



LENND EXHIBITOR PROFILE PORTAL INSTRUCTIONS

Once your assets are ready for your Exhibitor Profile, log-on to the LENND Portal to upload, preview and approve your Profile. You can find specs for exhibitor profile assets in [this document](#).

ACCESS THE PORTAL

- An email will be sent to you to access the LENND Portal.
- Click the link in the body of the email.
- When you land on the Portal homepage, enter your email.
 - As the main Exhibitor Contact, only your email address is given access. If you'd like to add another email, please email exhibiting@afponline.org.
- The system will prompt you to create a password and click continue.
- To begin adding your profile assets, click the Form button.
- The portal homepage will show the list of tasks you have due for your event – click “Exhibitor Information Form” to submit assets needed for your Exhibitor Profile.

BUILD YOUR PROFILE

Company Description

- Description is a generic text field, however it does recognize HTML rendering for formatting purposes.
- If you're not familiar with HTML, you can use the “html editor” tool.
 - Click the html editor link which will open a split screen.
 - As you type your text on the left side, the html code will generate on the right side. You can add bullets, bold words, add links and more.
 - Once you're complete, copy the html code, return to your Exhibitor form and paste it in the Description content box.
 - You'll see the final description in the preview screen after you've completed your Exhibitor Form.

Location

- Choose one location to include in field.

Categories

- Choose your Product Categories from the drop-down menu.
- We recommend choosing 3.

Banner and Logo

- Browse to find your files and upload.



Contact

- Add the person you want to display as a contact on your profile. This can be a different person than who you have available for meetings with attendees.

Social Media

- Add your social media URLs. We'll need the full path to your profile, not just your handle.
- If you leave a field blank, it will not populate in your profile.

Video

- Platinum and Gold exhibitors can have multiple videos in their profile.
- Your video must be hosted on YouTube or Vimeo. We cannot accept MP4 files.
- Find the Share icon and copy the URL. Paste this in the form.
 - If you're hosting your video on YouTube, make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Profile. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.
 - If you're hosting your video on Vimeo, make sure your video is set to Anyone Can See This Video. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Collateral

- Browse to find your files and upload.

SUBMIT AND REVIEW YOUR PROFILE

- Click the Submit button. You can still return to edit assets after you've clicked Submit.
- Once you've submitted, return to the Portal homepage where you'll see you have a Submitted Statue.
- To edit your profile, click the Edit button to return to the form.
- To preview your profile, click Preview and Approve Profile.
- This is a simulation of what your page will look like. Confirm your images are formatted correctly, your links work, videos play and your description is accurate.
 - Please note, Schedule a Meeting will not work in this preview.
- If your profile looks good, click the green Approve button at top of profile. You can continue to edit your profile after you've clicked Approve.