

AmericasMart.com Online Storefront Specifications Guide:

Items Needed to Complete an Online Storefront:

1. Company Logo in jpg format
 - Low Resolution (72 dots per inch)
 - Up to 300 x 300 Pixels
 - Maximum file size not to exceed 30K
2. Company Description
 - Plain text or HTML
 - 1,000 characters or less
3. Product Images
 - Low Resolution (72 dots per inch)
 - Up to 500 x 500 Pixels
 - Maximum file size not to exceed 30K
4. Product Descriptions
 - Plain text or HTML
 - 500 characters or less
5. List of Up to 15 Additional Keywords, beyond the classifications you are represented under in the Buyers Guide.

Any change to Company information (i.e. address, phone and fax numbers), product lines and/or product category MUST be FAXED on company letterhead, with a signature, to Kerry Brown at 404-220-2118. If you have any questions, regarding product lines and/or categories, questions can be directed to kbrown@americasmart.com. **NOTE:** Any changes will reflect both the Buyer's Guide and website.

Easy Steps To Publishing Your Online Storefront:

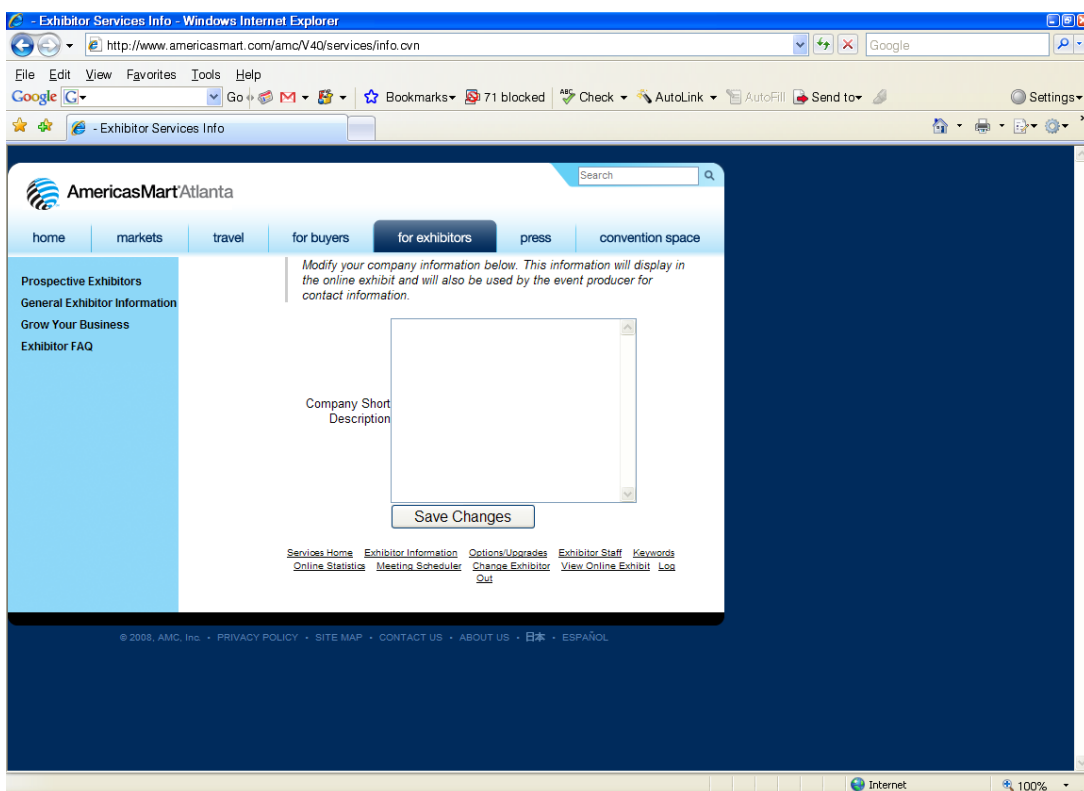
- Go to www.americasmart.com
- Go to 'for exhibitors' menu at the top of the screen, and you will see Online Storefront Log-in link on the left side. You will then be asked to Log-In with your Username & Password. (If you do not have a Username & Password, please contact Steve Bailey at sbailey@americasmart.com.)

From this screen you will begin publishing your Online Storefront!

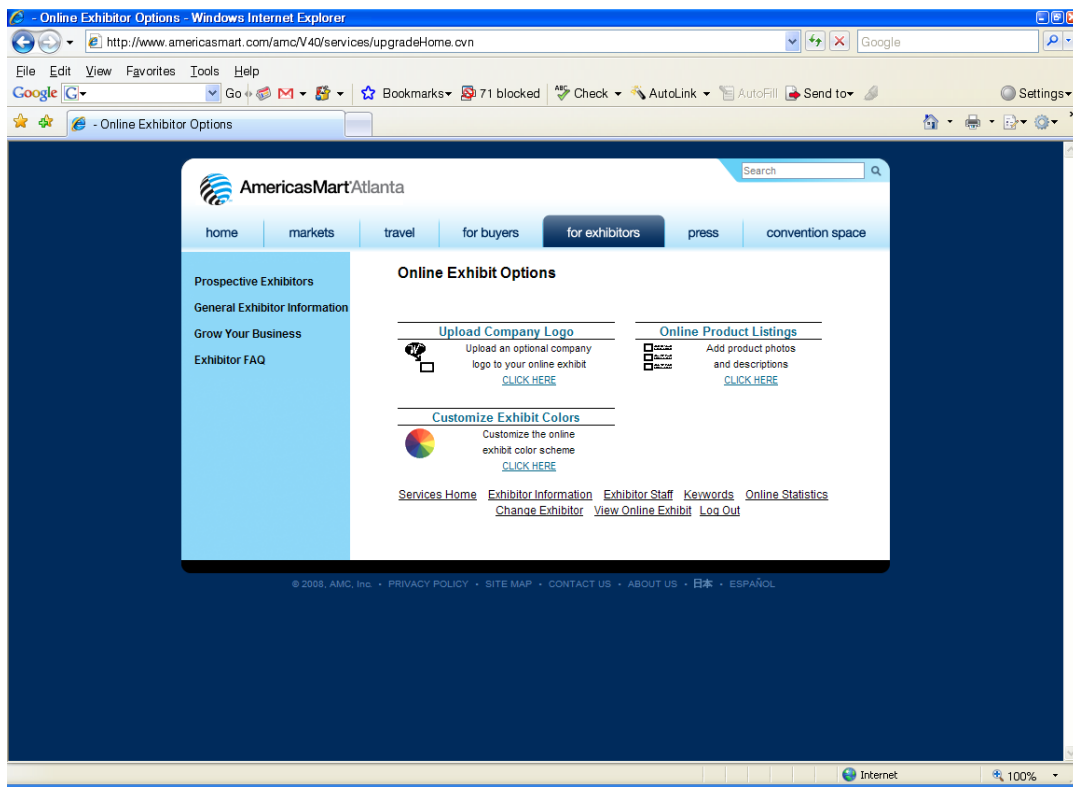


The 5 Areas To Complete: (These are represented on the page you will be viewing)

1. **Exhibitor Information** - This is where you build your 1,000 character Company Description. HTML may be used here for formatting.

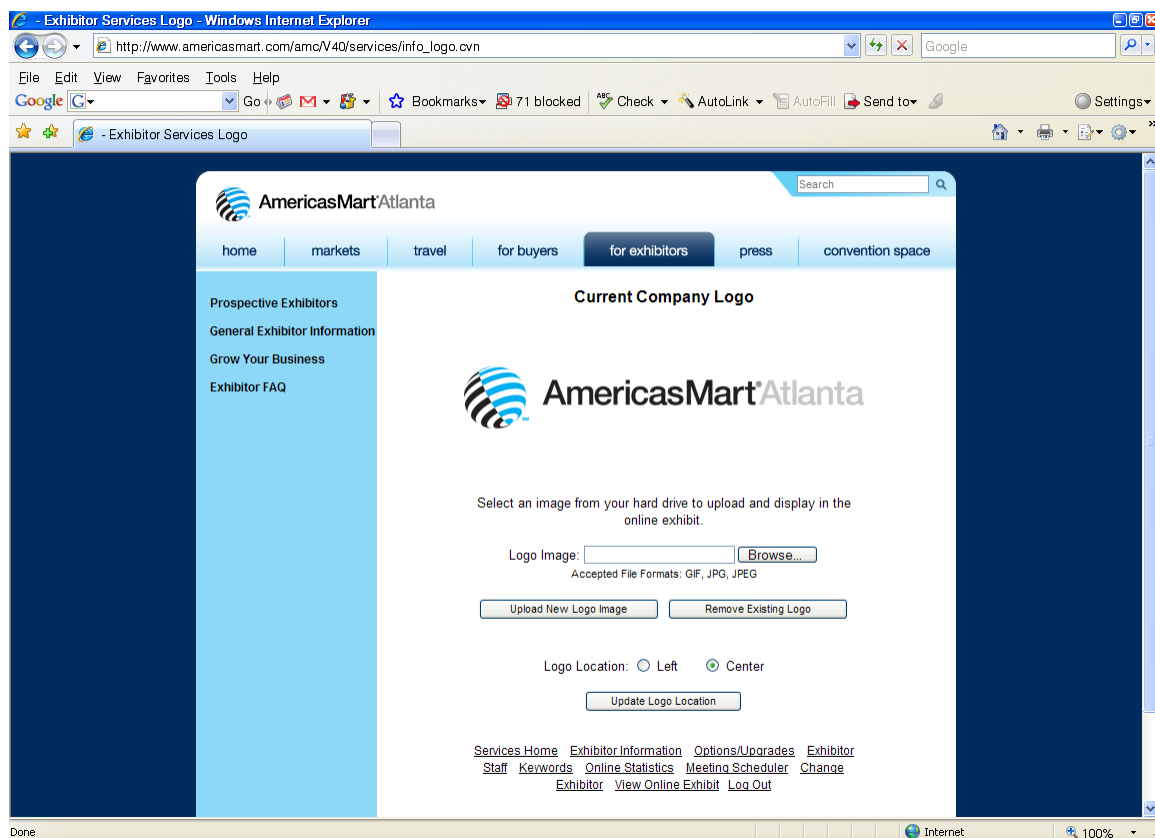


2. **Online Exhibit Options**



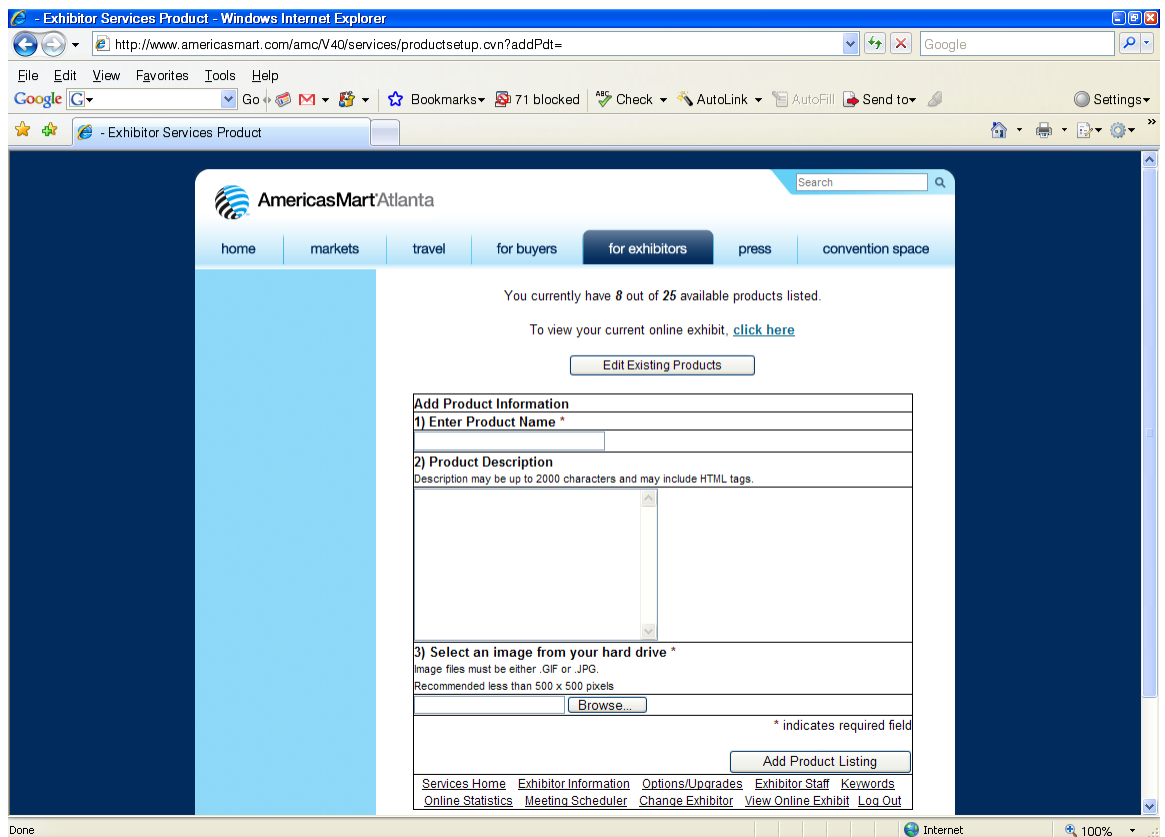
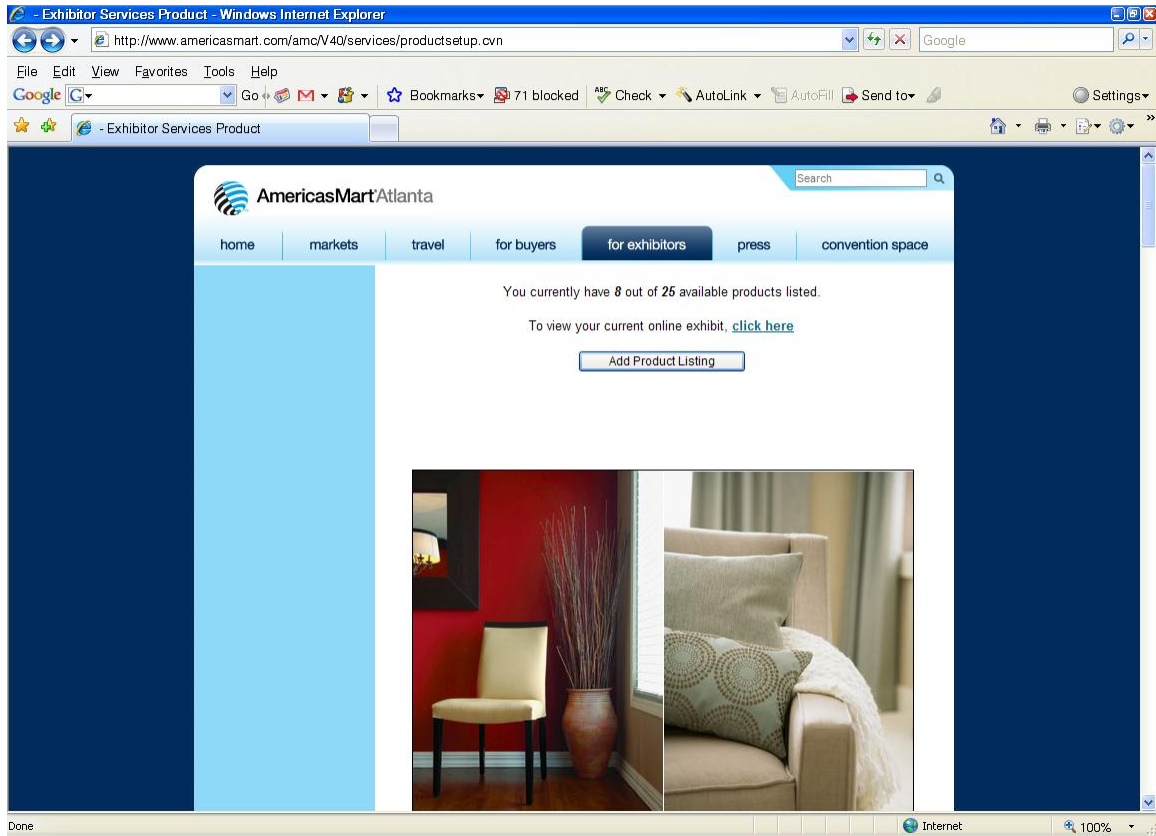
a) Company Logo Upload

You must have your images stored on your computer or on a CD. Click on the Browse button to locate your stored image, then click on Upload New Logo Image. If you need to remove your logo, click on Remove Existing Logo. If you want to change the location of the log please select if you want your logo to be on the left or in the center.



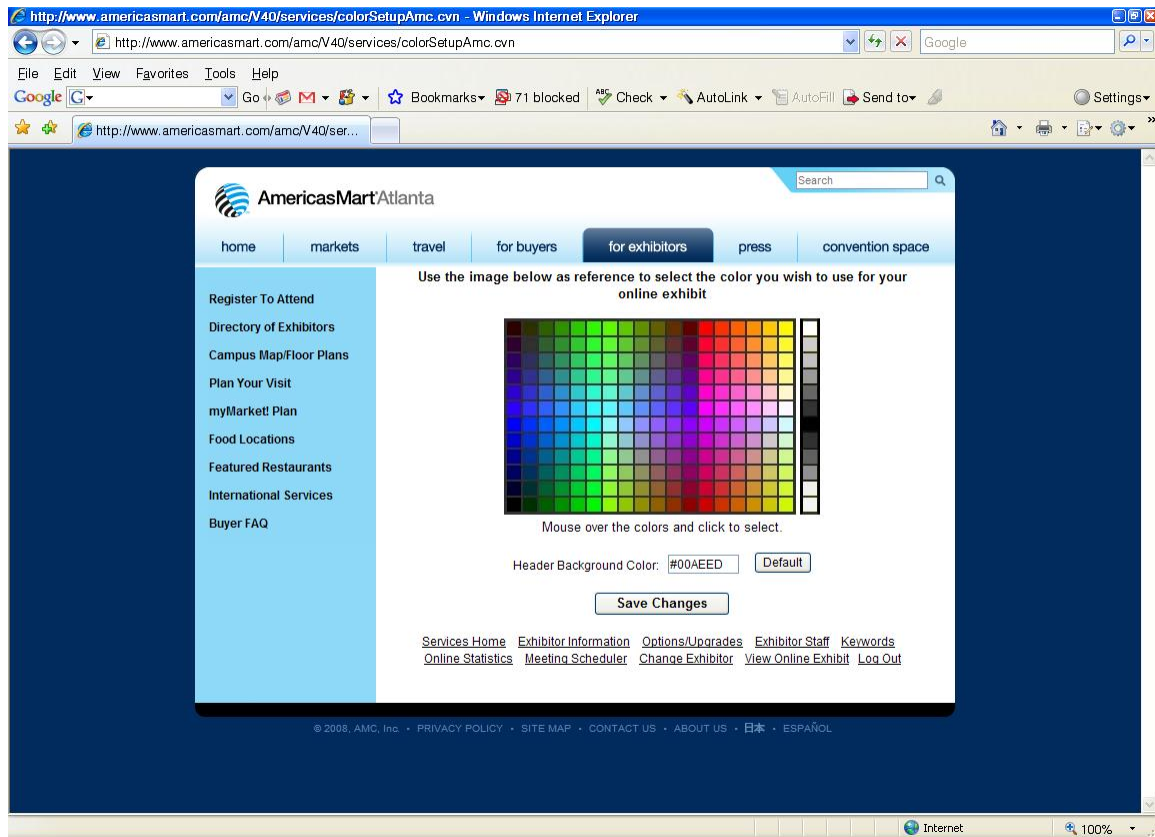
b) Product Descriptions & Image Uploads

You must have your images saved on your computer or on a CD. Click on Add Product Listing, then the Browse button to locate your stored image. Enter a Product Name, then the Product Description and click on Add Product Listing.

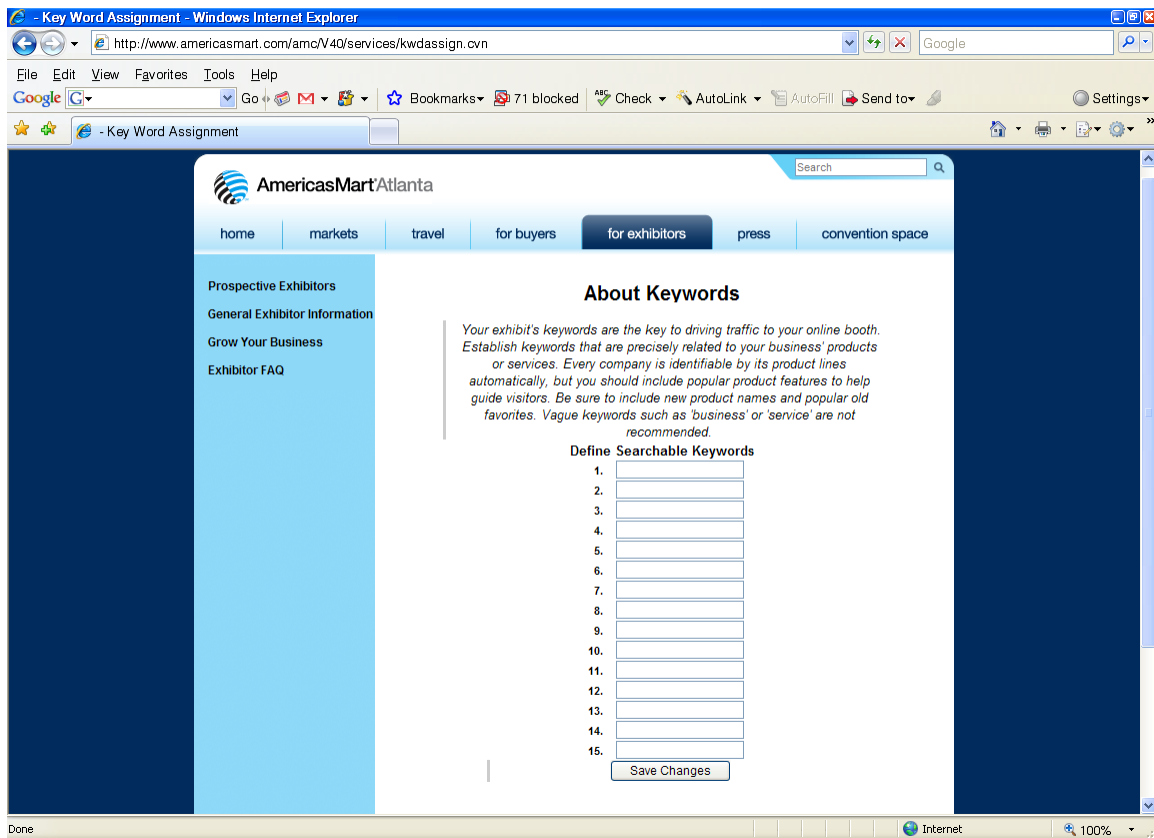


c) Customize Exhibit Colors

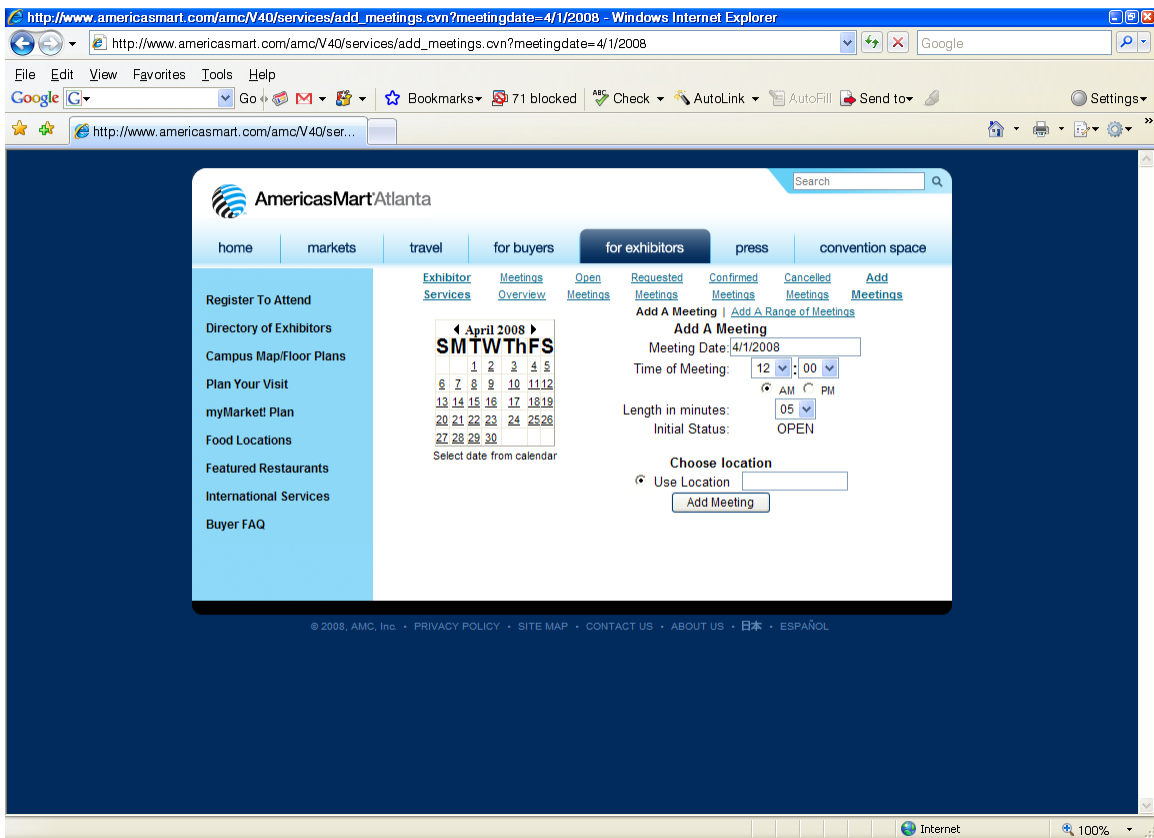
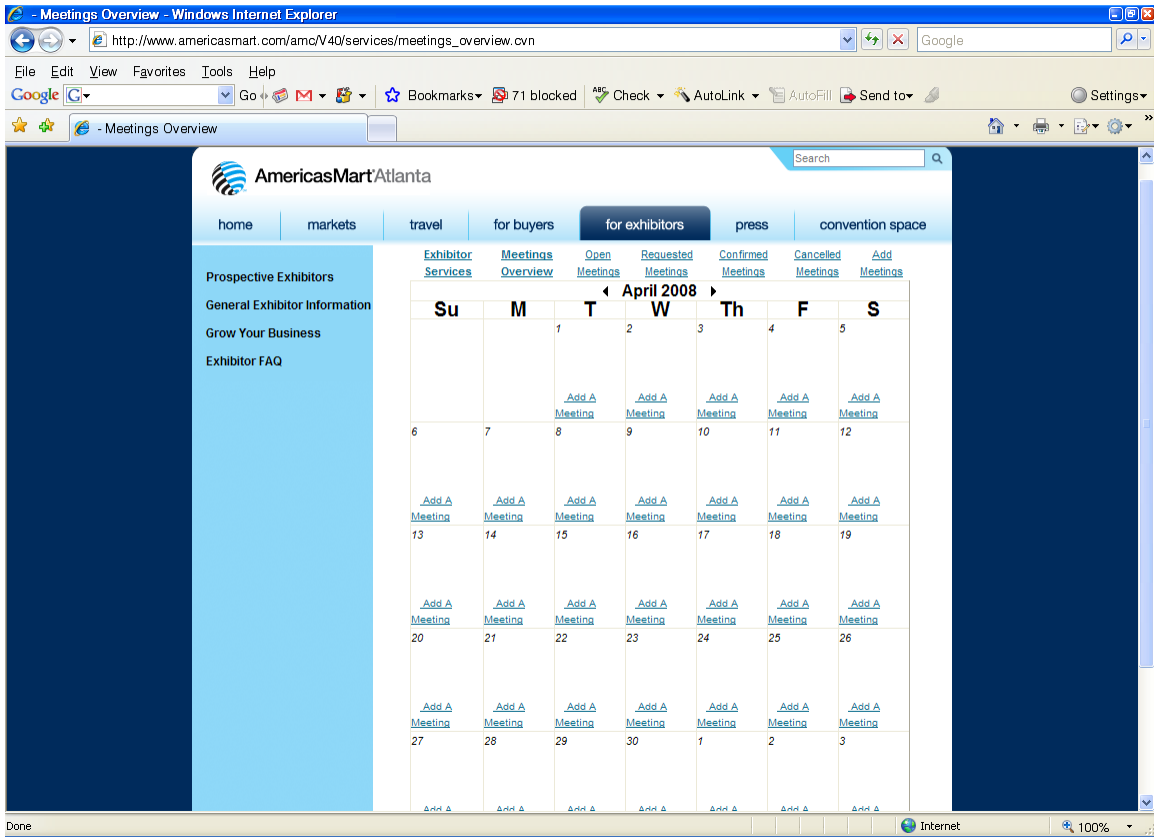
Choose colors to accent your Online Storefront. You can change the borders, the text, and the bars that separate the fields.



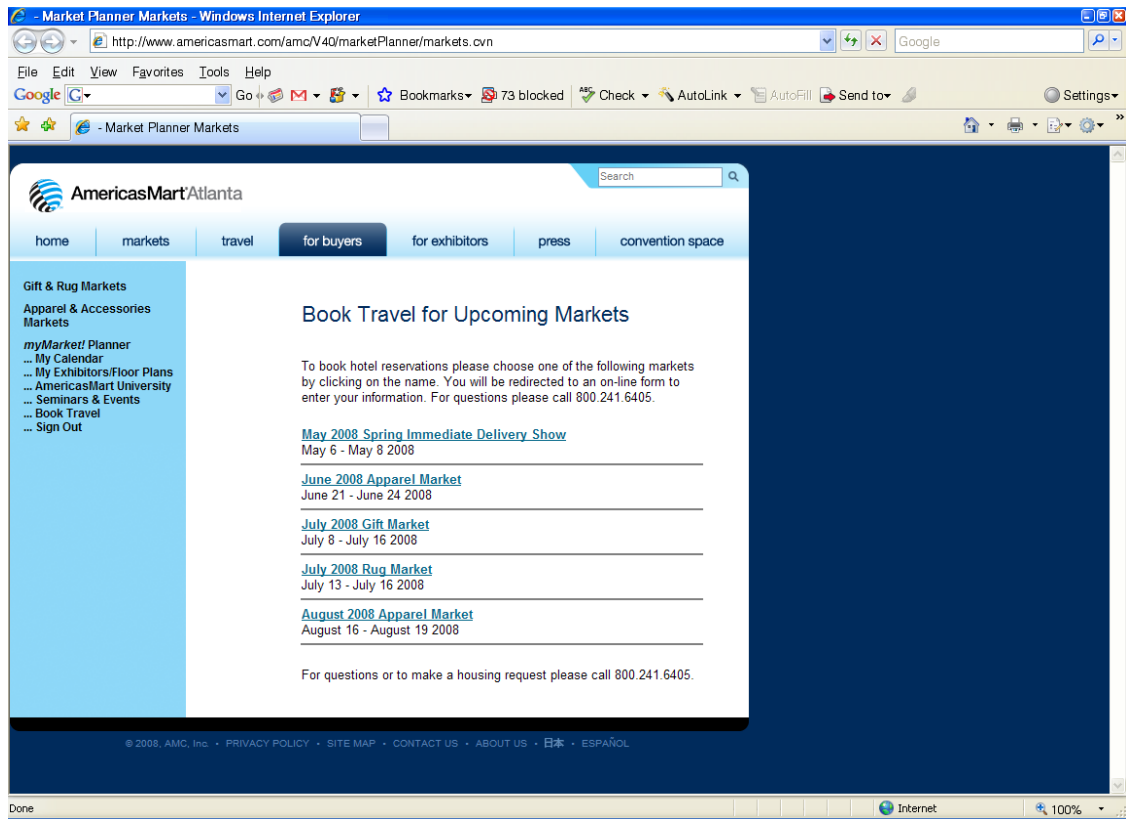
3. Searchable Keywords - Choose up to 15 additional Keywords for the Search Engine.



4. **Meeting Scheduler** - Publish your calendar so that Buyers know when you are available, and can book appointments with you Online.



5. **Book Travel** – this link will allow you to book your travel for Upcoming Markets.



6. **Online Statistics** -This is where you can view how many people are viewing your page and have selected you in their *myMarket!* Planner.

