

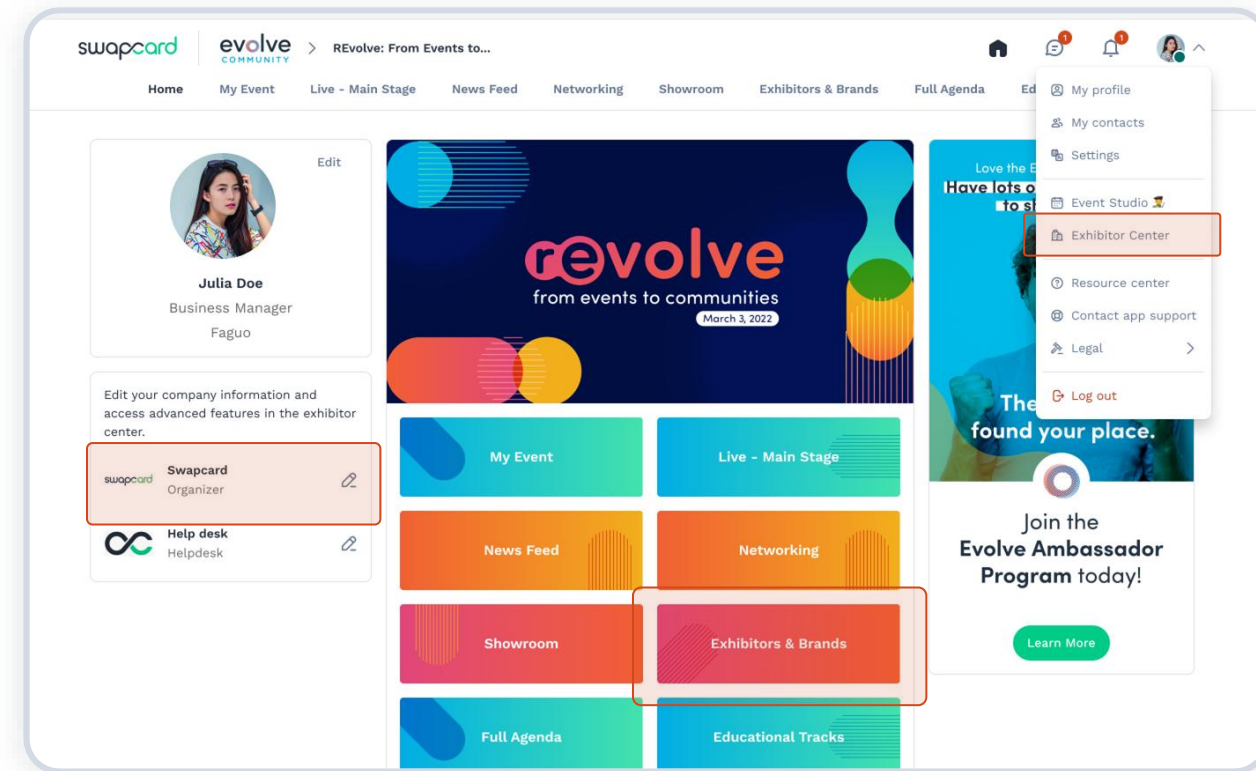


DIA 2025

Online Exhibitor Directory and
Mobile App Company Profile Setup

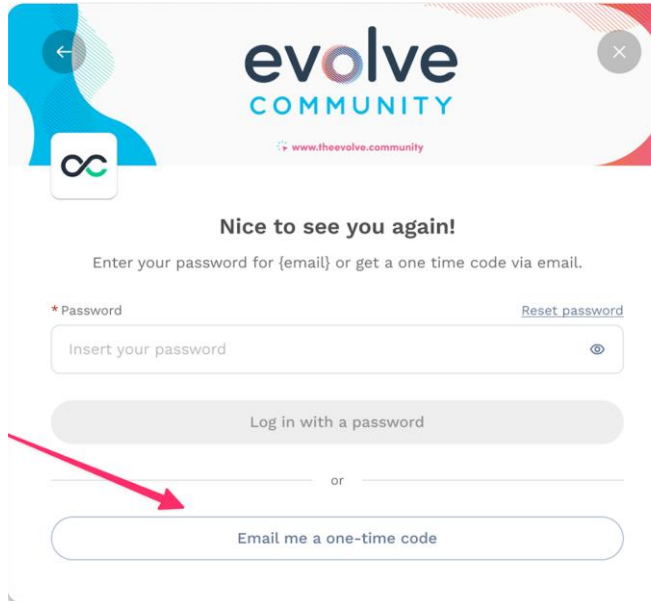
There are four ways to access your Exhibitor Center

- 1 By clicking the button in your **invitation email**, which will redirect you to your Exhibitor Center.
- 2 Click “**Exhibitor Center**” in the drop down menu.
- 3 Click on your **Exhibitor booth** from the home page.
- 4 Go to <https://expo.diaglobal.org>



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

- 1 You will receive an email with a button redirecting you to a login page. Here, you will either be prompted to enter your password (if previously set) or notified that a one-time code has been sent to your email. If unsure of your password, you can request a one-time code:



- 2 You can also access the event from your phone by downloading the My DIA app (iOS/Android)

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

DIA GLOBAL
2025 ANNUAL
MEETING

WASHINGTON, DC
JUNE 15-19

DIA 2025 Global Annual Meeting

Hello Jane,

We are contacting you with your unique activation link to prepare and highlight your company for the upcoming **DIA Global Annual Meeting**.

You've been given access as either a Primary, Secondary, or Marketing contact for your company. Begin to explore and edit your company profile to make it stand out.

Complete your exhibit page by **Wednesday, January 22** so that it is ready for when the exhibitor directory is launched on the website.

You will be able to make edits & changes at anytime before and during the event

Exhibitor Booth Front-end


Exhibitor Ad

Video or Image Header

Customized Background for Exhibitor Booth


FAGUO

EXCLUSIVE LAUNCH



UP TO 70% OFF

Get me on the waitlist!



FAGUO

Faguo

Level 1 • Booth 11

Customize

Bookmark

Items Sessions Documents Team

Information

As a pioneer in this endeavor since it was founded in 2009, FAGUO promotes Fair Fashion: we make no compromises between our Creative Direction and our Mission OR our Creative Direction and our Mission have the same goal.

Our mission <https://www.faguo-store.com/en/content/category/2-our-mission>

Company Type Textile Industry Company Information

Talk to Faguo

July 14

Hello, I would like to create a partnership between our two companies, let me know if you are interested and want to know more.

2:45 PM

Faguo

Hi Julia, nice to meet you! Are you available to discuss about it next Monday at Faguo's booth?

3:54 PM

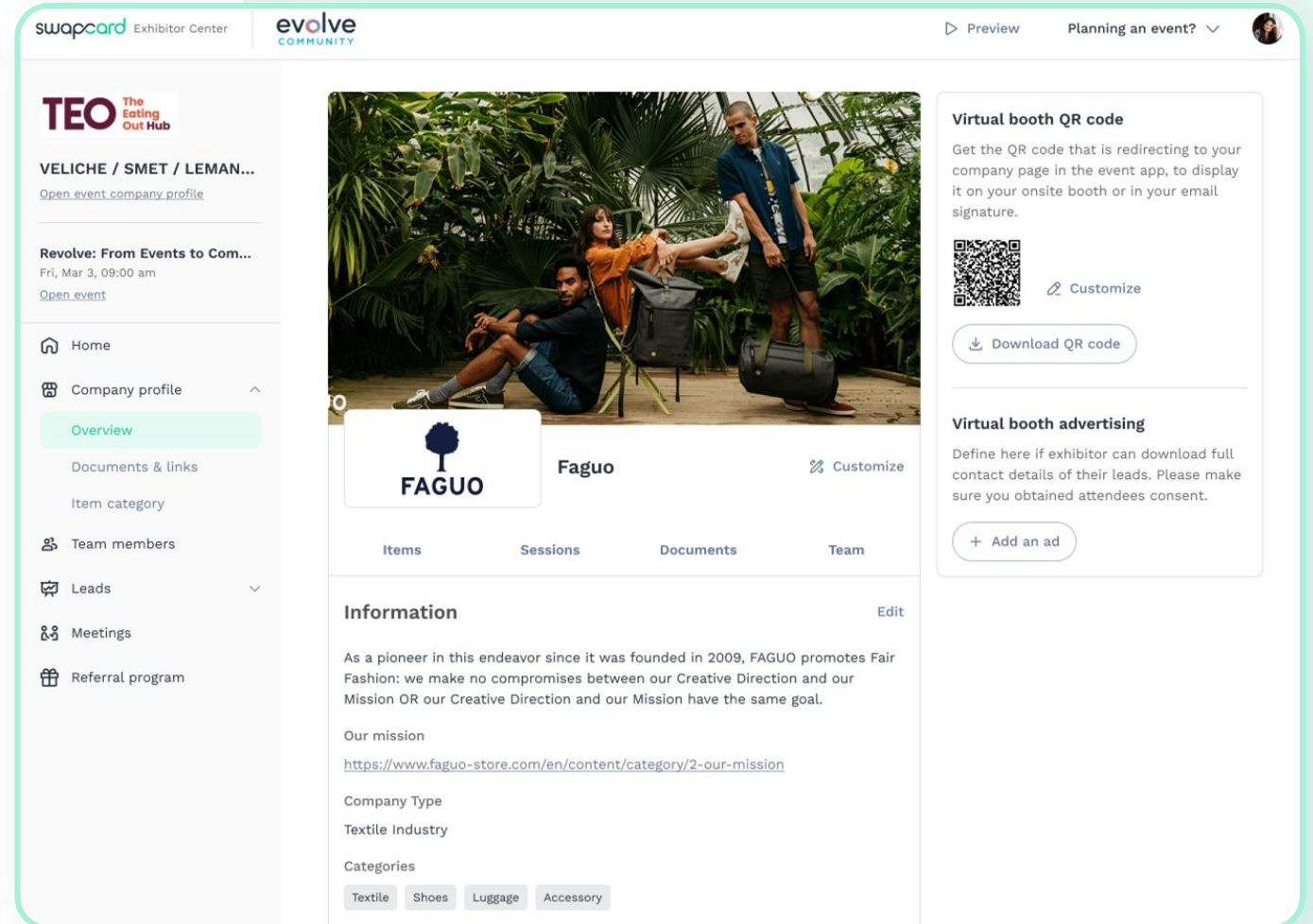
+ Write a message...

Customized Background for Exhibitor Booth

Page Overview

To ensure your team is contacted by as many qualified participants as possible, it's very important to fill in all the editable information from your Exhibitor Center.

If a field cannot be edited, please contact the organizer.

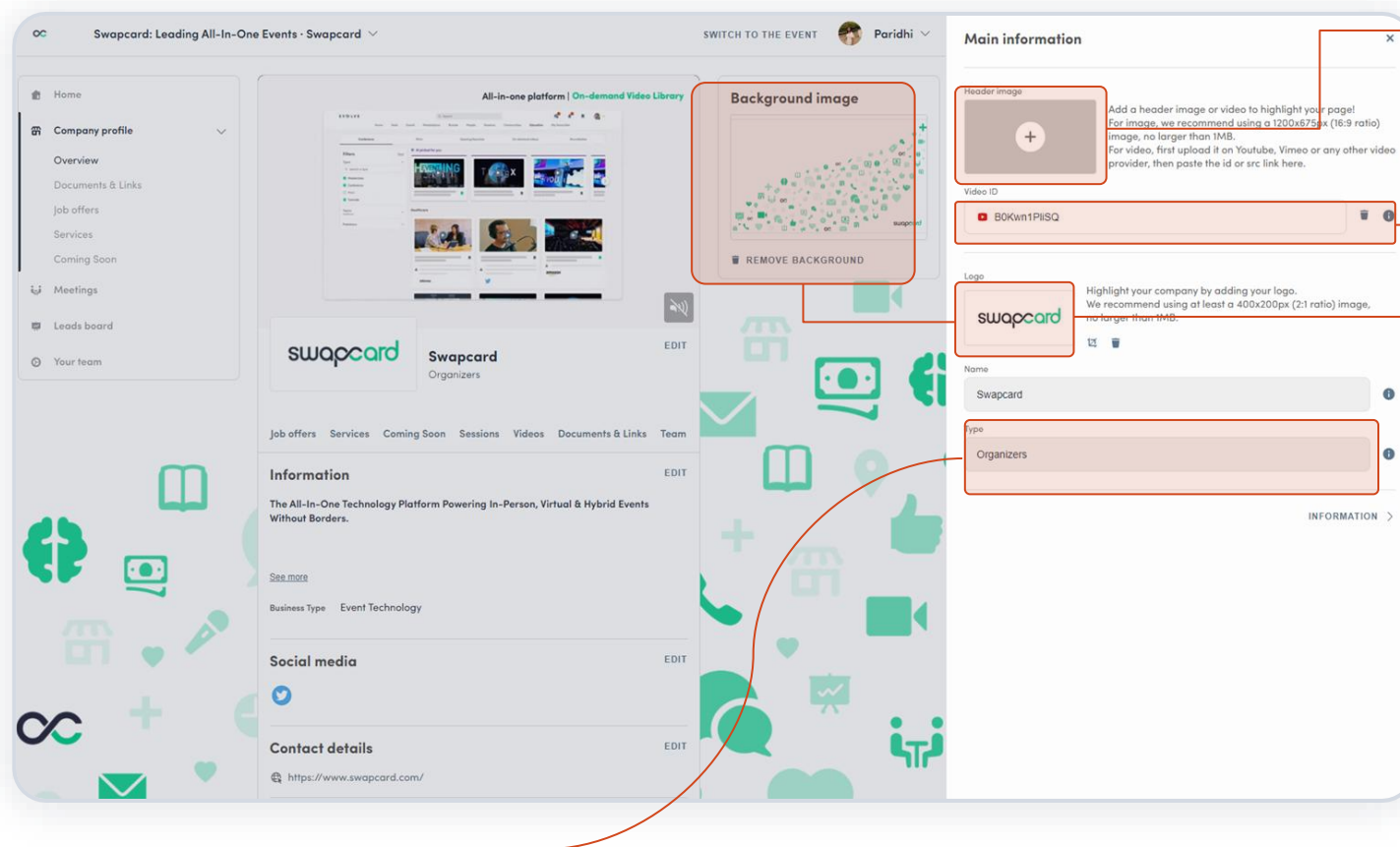


The screenshot displays the swapcard Exhibitor Center interface. The top navigation bar includes the swapcard logo, 'Exhibitor Center', the evolve COMMUNITY logo, and links for 'Preview' and 'Planning an event?'. A user profile icon is in the top right.

The main content area is divided into a left sidebar and a central profile view. The sidebar contains a list of navigation items: Home, Company profile (expanded), Overview (highlighted), Documents & links, Item category, Team members, Leads, Meetings, and Referral program. The central profile view shows the company name 'FAGUO' with a logo, a large image of three people in a tropical setting, and a 'Customize' button. Below the image are tabs for 'Items', 'Sessions', 'Documents', and 'Team'. The 'Information' section is active, showing a description of the company's mission and a link to their website. The 'Company Type' is listed as 'Textile Industry' and 'Categories' include 'Textile', 'Shoes', 'Luggage', and 'Accessory'.

On the right side of the interface, there are two panels. The top panel, titled 'Virtual booth QR code', contains a QR code, a 'Customize' link, and a 'Download QR code' button. The bottom panel, titled 'Virtual booth advertising', contains a description of the advertising options and an 'Add an ad' button.

Video or Image Header, Background and Logo



1 As an exhibitor, you are able to **upload either an image or a video** (live or pre-recorded) onto your company homepage.

2 You will then be able to add your file, a live or pre-recorded video hosted on YouTube* or Vimeo, or an iFrame.

Note: A YouTube video ID is the string of characters after “/watch?v=” in the url. I.e. In “https://www.youtube.com/watch?v=_mKoi9VNgx4” the ID of the video is “mKoi9VNgx4”.

3 As an exhibitor, you can upload a background image onto your company homepage and a Logo.

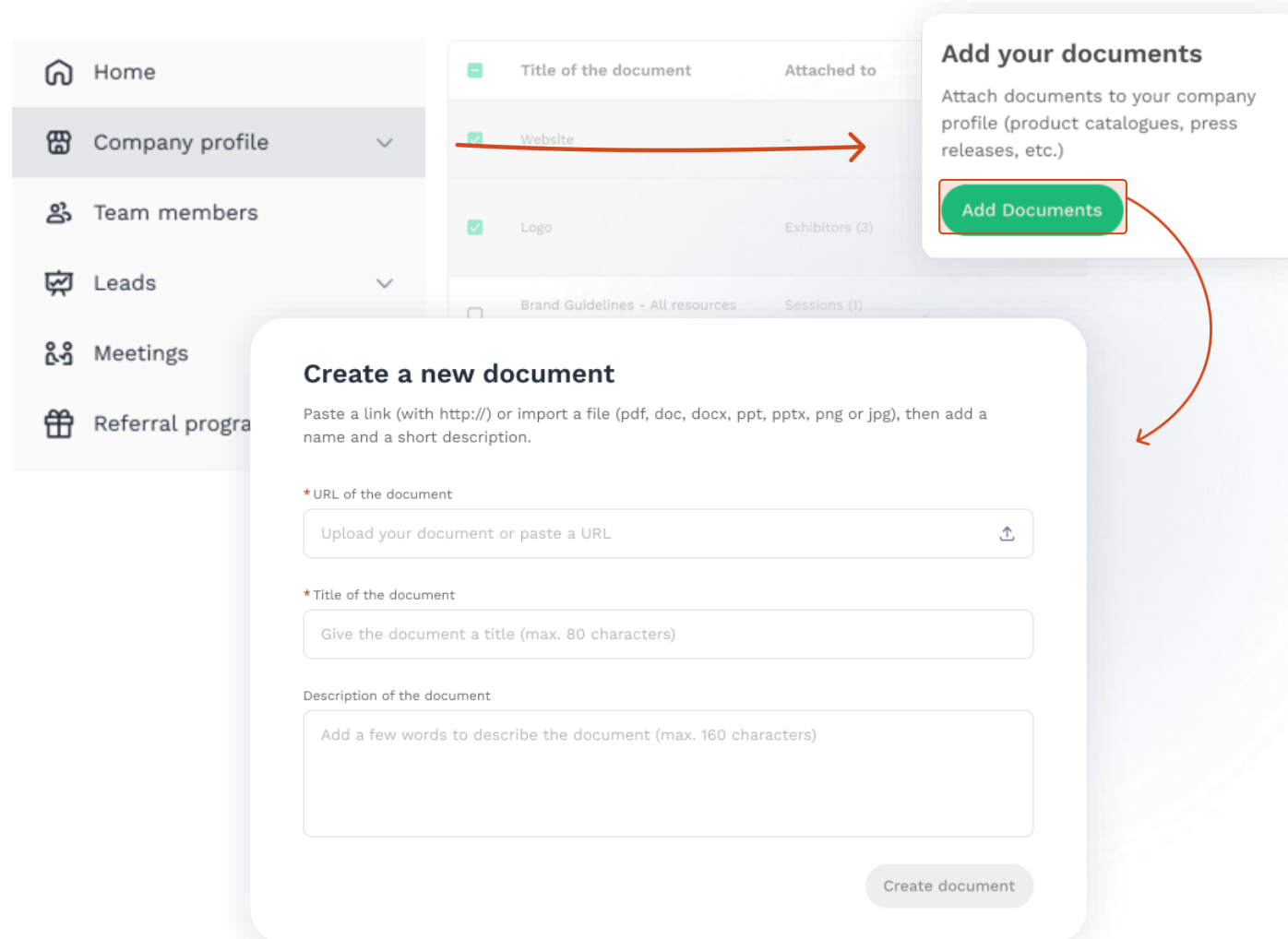
If a field is **greyed out**, it indicates that only the organizer can edit it.

Documents and 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 short description.



The screenshot displays the 'Company profile' section of the Exhibitor Guide interface. The left sidebar lists navigation options: Home, Company profile (selected), Team members, Leads, Meetings, and Referral program. The main content area shows a table with columns 'Title of the document' and 'Attached to'. The table lists 'Website', 'Logo', and 'Brand Guidelines - All resources'. A red arrow points from the 'Website' row to the 'Add your documents' modal. The modal has a title 'Add your documents' and a description 'Attach documents to your company profile (product catalogues, press releases, etc.)'. It features a green 'Add Documents' button. Below the modal is a 'Create a new document' form with fields for 'URL of the document', 'Title of the document', and 'Description of the document', and a 'Create document' button.

Title of the document	Attached to
Website	-
Logo	Exhibitors (3)
Brand Guidelines - All resources	Sessions (1)

Add your documents


Attach documents to your company profile (product catalogues, press releases, etc.)

[Add Documents](#)

Create a new document

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.

*URL of the document

Upload your document or paste a URL 

*Title of the document

Give the document a title (max. 80 characters)

Description of the document

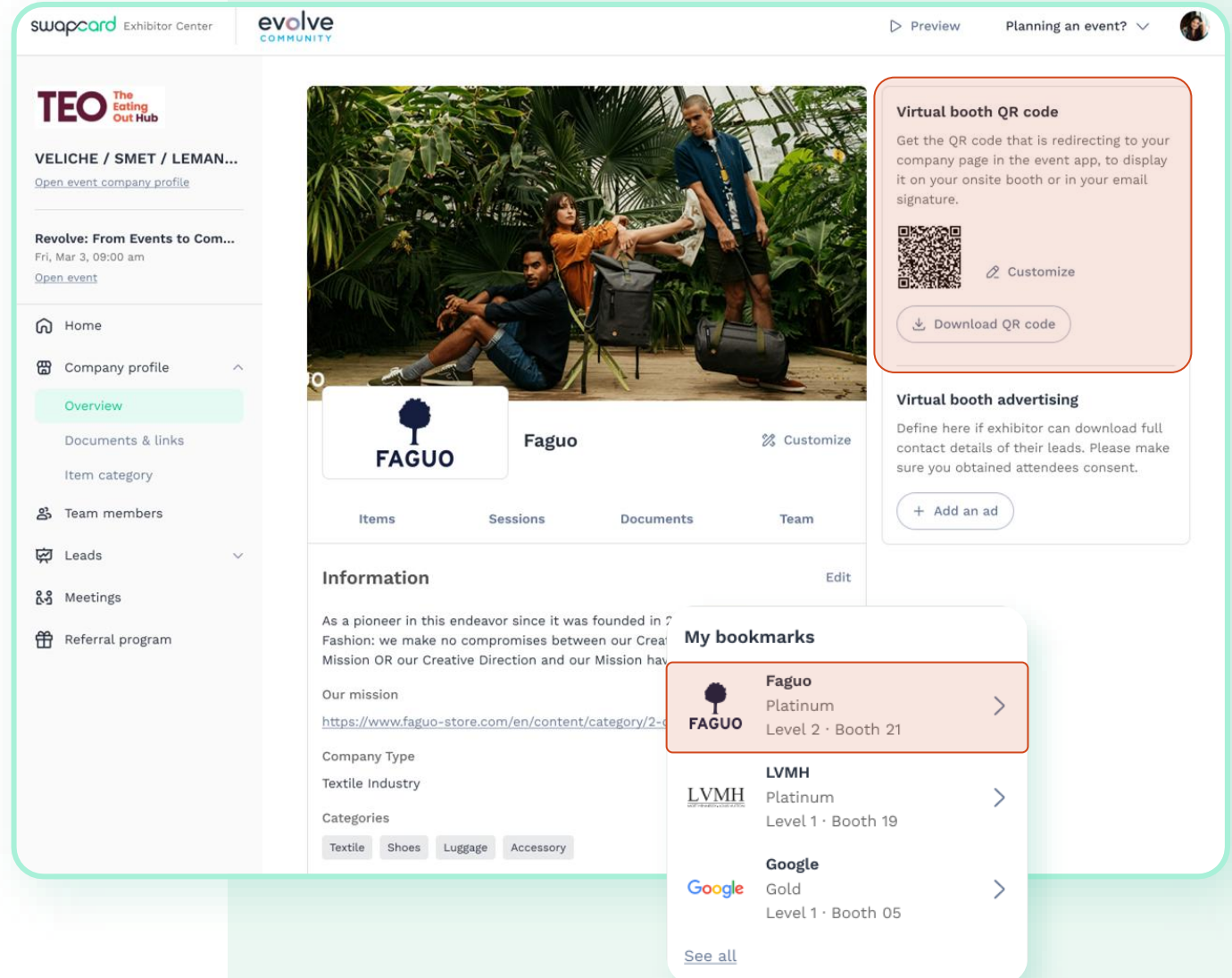
Add a few words to describe the document (max. 160 characters)

[Create document](#)

Exhibitor QR

As an exhibitor, you can **download your Virtual Booth QR code** so visitors can check the Company details of the Exhibitor they just scanned, start a chat, or ask for a Meeting.

Plus, the Company will be automatically listed under **My Event → My bookmarked companies**.



The screenshot displays the swapcard Exhibitor Center interface. The top navigation bar includes the swapcard logo, 'Exhibitor Center', the evolve COMMUNITY logo, and links for 'Preview' and 'Planning an event?'. The left sidebar contains a navigation menu with options: Home, Company profile (expanded), Overview (highlighted), Documents & links, Item category, Team members, Leads, Meetings, and Referral program. The main content area shows the profile for 'FAGUO', featuring a large image of people in a jungle setting, the company logo, and tabs for Items, Sessions, Documents, and Team. Below the image is an 'Information' section with a description of the company's mission and a link to their website. A 'My bookmarks' overlay is visible in the bottom right, listing bookmarked companies: FAGUO (Platinum, Level 2, Booth 21), LVMH (Platinum, Level 1, Booth 19), and Google (Gold, Level 1, Booth 05). The overlay also includes a 'See all' link.

TEO The Eating Out Hub
VELICHE / SMET / LEMAN...
[Open event company profile](#)

Revolve: From Events to Com...
Fri, Mar 3, 09:00 am
[Open event](#)

Home
Company profile
Overview
Documents & links
Item category
Team members
Leads
Meetings
Referral program

FAGUO
Faguo
Customize

Items Sessions Documents Team


Information Edit

As a pioneer in this endeavor since it was founded in 2017, Faguo Fashion: we make no compromises between our Creative Direction and our Mission OR our Creative Direction and our Mission have been the same since the beginning.

Our mission
<https://www.faguo-store.com/en/content/category/2-collections>




Company Type
Textile Industry

Categories
Textile Shoes Luggage Accessory

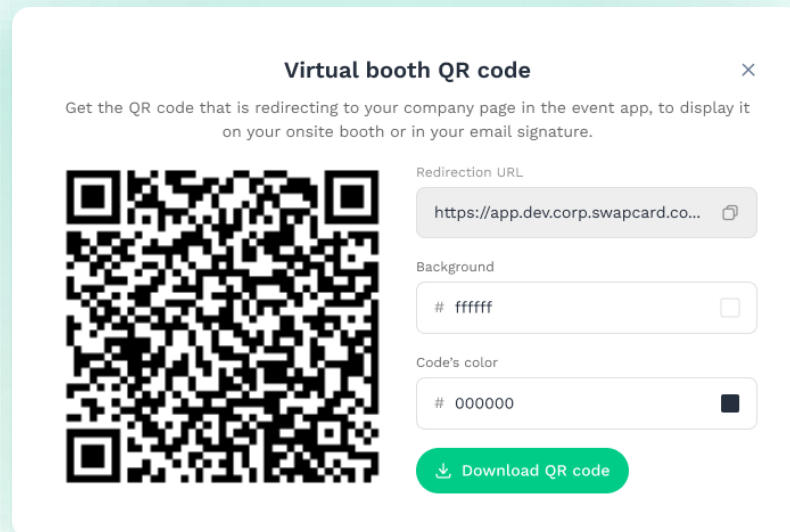
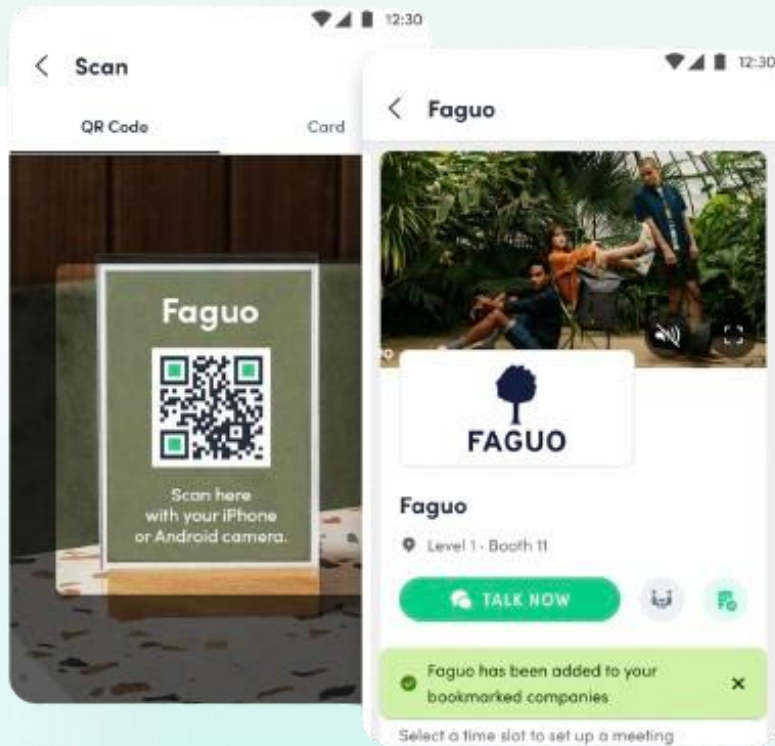
Virtual booth QR code
Get the QR code that is redirecting to your company page in the event app, to display it on your onsite booth or in your email signature.

Customize
Download QR code

Virtual booth advertising
Define here if exhibitor can download full contact details of their leads. Please make sure you obtained attendees consent.
+ Add an ad

My bookmarks

	Faguo Platinum Level 2 · Booth 21	>
	LVMH Platinum Level 1 · Booth 19	>
	Google Gold Level 1 · Booth 05	>

[See all](#)



Pro Tip!

If you want to **“brand”** QRs, you can do it by changing their **color, background, size, and margin** using third-party tools. If that’s of interest, the .svg format is recommended.

Make sure to keep enough contrast between the background and the actual code to guarantee readability.

Graphic guidelines

Exhibitor logo

- Rectangular image (2:1 ratio), size of 400 x200px and no larger than 1MB

Header

- **Image:** 1200x675px (16:9 ratio)
- **Video:** hosted on Vimeo or Youtube. Ask us if you host the video on another tool
- **Note:** the video will be muted by default

Booth background

- Rectangular image (16:10 ratio), size of 2560x1600px and no larger than 1MB

Advertising

- Rectangular image (9:16 ratio), size of 1080x1920px and no larger than 1MB

Documents

- Paste a link or import a file (pdf, doc, docx, ppt, pptx, png, jpg) and no larger than 30 MB
- **Title:** max 80 characters
- **Description:** max 160 characters

