Taiwan Trade Shows
Where Opportunities Get Activated
Manual for Online Fair Services

台灣國際專業展基本網路行銷服務使用手冊

www.TaiwanTradeShows.com.tw
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1. Set up an Account and Log In for Exhibitors

1.1 Set up an Account:

Your individual space on the official website is activated after completion of registration and you will receive an e-mail with the subject line: “Activate exhibitor’s account” (as illustrated below). Open mail and click “Set up an Account” to hyperlink your personal account on the official website.

1.1.1 You can select either “Use Previous Account” or “New Account.” After set-up, the screen will indicate that your account has been activated. When creating a new account (below), please use only letters and numbers for your account and password. Do NOT use any spaces, punctuation or other characters.
If you select “Use Previous Account,” the screen will list accounts that you have used before. Please select one account for this show. After selected from the list you forget your password, return to the login page and click “Forgot Password?” to apply for a new password.

1.1.2 If the pop-up states: “The account you typed has been used,” it means that the account is already being used. Please create another account to complete your set-up.

1.2 Now Let’s Return to Log In

Simply enter the homepage of the official website and click “LogIn” (at the top right corner) or click at top “Exhibitor”→”My TaiSPO Login.” On both login sites you can enter your account and password to get in.
1.3 Troubleshooting:
If you cannot log in, please select from the menu on the right side on the “Exhibitor Login” page.
1.3.1 Forgot Password:
If you have completed the account set-up process but forget your password, please click “Forgot Password?” and enter your account. The organizer will send a new password to your E-mail.

1.3.2 Other Problems:
If you have any questions or encounter other glitches, please click “Other Problems” (at right) and leave your information. We will contact you as soon as possible.

1.3.3 Manual:
Click “Manual,” and you can refer to the Manual for further instructions.
1.4 **Exhibitor's Main Page**:

After login, you will see the exhibitor's main page, which contains your Product Catalogue, Message Box, Exhibitor Service, Invitations to Buyers, and more.

(* Functions on main page vary with each exhibition.*)
2 Product Catalogue (Gain publicity by uploading product info)

2.1 Product Catalogue:
You can use four functions to edit your product catalogue, namely “New” (to upload new catalogue), “Select from Product Database,” “Set Display Order,” and ”Delete.”

2.2 New Product Catalogue:
To upload a new product catalogue, click “New” and fill in its product info. Please select all the four languages for “Product Name” column. Columns with a red asterisk (*) are required information.

2.2.1 Fill in the product name. The more complete the product name, the easier it will be for buyers to find it.
2.2.2 **Upload product picture**: Drag your product picture to the “Drop Here” column. Or click below “select file,” and a pop-up will appear to let you upload product pictures. After selecting your picture files, please click “Submit” for previewing product pictures.

2.2.3 **Select Product Code**: Enter the keyword or search from the drop-down menu to locate corresponding product code. Buyers use product code classifications to search products more effectively.
Locate corresponding product code: The drop-down menu will display detailed items (six-digit product codes). Select the code that best matches your products. Each product can have only one code.

2.2.4 Complete product description: The better the product description, the easier it will be for buyers to search it. Select all the four languages for the best promotion.
2.2.5 Information on other columns without red Asterisk (*) is optional. Note that the better your product info, the easier it will be for buyers to search it. Product data in each language is on the respective product page. After completion of product info, scroll to the bottom of the page and click “Submit” to publish your product info on the official website. However, if you click “Draft,” your product info will be stored as “Draft” and will not be published. If you click “Submit,” the product info will be publicly shown.
2.3 Product (Draft):

In the “Product List,” you can review and edit your product info. To change your material, first click the column of your product name to edit. Upon completion, click “Submit” to publish final work. Once you click “Submit,” product info will be shown on the website. The “Product List” can store drafts on two products.

![Product List](image)

2.4 Select from Product Database:

If you have registered and participated in previous exhibitions organized by TAITRA or are a member of Taiwantrade, you can select “Select from Product Database” (below) to upload previously listed product info for you to select and upload on this new website.

![Select from Product Database](image)
2.5 Product Catalogue Copy:
If you want to upload the same product info into the “Product List,” click “Copy” icon (below) to renew product pictures and finish editing.

2.6 Product Catalogue Preview:
Click “Preview” icon in the “Product List” to check the displays shown on the website, which is the actual screen seen by buyers.

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