EXHIBITOR GUIDE

Saudi Maritime & Logistics Congress 2025

is creating extra opportunities for you to do business.

Extra time. Extra access. Extra value.

Join thousands of industry professionals
getting EXTRA from their event experience.

Logging in

Step 1. Access the Platform

To do this either:

A. Click on the link sent to you in your Welcome email from info@seatrademaritimeevents.com
B. Visit the https://attend.seatrademaritimeevents.com/event/saudi-maritime-and-logistics-congress-2025
C. Download the Seatrade Maritime Events App to access the SMLC 2025 show from the Apple or Google Play store here:

https://page.swapcard.com/app/seatrademaritimeevents/ or scan the QR Code.

Step 2. Enter the email address you used to register for the event.

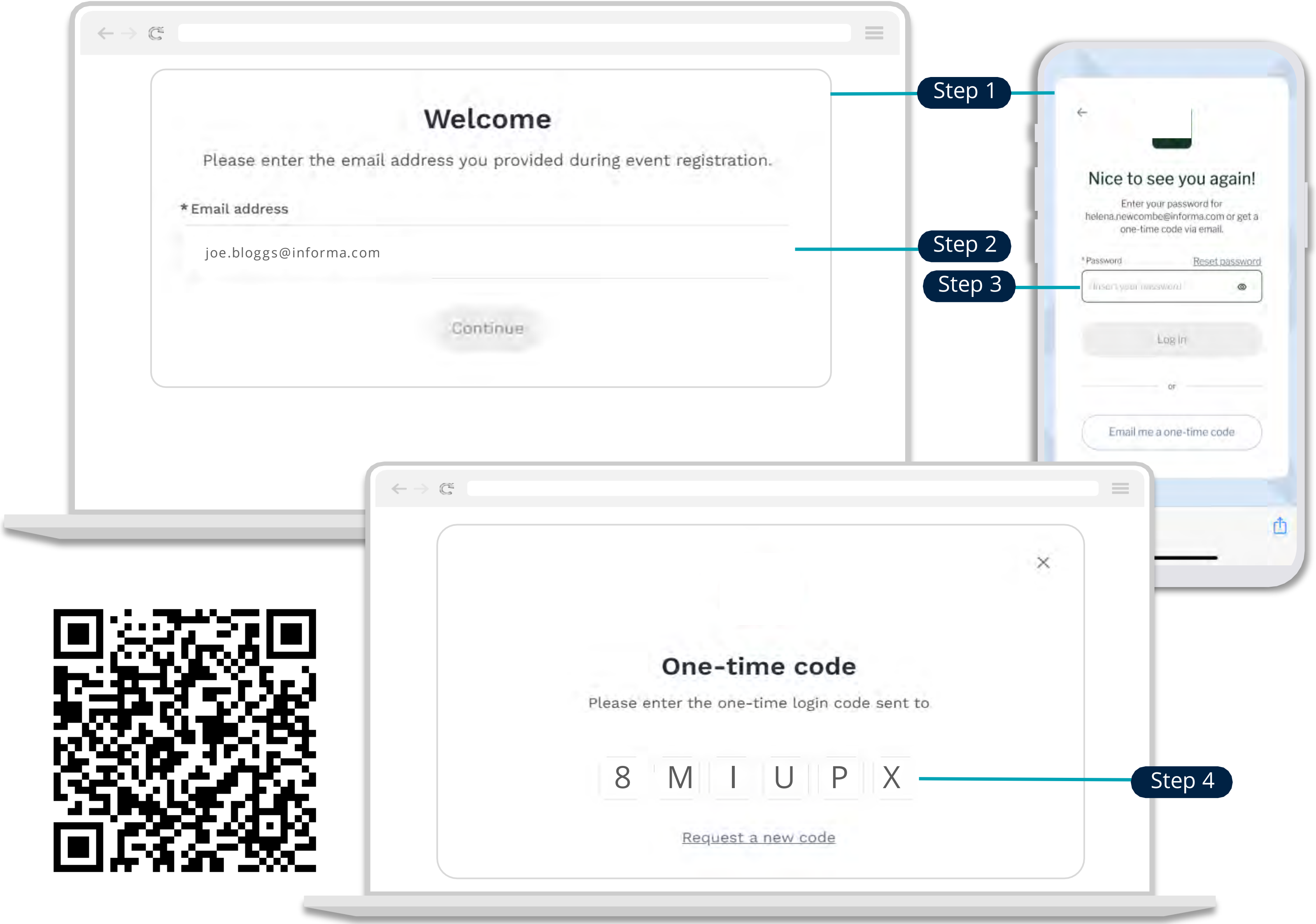
Step 3. If you've previously set a password, you'll be prompted to enter it.
Your password protects your account through Two Factor Authentication.

Step 4. You will then be sent a one-time code to your email.
Enter this to access your account.

Forgot your password?

You can either request a one-time login code or click 'Reset Password'.

If you don't see the welcome email or your one-time code in your inbox, please check your spam folder for an email from info@seatrademaritimeevents.com



Accessing your Badge

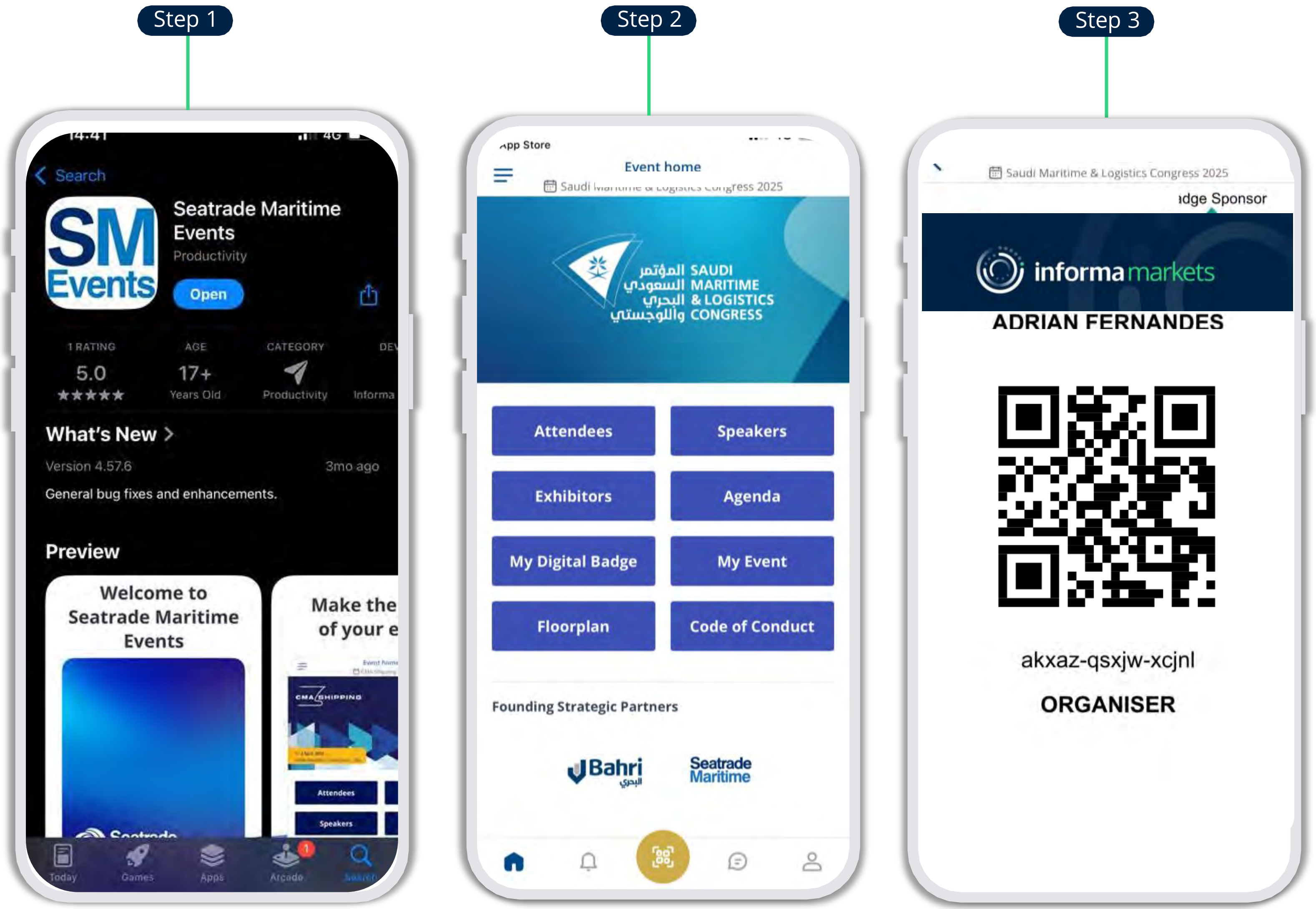
At the event, your badge gives you access to the event and to capture contacts.

You can access your badge directly through the Seatrade Maritime Events App:

Step 1. Download the Seatrade Maritime Events app to access the Saudi Maritime and Logistics Congress 2025 platform from the Apple or Google Play store, {or use the QR code below}.

Step 2. Login to your account and click ‘**My Badge**’.

Step 3. At the event use your Badge to enter and print out your physical badge at the fast-track registration kiosks.



Update your Company Profile*

A complete company profile offers extra visibility.
Think of it as your online stand and use it to showcase everything you offer.

You can access your company profile from the **Exhibitor Centre**:

A. Click on the pen next to your company on the left-hand side of the homepage, or,

B. Click your picture in the top right corner and select your company

In the **Exhibitor Centre**:

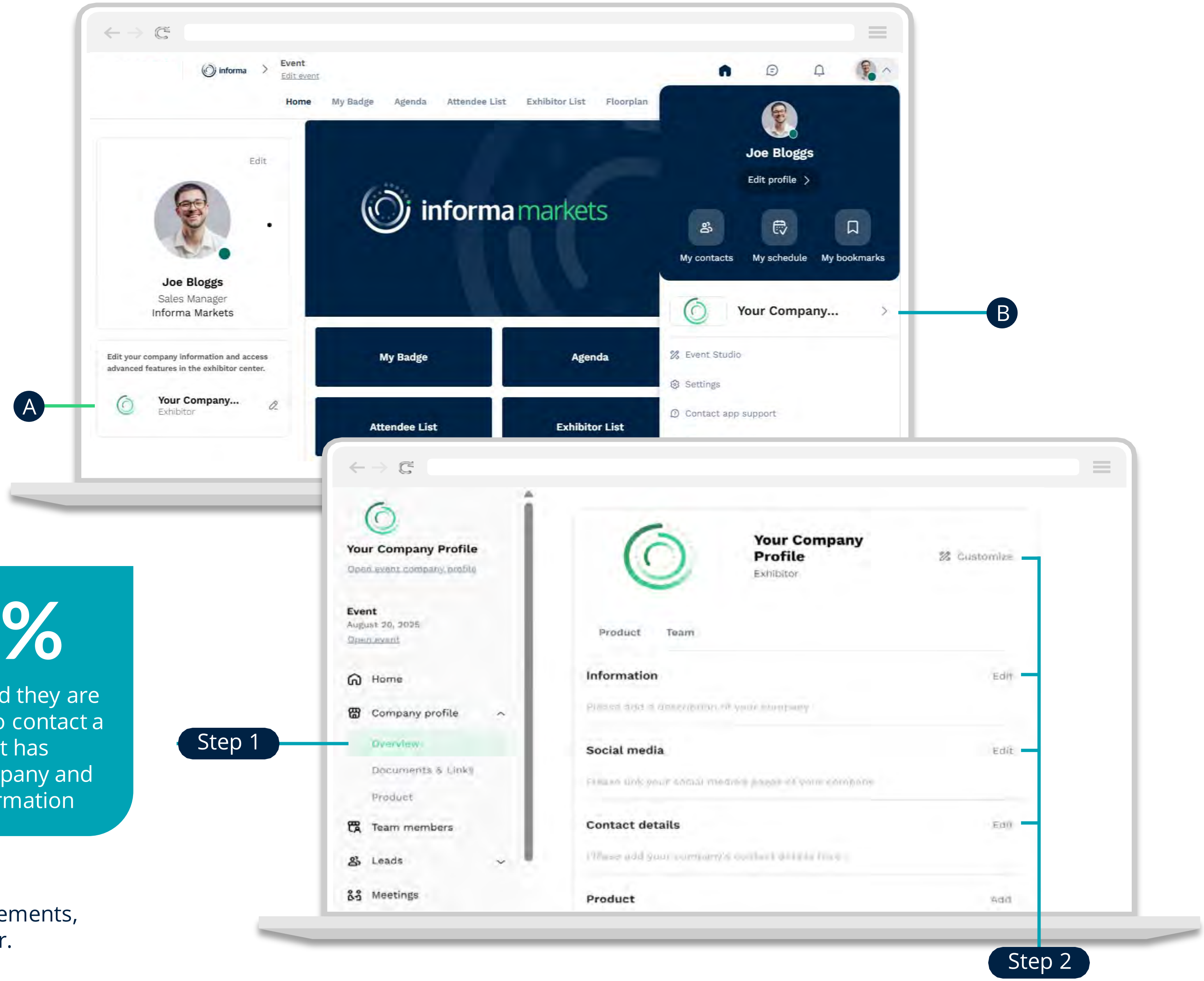
Step 1. Click '**Company Profile**' then '**Overview**'.

Step 2. Click '**Edit**' to make relevant changes or updates.
All changes are saved automatically.

Check you have updated all sections of your profile to give your company the representation it deserves.

73%

of buyers said they are more likely to contact a company that has detailed company and product information



*Depending on your package, you may be able to enhance your profile with additional elements, such as a company video or advertisement. To learn more, contact your account manager.

Add your Products and Promotions*

Promote your products, services, brochures and more to the entire show universe.

Products

Step 1. In the Exhibitor Centre, Click '**Products**' from the left navigation menu.

Step 2. Click '**Add**' located on the right of the page (limited to 3 products).

Step 3. To edit a product, hover over it in the list and click the pen icon to make changes.

Documents & Links

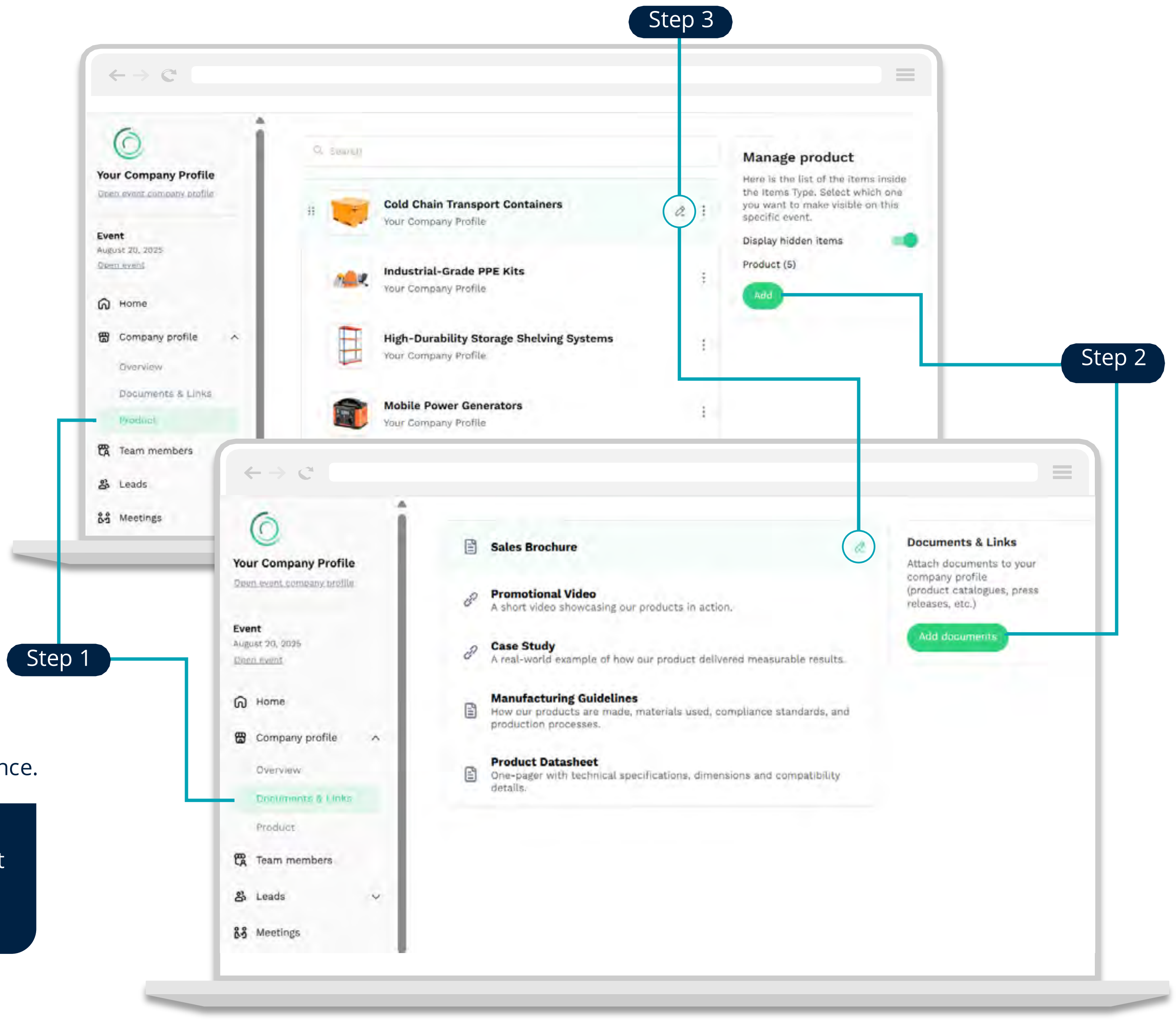
Step 1. Click '**Documents & Links**' from the left navigation menu.

Step 2. Click '**Add Documents**' located on the right of the page.

Step 3. To edit a Document, hover over it in the list and click the pen icon.

Give your products and promotions a name, description and image to reach your target audience.

At previous events, companies who added a product more than **DOUBLED** their number of leads



*Limit of 3 per company
To showcase more products and promotions, contact your account manager.

Networking – Finding Prospects

{Event platform} provides you with access to the full list of event attendees.
This list will be available on {Date} and is the place to start building your sales pipeline.

Via the Attendee List

Step 1. Click '**Attendee List'** from the top navigation menu.

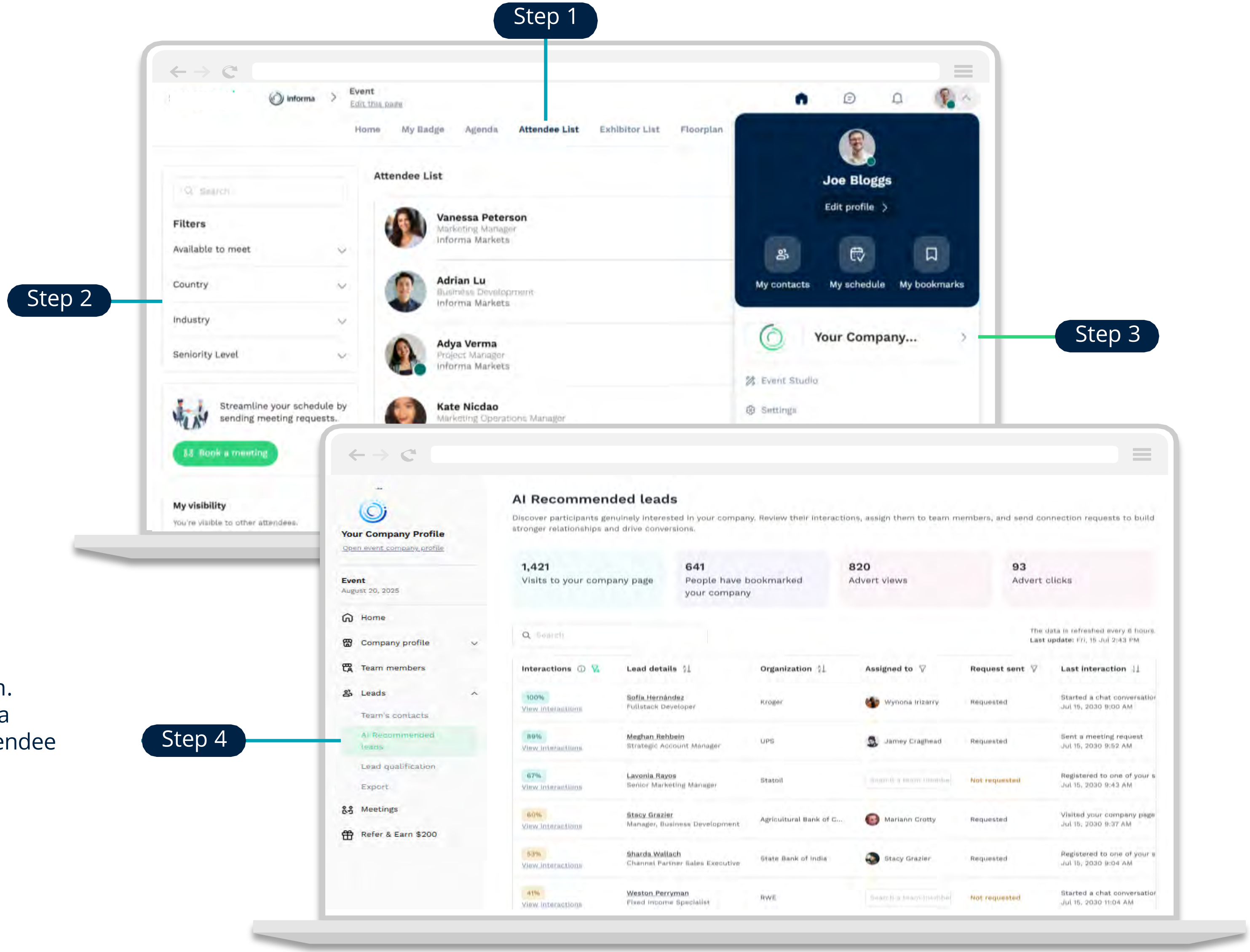
Step 2. Use the filters to find prospects that align with your goals.

Via the 'Recommended Leads'

Step 3. Enter the Exhibitor Centre via the drop-down in the top right corner.

Step 4. On the left navigation menu, click '**Leads**' then '**Recommended Leads**'.

Your recommended leads show who is interacting with your company on the platform. This can include anything from a profile view to a meeting request. Each lead is given a score based on the quantity, quality and recency of their interactions. Click on the attendee to connect and convert them to your leads list!



Networking - Connecting with prospects

Once you have identified your prospects, it's time to convert them to a lead.
To do this, you need to send a connection request or arrange a meeting.

Step 1. Click on the person you want to connect with.

Step 2. Click on the '**Connect**' button.

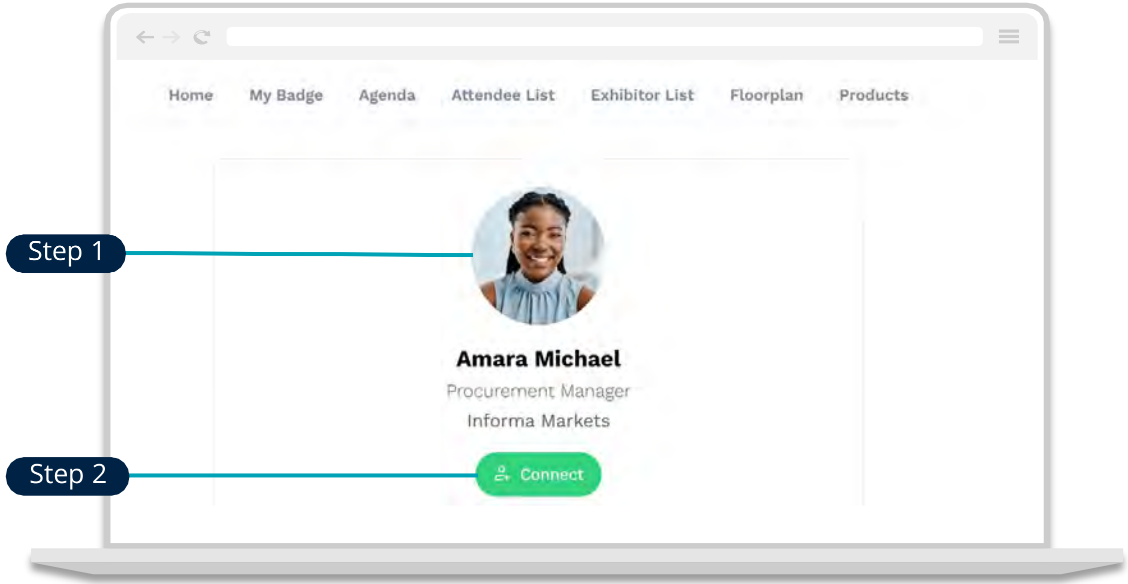
Step 3. Start by sending an introductory message about yourself, your company and why you wish to connect.

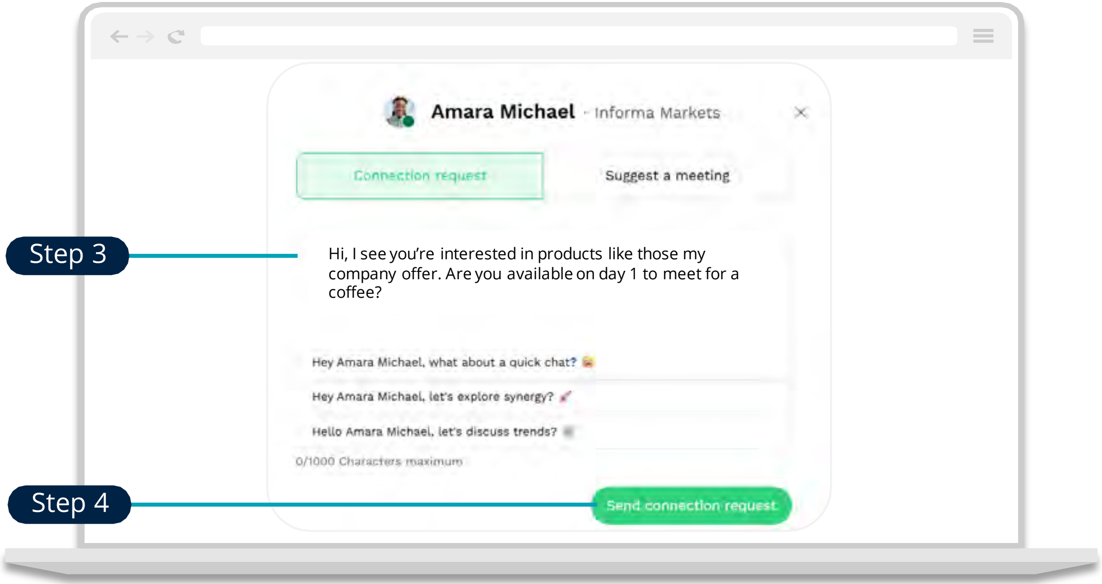
Step 4. Click '**Send connection request**'.

Connection requests will remain pending until accepted.
Once accepted, you will be able to exchange messages, book meetings and find them in '**My contacts**' under your profile drop down in the top right corner.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than

300%





Meetings

Make extra time for those all-important face-to-face discussions.

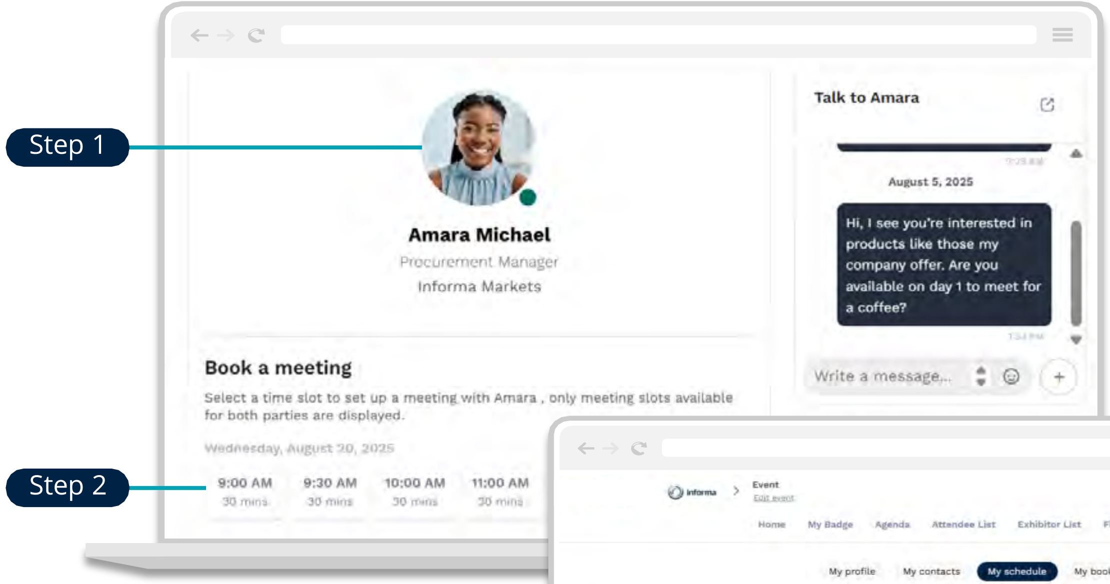
To book a meeting

Step 1. Visit an attendee profile.

Step 2. Click one of the suggested time slots.

Step 3. Select a meeting location, add details and invite more participants if required.

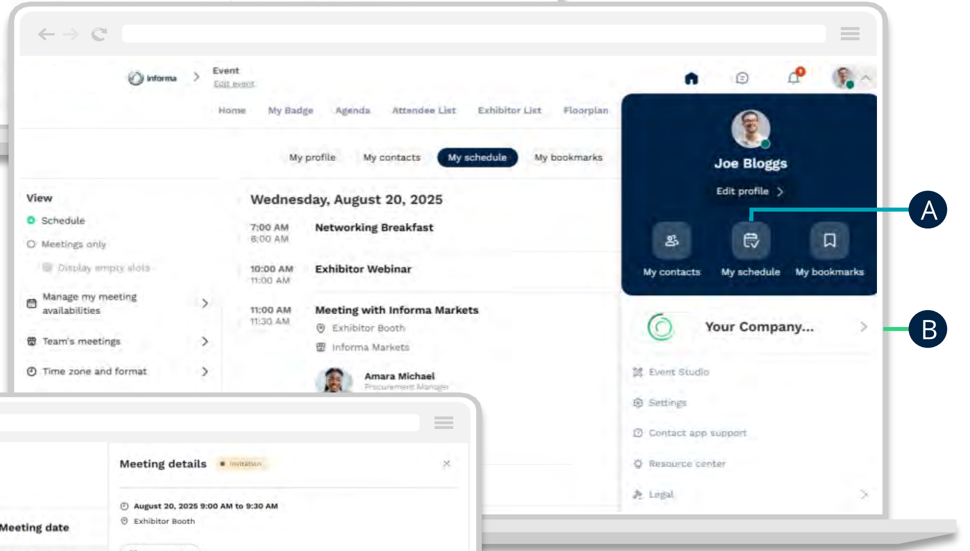
Step 4. Send your meeting request.



To view your meetings

A. Meetings that have been booked with you or assigned to your profile will show under **'My schedule'**. Once confirmed, all participants will become a lead.

B. Meetings that have been booked with your company will only appear in the team's meetings tab in the **Exhibitor Centre.**



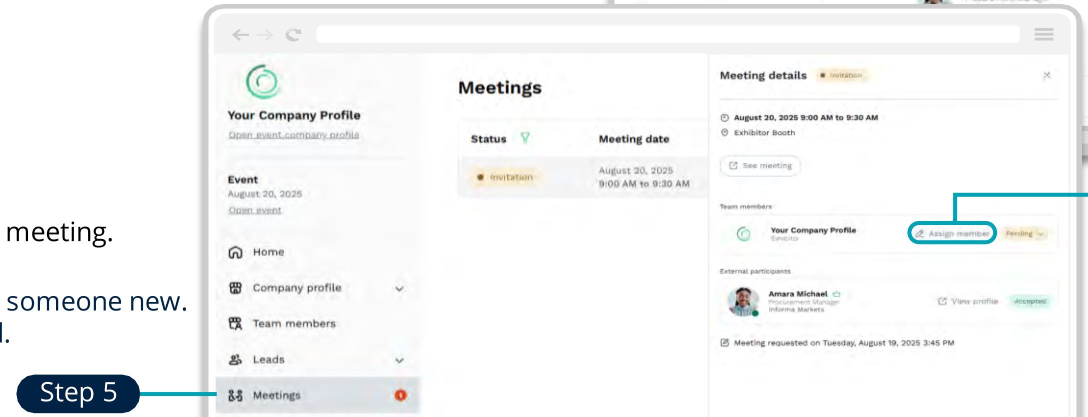
To assign team meetings

Step 5. In the Exhibitor Centre, click '**Meetings**'.

Step 6. Click on the meeting you want to assign.

Step 7. Click '**Assign member**' and select the team member best suited to take the meeting.

If the assigned team member is unable to attend, click 'Switch member' and assign someone new. Please note, if the assigned team member declines the meeting, it will be cancelled.



Lead Capture

Building your list of leads has never been easier. Utilise the platform & app to ensure that every interaction you have online and on the showfloor is saved as a lead.

What counts as a lead?

Anyone who:

- Accepted connection requests
- Accepted meetings
- Messages exchanged
- Badges scanned onsite

For AI Recommended Leads to be captured, you should connect with them first.

Scanning badges

To start scanning badges onsite, download the app.

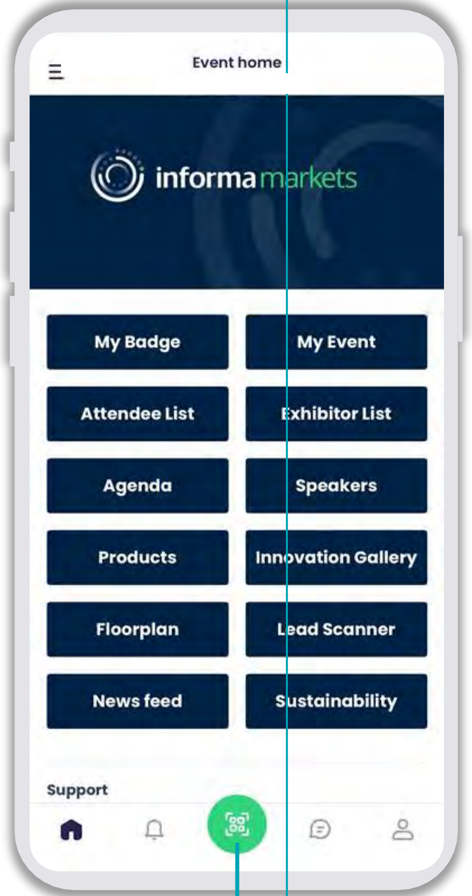
Step 1. Within the app, click the **QR code icon** in the bottom centre.

Step 2. Allow access to the camera.

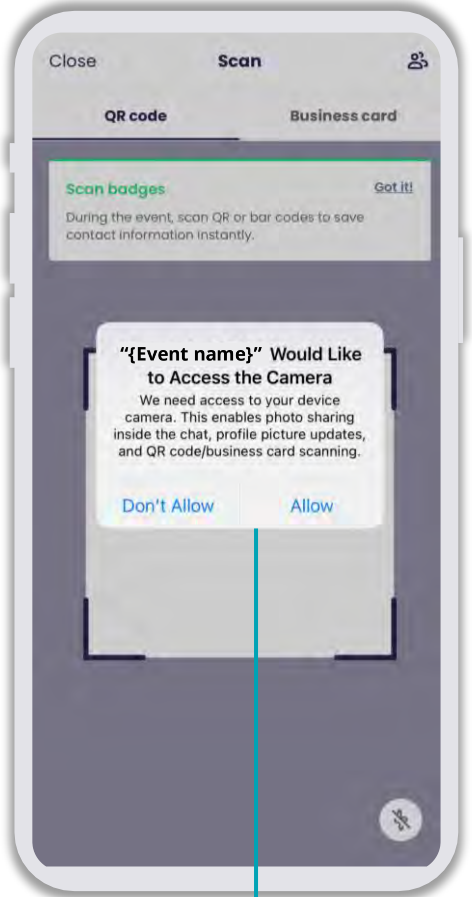
Step 3. Scan the badge.

And you have successfully captured your lead's contact details!

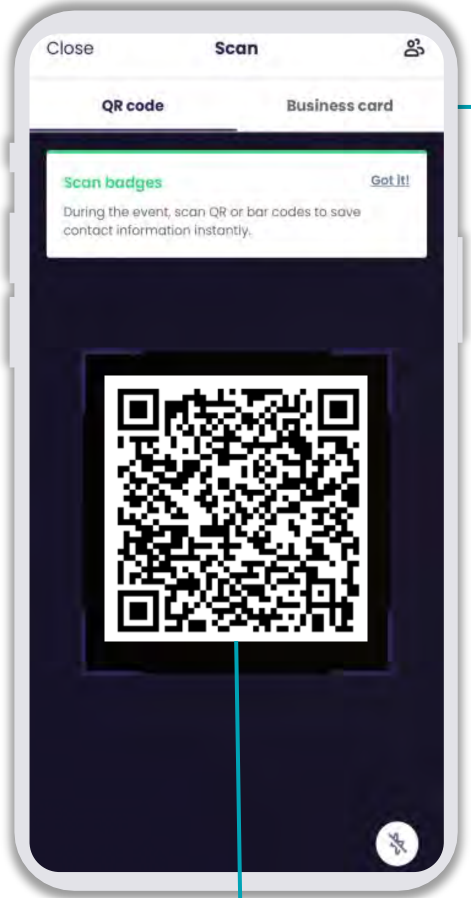
You can scan business cards too



Step 1



Step 2



Step 3

Qualifying Questions

Bring consistency to your lead qualification by creating personalised questions for your team to answer. Qualifying leads helps you gain deeper insights and take prompt action post-show.

Set up Qualifying Questions

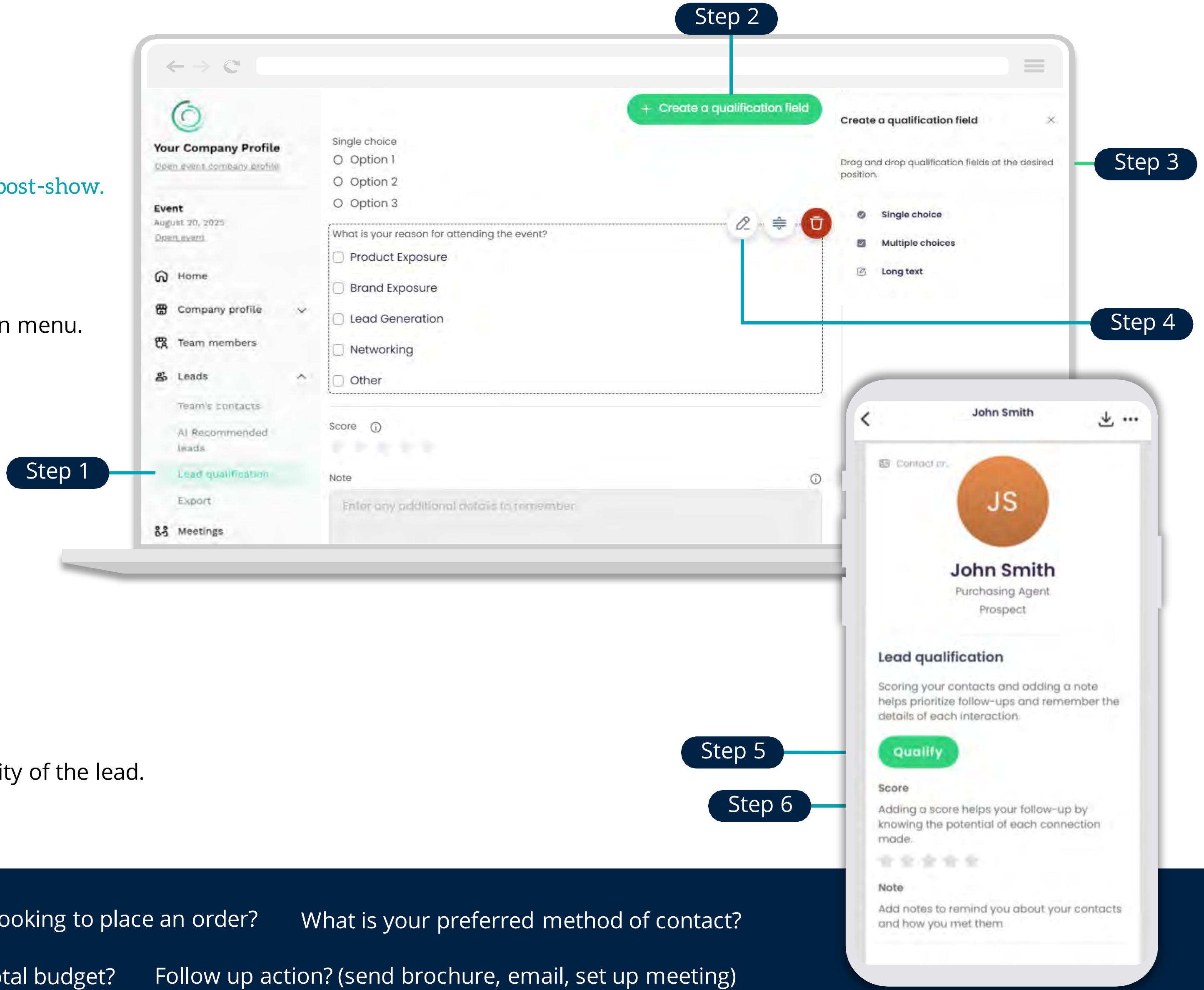
Step 1. In the Exhibitor Centre, click '**Leads**' then '**Lead Qualification**' from the left navigation menu.

Step 2. Click '**+ create a lead qualification field**'.

Step 3. Drag and drop your preferred question type into the lead qualification form.

Step 4. Hover over the question and select the pen icon to edit the question and answers.

We suggest one team member takes responsibility for adding questions before the show.



Qualify your Leads

Step 5. After scanning a badge onsite or connecting with someone online, click '**Qualify**'.
You can find your list of leads to qualify under '**My contacts**'.

Step 6. Score the lead, answer the qualifying questions and add notes to determine the quality of the lead.

Step 7. Click '**Save**'.

Examples of Qualifying Questions

- What products are you interested in?
- When are you looking to place an order?
- What is your preferred method of contact?
- What is your purchasing authority?
- What is your total budget?
- Follow up action? (send brochure, email, set up meeting)

Download your Leads

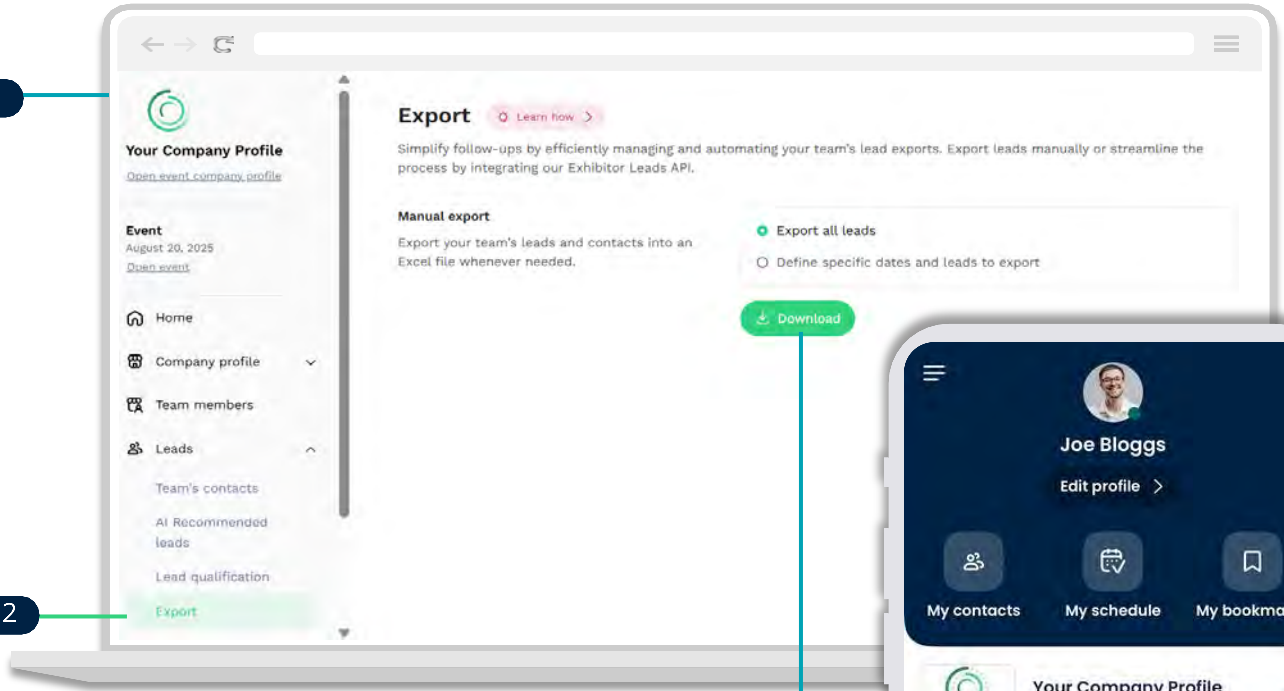
This download will include the information of all your connections made at the show and online

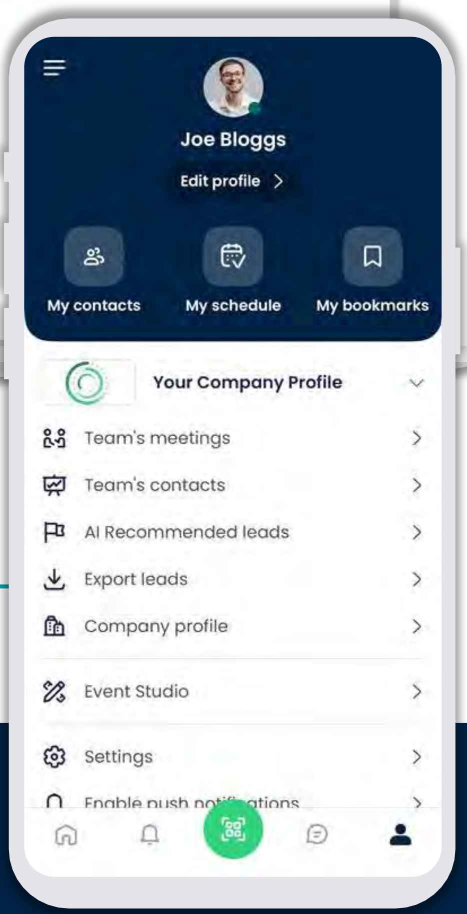
Step 1. Enter your **Exhibitor Centre**

Step 2. Click ‘**Leads**’ then ‘**Export**’ from the left navigation menu.

Step 3. Click ‘**Download**’.
You can download all your leads at once or select specific dates and content.

Remember, for AI Recommended Leads to be included in this download, you should connect with them first.





What counts as a lead?

Accepted a connection request

Exchanged messages with you

Registered for a session you sponsored

Requested or accepted a meeting with you

Badges scanned

Extra time.
Extra access.
Extra value.

Log in today to get extra from your event experience.

For any additional questions or support, please contact customer service on: saudimaritimecs@tahaluf.com