



## ExpoBrander Step-By-Step Setup

1. Visit the exhibitor portal here to login. If your company has not yet registered its exhibitor badges, then you will be required to create an account.
  2. Click the orange ExpoBrander button. Information regarding ExpoBrander will be available.
  3. Click Sign Up
  4. Locate and select ExpoBrander Standard Package
  5. Click "Order Standard Package"
  6. Complete ExpoBrander Liability Waiver, click agree.
  7. On the next page upload the exhibiting company logo (Be sure to check specification of file)
  8. Click "Preview Registration Page". Click "Process Order" on the same page. One email will be sent to announce order placement.
  9. Once ExpoBrander order is approved by Expologic, an email will be sent to client containing link that will need to be distributed to their clients to register for the American Coatings Show 2020 for free.
    - a. The hyperlinked logos that will be generated will allow the exhibitor to place in their signature lines, website, and any other promotional areas to invite their clients to attend the ACS 2020 free of charge.
    - b. There is also an invitation email with text that may be forwarded to all the exhibitor's clients via email campaign to maximize outreach.
    - c. The exhibitor will have access to see the contact information of all clients that are invited via the ExpoBrander service via the Exhibitor Registration portal.
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