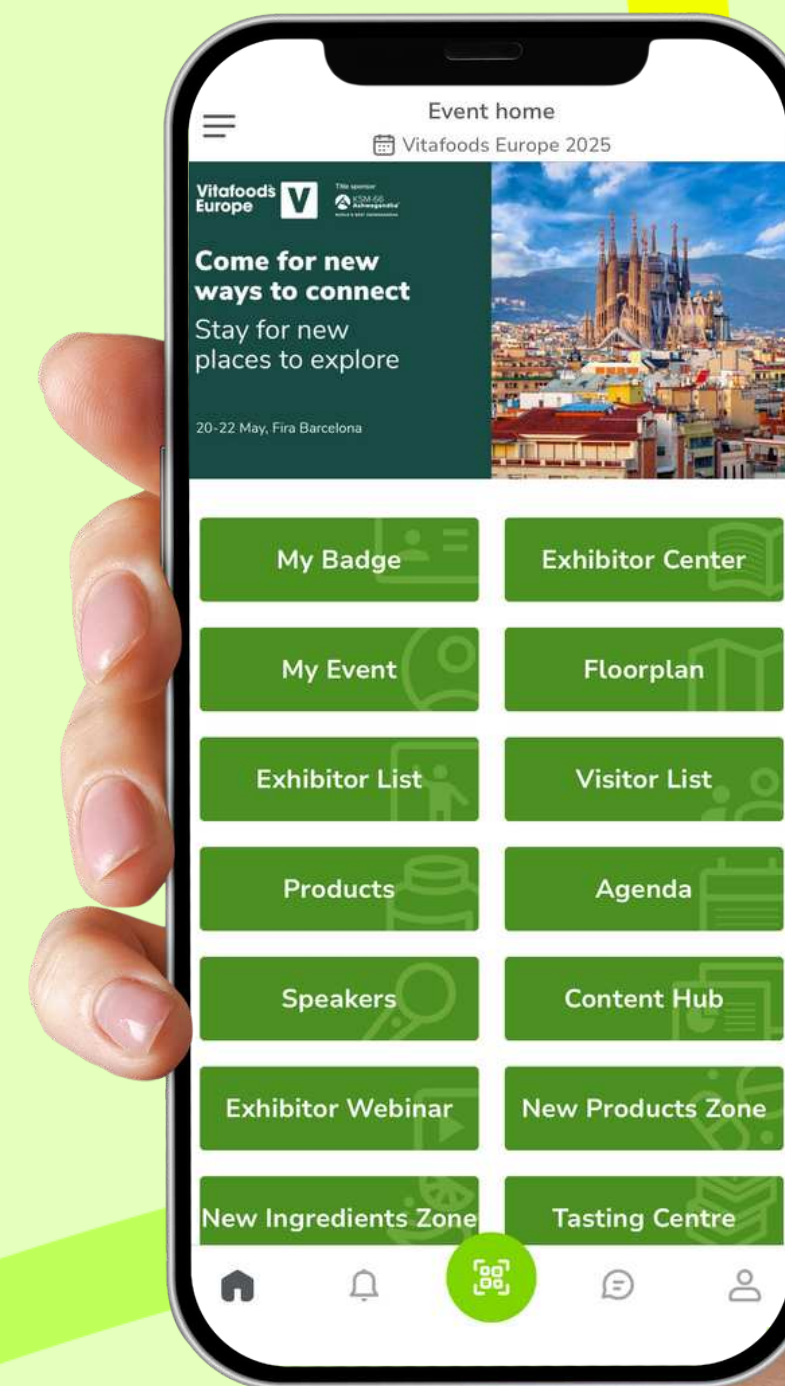


Welcome to Vitafoods Europe 2025

Visitor Guide



Contents

An Introduction

What is the Event Platform?

Getting started

Log in to the Event Platform

Create your personal profile

Networking

Browse exhibitors and products

Send a connection request

Send a message

Manage your messages

Create a group chat

Request a meeting

Manage your personal meetings

Content

Register for sessions

View and export your schedule

Join a live session

Interact during a live session

Saved connections

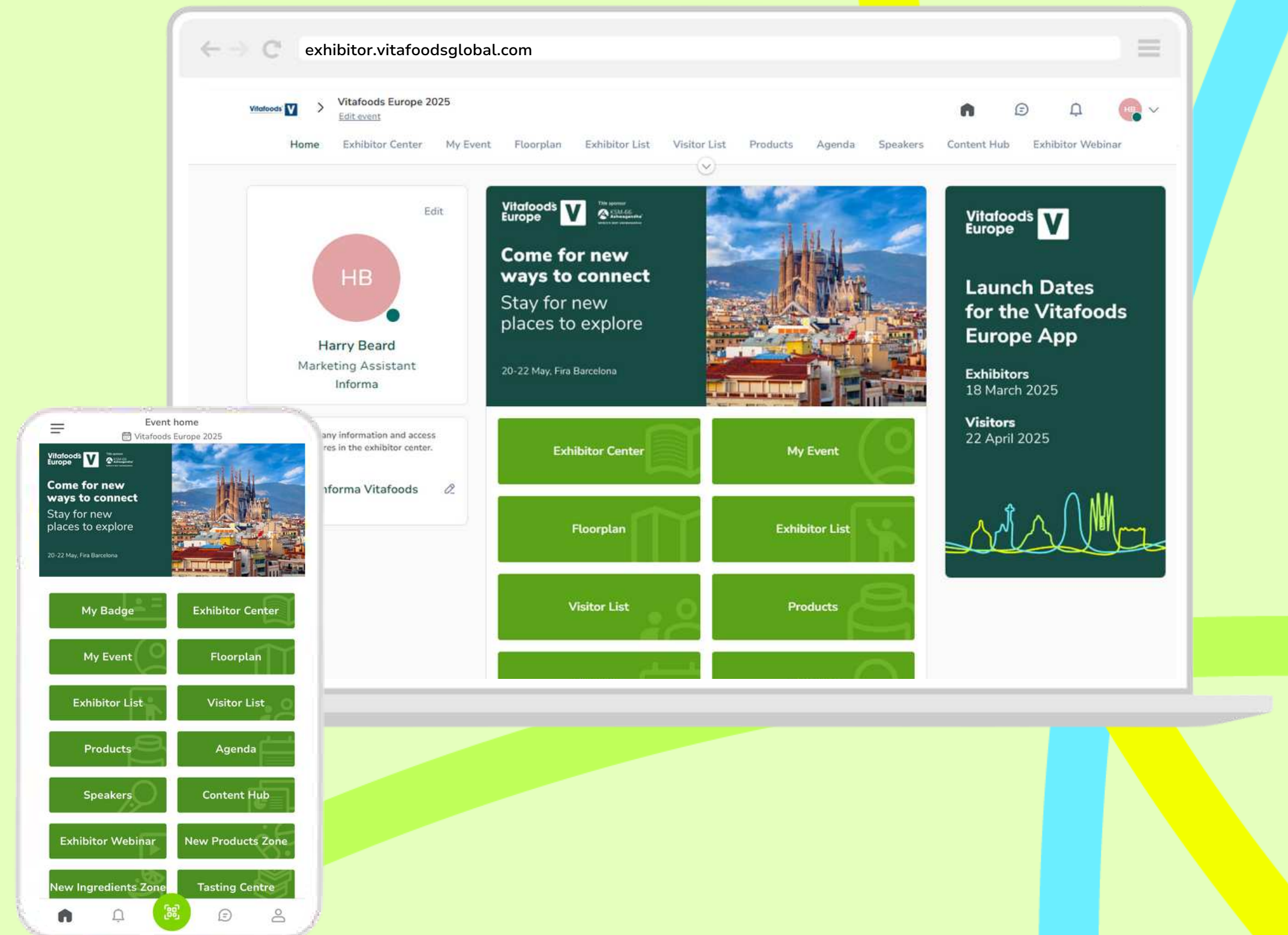
Capture connections on the platform

What is the Event Platform?

The Event Platform is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

In the Event Platform you can:

- Advertise your presence at the event through a company and personal profile
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make





Getting started

Access the Event Platform

Login for the first time

Step 1: You will receive an email* from noreply@vitafoodsglobal.com containing a link to the Exhibitor Centre. Click the link.

Step 2: A window will then prompt you to create a password for your account.

Step 3: Once you have created your password, click the arrow to enter the platform.

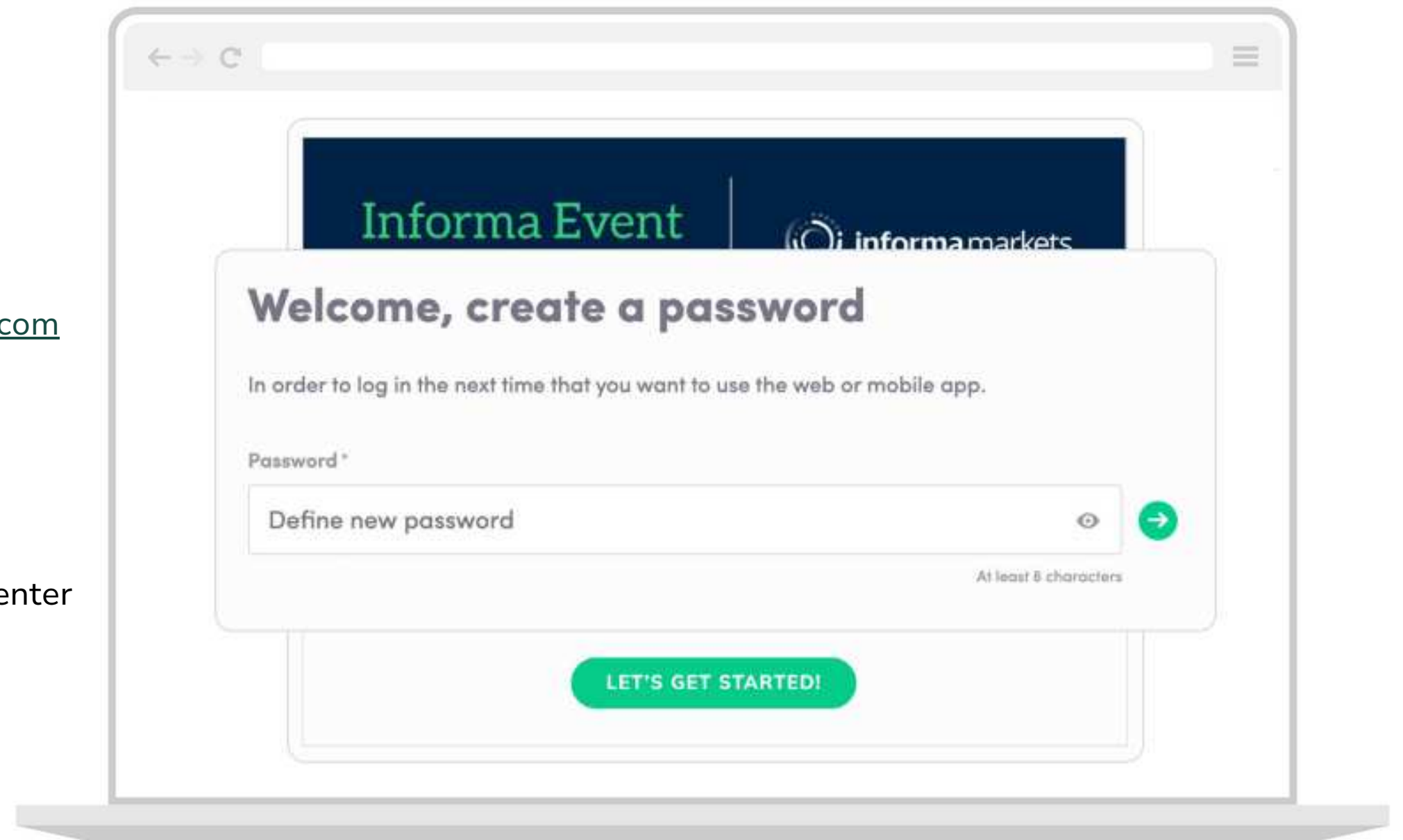
Log in to an existing account

Step 1: Go to visitor.vitafoodsglobal.com

Step 2: Enter the email you used to register for the event and your password** then click the arrow to log in.

*Check your spam folder if you don't get an email in your Inbox from noreply@vitafoodsglobal.com

**If you have forgotten your password, click "send me the magic link" after entering your email. You will receive an email to reset your password.



Create your personal profile

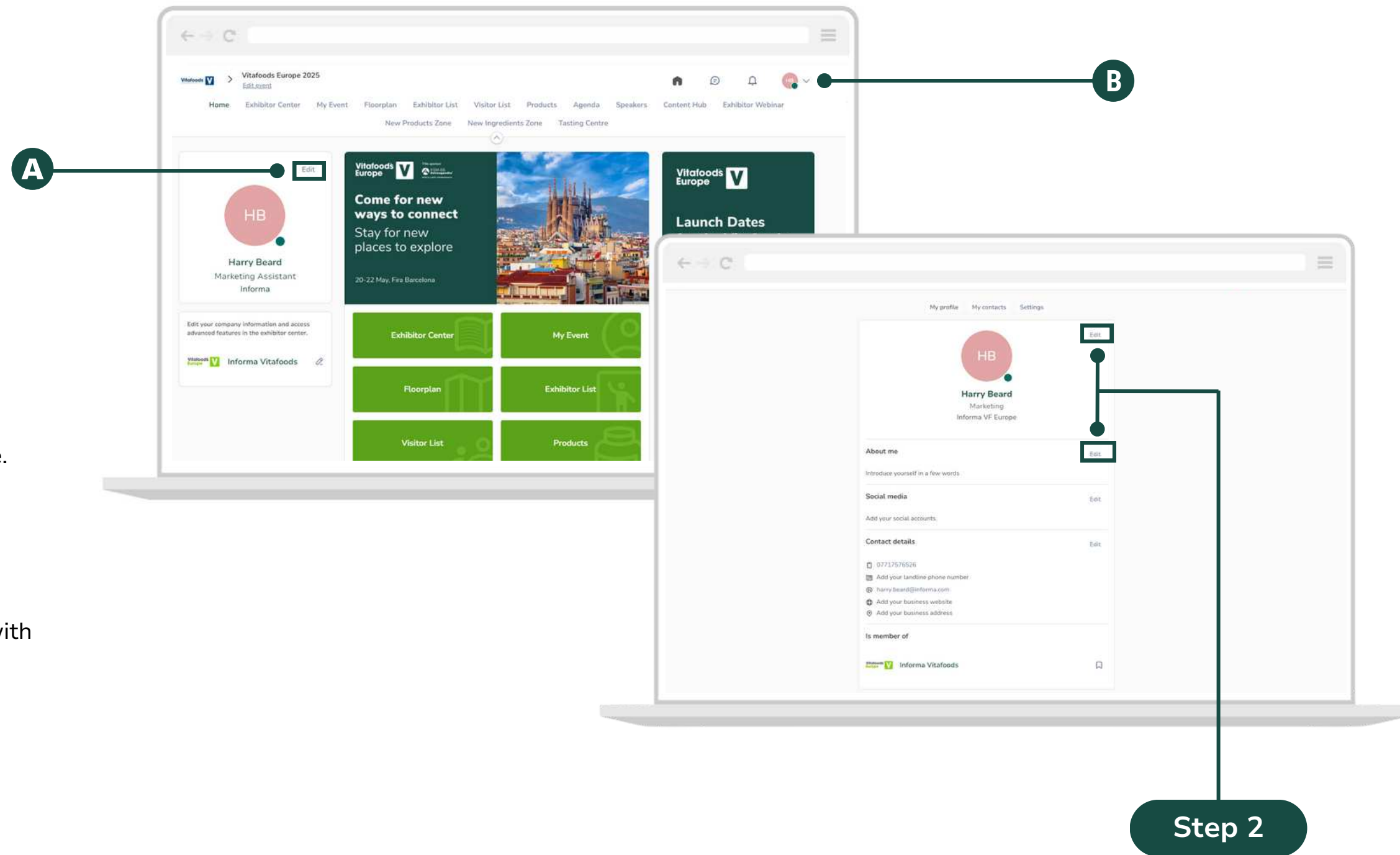
Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

Step 1: Access your profile. There are two ways to access your profile:

- A** Click **“Edit”** at the top-right of the profile picture box.
or
- B** Click **“My Profile”** from the drop-down menu to the right of the page.

Step 2: Once in your profile, proceed to click on the “Edit” buttons to make relevant changes or updates

Step 3: Complete all sections, fuller profiles will help you to get matched with the most relevant attendees





Networking

Browse exhibitors and products

Discover the event community at your fingertips on the exhibitor and product lists. Use this opportunity to increase your event efficiency by filtering companies according to your needs and saving a list of those you would like to visit onsite.

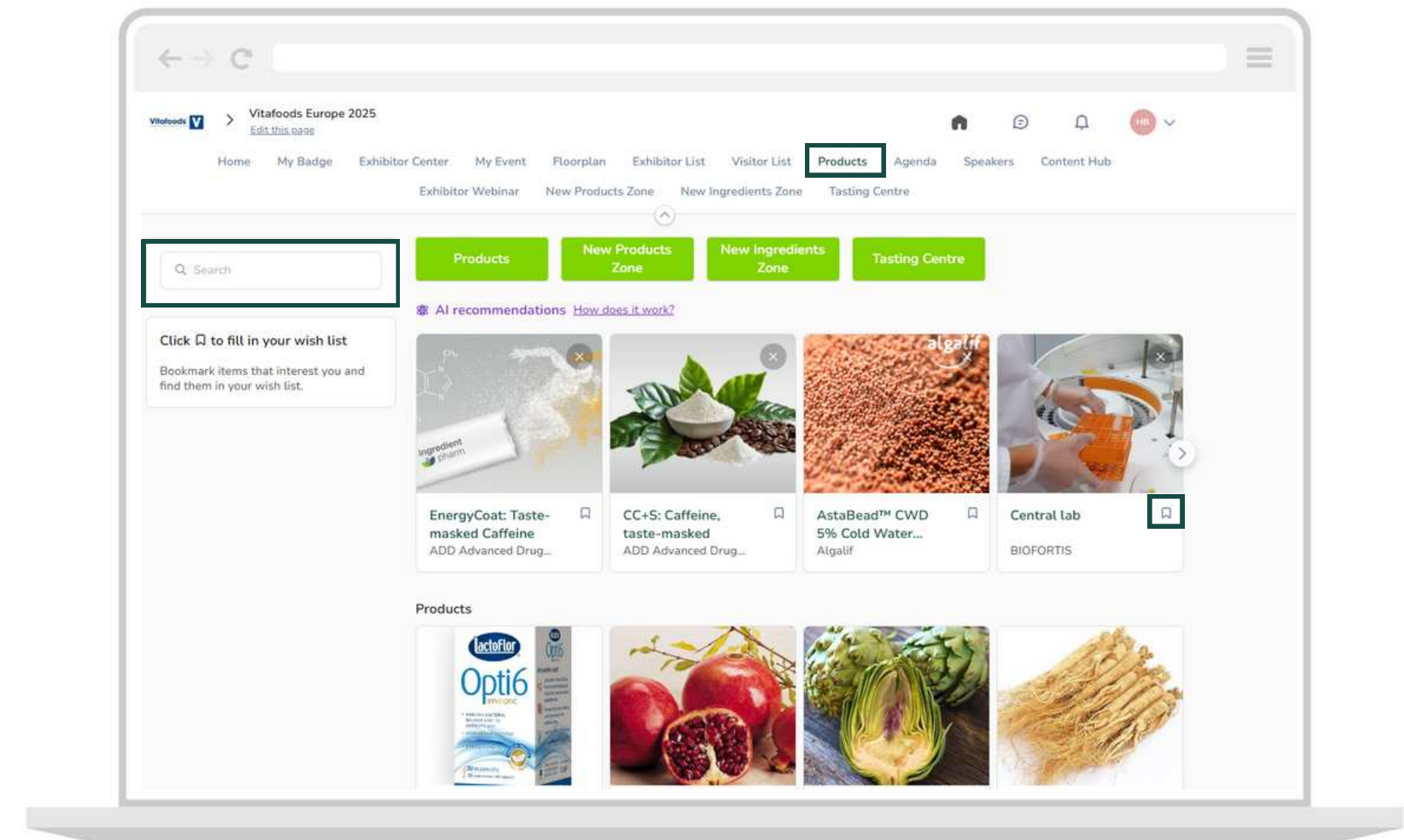
Step 1: Select “**Exhibitors**” or “**Products**” from the top navigation bar

Step 2: Browse the list using the search bar or filters on the left-hand side

Step 3: To find out more about an exhibitor or product, click on their profile

Step 4: Click the bookmark icon to save an exhibitor or product that captures your attention.

Step 5: To find your bookmarks, go to “**My Event**” in the top navigation bar. Exhibitors can be found under “**My bookmarked companies**” and products can be found under “**My wish list**”



Send a connection request

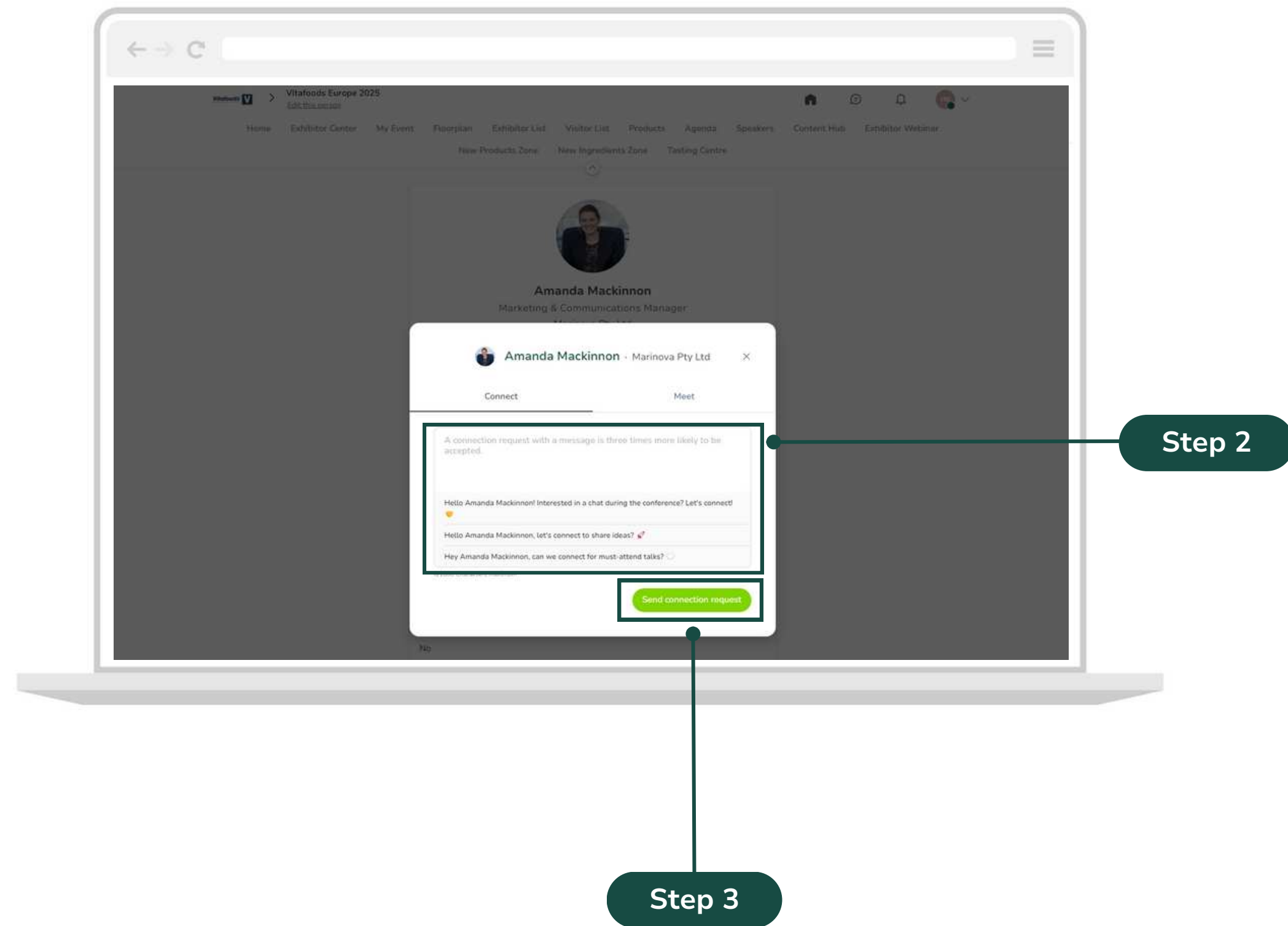
You can send a connection request to an speaker, exhibitor team member, or sponsor. Once someone has accepted your request, you will be able to exchange messages on the platform and find them easily in your list of contacts (found by clicking **“My Contacts”** from the right-side drop-down menu)

Step 1: Click on the profile of a speaker or exhibitor team member

Step 2: Start with an introductory message about yourself, your company and how you think you can help potential prospects. Add your message in the box on the right side of the page

Step 3: Click **“Send connection request”**

Note: You will be able to find all the people you have been in contact with from **“My contacts”** tab under your profile picture, or in the **“My Event”** button under My Networking tab



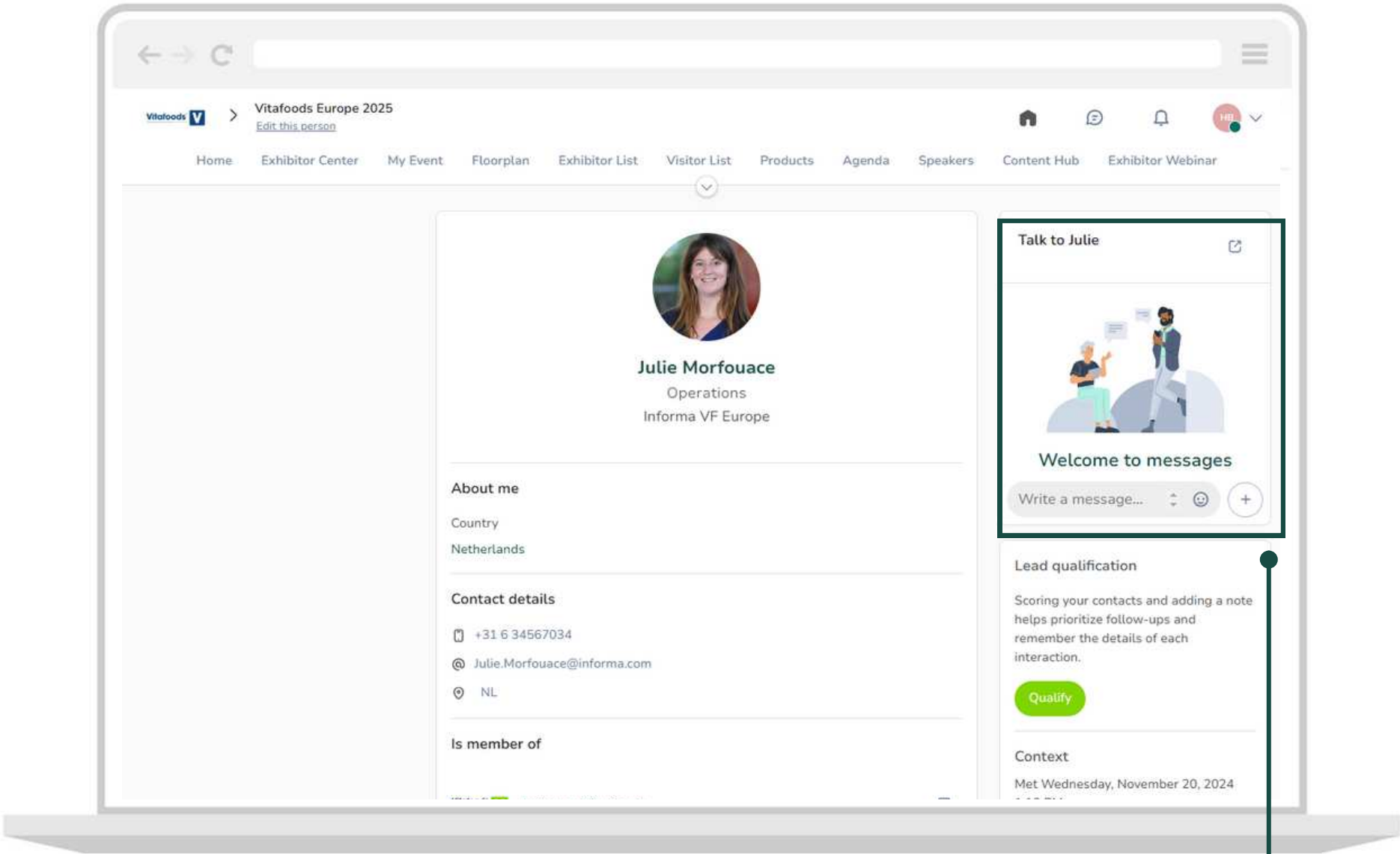
Send a message

Engage with old contacts and potential new business partners by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

At a previous event, visitors who used the messaging feature left with 490% more saved connections.

- Step 1: Head to the profile of the attendee you wish to manage
- Step 2: On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon

If you are not already connected, you will need to send a connection request first. See page 9 for how to do this.

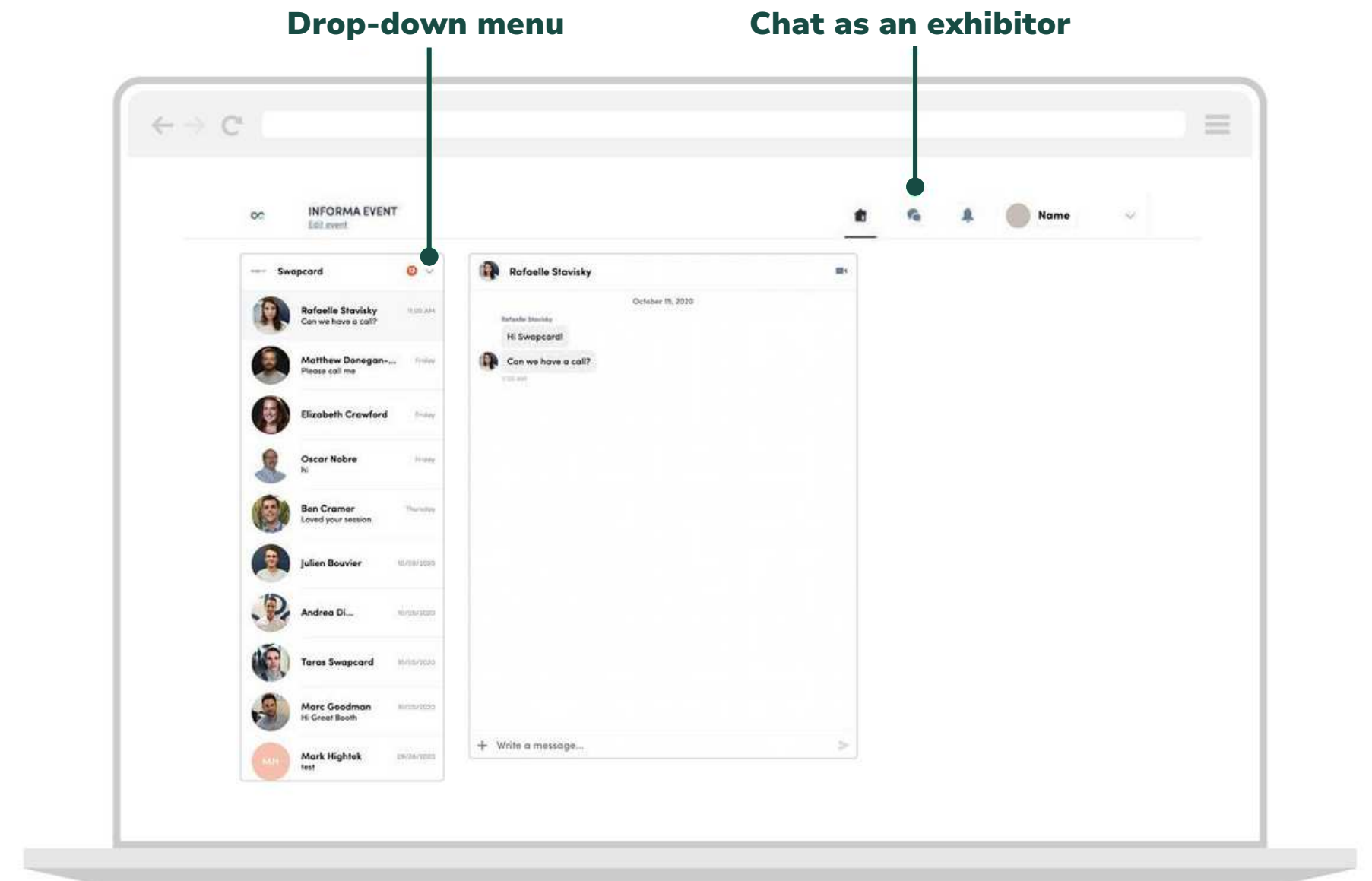


Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen

Step 2: Click the chat bubble icon to view your inbox

Step 3: Click on a message to view it and respond



Request a meeting

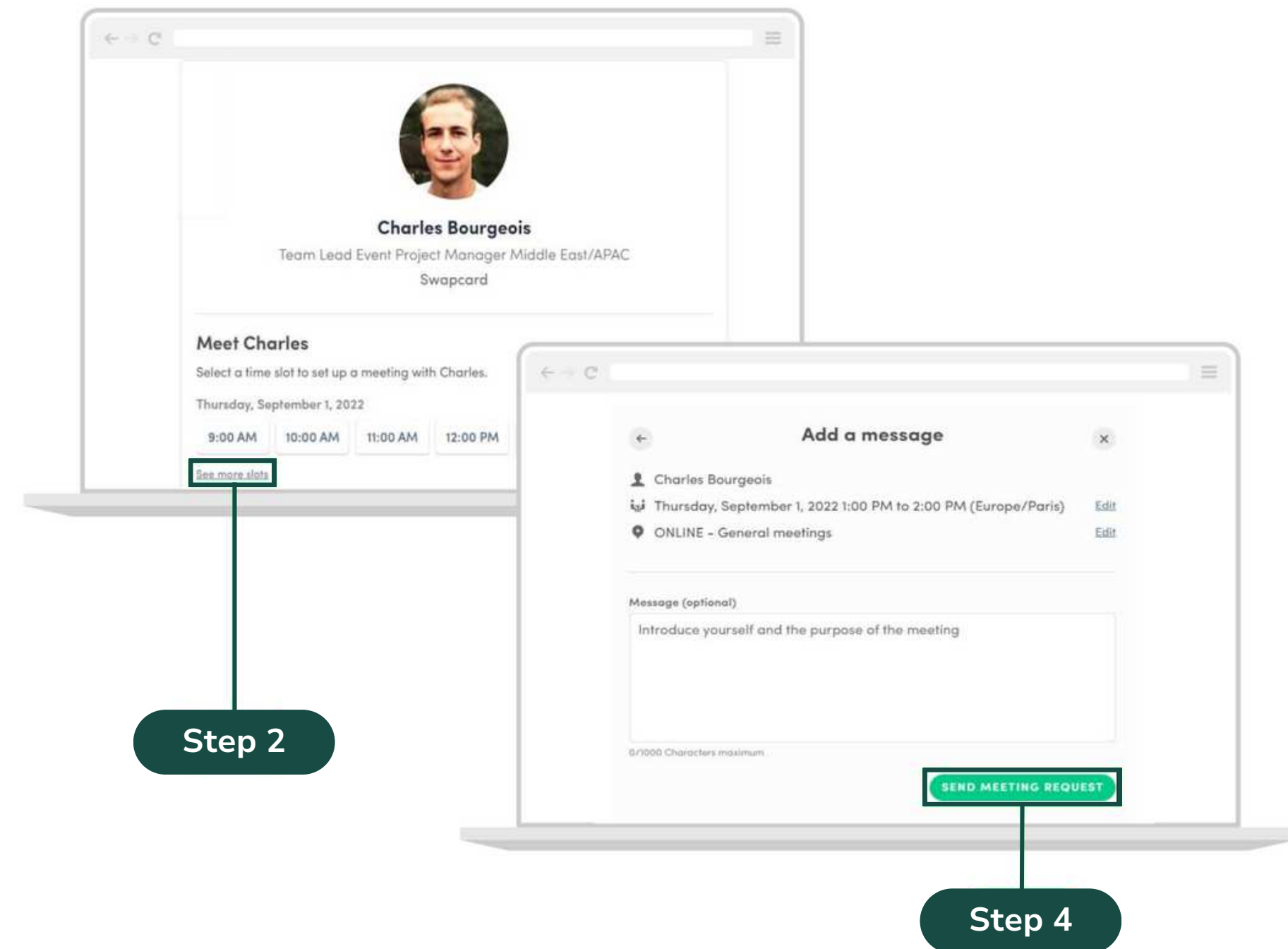
Arrange meetings with your contacts to move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show

Step 1: Select an exhibitor from the exhibitor list that you would like to connect with

Step 2: Select one of the suggested time slots or click “see more slots” for all available times

Step 3: Add participants and select a location

Step 4: Add a message and send your meeting request.

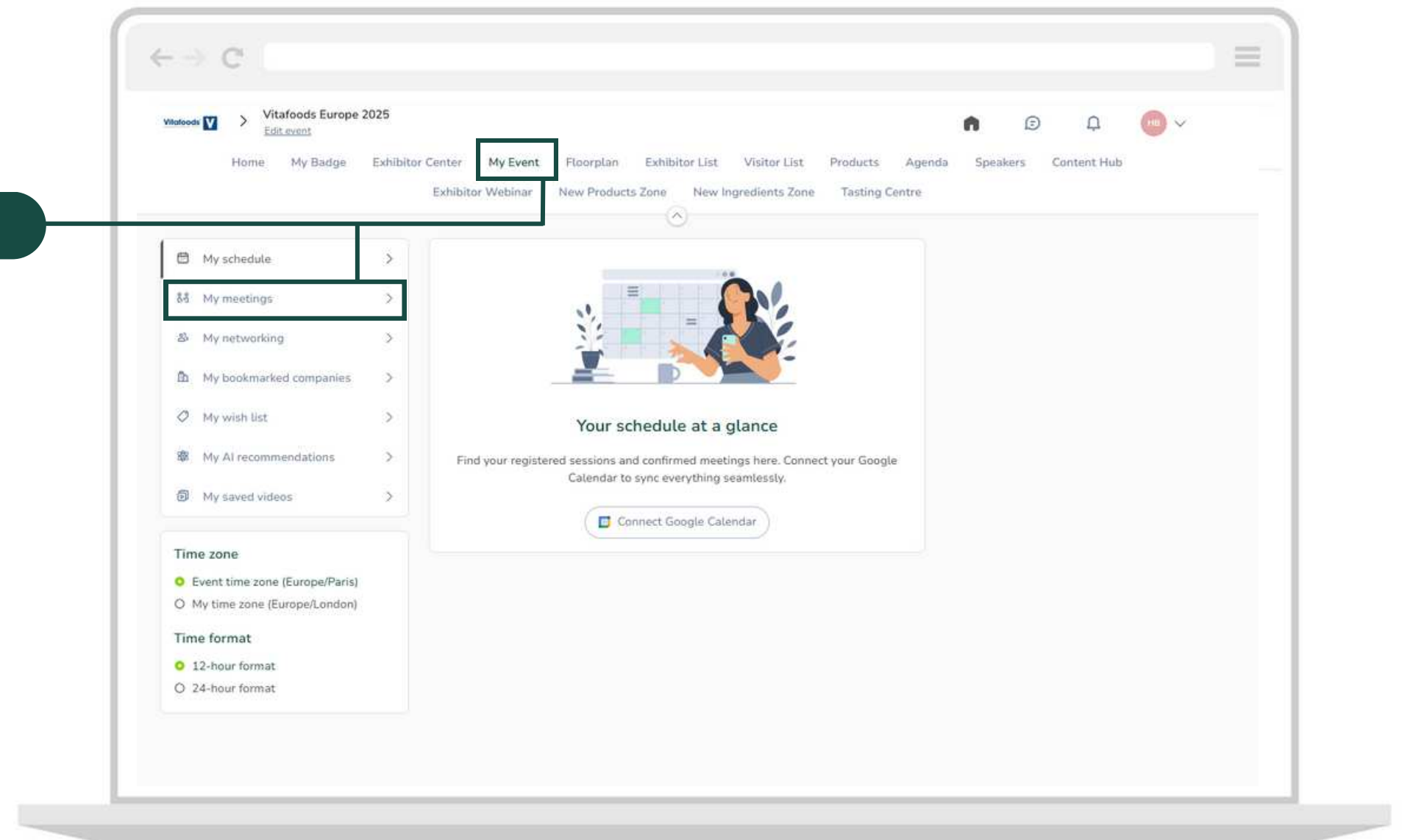


Manage your personal meetings

Step 1: Click on “**My Event**” in the top navigation menu then select “**My Meetings**” in the left navigation bar

Step 2: Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**

Step 1





Content

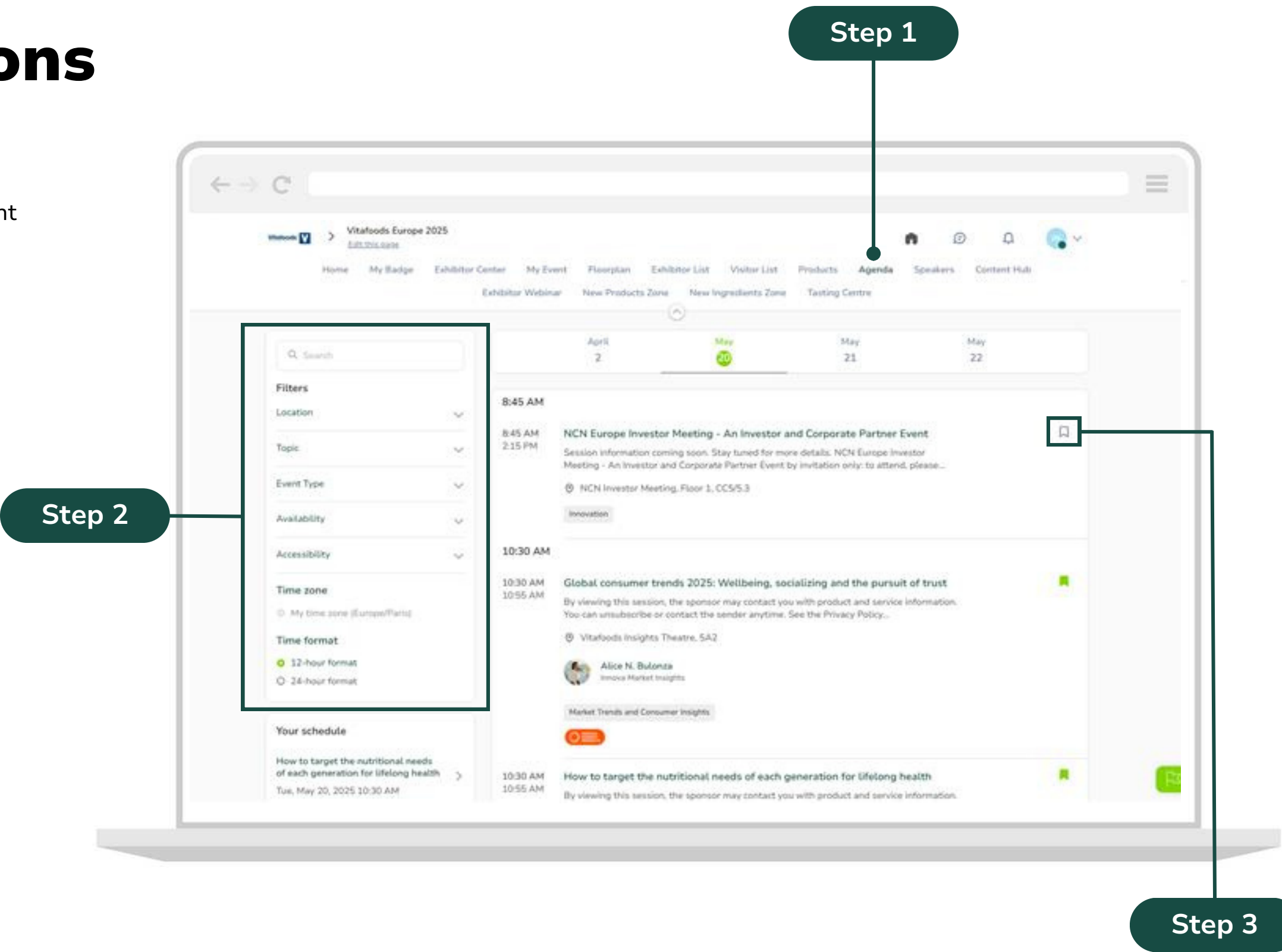
Select your content sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **“Agenda”** in the top navigation bar to find an overview of all the sessions taking place at the event.

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you.

Step 3: Select a session and add it to your calendar, simply click the save icon to the right of the session name.

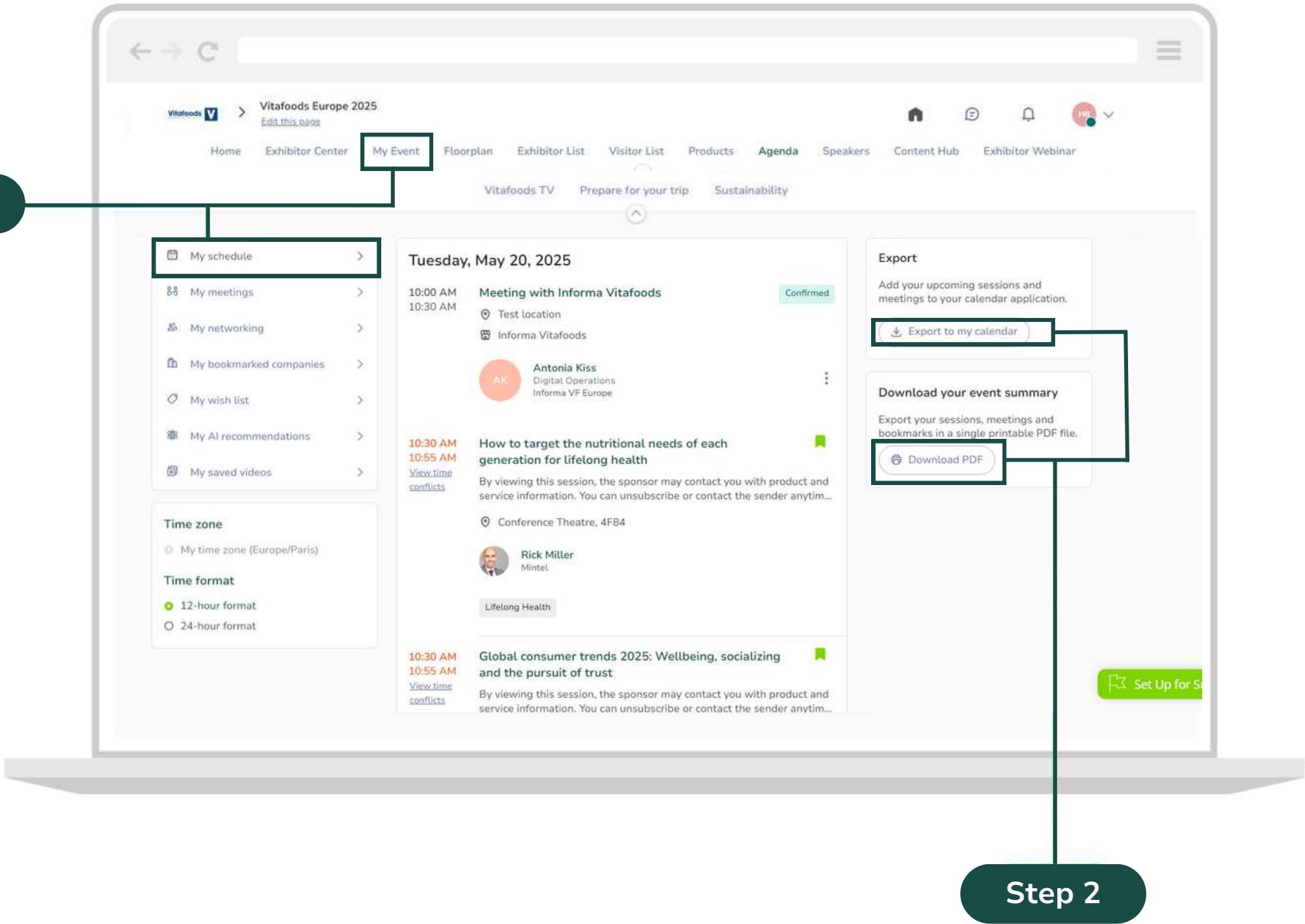


View and export your schedule

Keep track of the sessions you want to attend in your schedule. You can even add them to your digital calendar of choice to keep all your important dates in one place.

Step 1: Click the ‘My Event’ tab from the top menu then select ‘My Schedule’ from the left navigation bar to view the sessions you have signed up to.

Step 2: On the right-hand side click “Export to my calendar” or “Download PDF” to export your full schedule of sessions and meetings





Saved Connections

Capture connections on the platform

The contact details of every connection you make on the platform will be saved and available for you to download. With all of your connections in one place, it's much easier to follow-up and continue business beyond the event. You will be able to export the details of any participant who has:

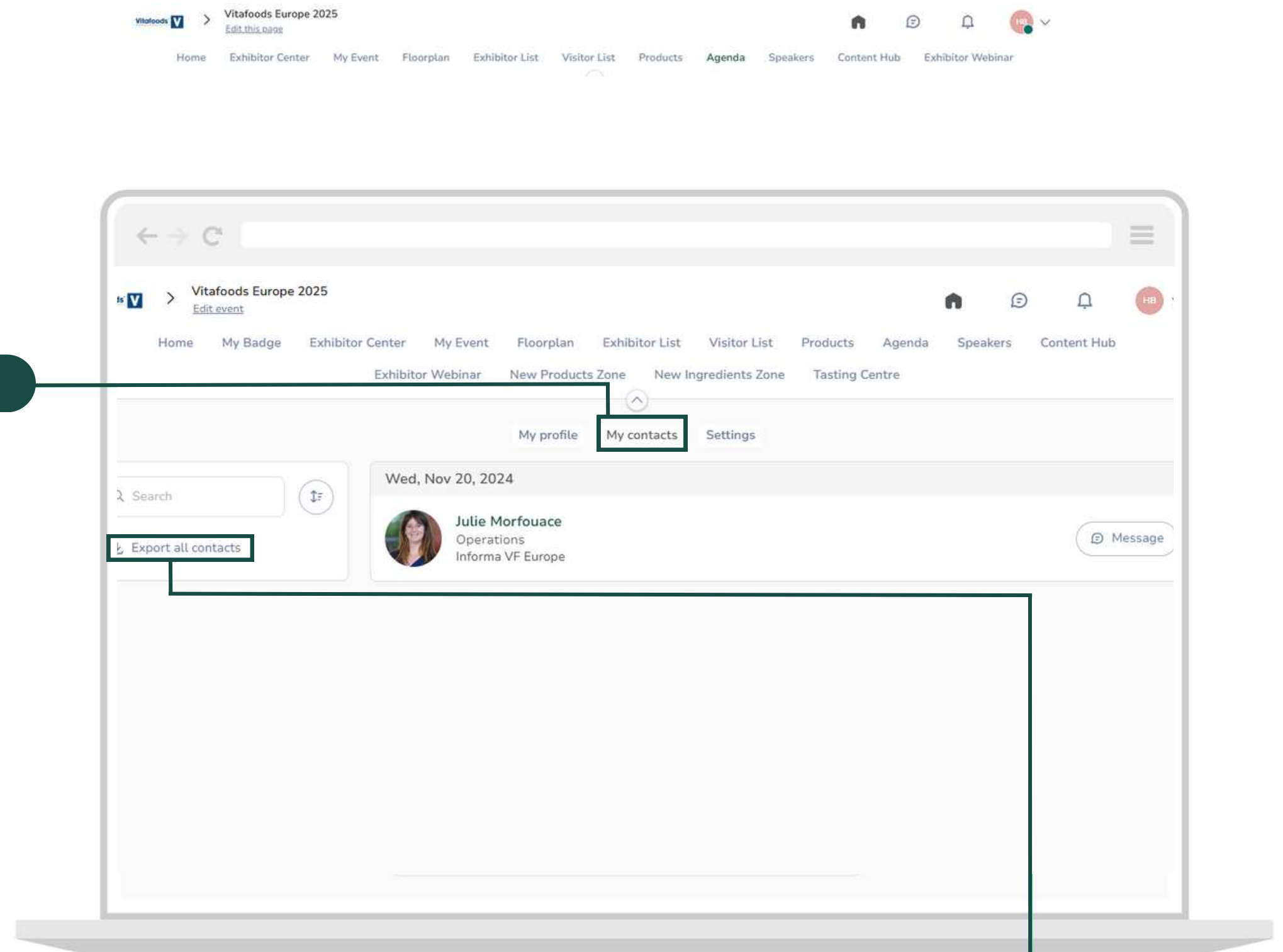
- Accepted your connection request
- Messaged you on the platform
- Requested or accepted a meeting with you through the platform

Ensure that you are interacting with all the networking features available: more engagement = more connections!

View and download your personal platform leads

Step 1: To view all the leads you generated through the platform click your picture in the top right corner and select “**My Contacts**” from the drop-down menu.

Step 2: A list of your platform connections will appear. To export your list of contacts into an excel file, click “**Export all contacts**” on the left side of the screen





Download the Vitafoods Europe 2025 app to begin scanning!



Need assistance?

Contact the Vitafoods Europe 2025 customer service team at
vitafoodscs@informa.com