file

You are encouraged to add a company press kit (with your key media/PR contact) and any relevant company press releases to the documents section.

A sample exhibitor press kit and templates for a Show press release can be found at the Exhibitor Media Resources page at <https://www.pgashow.com/en-us/exhibitors/current-exhibitors.html>

## Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

- 1
- 2

Maximum size 5MB per file.

### Step 6: Update your participant profile

Access your participant profile on the Participant directory page, by clicking on “Edit my profile”

[Edit My Profile](#) [Edit company details](#) [Logout](#)


To set up your profile, you can add:

- Your photo (recommended size 180\*180px, max 1MB)
- A link to your social media profiles (Twitter & LinkedIn)
- Brief information about you
- Your badge category, show activities and country/region


**Note:** We encourage you to completely set up your profile and make sure you fill in your business details. The online directory has enhanced filters and searching capabilities, which will be used by participants, especially buyers, sales executives and media to identify the relevant company contact to meet with.

### Step 7: Connect with Attendees via the Chat Module

- To start a discussion, click on “Send a message” on a participant details page
- The chat module is always available in the bottom right of the platform and can be minimized or displayed using the small arrow

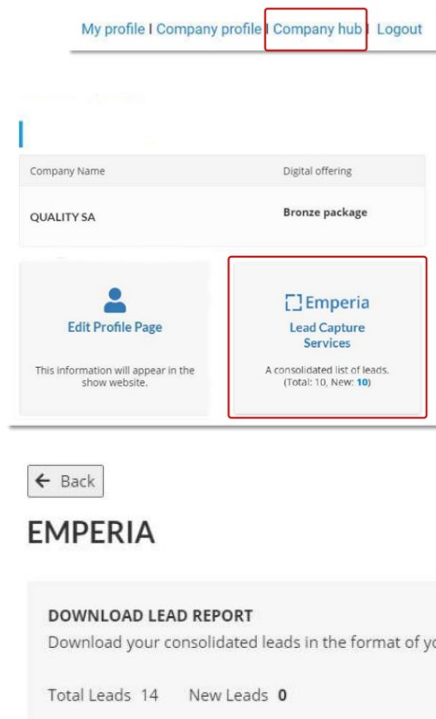


**John Doe**  
Company ABC  
United States

 Messages

## Step 8: Export leads

You can monitor and export your leads by clicking on the “Leads” section within the Company Hub.



A lead is a PGA Show participant who clicked on the “Contact Me” call-to-action on your exhibitor directory listing (company profile).

The data you will receive includes contact details such as email and phone number along with name, first name, job title and company name.

**Note:** This feature will be available through December 2023

## Other Things to Keep in Mind

### Adding Company Admins

You can add additional colleagues as Company Administrators, including company media/PR representative, within the Company Profile. To do this, access the “Company Profile” page and go to the “Company Administrators” tab. Then click on “Add Company Administrator” and enter the email address of the person you want to assign this role. The person will get a unique activation email to set up their password and log in (the same one you received).

## COMPANY ADMINISTRATORS

[Profile](#) [Company Administrators](#)

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

[+Add Company Administrator](#)

Email address	Login roles
<input type="checkbox"/> atlasree.dehx@gmail.com	Primary Administrator
<input type="checkbox"/> iteration127regression@mailinator.com	Company additional administrator

**Note:** Additional admins need to be successfully registered (and become part of the Participant Directory of the platform). They will then be able to access the same capabilities that you have as the main company admin.

### Browsers

To maximize your online experience and to be able to use all platform features such as file uploads and chat messaging, we strongly recommend that you use the latest version of one of the following browsers:

- Firefox
- Google Chrome
- Safari (on macOS)
- Microsoft Edge (on Windows 10)