



SOURCING at MAGIC

SOURCING ONLINE

SEPTEMBER 15 - DECEMBER 15, 2020

SOURCING ONLINE
BUYER USER MANUAL

ONBOARDING & COMPANY PROFILE

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.



Hi **Hemamalini**,

Welcome to SOURCING at MAGIC . Thank you for joining our exclusive online event. Your company has been added to our platform as a Buyer. Please set your password to complete your profile.

To set your **password**, **please click this button.**



You are receiving this message because you created an account for SOURCING at MAGIC . Didn't sign up for SOURCING at MAGIC ? Please [contact us](#) to let us know.

**Copyright 2020, Balluun - All rights reserved.
Balluun is located at 1277 Borregas Avenue Suite B, Sunnyvale,
CA 94089, US**

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.

SOURCING
at **MAGIC**

Welcome to SOURCING at
MAGIC !

Please set your secure password.
Password must be at least 8 characters & a mix of
letters and numbers.

User Email Address: hemakulla@gmail.com

Password

Password SHOW

Confirm Password

Re-type Password SHOW

I accept the Terms of Service

LOGIN

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

SOURCING at MAGIC



Notifications Settings

SOURCING at MAGIC sends email notifications to ensure you're receiving updates about you, your content, and your connections. Manage email notification settings by going to My Account and clicking on Email Notifications.

I agree to receive email notifications.
[See Privacy policy for more info](#)

SAVE AND CONTINUE

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.

1 Company Profile 2 Personal Profile 3 Advanced Profile 4 Social Company Profile

Website
www.cccc.com

Country
United States

State
Alabama

City
Arkansas

Address
1213

Company Description
description

Image Upload
Placeholder image with 'UPLOAD IMAGE' button

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

SAVE AND CONTINUE

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**.

Complete your personal profile to enhance your experience on SOURCING At MAGIC 50%

Personal Profile

Please verify and confirm pre-filled data

✓ Company Profile 2 Personal Profile 3 Advanced Profile 4 Social Company Profile

Job Title

Phone

UPLOAD PHOTO

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

BACK **SKIP** **SAVE AND CONTINUE**

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**.

Advanced Profile

Please verify and confirm pre-filled data

✓ Company Profile ✓ Personal Profile **3** Advanced Profile 4 Social Company Profile

Gender	Job Function
Men ✕ Unisex ✕	
Product Classification [Preferred]	Finished Goods [Preferred]
Apparel	Backpacks ✕
Fabric & Material [Preferred]	Components & Trim [Preferred]
Canvas/Duck ✕	Beads/Sequins ✕
Machinery [Preferred]	Digital Solutions [Preferred]

BACK SKIP **SAVE AND CONTINUE**

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**.

Social Company Profile Please verify and confirm pre-filled data

✓ Company Profile ✓ Personal Profile ✓ Advanced Profile 4 Social Company Profile

Twitter
URL

Facebook
URL

Instagram
URL

LinkedIn
URL

Pinterest
URL

Tumblr
URL

Youtube
URL

BACK SKIP **SAVE AND CONTINUE**

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.

Next Steps

Here are some next steps. Please visit the links and experience all that the domain has to offer!! 75%

Next Steps

- ✓ Company Profile
- ✓ Personal Profile
- ✓ Advanced Profile
- ✓ Social Company Profile

To set business preferences for Lead Discovery, visit the link below. [BUSINESS PREFERENCES](#)

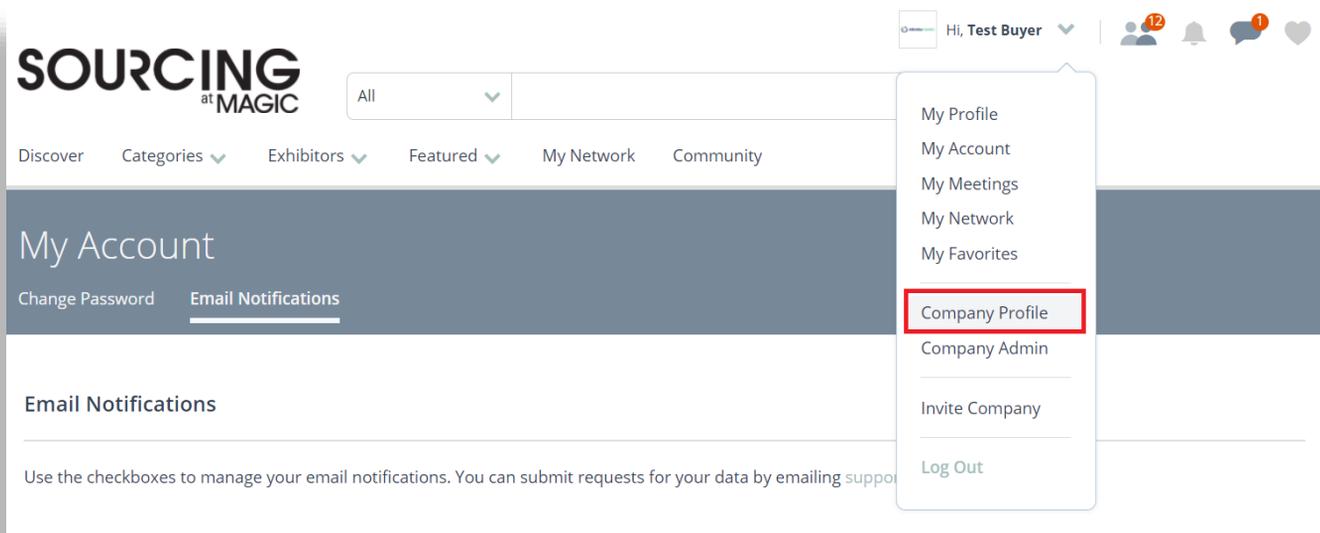
To complete your company profile, visit the link below. [COMPANY PROFILE](#)

To complete your personal profile, visit the link below. [PERSONAL PROFILE](#)

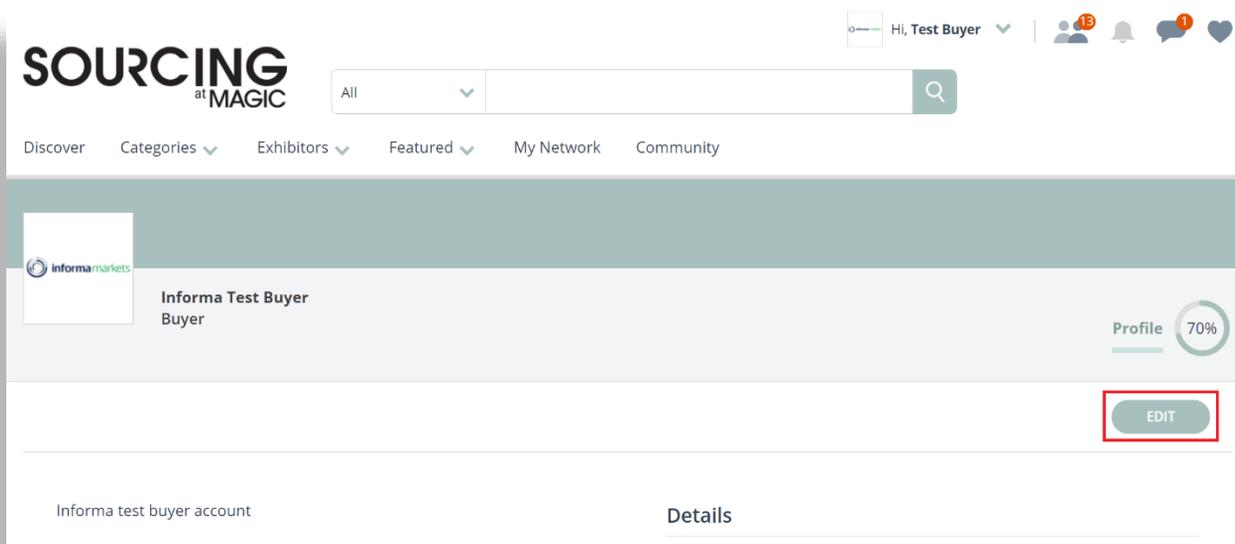
[EXIT WIZARD](#)

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.



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



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/>

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

General Info



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

Company Description

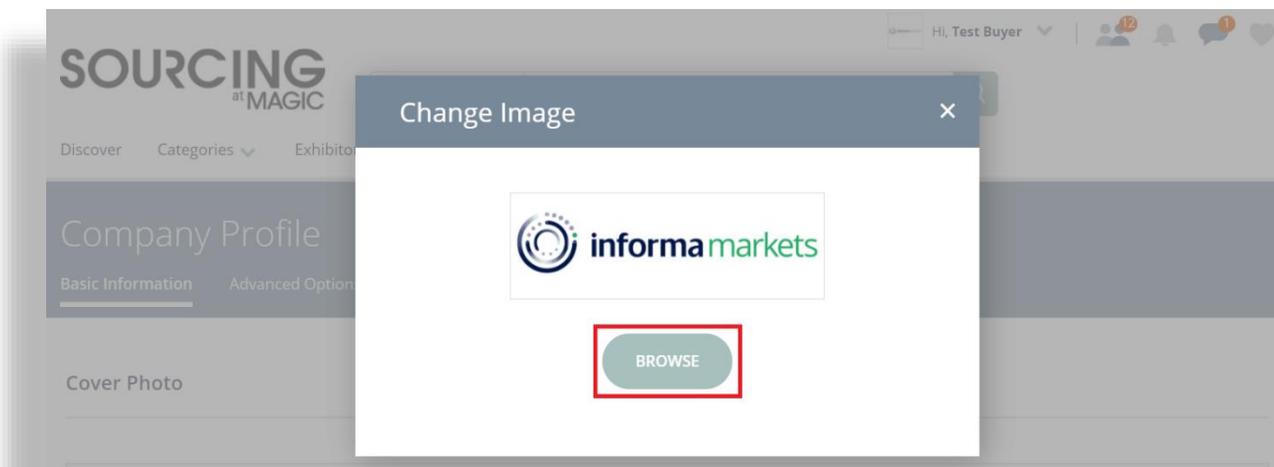
Informa test buyer account

Customize Your Profile's URL (Optional)

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

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

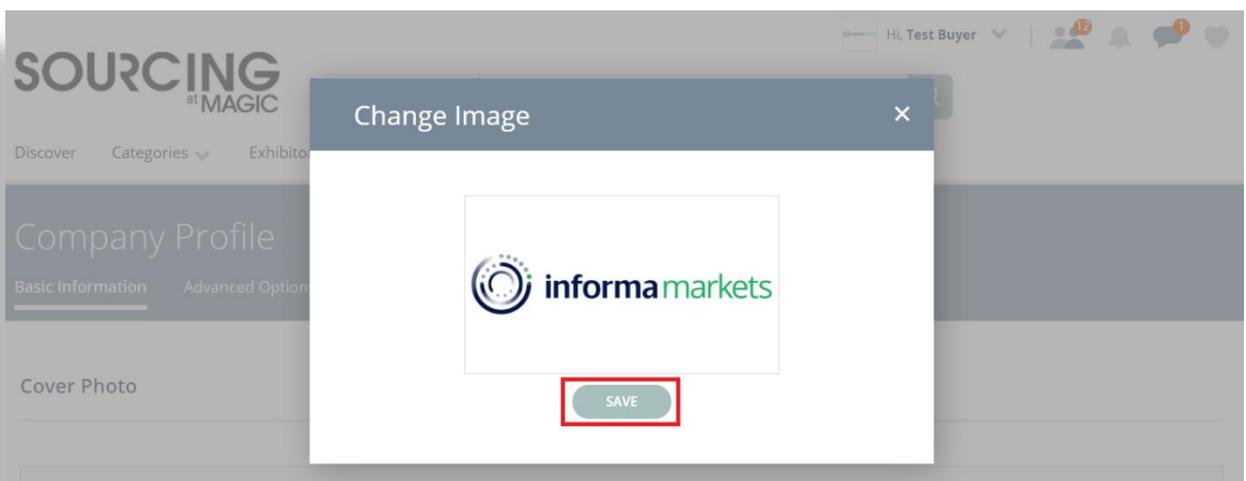
Next, click the BROWSE button and find your logo file on your computer.



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.



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

Informa test buyer account

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.

<p>Website <i>(Optional)</i></p> <input type="text" value="https://www.magicfashionevents.com/en/shr"/>	<p>Country</p> <input type="text" value="United States"/>
<p>State</p> <input type="text" value="New York"/>	<p>City</p> <input type="text" value="Brooklyn"/>
<p>Year Established <i>(Optional)</i></p> <input type="text"/>	<p>Total Employees <i>(Optional)</i></p> <input type="text"/>
<p>Number of Stores <i>(Optional)</i></p> <input type="text"/>	
<p>Gender <i>(Optional)</i></p> <input type="text" value="Men"/> <input type="text" value="Women"/> <input type="text" value="Children"/>	<p>Product Classification [Preferred] <i>(Optional)</i></p> <input type="text" value="Apparel"/>
<p>Finished Goods [Preferred] <i>(Optional)</i></p> <input type="text" value="Bottoms/Pants/Trousers"/> <input type="text" value="Denim Apparel"/>	<p>Fabric & Material [Preferred] <i>(Optional)</i></p> <input type="text" value="Cotton/Cotton Blends/Sateen/Twill"/>
<p>Components & Trim [Preferred] <i>(Optional)</i></p> <input type="text"/>	<p>Machinery [Preferred] <i>(Optional)</i></p> <input type="text"/>
<p>Digital Solutions [Preferred] <i>(Optional)</i></p> <input type="text"/>	<p>Services [Preferred] <i>(Optional)</i></p> <input type="text"/>
<p>Job Function <i>(Optional)</i></p> <input type="text"/>	<p>Year Business Since <i>(Optional)</i></p> <input type="text"/>

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.



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.



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

Google +

Facebook

Youtube

Instagram

Pinterest

Linkedin

Tumblr

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)

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

Contacts

[ADD CONTACT](#)

Order	Name	Title	Phone	Action
+ 1	Jon C	International Sales Director	323-974-5422	Remove
+ 2	James Miller	Sales Manager	631-662-9032	Remove

[BACK TO PROFILE](#)
[SAVE](#)

About | Contact | Support

powered by ballun⁹

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.

The screenshot shows the Sourcing at MAGIC website interface. At the top right, the user is logged in as 'Hi, Test Buyer'. A dropdown menu is open, listing various account management options. The 'Company Admin' option is highlighted with a red box. Other options include My Profile, My Account, My Meetings, My Network, My Favorites, Company Profile, Invite Company, and Log Out. The main content area features logos for the Ministry of Foreign Affairs and International Cooperation, and ASSOMAC, along with a banner for 'SOURCING AT MAGIC ONLINE' from September 15 to December 15, 2020.

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

Hi, Test Buyer

SOURCING at MAGIC

All

Discover Categories Exhibitors Featured My Network Community

Company Admin

Manage Users Company Settings

ADD USER

Name	Email	Created	Company Contact	Active	Admin	Action
Test Buyer	yxn10982@eoopy.com	2020-08-26	✓	✓	✓	⚙️

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

Address

Street Address *(Optional)*

Country

City

State / Province

Zip *(Optional)*

SEND ACCOUNT INVITE

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.

SOURCING
at **MAGIC**

Hi, Test Buyer

Discover Categories ▾ Exhibitors ▾ Featured ▾ My Network Community

Informa Test Buyer Buyer Profile 70%

EDIT

Informa test buyer account

Contact

Test Buyer
Product Manager
Brooklyn, New York
11249 United States
Message

Details

Location: **Brooklyn, New York, United States**

Gender: **Men, Women, Children**

Product Classification [Preferred]: **Apparel**

Finished Goods [Preferred]: **Bottoms/Pants/Trousers, Denim Apparel**

Fabric & Material [Preferred]: **Cotton/Cotton Blends/Sateen/Twill**

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.

Contacts

ADD CONTACT

Order	Name	Title	Phone	Action
+ 1	Test Buyer	Product Manager		Remove
+ 2	Test Buyer 2	Sales Manager		Remove

BACK TO PROFILE SAVE

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.

