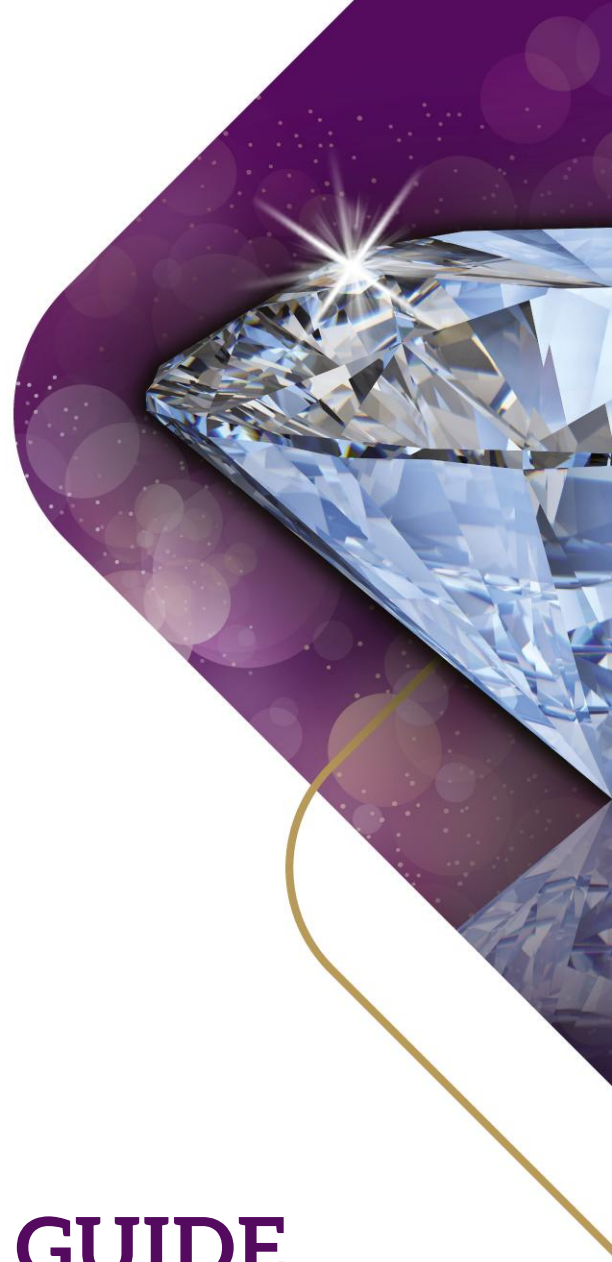


# ISTANBUL JEWELRY SHOW

































## MARKITMAKR GUIDE for Istanbul Jewelry Show Exhibitors

You can view the current online exhibitor list of Istanbul Jewelry Show [here](#).

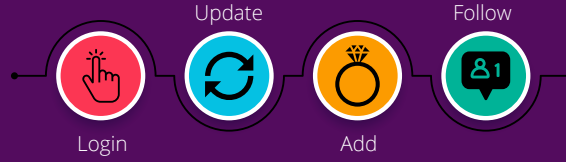
# ISTANBUL JEWELRY SHOW

## MarkitMakr Promotion Packages

PACKAGE INCLUDED	STANDART PACKAGE	SILVER PACKAGE	GOLD PACKAGE	DIAMOND PACKAGE
The company name				
Logo				
Hall and Stand No				
Communication information				
Adding to Visitor's Favorites Feature				
Visitor Messaging Feature				
Category Selection (Number)	3	5	10	UNLIMITED
Company Description (Character)	250	750	1500	UNLIMITED
Product Image (Piece)		10	50	100
Stand Out With Logo On The Page				
Listed on First Page				
Staying on the Top in Word Search				
Stand Out With a Banner				

You can contact your sales representative for detailed information.

# MARKITMAKR SETUP IN 4 EASY STEPS



## UPDATE YOUR INFORMATION ON MARKITMAKR, BE MORE EASY ACCESSIBLE BY BUYERS!

### SIGN IN TO THE SYSTEM

- 1 After clicking the link <https://connect.informamarkets.com>, login to the system by completing your registration with your e-mail address in the exhibition space & package rental contract.

### UPDATE YOUR PAGE

Make sure you fill in the fields where buyers can get information about your company and products before contacting you:

- Write your **company description** separately in English & Turkish,
- Enter your **social media accounts**,
- **Select your product categories \*** and add your **Logo \***.

\*For Silver, Gold and Diamond package members.

### ADD YOUR PRODUCT IMAGES

- 3 Add images that best reflect your product so that your company page is more noticeable to potential buyers in MarkitMakr.

\*For Silver, Gold and Diamond package members.

### FOLLOW BUYERS

Monitor your messages and information request emails regularly from your registered e-mail address on the platform, and make sure that you return to potential buyers in a timely manner.

# MARKITMAKR GUIDE FOR ISTANBUL JEWELRY SHOW EXHIBITORS

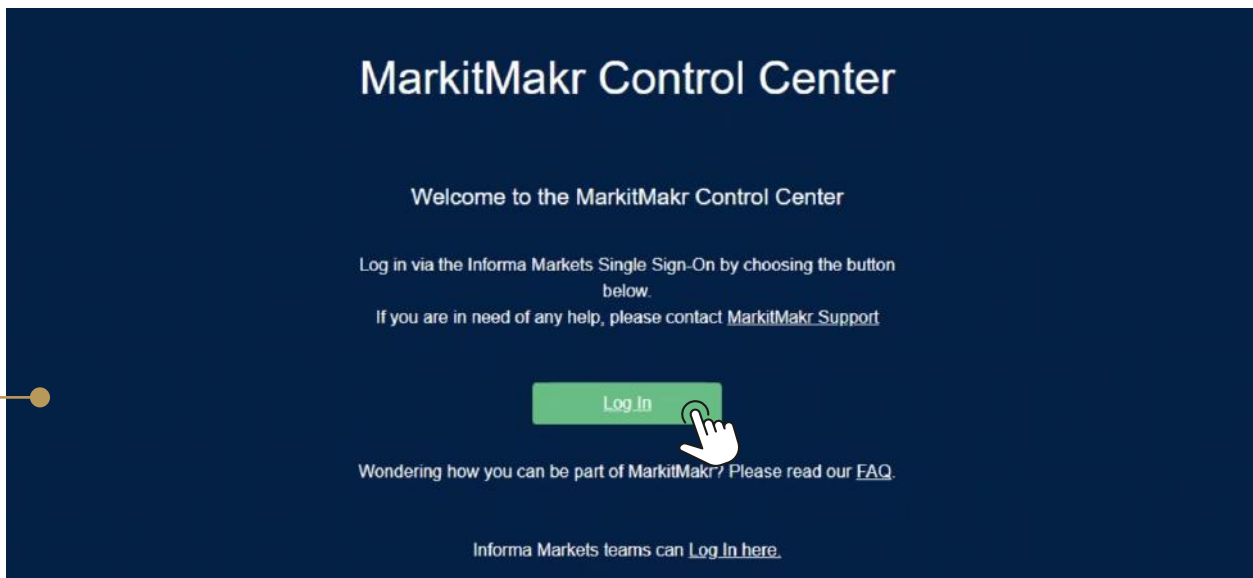
MarkitMakr is a digital platform created by Informa Markets, the organizer of Istanbul Jewelry Show. In other words, it is a more advanced version of the classical exhibitor list on our website, which provides continuous interaction between the exhibitor and the visitor.

This new platform which we launched for the first time as part of Istanbul Jewelry Show currently has only an **English** interface and will be supporting other languages including Turkish in the coming years. To contact potential buyers, update your page by following the easy guide steps below.

## 1 LOGIN THE SYSTEM

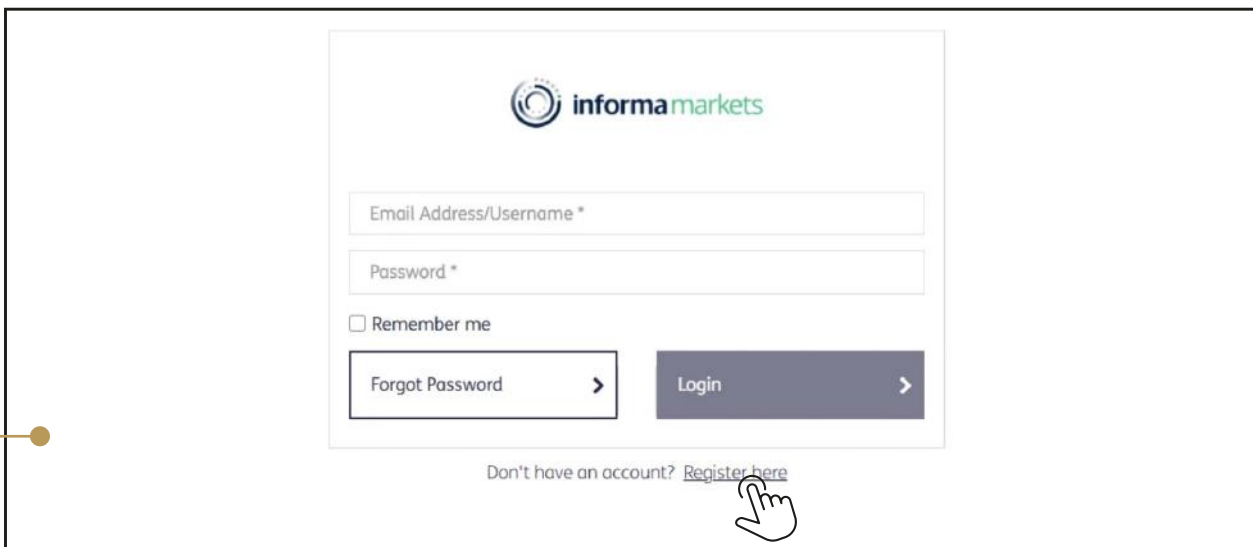
Visit [connect.informamarkets.com](https://connect.informamarkets.com) and click on [Log In](#)

1-a



Then click on "Register Here" at the bottom of the page.

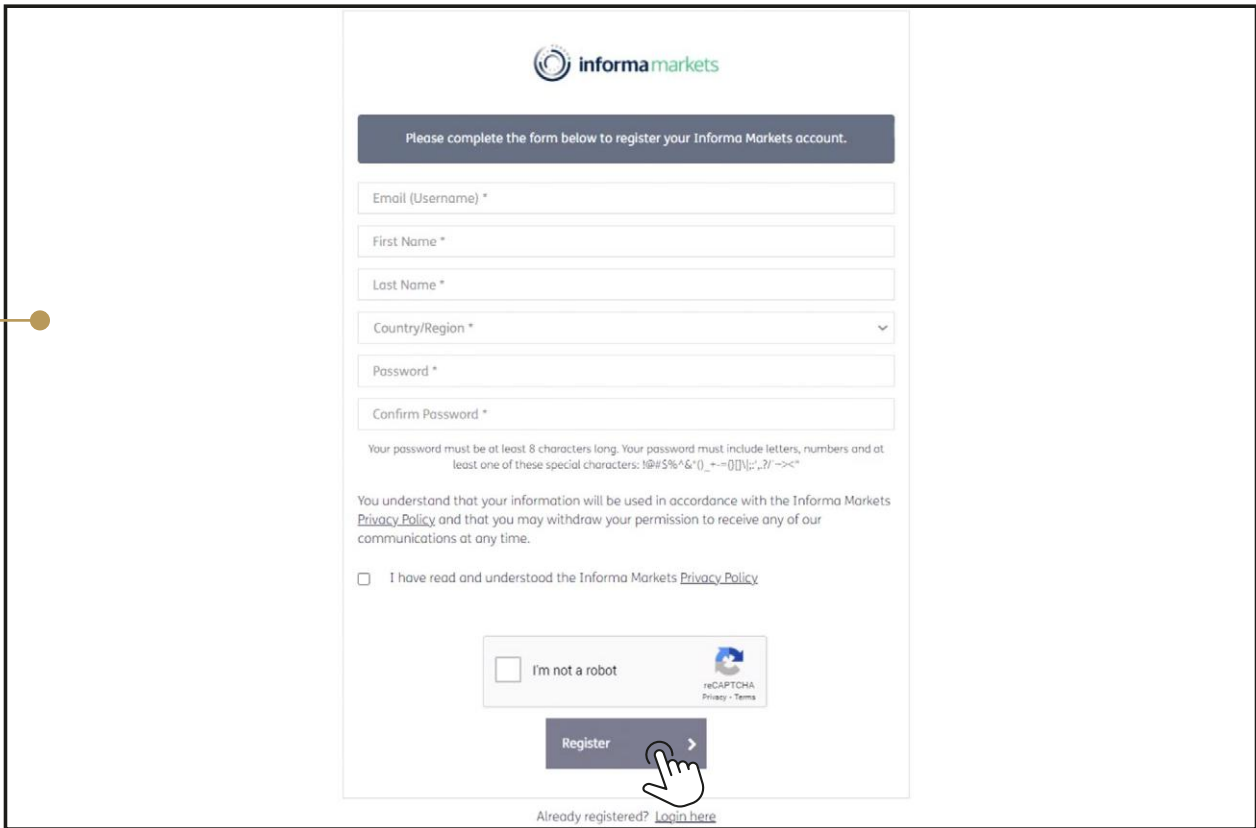
1-b



After entering fields for e-mail address, name, surname and country as provided in the exhibition space & package rental contract, create your password which should be at least 8 characters long and include a number, a special character and upper- and lower-case letters.

After approving Informa Markets Privacy Policy, click on the **Register** button. After creating your account, you will have access to MarkitMakr platform. Then select the option dated **07-10 October 2021** at the bottom of the page.

1-c



Please complete the form below to register your Informa Markets account.

Email (Username) \*

First Name \*

Last Name \*

Country/Region \*

Password \*

Confirm Password \*

Your password must be at least 8 characters long. Your password must include letters, numbers and at least one of these special characters: !@#\$%^&\*()\_+-=[]\;:?,/ -><"

You understand that your information will be used in accordance with the Informa Markets [Privacy Policy](#) and that you may withdraw your permission to receive any of our communications at any time.

I have read and understood the Informa Markets [Privacy Policy](#)

I'm not a robot

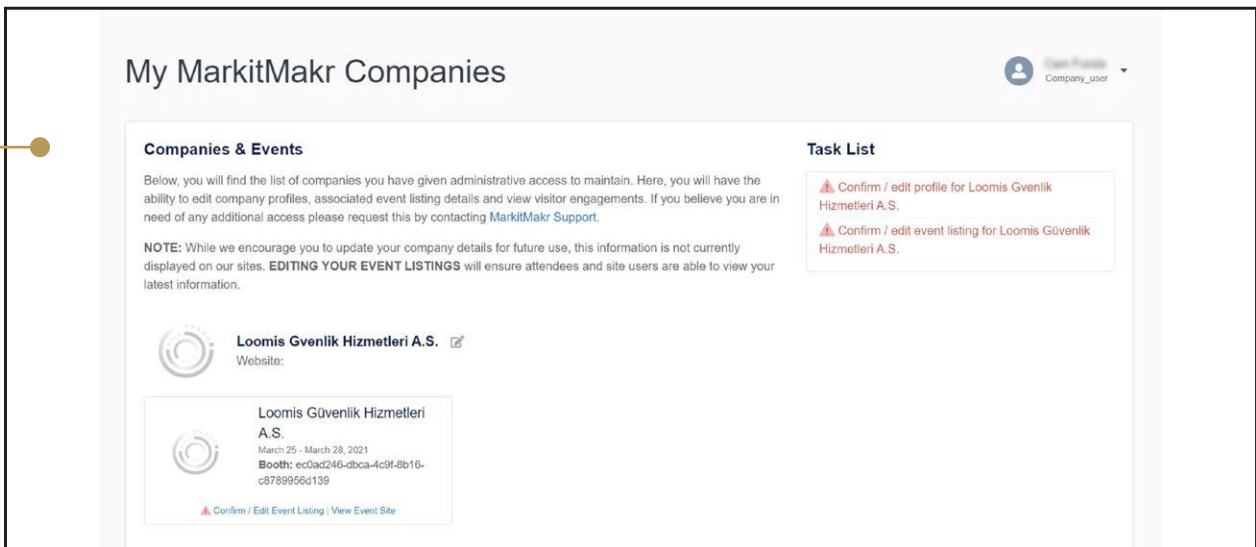
reCAPTCHA  
Privacy - Terms

Register

Already registered? [Login here](#)

As a side note, in case you try to log in using an e-mail address not specified in your exhibition space agreement, the system will deny access. You can update your e-mail address by contacting the marketing department.

Confirm the account verification email sent to your inbox before entering your information.



### My MarkitMakr Companies

Companies & Events

Below, you will find the list of companies you have given administrative access to maintain. Here, you will have the ability to edit company profiles, associated event listing details and view visitor engagements. If you believe you are in need of any additional access please request this by contacting MarkitMakr Support.

NOTE: While we encourage you to update your company details for future use, this information is not currently displayed on our sites. **EDITING YOUR EVENT LISTINGS** will ensure attendees and site users are able to view your latest information.

**Loomis Güvenlik Hizmetleri A.S.** Website: [\[Link\]](#)

**Loomis Güvenlik Hizmetleri A.S.**  
March 25 - March 28, 2021  
Booth: ecdad246-dbca-4c9f-8b16-c8789956d139  
[Confirm / Edit Event Listing](#) | [View Event Site](#)

Task List

- Confirm / edit profile for Loomis Güvenlik Hizmetleri A.S.
- Confirm / edit event listing for Loomis Güvenlik Hizmetleri A.S.



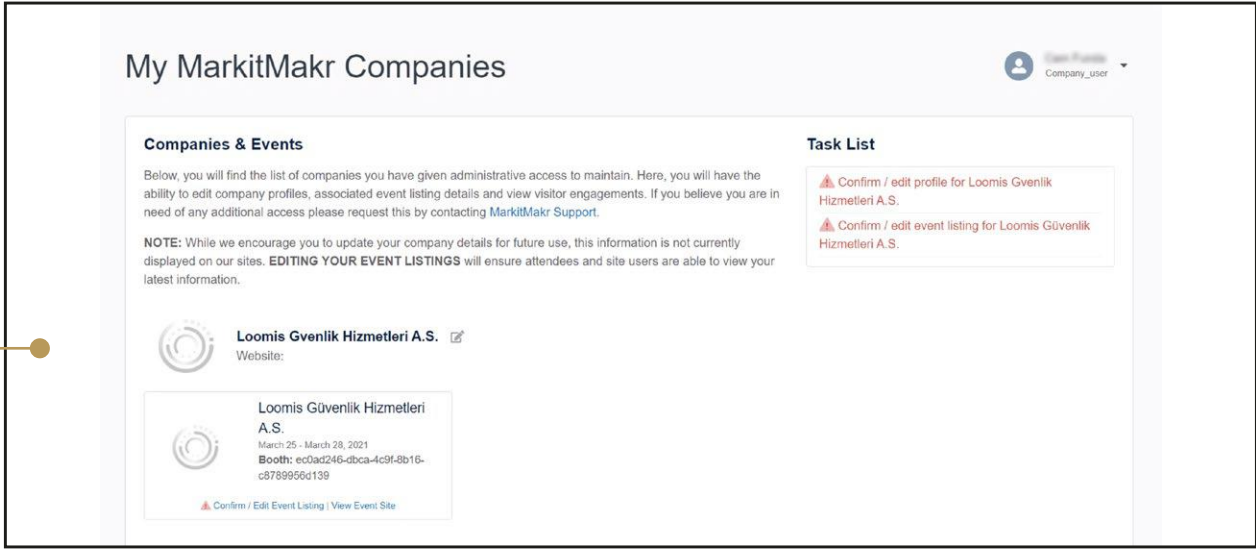
Congratulations! You have successfully logged into the system. You can now start updating your company page.

## 2 CHECK YOUR COMPANY INFORMATION

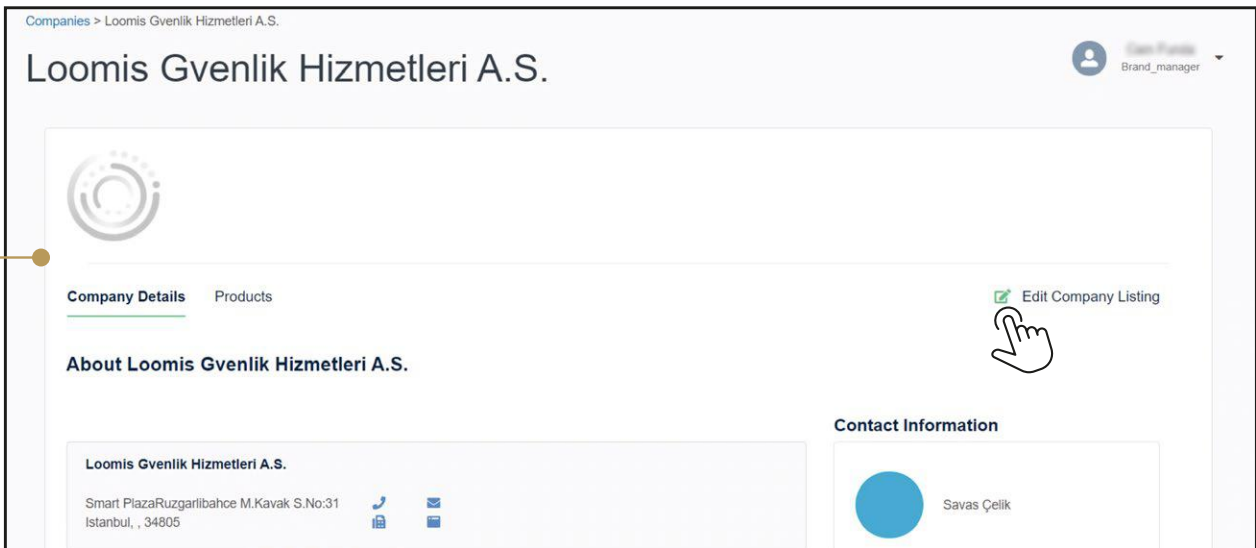
We kindly ask you to check the promotional package defined specifically for your company before adding your company information in MarkitMakr. A Basic Package has been defined for all our exhibitors as default, and exhibitors with **(Silver, Gold and Diamond)** packages will be offered additional privileges. Please contact your sales representative to get detailed information about the packages or to upgrade to a premium package.

MarkitMakr allows you to promote your brand to visitors more effectively before and during the exhibition, receive messages from potential customers interested in your products/services and place your brand on step ahead of competition at MarkitMakr using one of the premium promotional packages. We recommend you to keep your company information on the platform always up-to-date and check it regularly so that potential customers can always reach you.

The upcoming screen will display your company information in the “My MarkitMakr Companies” section as provided in your exhibition space lease agreement.

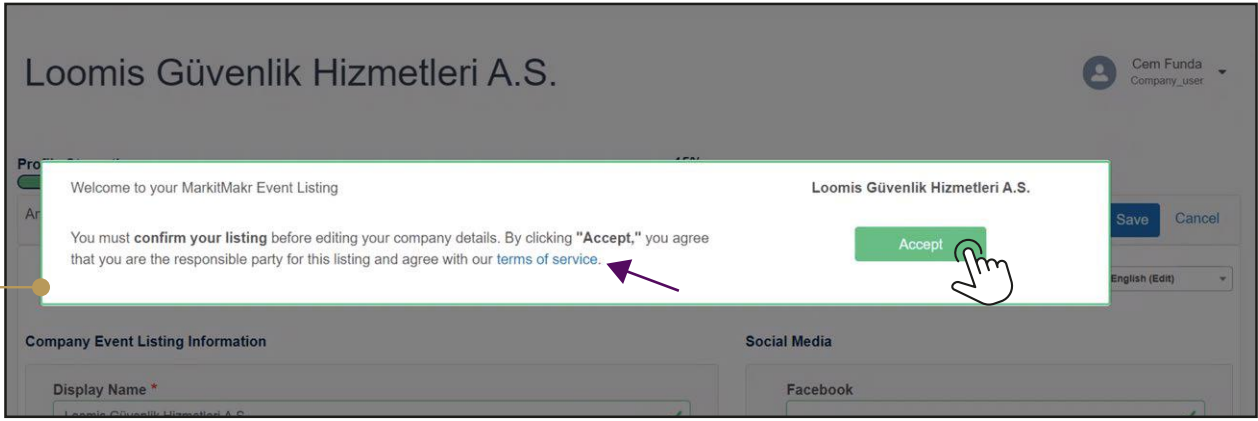


Click on the company section to enter your information. On the following screen click on “Edit Company Listing” at the upper right corner.



To proceed, read the “**terms of service**” and click on the green **Accept** button on the right-side.

2-c



### 3 COMPLETE YOUR PAGE INFORMATION

#### Brand Name to be Listed, Company Description, Contact Information and Social Media Accounts

Next screen will display your company information. Keeping this information is up-to-date will ensure your visitors can contact you easily.

On the tab at the top, you can enter company information in the “**Company Description**” field and select your areas of activity from the “**Category Management**” field. Please note that there are limitations to the “**Company Description**” and “**Category Management**” fields depending on your promotional package.

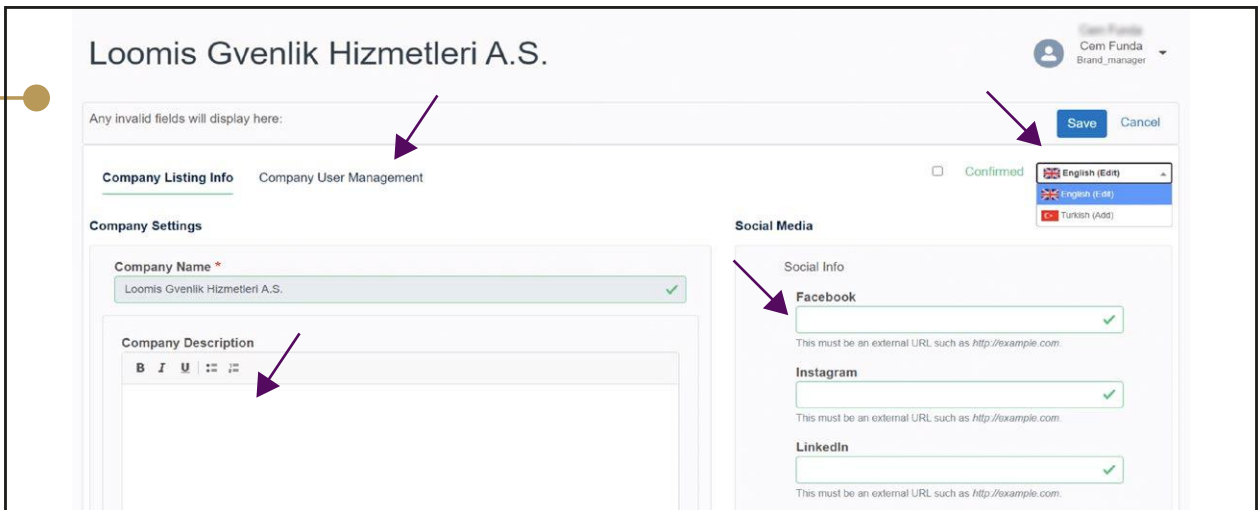
Please note that any information other than company description (logo, contact information, social media accounts) can be updated **ONLY** when selected language is English.

You can enter your information separately in Turkish and English. You can **select the language** from the tab at the upper right corner. Please note that availability of information fields on this screen vary depending on your promotional package.

“**Display Name**” will be set as your company/brand name that will be used in exhibition promotions. 1 Display Name can be defined for each participant. It is not possible to add more than one Display Name.

Please enter your company address, phone and fax number, e-mail and website address. Also, don't forget to enter information about your social media accounts for Facebook, Twitter, YouTube, LinkedIn and Instagram in the “**Social Media**” field on the right. Field availability depends on your package.

3-a

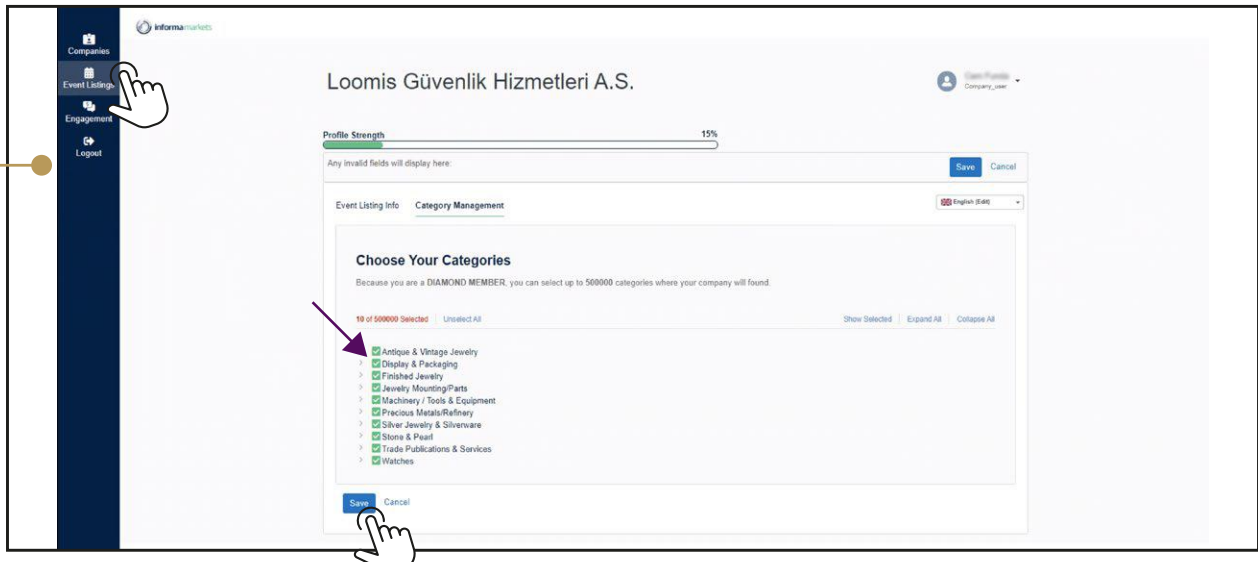


Company information should be clear and brief to allow potential customers to get to know you better.

Select your company name from the "Event Listing" section in "Event Data" on the left. Click on "Edit Event Listing" on the right side of the screen and then on "Category Management" at the top. After checking the default category boxes , please click on the blue **Save** button.

Categories can be updated only when selected language at the upper right corner is English.

3-b

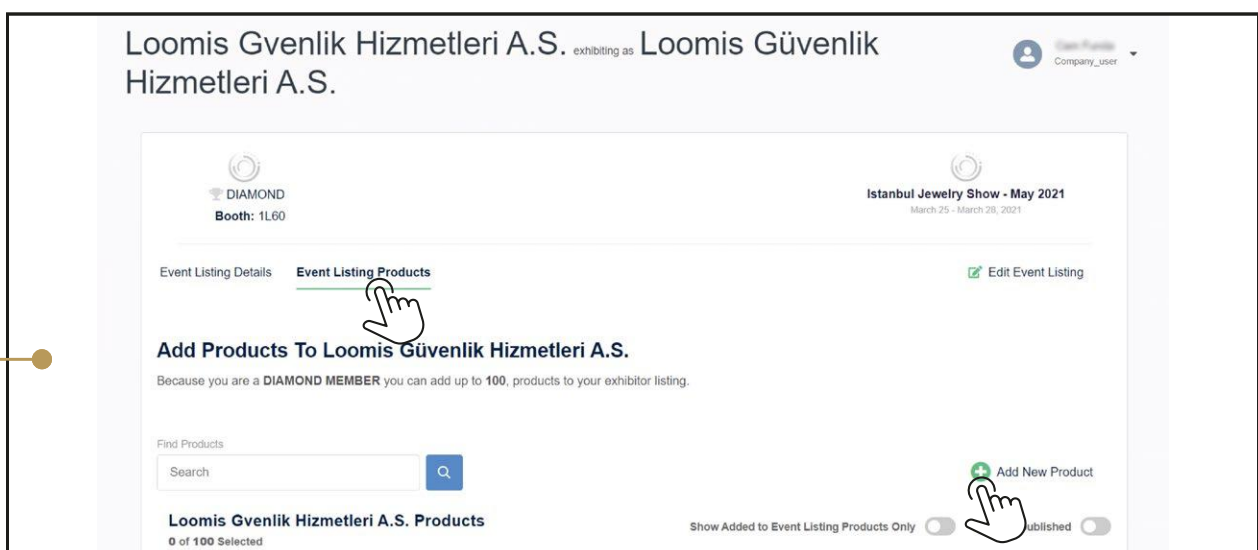


## 4 ADD PRODUCT IMAGES AND INFORMATION TO YOUR PROFILE

Before uploading your product visual/information on MarkitMakr, please check the promotional package defined for your company. A Basic Package has been defined for all our exhibitors as default, and exhibitors with (Silver, Gold and Diamond) packages will be offered additional privileges. Please contact your sales representative to get detailed information about the packages or to upgrade to a premium package.

First click on "Event Listing Product" tab and then click on the green **+** sign at the lower right corner of the tab to start adding products.

4-a





On the next page, enter product name in the “Product Name” field using maximum 255 characters and enter product description in the “Product Description” field using 150 to 5000 characters.

Please note that “Product Name” should be a product category name, \*for example “silver jewelry.”

4-b

If this feature is available in your promotional package, you can add one product visual as product category featured image in the “Featured Product Image” field by clicking **Choose File** button.

With the green **+** mark in the “Add a new file” section, add up to **10 product visuals** for the related category which you’d like to have in this album within the limitations of your package. These are visuals that visitors will see after clicking on the featured picture.

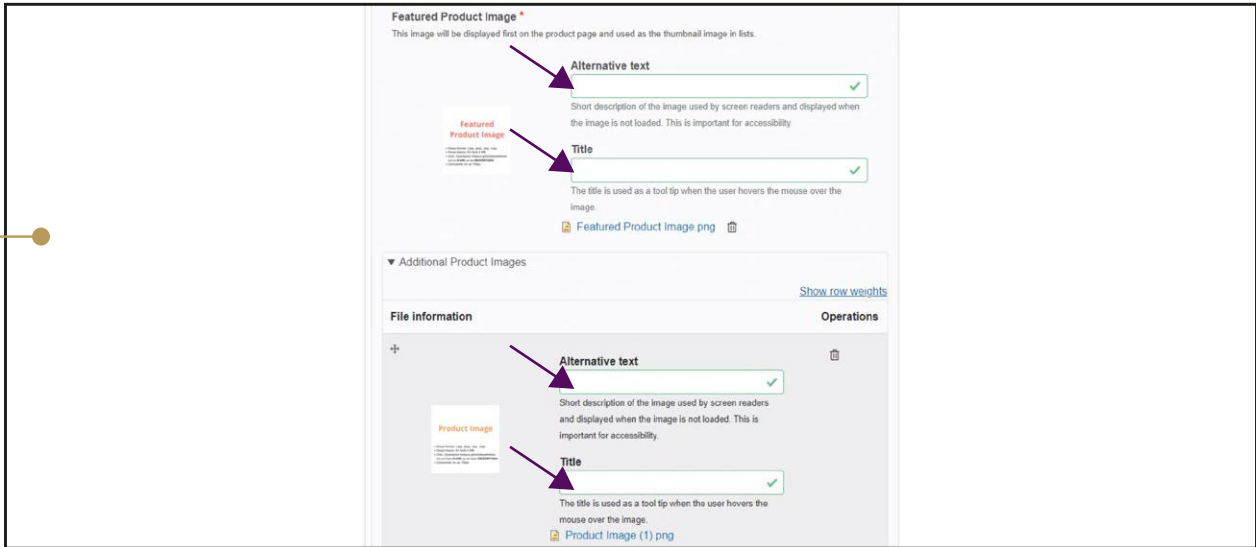
**Each product image must have the following technical features:**

- File format: (.jpg, .jpeg, .png, .svg)
- File size: up to 5MB
- Proportion: either all square or all rectangular for visitor to view easily
- Resolution: at least 700px

4-c

For every “Featured Product Image” and “Add a new file” visual, please fill out the “Alternative Text” and “Title” fields on their right side.

4-d

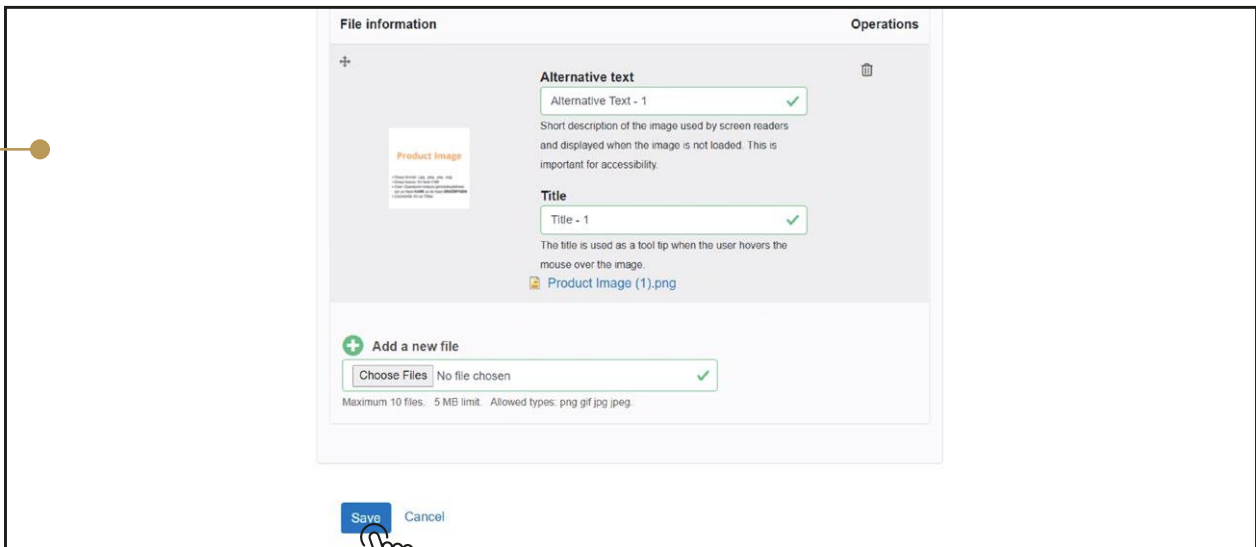


Once you're finished on this page, click on the blue **Save** button at the bottom to save this information.

If you wish to add a new product group album, click on “Event Listing Product” tab.

Then, click on the green **+** sign at the bottom of the tab, and start adding products.

4-e



On the left, click on "Companies" in "Event Data". Select the option below, where your company name is dated 07 - 10 October 2021.

Click on the "Event Listing Resources" tab on the screen that appears. Then, click the green + sign on the bottom right of the tab and start uploading a document.

Perform all the operations here as well, as if you were uploading a product image. When finished, don't forget to save by clicking the **Save** button.

4-f

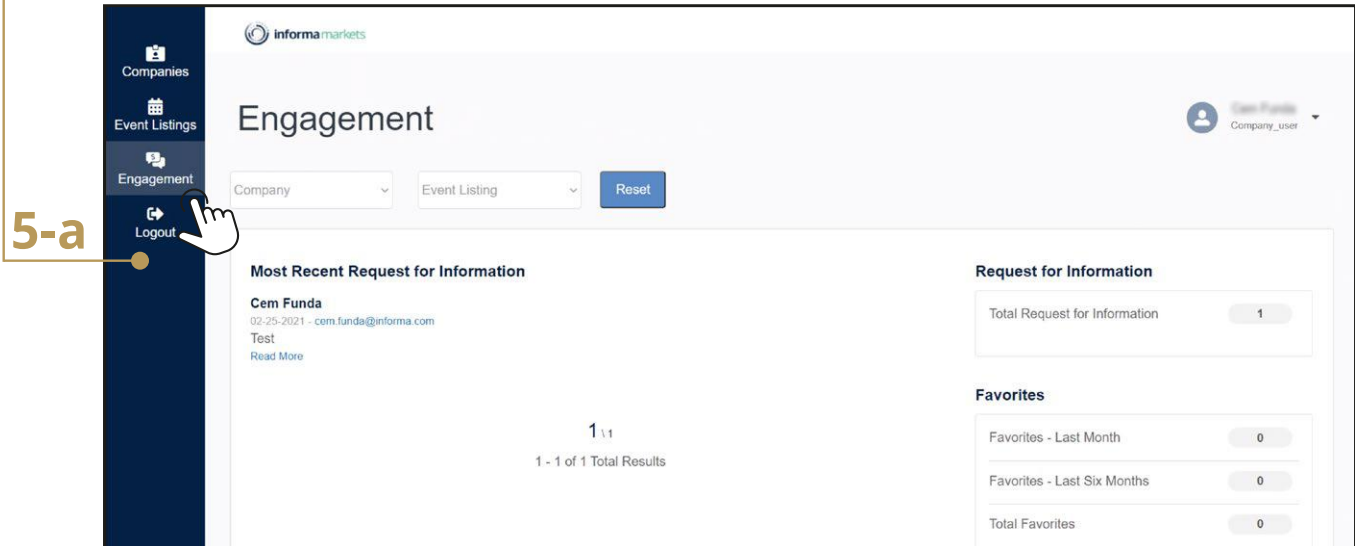
The screenshot shows a 'Resource Details' form with the following sections:

- Resource Type \***: A dropdown menu with 'PDF' selected and a green checkmark on the right.
- Title \***: A text input field with 'Test' and a green checkmark on the right.
- Description (Edit summary) \***: A rich text editor with a toolbar (B, I, U, bulleted list, numbered list) and a green circular refresh icon on the right. The text contains several paragraphs of Lorem Ipsum, including a bolded line and a underlined line.
- Text format**: A dropdown menu with 'Basic HTML' selected and a green checkmark on the right.
- File \***: A file upload area showing a 'Test.pdf' file with a trash icon. Below it, text reads: 'One file only. 100 MB limit. Allowed types: pdf.'

At the bottom of the form are two buttons: 'Save' (in a blue box) and 'Cancel'.


## 5 CHECK YOUR REQUESTS FOR INFORMATION FROM POTENTIAL BUYERS

To see information about the potential buyers who interact with your company profile page, please click on the "Engagement" tab in the "Reports" section on the left.

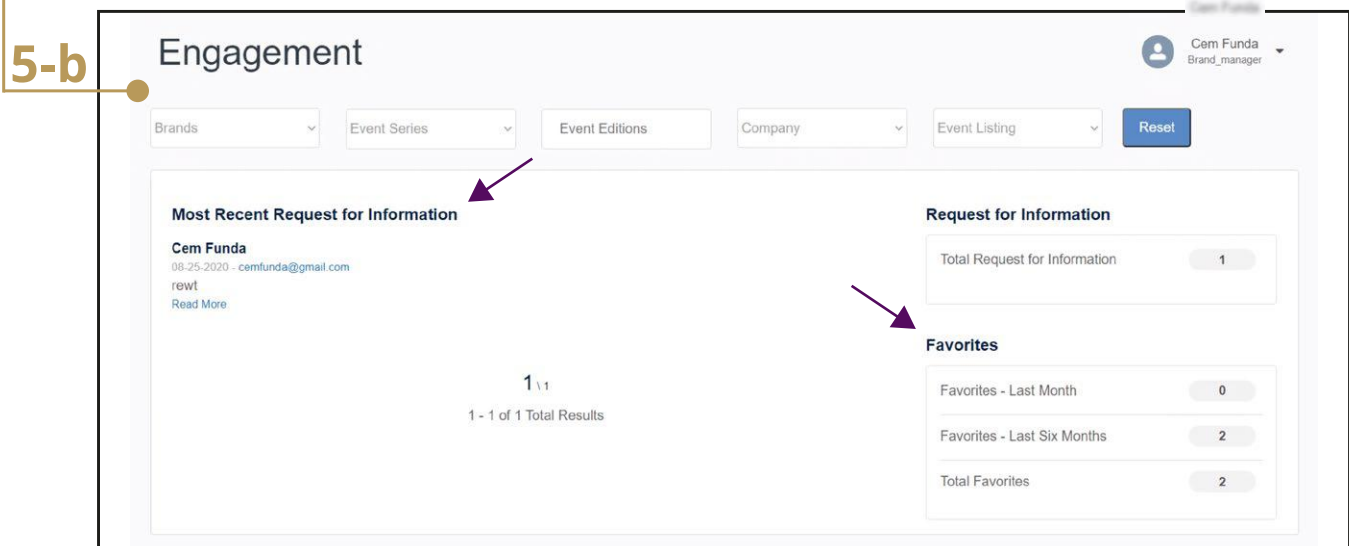


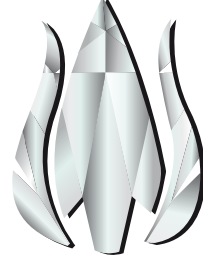
On this page you can see all requests for information sent to you from the "Recent Request for Information".

The messages you receive will include the name-surname and e-mail address of the sender and you will be able to respond him/her via e-mail.

In the "Total Favorites" section on the right, you can see the visitors that favorited your profile. You can view all incoming requests by downloading them in CSV  format.

Visitors need to register on MarkitMakr to be able to message your and/or favorite your products. You can find information about how visitors can register with MarkitMakr on our website [www.istanbuljewelryshow.com](http://www.istanbuljewelryshow.com)





**ISTANBUL  
JEWELRY  
SHOW**

*See You At Our Fair*

**Consult Our Team**

We are here for all your questions about MarkitMakr:

Cem Funda: [cem.funda@informa.com](mailto:cem.funda@informa.com)

Erensu Erciyas Yay: [erensu.yay@informa.com](mailto:erensu.yay@informa.com)

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