SOURCING ONLINE
BUYER USER MANUAL

ONBOARDING & COMPANY PROFILE

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On the day the event begins you will receive a Welcome email inviting you to create an account. Click the SET PASSWORD button to begin setting up your company and personal profile to participate in the SOURCING at MAGIC Online digital event.

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Enter your password twice and click the checkbox to accept the Terms of Service, then click LOGIN. Write down your password to keep it for future reference, you will need it each time you login to the site.

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Click the checkbox highlighted below to ensure you don't miss any important notifications during the show and click SAVE AND CONTINUE.

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Update your basic company information such as website, location, and description. This information will display to exhibitors on your company profile. Be sure to add a logo and a company description. There is no character limit to how long your description can be. If you don't have a description ready, you can enter placeholder text and edit it later.

Next, fill in your personal information including Job Title, Phone, and upload a photo. This information is optional. Your phone number is private and will only be visible to exhibitors you choose to connect with on the site. Click SAVE AND CONTINUE.

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Enter more detailed information about your company and your role. This will be displayed on your company profile and used to connect you with exhibitors that provide the products and categories you are interested in. Click SAVE AND CONTINUE.

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Enter any social media handles that your company uses to maintain its online presence for a better social integration with the site. Do not enter your personal social media information in this section. Click SAVE AND CONTINUE.

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You have now completed the onboarding process. To set your business preferences for matchmaking with exhibitors, click BUSINESS PREFERENCES. To edit your company profile, click COMPANY PROFILE. To edit your personal information, click PERSONAL PROFILE. To complete these tasks later, click EXIT WIZARD. All your information will be saved and possible to edit later.

After completing your initial onboarding and profile wizard, it's best to complete your profile by adding more information, photos, and a video.

To begin, click on Company Profile in the top navigation menu.
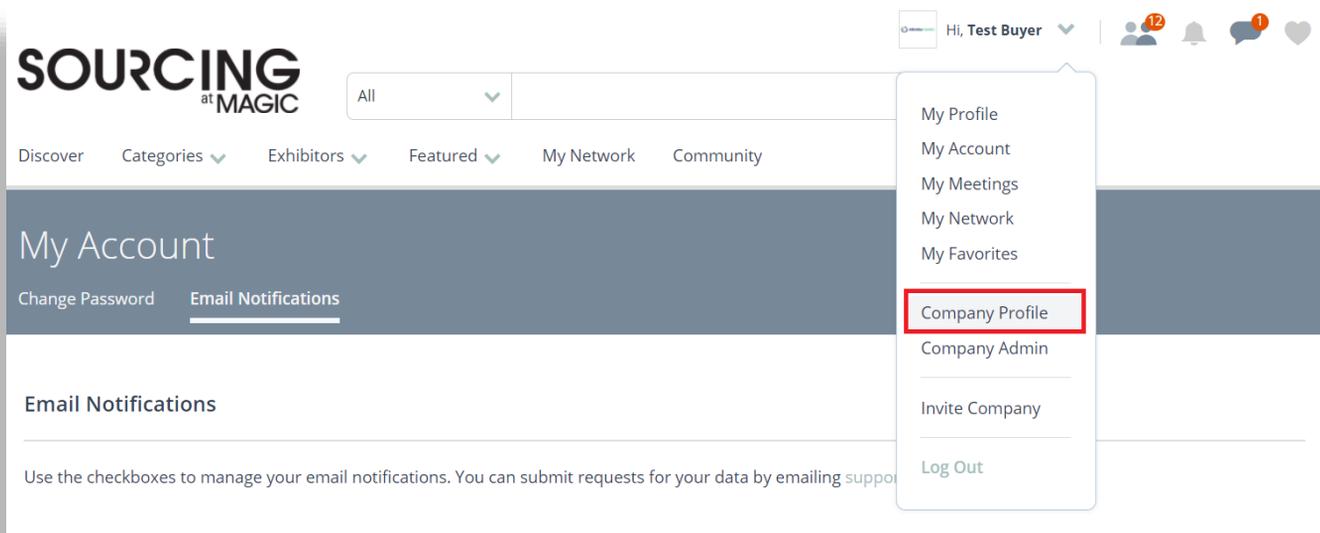
Click the EDIT button on the right side of your screen.

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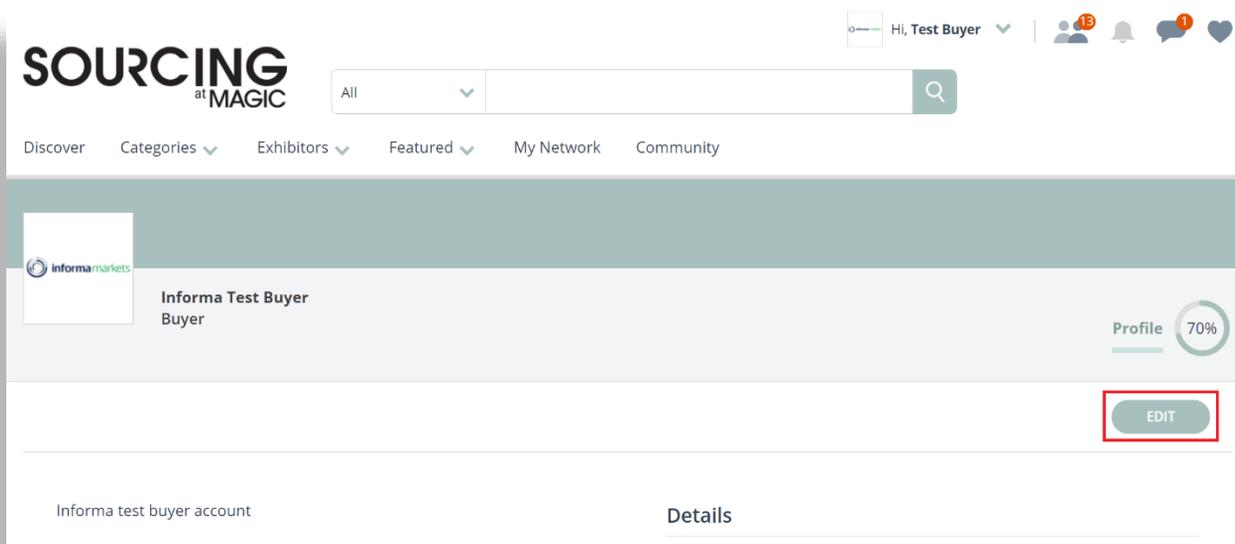
Start by uploading a logo and a cover photo. Your images should be of high quality and within the size restrictions on the site: between 2000 x 270 and 3300 x 3300 for the cover photo, and optimally 200 x 200 for the logo with a minimum of 100 x 100.

Company Profile

Basic Information   Advanced Options   Contacts

Cover Photo

UPLOAD COVER

Size recommendations: *Minimum Size:* **2000 x 270px ,** *Optimal size for 1080p display:* **2000 x 430**

General Info

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UPLOAD LOGO

Minimum Size:
Optimal Size: 200 x 200
Minimum Size: 100 x 100

Company Description

Informa test buyer account

Customize Your Profile's URL (Optional)

https://sourcingatmagic.balluun.com/en-us/u/

What Users will see: https://sourcingatmagic.balluun.com/en-us/u/

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The steps to upload both images are identical. To upload a logo, click on the UPLOAD LOGO button.

Next, click the BROWSE button and find your logo file on your computer.

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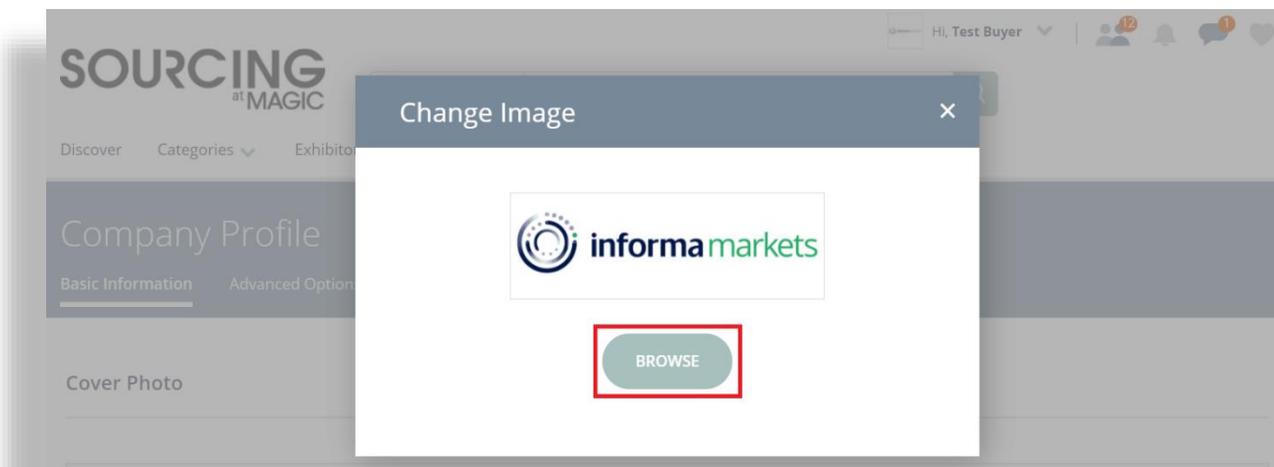
Drag the small rectangles at the corners of your image to crop it as desired. Click the CROP button once you are finished.

Finally, click the SAVE button to finish uploading your logo. Follow the same steps to upload your cover photo.

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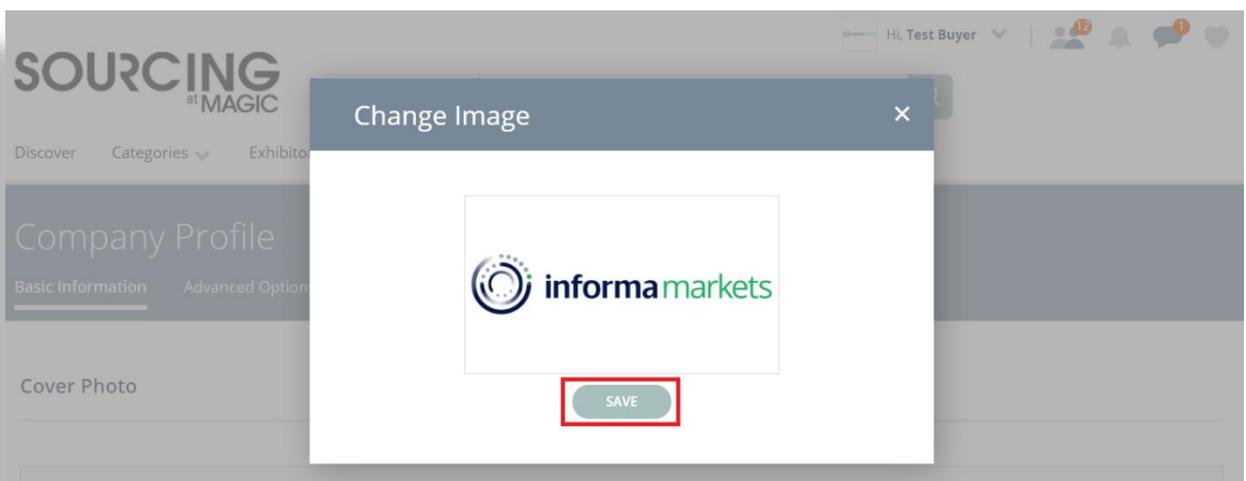
Enter a Company Description. A well written description may tell the story of your company or provide information about the types of products that you are looking to source.

General Info

Company Description

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Next, enter information for as many of the company profile fields as possible.

The fields with [Preferred] in the title are intended to communicate the types of products that your company is interested in buying. The platform will suggest exhibitors in the digital platform for you based on the categories values you select here.

Website *(Optional)*

https://www.magicfashionevents.com/en/sh

Country

United States

State

New York

City

Brooklyn

Year Established *(Optional)*

Total Employees *(Optional)*

Number of Stores *(Optional)*

Gender *(Optional)*

Men ⊗   Women ⊗   Children ⊗

Product Classification [Preferred] *(Optional)*

Apparel

Finished Goods [Preferred] *(Optional)*

Bottoms/Pants/Trousers ⊗

Denim Apparel ⊗

Fabric & Material [Preferred] *(Optional)*

Cotton/Cotton Blends/Sateen/Twill ⊗

Components & Trim [Preferred] *(Optional)*

Machinery [Preferred] *(Optional)*

Digital Solutions [Preferred] *(Optional)*

Services [Preferred] *(Optional)*

Job Function *(Optional)*

Year Business Since *(Optional)*

Next, add media to your profile including photos, a video, and brochures. These will be displayed prominently on your Company Profile and allow exhibitors to learn more about your company.

To add a video, paste the URL link to your video in the Company Video box directly from your browser URL box. Do not use Share or Embed links as these will not display.

To add a photo, click "Click here to Browse & add photos." Select your image and it will be automatically uploaded – no need to crop and save as with the logo and cover photo.

Media

Upload photos related to your business *(Optional)*

Drag photos here or click the icon to upload.

Click here to Browse & add photos

Company video *(Optional)*

YouTube and Vimeo video links are supported. Please copy YouTube link from the browser url (not from Share link); it should be of format https://www.youtube.com/watch?v=...

Paste Link here.

Brochures *(Optional)*

You can upload custom catalog either as a URL or as PDF files or both.

Click here to add PDF files or link to brochure

To upload a brochure, click "Click here to add PDF files or link to brochure." Select whether you want to upload a brochure as a PDF file or as a URL link if you already have one on online or on your website.

Enter a display name – this will be the title of your brochure. Upload a cover image for your brochure by clicking UPLOAD IMAGE. When you are finished, click SAVE.

You can upload up to 3 brochures as PDFs and up to 1 brochure as a linked URL.

Enter your company's social media URL links to give exhibitors a more complete view into your company.

Links

Please enter the full url to your company account

Twitter

https://www.twitter.com/informaplc

Google +

URL

Facebook

https://www.instagram.com/informa.markets

Youtube

URL

Instagram

URL

Pinterest

URL

Linkedin

URL

Tumblr

URL

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At the bottom of the page you will find the Contacts section. List the key contacts for your company so that buyers know who to reach out to with inquiries. Contacts will be visible to exhibitors on your Company Profile, so it is a good idea to add exhibitor-facing colleagues, for example sales and sourcing representatives.

To add a contact, click the ADD CONTACT button.

Contacts

				ADD CONTACT
Order	Name	Title	Phone	Action
+ 1	Jon C	International Sales Director	323-974-5422	Remove

BACK TO PROFILE   SAVE

Select Existing User or Create a New User if your colleague has not been invited to the event yet. Fill out their information and click SAVE when finished. The new contact will receive an email inviting them to the site.

Add Contact ×

○ Existing User   ● Create a New User

Email

Email

UPLOAD IMAGE

Size recommendations:
Optimal Size: **200 x 200**
Minimum Size: **100 x 100**

First Name

Last Name

Title *(Optional)*

Phone *(Optional)*

Address *(Optional)*

Country *(Optional)*

United States ⌄

State *(Optional)*

⌄

City *(Optional)*

Postal Code *(Optional)*

SAVE

CANCEL

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To save all your changes, click SAVE in the bottom right corner of the page

To create login accounts for colleagues from your company to help manage your presence on the site, add a new user. To add a new user to your account, click on your name in the top right navigation bar and then click on Company Admin.

Next, click the ADD USER button on the right side of the page.

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To add a new user, fill out the information and then click the SEND ACCOUNT INVITE button. Note that there are 2 different Roles that you can assign to the new user: Admin and Standard User.

Admin: can edit the company profile and invite other users.

Standard User: cannot edit the company profile or invite users.

Add User

To add a new user to your company, enter the data and then click on 'Send Account Invite, button. The newly created user will be invited to join the company on SOURCING at MAGIC .

Basic Info

First Name

Last Name

Email

Job Title *(Optional)*

Phone *(Optional)*

Role

Admin

Address

Street Address *(Optional)*

Country

United States

City

State / Province

Zip *(Optional)*

SEND ACCOUNT INVITE

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Note that all new users are automatically added as contacts visible to exhibitors. You will have to remove them as a contact in the contacts section within the Edit Profile page to make them not visible to exhibitors. To do this, go to your Company Profile and click EDIT.

Scroll down to the bottom of the page until you see the Contacts section. Click Remove next to the name of the user you do not wish to be displayed on your Exhibitor Profile. Still these users who were removed as contacts can access the platform and your company profile without any issues.

You will see a pop up asking you to confirm the deletion. Click CONTINUE on this screen to complete the process. This user will no longer be displayed as a contact on your Company Profile.

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