

# INSTRUCTIONS

## for filling out the MosShoes exhibitor's personal account



Click on **Sign in** link in the upper right corner of the site [www.mosshoes.com](http://www.mosshoes.com).

**Sign up**

Visitor. I want to get a ticket to the exhibition

Exhibitor. I want to take part in the exhibition

Email:

Password:

Confirm password:

First name:

Last name:

### Registration form

Select **Exhibitor**.

• Please indicate the date of the exhibition in which you want to participate

28.08.23 – 31.08.23  I am participating for the first time

• Please enter data for the catalog

Drag and drop your logo

Exhibitor name:

**Required field**

China

Town:

Email

**Required field**

Add more?

Phone:

+86

Add more?

Link to website:

Exhibitor name:

**Required field**

Please duplicate on Russian:

Maximum number of characters: 5000

Maximum number of characters: 5000

### Exhibitor

- Select the date of the exhibition.
- Make a mark "Participating for the first time" if this is your company's first participation in the MosShoes exhibition. The information will be automatically reflected in the New Brands tab.
- Upload your company logo.
- Please specify the name of the company in the form of **NAME Co, Ltd**.
- Select a country from the list.
- Specify Email, phone numbers and website.
- Add a description of the company in English language.
- Add a description of the company in Russian language. You can use <https://translate.google.com/>.

• The section of the exhibition in which your company participates

<b>Shoes</b>	Bags and accessories	Leather and accessories	Sport goods	Logistics	Informational partner
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• Please indicate the main activities

Product Categories

- Men's shoes
- Shoes for children and teenagers
- Women's shoes
- Shoe care products

Types of shoes

- Classic
- Casual
- Sport's
- Orthopedic and Prophylactic

- Beach Shoes
- Work Shoes

Price segment


- Low price
- Middle price
- High price

Distribution Format


- Large wholesale
- Own retail
- Shop-in-Shop
- Small wholesale
- Franchising

• Make your products popular and attract potential customers!

Upload product photos so that visitors and potential customers have the opportunity to plan a visit to your booth in advance. You can upload up to 8 images.



Drag and drop your images



Drag and drop your image

• Dear Exhibitor!

There are registered badges for your stand. You can fill in the information on them after agreeing the stand area with the organizers of the exhibition.

## Specialization

- Select a section of the exhibition.
- Mark the categories and types of your products and services.

## Images

- From 1 to 8 images can be uploaded.
- Valid formats: png, jpeg, jpg.

### Attention!

Please fill in the "Exhibitor" tab. After that, you will be able to add images.

## Brands

You can add up to 10 brands. After adding the first brand (logo, name and country), you will be able to add the next one.

## Useful

Here you can find documents for exhibitors, including catalogs of past exhibitions.

## Video

There are useful materials for specialists.

## Badges

The badges are provided. You can fill in the information for badges after confirmation of the area of the stand by the organizers of the exhibition.

- **Invite customers!**

Does the guest have a **VIP status?**

The status of a **VIP visitor** provides an opportunity to receive informational materials of the exhibition for free and take advantage of the support of the curator of the buyer's program. You can invite up to **10 VIP guests**.

- **«Schedule the meeting» service**

«Schedule the meeting» service aims to make your participation or visit to Mos Shoes exhibition as much as comfortable and effective as it can be. To confirm date and the time of the meeting with the company you are interested in, you can plan your day and establish contacts with necessary people.

## Invite customers

- You can send an invitation to customers on behalf of the company.
- You can assign VIP status to your clients for enter the VIP areas of the exhibition.

## Schedule the meeting

- You will be able to find out in advance about the appointments assigned to you.
- Notification about the meeting will send to the E-mail specified during registration.
- You can confirm or decline the meeting.

## Account settings

- You can change your first name, last name and password.
- You can delete your account.