

CHFA NOW Toronto 2026

EventHub App Guide for Exhibitors

Welcome to EventHub! Please, follow these simple steps to set up your exhibitor app profile in EventHub, our official show app. The platform is easy to use and fully DIY—giving you full control over how you showcase your brand to attendees. The app will be available to download in August, but we encourage you to set up your profile by **August 7** to maximize your visibility to attendees. This information will also be used for our exhibitor list on our website and the show guide.

🕒 **Estimated time to set up profile: 1-2 hours**

Important Note for Brokers and Distributors:

Your sublet brands will receive their own unique link to set up their app profiles in late July once you've submitted your sublet list in ExpoGenie. Your sublet brands will not have access to add booth staff.

Important Note for Brands Exhibiting with Their Broker/Distributor:

You will not have access to add booth staff/register for badges. Please contact your broker/distributor to register your badges.

Step 1: Refer to Your Onboarding Email

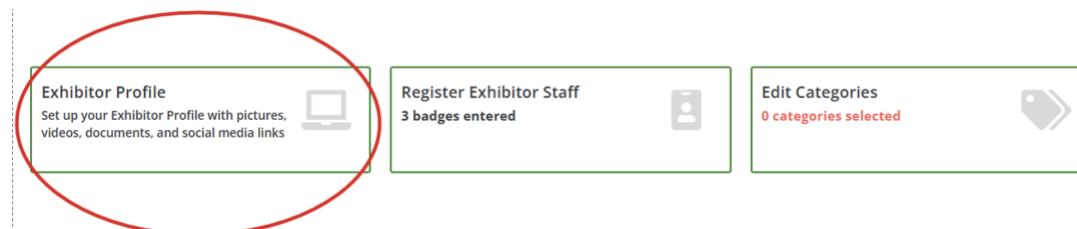
- This email includes:
 - link to the setup portal
 - your login credentials (select your company name from a dropdown and enter the password provided)

Step 2: Log In to EventHub

- Click the link from your email.
- Select your company name from the dropdown.
- Enter your password (provided in the email).

Step 3: Start Building Your Profile

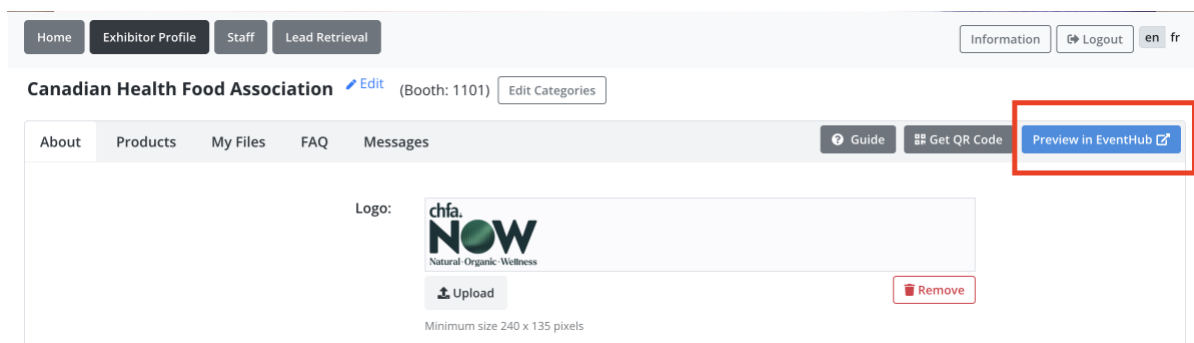
Once logged in, head to the “Exhibitor Profile” box to begin your setup.



Note: If you're exhibiting under your broker/distributor, you do not have access to "Register Exhibitor Staff". Your broker/distributor will be registering your badges for you.

Profile Setup Sections Overview

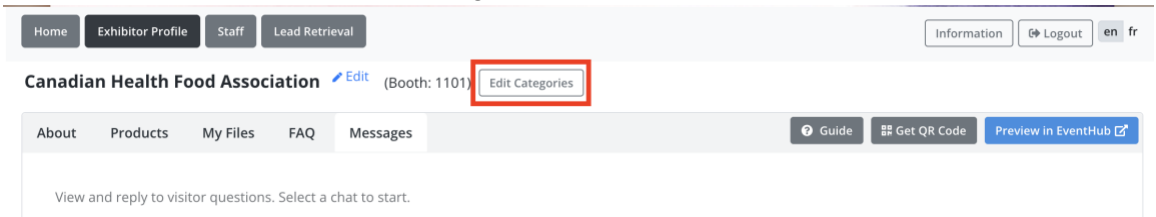
As you make changes to your profile, you can preview how your profile will look in the app by clicking the “Preview in Eventhub” button:



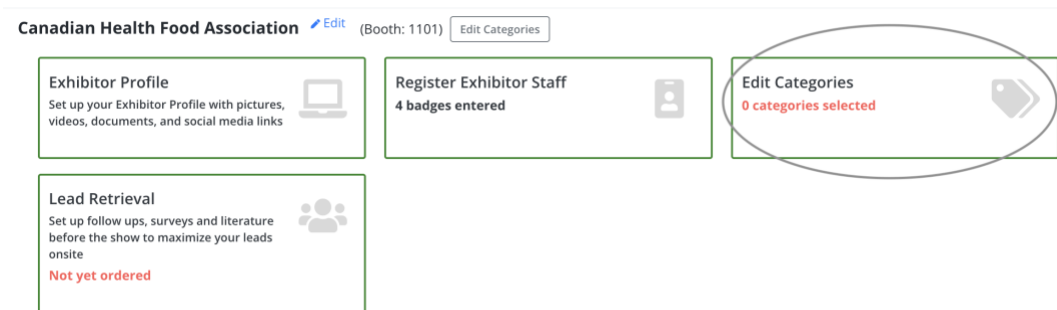
About Page

- Please complete all fields marked as mandatory. If a section doesn't apply, you may leave it blank.
- **Upload Logo:** Min size file required: 300x300 px
 - Accepted file types: JPG, PNG, SVG, AI, PDF
- **Company Bio**
 - Tell attendees who you are, what you offer, and why they should stop by your booth.
- **Edit Categories:** Fill in your categories by August 7 to maximize your visibility and to be included in our digital show guide.

- This helps your company appear in filtered searches and increases visibility with attendees looking for your offerings.
- To add your product categories, click the **Edit Categories** button next to your booth number near the top of the page:



- Select all attributes and features that apply.
 - Select a maximum of 10 product categories that reflect your products or services.
- Your product categories can also be edited from the home screen of the Exhibitor Portal:



- **Additional Search Tags**
 - Add up to 3 keywords that attendees may use to search for products like yours.
 - Think of these as keywords - what would someone type in to find you?
- **Company Website**
- **Store URL (if applicable)**
- **Social Media Links**
- **Address & Contact Info**
 - Include your business address and business email.
 - This info will be displayed in the app so attendees can contact you directly.

Products Tab

- List each of your products.
 - For each product, upload an image by going to the “My Files” tab (see below).
 - Drag and drop images or upload manually.

My Files Page

This is where you upload:

- Sales sheets
- Product specs
- Additional product images
- URL links to product pages or resources

You can also drag a folder of images directly into this section to save time.

FAQs

Write answers to common questions here.

Attendees will see this info in your app profile, helping them get answers quickly and saving you time.

Messages

Here you can:

- View a history of all messages received from attendees
- Respond directly from the portal

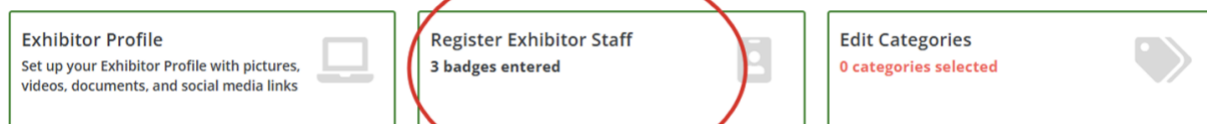
We recommend that you regularly log in to the Exhibitor Portal to check if you have received any messages from attendees.

You can also designate who receives messages in the next step.

Staff

Add your team members' names and badge types. You can also:

- Assign staff who will receive and respond to attendee messages
- Make changes at any time



Note: If you're exhibiting under your broker/distributor, you do not have access to "Register Exhibitor Staff". Your broker/distributor will be registering your badges for you.

Step 4: Print Your QR Codes for Onsite Engagement

After you've uploaded your products in the Products Tab, EventHub automatically generates a unique QR code for each product.

We highly recommend printing and displaying these QR codes at your physical booth at CHFA NOW. This allows attendees to:

- Instantly scan and view product details in the app
- Favourite items to save them for later
- Access supporting documents, videos, and product specs

Tip: Print each QR code and place it next to its corresponding product or signage. It's a simple way to increase visibility, track interest, and encourage more interaction during and after the show.

You can find your product QR codes in the Products section of your Exhibitor Portal.

You're All Set!

Once your exhibitor profile is set up, it will be visible in the EventHub app*, where attendees can:

- View your products
- View your booth # and details
- Favourite your offerings
- Chat with you directly**
- Download your resources
- And more—even after the show ends!

*The EventHub app will be available to download for all exhibitors and attendees in August. Stay tuned!

**You must log in to the Exhibitor Portal to reply to chat inquiries.

Need help?

For general setup questions, contact: customerservice@microspec.com
For technical issues within EventHub, contact: eventhub@microspec.com