



Welcome to Gifts & Lifestyle  
Middle East, a vibrant  
platform for lifestyle,  
accents and gifts.



## gifts & lifestyle MIDDLE EAST

14 - 16 December, 2021  
Dubai, UAE

# Sponsor Event Networking Guide



# Accessing your Account

All you need to access your account is for your email address to be registered with the event, besides that, just follow the steps below.

## Enter your Email

This needs to be the email that you registered with for the Event. If your email is not registered, contact the organiser or [support@grip.events](mailto:support@grip.events)



Enter the email address you provided when you registered for the event

E-mail

---

Continue



Enter the Badge ID you received in your welcome email when you registered for the event.

Badge / Registration ID

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Claim Account



Request a reminder

## Enter your Badge / Registration ID

As part of registering for the Event you'll have received a unique Registration or Badge ID enter it to claim your account.

Requesting a Reminder will send you an email with your ID (check your spam folder!)



Please create a password for your account and use this password the next time you log in.

Password

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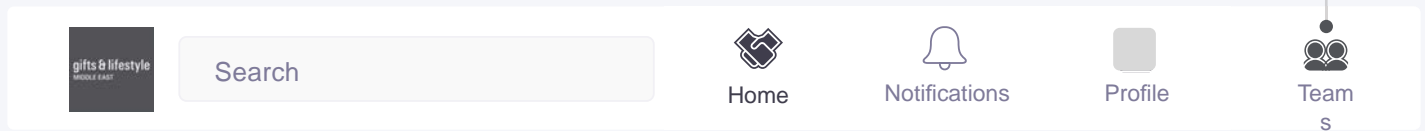
Login



# Teams (Sponsor Portal)

Teams is a critical element of the platform for exhibitors and sponsors. This page explains how to access it and some of its key features.

Go to the Teams Tab



## Creating your Team

If you're the first person from your Company signing in you'll be presented with the option to "Create a Team". Enter your Company Name and immediately invite your colleagues to your team. This is very important if you want to take advantage of the features outlined below.

## Powerful functionality for your Company

|                   |  |
|-------------------|--|
| HOME              |  |
| Meetings ●        | All the meetings for you and your team members in a single overview                            |
| Inbound Leads ●   | Request meetings with all people that have viewed or expressed an interest in your company.    |
| Company Chat ●    | Enable attendees to start a direct conversation with your company on the platform.             |
| Contacts          |  |
| ADMIN             |  |
| Team Members ●    | Add your colleagues as Team Members, update their profile and request meeting on their behalf. |
| Company Profile ● |  |
| Products ●        | Create product profiles to give even more visibility to your Company and what you offer.       |
| Account           |  |
| Export            |  |

## Edit the Company Profile

It is critical that your company profile looks as great as it can be, add images a description and event specific metadata to make it appear across the platform as frequently as possible.

# Company Profiles

Company Booth Profiles bring plenty of opportunities for companies to showcase their unique capabilities and products in a single overview. Simple to set up and easy for attendees to explore.

Marking a Company with "Interested" will add you to the Inbound Leads of the Company

Message a Company directly if you want to speak to them

Embedded Youtube Video

Company Information Available fields depend on the organiser

Representatives that are associated with the Company Profile

Overview of the Sessions the Company is Speaking

Overview of the Sessions the Company is Sponsoring

The screenshot shows a mobile-style interface for a company profile. At the top, there's a header for 'Nokia' with its logo and booth number 'B3423'. Below this are two buttons: 'Interested' (with a heart icon) and 'Ski' (with a clock icon). A 'Message Nokia' button is also present. A large video player area contains a play button icon. Below the video is a 'Details' section with a 'Summary' paragraph, 'Company Type' (Information Technology), 'Product Category Provided' (Software, Hardware, Anywhere), and a 'Website' link. The 'Exhibitor Representatives' section lists three people: Maria Martin (Head of Business Operations), Lee Eccles (Customer Success Manager), and Laurie Delpino (Customer Success Manager), each with 'Interested' and 'Ski' buttons. The 'Speaking at' section shows a session titled 'The future of Artificial Intelligence' in the 'Main Hall', featuring Elon Musk as the speaker. The 'Sponsoring' section also shows the same session.

This is a form for requesting a meeting. It starts with a dropdown menu for 'Nokia Representative' with 'Maria Martin' selected. Below are dropdowns for 'Date' (25th of February 2020), 'Time' (10:30 am - 11:00 am), and 'Location' (Virtual Meeting Room). There is a text input field for 'Message' with the placeholder text 'Write why you would like to meet?'. At the bottom is a large dark button labeled 'Request Meeting'.

Request a Meeting with an individual Representative of the Company

# Product Profiles

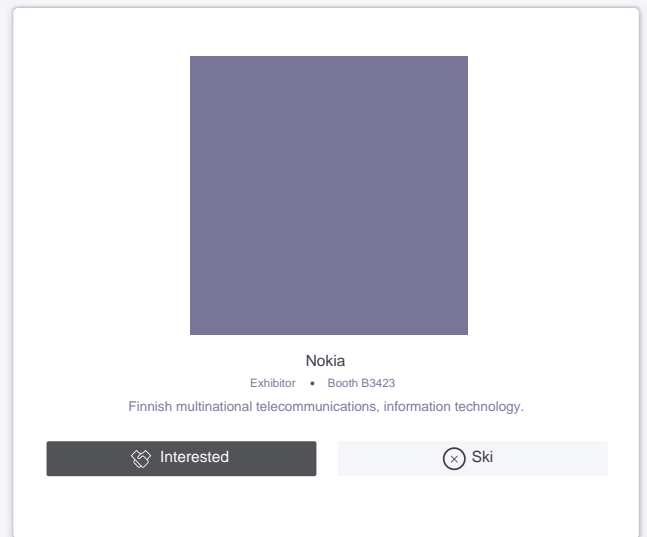
Grip's exhibitor profile is versatile and filled with powerful functionality and multimedia to drive maximum engagement for exhibitors.

Embedded Youtube Video

Specify the product categories you provide

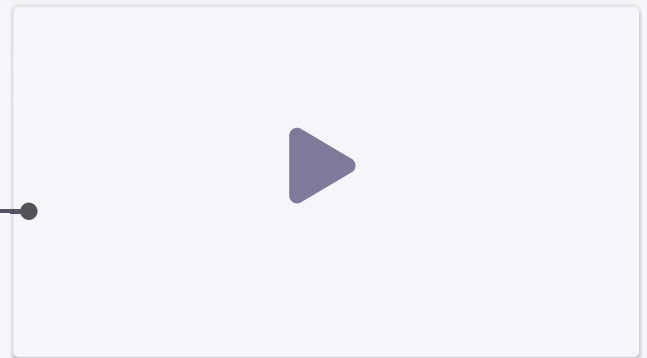
Direct Links to your company website

Unlimited number of Exhibitor Representatives



Nokia  
Exhibitor • Booth B3423  
Finnish multinational telecommunications, information technology.

Interested Ski



Placeholder for an embedded Youtube video, represented by a play button icon.

Details

Summary  
Nokia is a leading provider of technology all over the world. Nokia is a leading provider of technology all over the world. Nokia is a leading provider of technology all over the world. Nokia is a leading provider of technology all over the world.

Company Type  
Information Technology

Product Category Provided  
Software, Hardware, Anywhere

Company Type  
Information Technology

Website  
<https://landingpage.grip.events/bettvirtual>

See More

Exhibitor Representatives

Maria Martin  
Head of Business Operations at Grip  
Chat

Maria Martin  
Grip - Head of Business Operations  
Interested Ski

Maria Martin  
Grip - Head of Business Operations  
Interested Ski

See 7 More

# Networking

Connections and Meetings are a core element of a successful event experience. We've made this as easy as possible distilling it down to just 4 simple steps to get a calendar full of meetings:

## ● Request

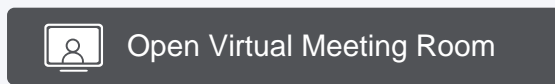
Get recommendations, search and scroll through lists to request meetings for a time and date that works for you.

## ● Accept

Receive incoming meeting requests via notifications or in your email and accept them to have them synced to your personal calendar.

## ● Join

Virtual Meetings can be joined 5 minutes before the scheduled start time. You can join the meeting from your email or the platform by clicking:



## ● Rate

Give anonymous feedback on your meeting with "Good", "Bad" or "Didn't Happen" and give a reason for your rating to qualify your post-event follow-ups.

**PRO TIP**

To get the best recommendations of people to meet and increase the chances that people accept your meetings one element is absolutely crucial: complete your profile!

Add a profile image, fill out your summary and select your preferences in the event-specific questions.

### MEETING DETAILS

Date  
25th of February 2020

Time  
10:30 am - 11:00 am

Location  
Virtual Meeting Room

Message  
Write why you would like to meet?

Request Meeting

### Recommended for you

**Daria Danilina**  
Visitor - London, UK - Booth 232  
Summer Associate at Balderton Capital, MBA at London Business School, formerly Dropbox & HSBC

Meet Interested Skip

**Potential Handshake**  
John is interested in meeting you

**Looking to meet**  
Venture Capital, Automotive Industry, Government Service Providers and Software Developers

**Interested In**  
Artificial Intelligence, Multi Agent Systems and Natural Language Processing

**Common Connections**  
Steffan Ellay, John Doe and Pablo Fernandez

**Common Industry**  
Daria also works in Computer Software

**Common connections**

Besides being able to request meetings, mark people with "interested" or "skip". If someone is also interested in you, chat with them and grow your network!