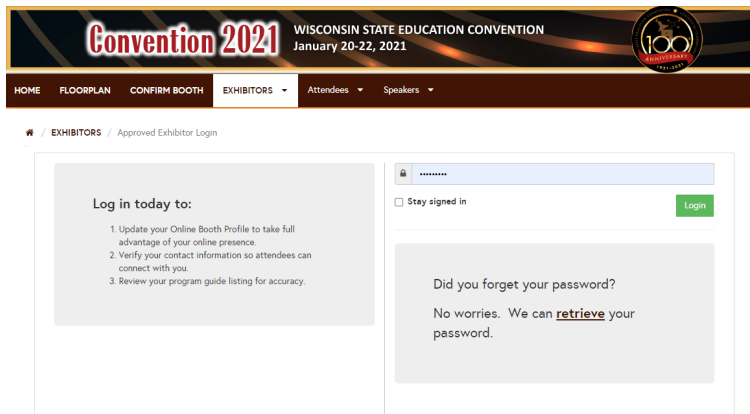


Personify (formerly A2Z) Platform

How to for Exhibitors (February – Dec. 2021)

HOW TO ACCESS YOUR ONLINE PROFILE:

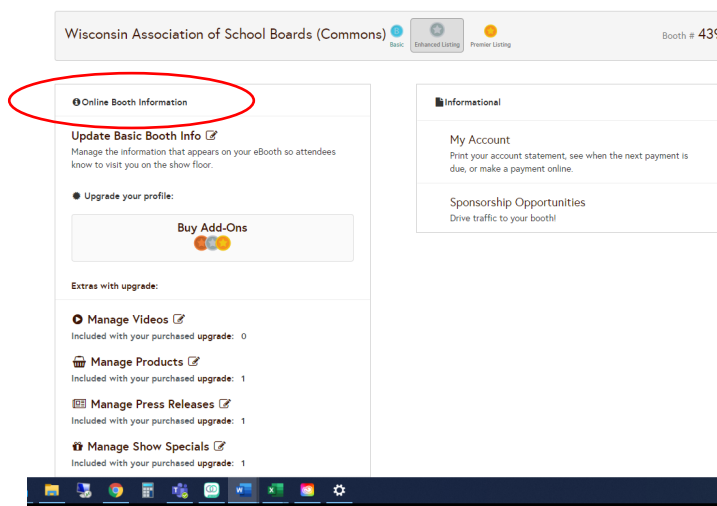
1. You must be a registered exhibitor.
2. Click [here](https://s23.a2zinc.net/clients/WASB/2021Convention/Public/e_Login.aspx?ID=205&sortMenu=104001) (https://s23.a2zinc.net/clients/WASB/2021Convention/Public/e_Login.aspx?ID=205&sortMenu=104001) to login.
3. Enter your Company Password (7-digit, alpha-numeric) and click on “Login”. If you have forgotten your password, please click on “Retrieve” password. If you do not receive your password, please check your Junk/Spam folder or contact Amy Qualmann – aqualmann@wasb.org.



4. Your Online Booth Information/Profile will be on the left-hand side of the page.

HOW TO UPDATE BASIC BOOTH INFO:

1. After you have logged in, click on “Update Basic Booth Info.”



2. Update all demographic info (excluding company name), Online/Print Profiles, & Product Categories (3). To update company name, please contact Amy Qualmann – aqualmann@wasb.org.
3. Add links for your social media sites: Twitter, Facebook and LinkedIn
4. Click “Save” after you’ve made all necessary updates.

HOW TO ADD UPGRADES:

1. Scroll down to “Extras with upgrade:”
2. There are four options. Select the options you’d like to add:

a. Manage Videos

1. Select “Manage Videos”
2. Upload: Click “Browse,” select your video file and click “Open.” (Max File Size: 75 MB, Allowed File Types: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP, and 3G2)

3. Description: Add a video title* and description (*Required)
4. Click “Finish”

b. Manage Products – Showcase a product with an image and a detailed description

1. Select “Manage Products”

2. Complete each field as required. “Product Name,” “Product Description,” and “Product Detail” are required fields.

Please use the form below to begin adding products.

Product Management

Product Name*

Product Description (max 255 characters)*

Product Type

Show Product

Small Image (gif or jpeg, max 30 KB and 250 W x 120 H) No file chosen

Large Image (gif or jpeg, max 300 KB and 500 W x 500 H) No file chosen

Product Detail (max 1000 characters)*

3. Click “Add”

c. Manage Press Releases – Highlight recent company news.

1. Select “Press Releases”
2. Add a Title* and Body* (*Required)
3. Click “Add Press Release”

d. Manage Show Specials – Draw attendees to your booth with giveaways and discounts.

1. Select “Manage Show Specials”
2. Add a Title* and Body* (*Required)
3. Click “Add New Show Special”

NOTE: Code of Ethics for Local Public Officials prohibits school officials from accepting anything of value unless it is for the purpose of conveying the item to the official’s school district for the use or benefit of the school district.

ACCOUNT INFORMATION:

1. From your exhibitor home page, under “Informational,” click on “My Account.” Print your account invoice or receipt or make a payment online.

Contact Info:

Amy Qualmann, CMP
WASB Event Planner and Exhibit Hall Manager
aqualmann@wasb.org
608-512-1713