

Web Media Promotion For Mode Accessories Exhibitors

There are two main web representations for the Mode Accessories Show:

- 1) Show's website www.mode-accessories.com
- 2) Wholesale portal for buyers www.modeonline.ca

www.mode-accessories.com

This is the show's website where visitors can access general show information, the exhibitor list, floor plans, and online registration for buyers to attend the show.

Each exhibitor's company name, booth number, and product categories will be shown with the exhibitor list, free of charge.

Exhibitors can upgrade their listing here to a digital wholesale profile where buyers can see products, submit product queries, and even place orders, anytime at their convenience via www.modeonline.ca.

www.modeonline.ca

This is the wholesale portal, a digital extension of the Mode Accessories Show. Exhibitors can have their own "virtual exhibitor profile", accessible to buyers at all times. Buyers can view products and place order queries which are sent directly to the exhibitor. Exhibitors can follow up on the queries, accept and fulfill incoming orders, or decline.

Buyers are verified before they have access to any wholesaler's profile. Once approved, they can browse all profiles at their convenience to source products, to plan their show visit, to re-order, or to check suppliers they might have missed at the show. Currently, there are over 700 verified buyers registered to use the site.

Rest assured that your profile is protected from other wholesalers; a wholesaler can only access his/her own profile, and have no access to other profiles at modeonline.ca.

It is critically important that exhibitors take part in this digital extension of the show, because increasingly, buyers expect to do their product research online, and to re-order online.

Consider it web advertising to verified buyers. Also, it ultimately drives traffic to your booth and your own website. Web media participation is an essential tie-in to the physical exhibit at the show.

Subscribe now so that retail buyers can view your company name from the "Exhibitor List" at www.mode-accessories.com and be connected to your digital wholesale profile at www.modeonline.ca.

Special Exhibitor Rate: \$195.00

Duration: Up to 6 months. Your profile is active until the sites are refreshed each show edition.

Product pages: Up to 10 product pages with unlimited changes/refreshes for duration of subscription.

It is strongly recommended that you refresh your product pages on a regular basis so that buyers are seeing different products when they revisit your profile.

Note: Options with more product pages are available. Please contact Alice at info@modeonline.ca for rates and package detail.

Getting Started with Mode's Web Media

Please follow these steps to set up your web media account. The procedure is to ensure the proprietary nature and security of each account, to protect wholesalers from their competitors.

- 1) Go to www.modeonline.ca and submit your registration as a "wholesaler" if you do not have an account yet. If you have an account, sign in and skip to step 3.
- 2) Wait for approval of your account. (It will be done in a timely manner but may take up to 3 business days for verification). During this time, make sure you have good photos of products you wish to upload to your profile. There can be different views or angles of each product as well.
- 3) Once you have received an email confirmation of your approval, sign in at www.modeonline.ca, go to "Platform Options" and order a subscription of "Exhibitor" or other option of your choice, proceed to payment interface (via Paypal) .
- 4) Once payment is received, you will receive an email notification that your templates have been activated and instructions on uploading your profile and products.
- 5) Log in to your account, you will now land on your dashboard page. Use the menu on the left to access the templates to upload your company profile information and product pages.

Congratulations! Once you've launched your completed profile at www.modeonline.ca, it will automatically be linked to the "Exhibitor List" at www.mode-accessories.com.

Contact Alice at info@modeonline.ca if you have questions or issues during the setup.