

FHA-HoReCa Online Platform (Phase 1): User Guide for Exhibitors



EXPERIENCE THE
BEST IN HOSPITALITY
AT **FHA-HoReCa**

About FHA-HoReCa Event App

FHA-HoReCa is returning from **22-25 October 2024** to connect the World's Best at Singapore Expo. This is your ultimate platform for you to meet the largest gathering of leading hospitality and foodservice manufacturers and emerging brands under one roof.

The **Online Platform & Event App** will provide you a handy guide to explore the exhibition grounds and connect with industry professionals at your fingertips. Get started planning your visit to this mega event now!

IMPORTANT!

- Pre-schedule onsite meetings on the **Online Platform (Phase 1)** now!
- Download the **Mobile App (Phase 2)** by **mid-Sept** as your onsite handy guide!



KEY DATES

 (UTC +8)



Now - 3 Sept

Activate your exhibitor account and complete your profile on the **Online Platform**



3 Sept - 21 Oct

Online Platform opens! Schedule meetings with Buyers / Exhibitors



18 Sept - 21 Oct

Mobile App goes live! Download and access your onsite meeting schedule



22 Oct - 25 Oct

Meet with Buyers / Exhibitors onsite at FHA-HoReCa 2024 as scheduled!

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Online Platform Navigation



EXPERIENCE THE
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AT **FHA-HoReCa**

Receive Access Link / Login Passcode via Email



Exhibitors can access the FHA-HoReCa Online Platform from **3 Sept 2024** onwards

- Eligible exhibitors will receive an email with your unique access link*
- Click on **“Activate My Account”** to enter the Online Platform and start browsing Exhibitor list to pre-schedule meetings
- Alternatively, you can login with your **unique passcode** via the Online Platform website: <https://event.fhahoreca.com/>

Your unique access link is linked to your registration and is **not transferrable. Please **do not forward** the email to other business partners.*



Activate Your Account for the FHA-HoReCa 2024 Online Platform!

Dear Preview Account,

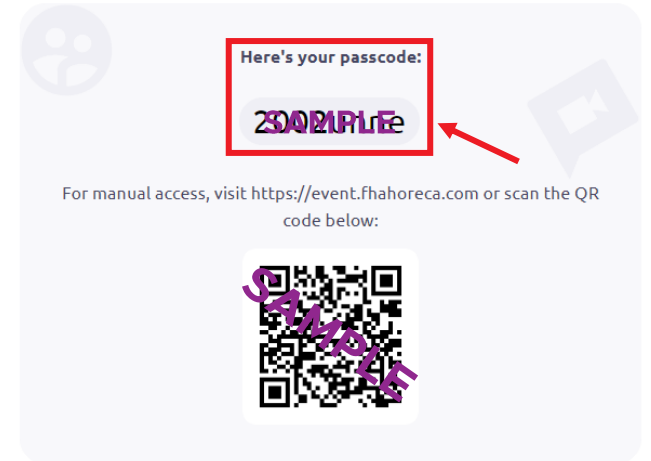
Welcome to FHA-HoReCa 2024! We're thrilled to announce the launch of our exclusive **Online Event Platform**, designed to **supercharge your trade show experience**.

With just a few clicks, you can **connect and pre-schedule onsite meetings** with potential business partners, maximising your time at the event.

To ensure you get the most out of this powerful tool, take a moment to explore our **Platform User Guides** located below for instructions on setting up your account and exploring all the features available.

Platform User Guide: For Exhibitors | For Visitors | For Hosted Buyers

Activate My Account



For manual access, visit <https://event.fhahoreca.com> or scan the QR code below:

Once logged in:

1. Update your profile and showcase your products to attract potential business partners.
2. Explore recommended profiles based on your interests and select "Meet" to initiate connections.
3. Keep track of your availability and meeting requests under "My Schedule."

Need help? We've got you covered! Check out our [FAQ](#) or reply to this email for assistance.

Main Screen Navigation: Homepage

Welcome to the
FHA-HoReCa 2024
Online Platform!

EXPLORE MEET PLANNER



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AT **FHA-HoReCa**



22-25 OCTOBER
2024
— SINGAPORE EXPO —

What you will see after clicking
the activation link in the email

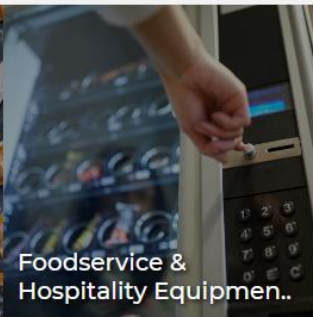
FHA-HoReCa 2024

📅 22 Oct 24 - 25 Oct 24 (UTC+8)

📍 Singapore Expo



Bakery, Pastry & Gelato
Exhibitors



Foodservice &
Hospitality Equipmen..



Hospitality Style
Exhibitors



Hospitality Technology
Exhibitors



Speciality Coffee & Tea
Exhibitors



Online Platform User
Guide

FAQs

What can I find in each tab?

EXPLORE

Homepage

Quick Links

Event Information

Featured Brands

AGENDA

**Available from Oct 2024*

Event Schedule

Bookmark Sessions

MEET

Browse Exhibitor list with specific filters (company, people, products)

View AI-Powered **Smart Recommendations** tailored to your interests

Schedule, Send, and Accept Meeting Requests

Bookmark & Archive Profiles

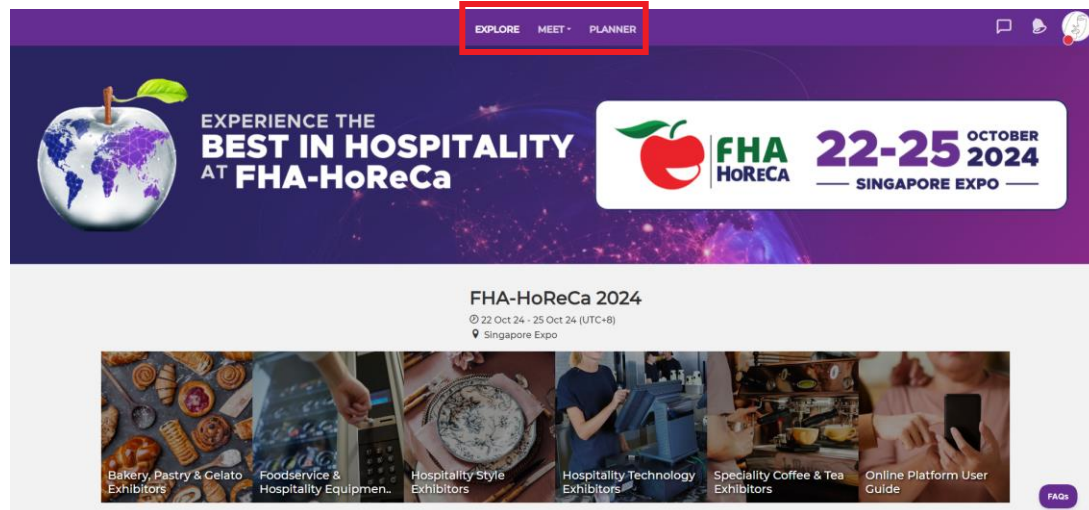
PLANNER

Set Meeting Time Availability

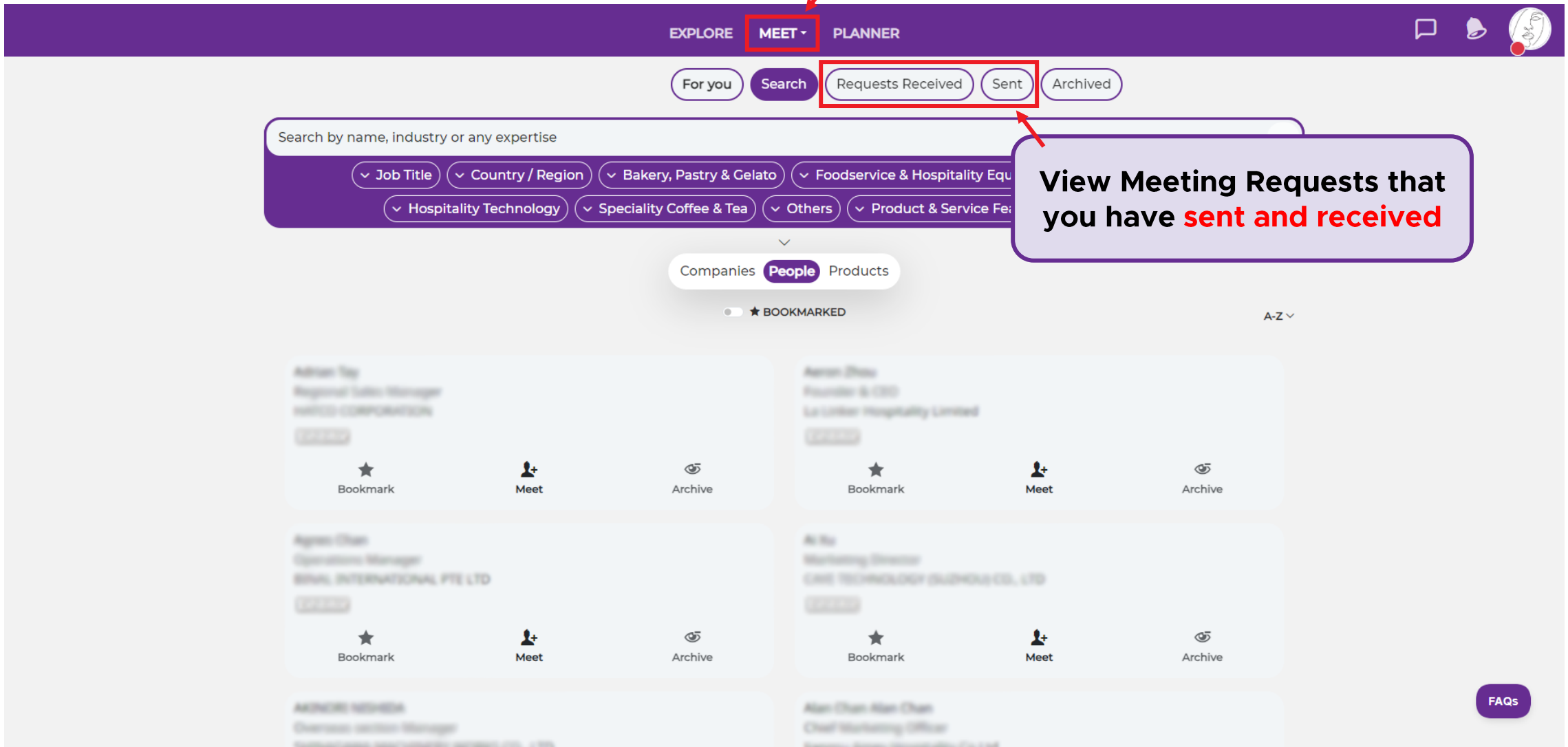
View Meeting Schedule

Set Notification Channels

Sync Calendar

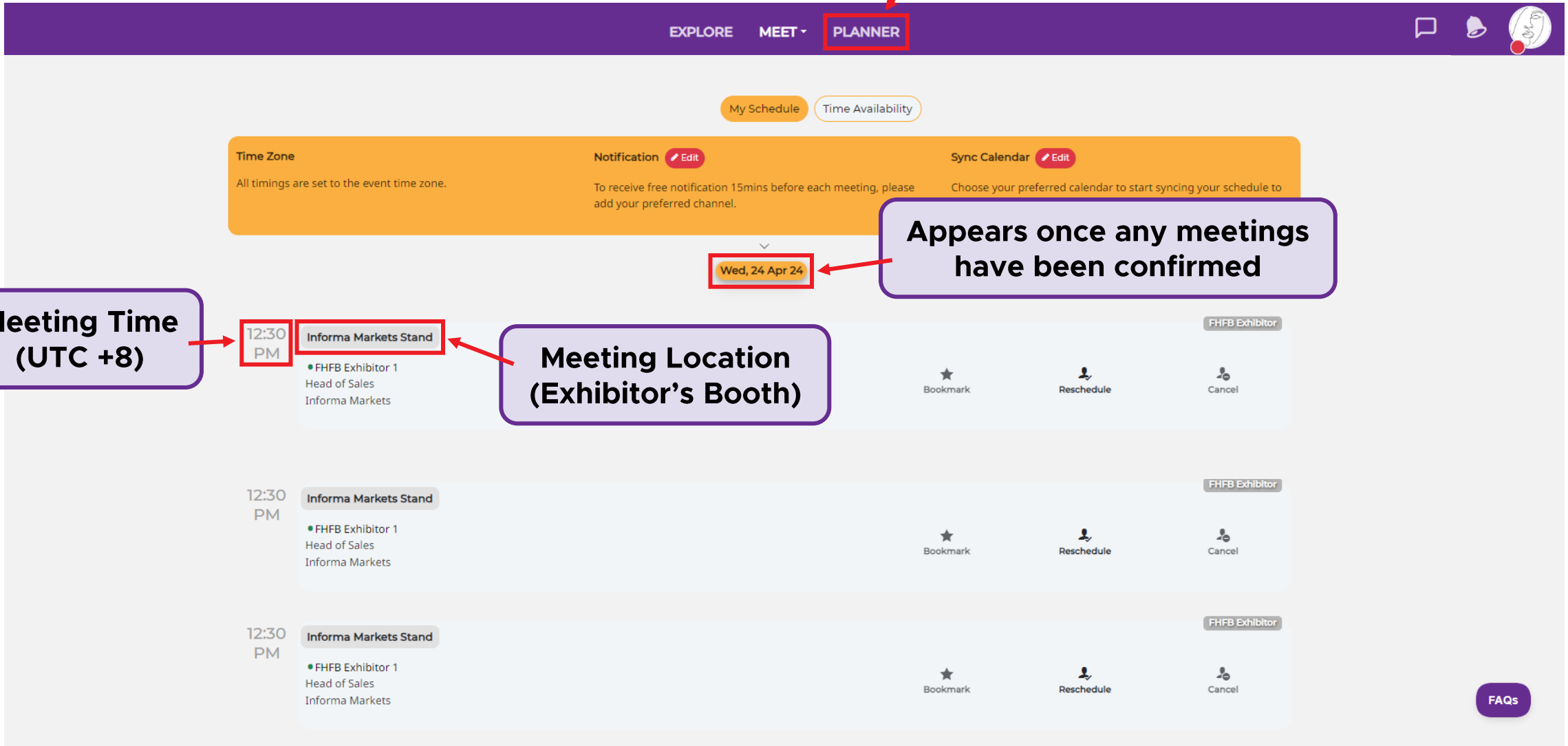


Main Screen Navigation: Meet



The screenshot shows the 'MEET' navigation screen. At the top, there are three main tabs: 'EXPLORE', 'MEET', and 'PLANNER'. The 'MEET' tab is highlighted with a red box and an arrow. Below the tabs, there are five filter buttons: 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. The 'Requests Received' and 'Sent' buttons are highlighted with a red box. A callout box with a purple border and white background points to these buttons, containing the text: 'View Meeting Requests that you have **sent and received**'. Below the filters, there is a search bar with the placeholder text 'Search by name, industry or any expertise'. Underneath the search bar, there are several filter categories: 'Job Title', 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equ', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', and 'Product & Service Fe'. Below these filters, there are three tabs: 'Companies', 'People', and 'Products'. The 'People' tab is selected. At the bottom of the screen, there is a '★ BOOKMARKED' toggle and an 'A-Z' dropdown menu. The main content area displays a list of profiles, each with a name, title, company, and three action buttons: 'Bookmark', 'Meet', and 'Archive'. A 'FAQs' button is located in the bottom right corner.

Main Screen Navigation: Planner



The screenshot shows the 'PLANNER' section of the application. At the top, there are navigation tabs for 'EXPLORE', 'MEET', and 'PLANNER', with 'PLANNER' being the active tab. Below the navigation, there are two buttons: 'My Schedule' (highlighted in orange) and 'Time Availability'. A callout box points to the 'PLANNER' tab with the text 'Appears once any meetings have been confirmed'. Below the buttons, there are three sections: 'Time Zone' (All timings are set to the event time zone.), 'Notification' (To receive free notification 15mins before each meeting, please add your preferred channel.), and 'Sync Calendar' (Choose your preferred calendar to start syncing your schedule to). A date selector shows 'Wed, 24 Apr 24'. Below this, there are three meeting cards for 'Informa Markets Stand' at '12:30 PM'. Each card lists 'FHFB Exhibitor 1', 'Head of Sales', and 'Informa Markets'. Each card has three action buttons: 'Bookmark', 'Reschedule', and 'Cancel'. A callout box points to the '12:30 PM' time slot with the text 'Meeting Time (UTC +8)'. Another callout box points to the 'Informa Markets Stand' location with the text 'Meeting Location (Exhibitor's Booth)'. At the bottom right, there is a 'FAQs' button.

Meeting Time
(UTC +8)

Meeting Location
(Exhibitor's Booth)

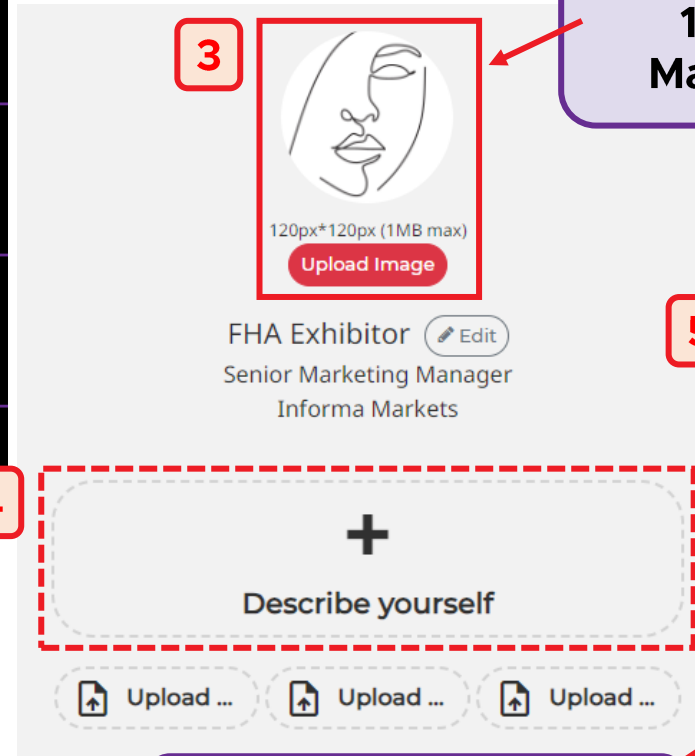
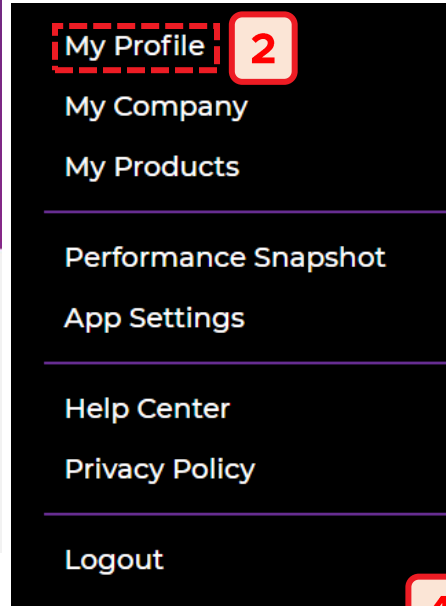
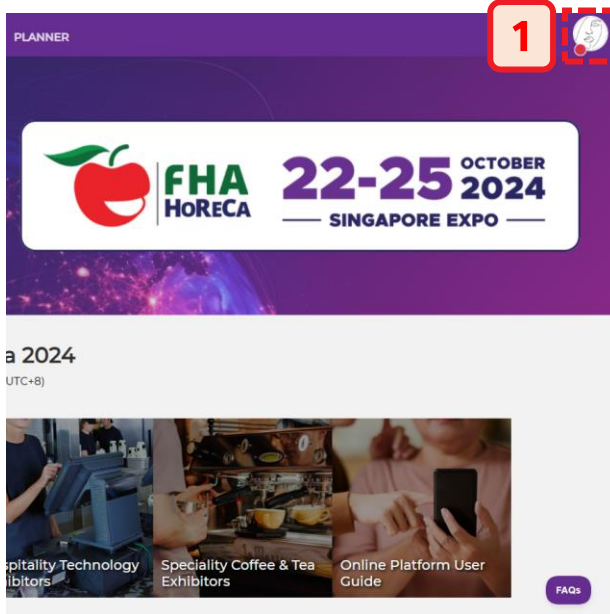
Appears once any meetings
have been confirmed

Set Up Your Profile

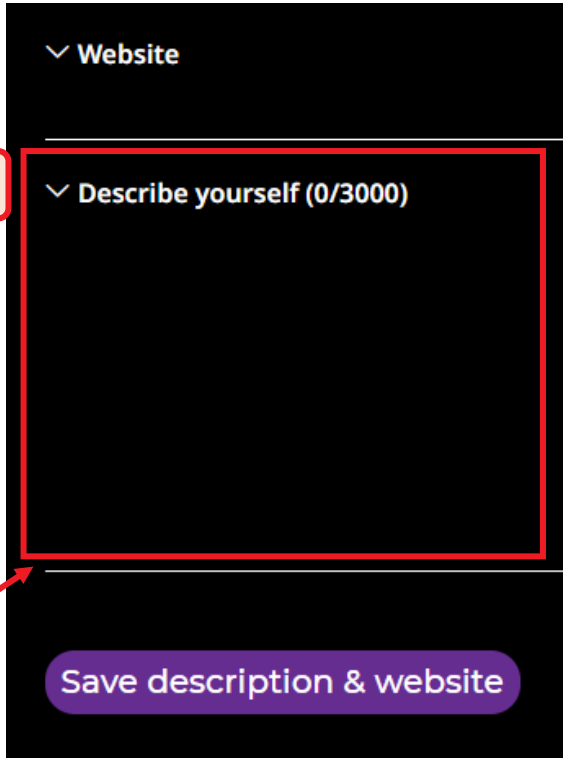


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AT **FHA-HoReCa**

Update User Profile



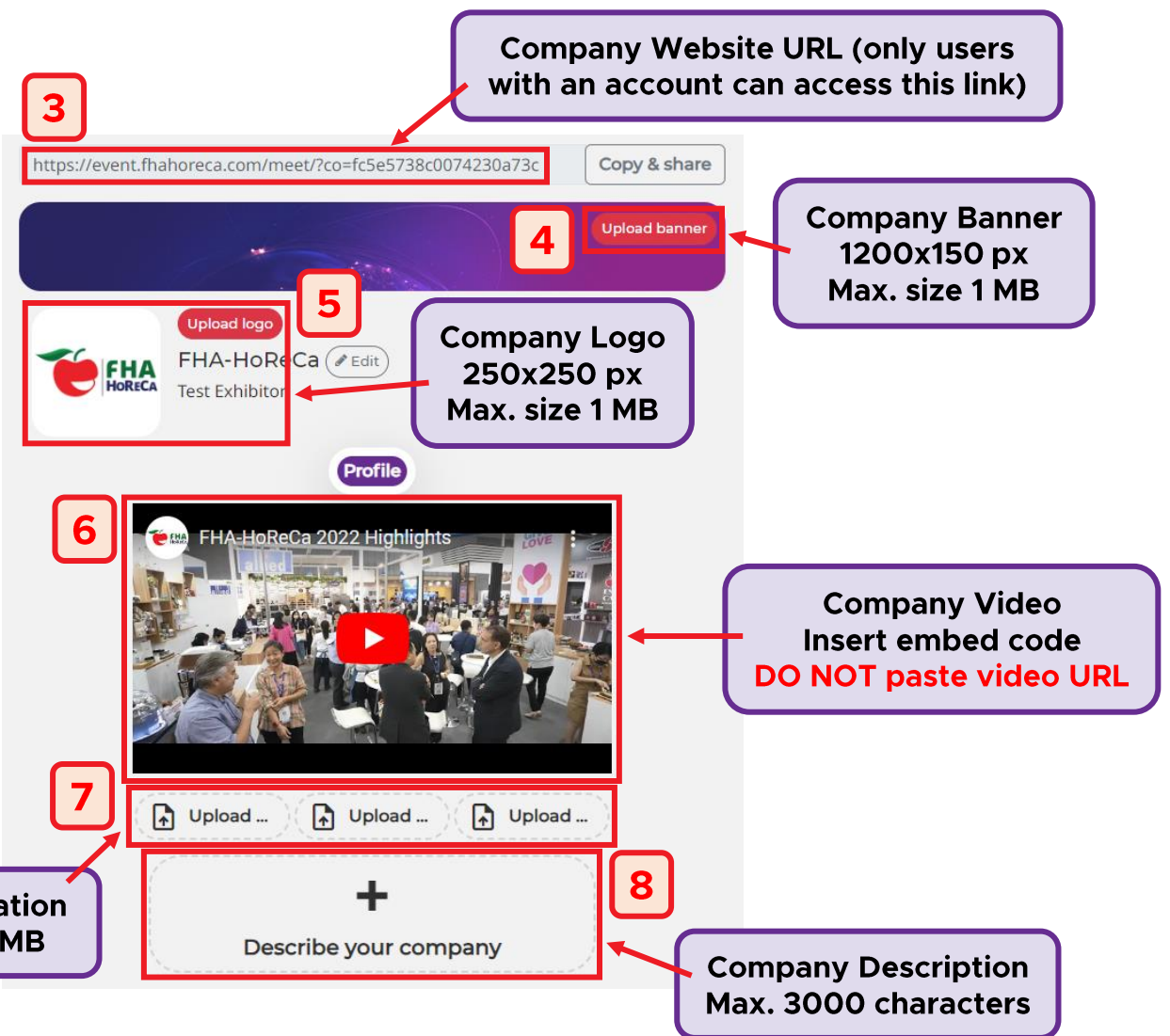
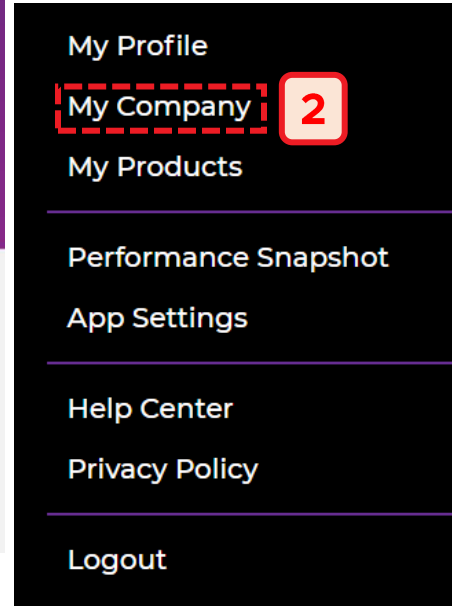
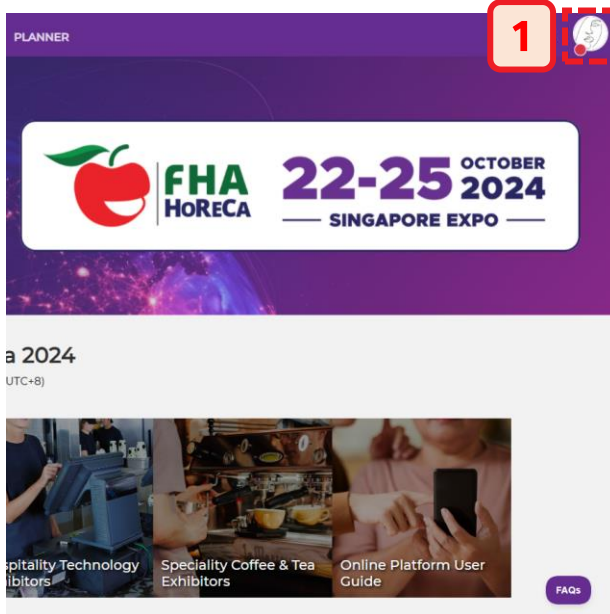
User Profile Picture
120x120 px
Max. size 1 MB



Profile Description
Max. 3000 characters

You can update your profile picture, position, company, website, and description

Update Company Profile



3

Company Website URL (only users with an account can access this link)

<https://event.fhahoreca.com/meet/?co=fc5e5738c0074230a73c> Copy & share

4

Company Banner
1200x150 px
Max. size 1 MB

5

Company Logo
250x250 px
Max. size 1 MB

6

Company Video
Insert embed code
DO NOT paste video URL

7

Brochure / Product Information
PDF format, max. size 10 MB

8

Company Description
Max. 3000 characters

Upload logo

Upload banner

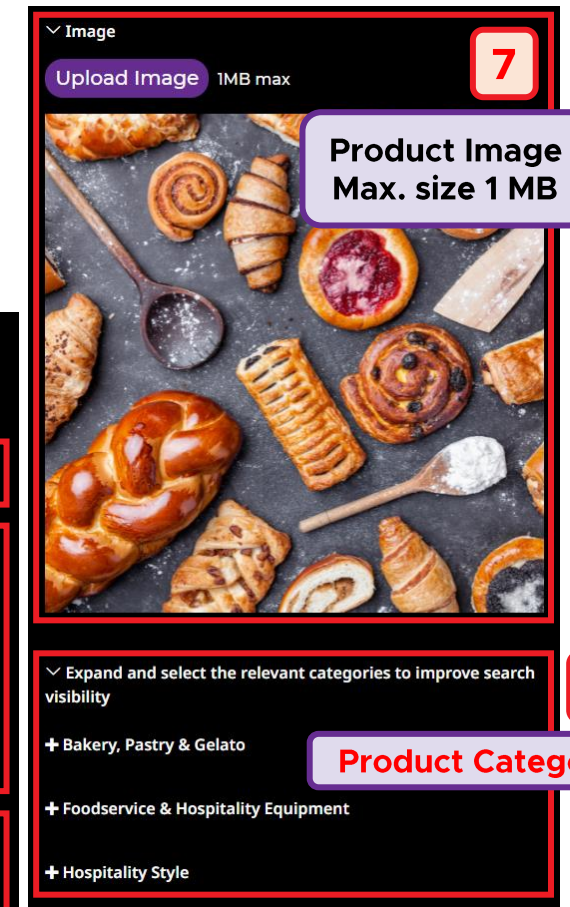
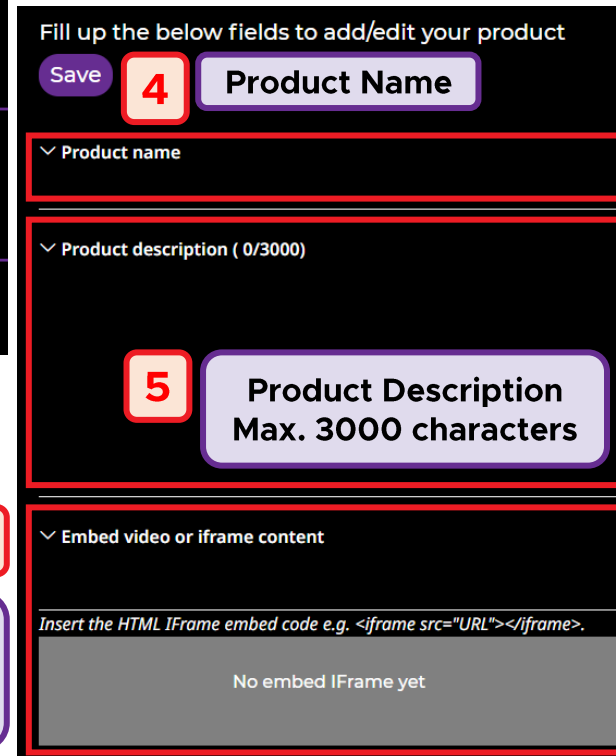
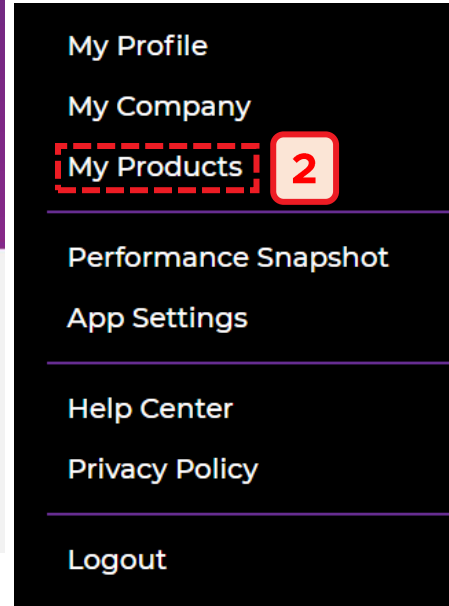
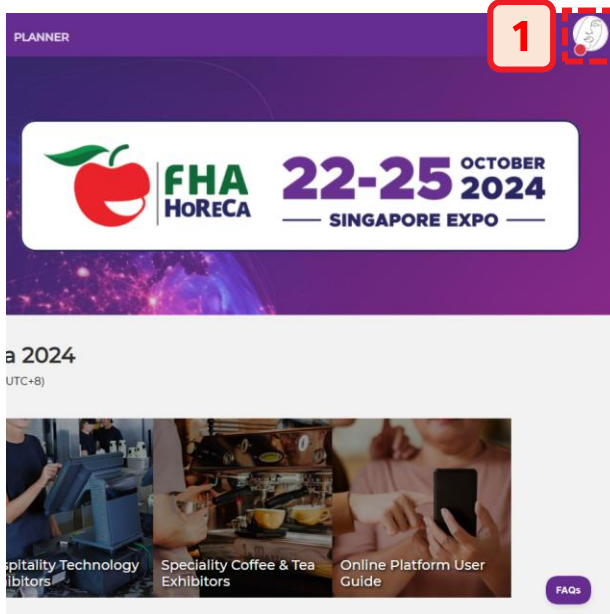
Upload ...

Describe your company

Profile

**Build your
company profile**

Update Product Information



IMPORTANT!

*Tag your Product Categories accurately to maximise exposure and boost visibility!

Product Video
Insert embed code
DO NOT paste video URL

Set Meeting Time Availability

Meeting Requests can only be sent **AFTER** confirming your Meeting Availability

EXPLORE MEET **PLANNER** 1

My Schedule **Time Availability** 2

Time Zone

All timings are set to the event time zone.

Notification [Edit](#)

To receive free notification 15mins before your meeting, add your preferred channel.

Sync Calendar [Edit](#)

Select your preferred calendar to start syncing your schedule to

IMPORTANT!

Make sure to **CONFIRM** your availability to save your selection!

Cancel out the timings that you are unavailable for meetings below and click 'CONFIRM'. Responders will see your availability.

Meeting time based on your availability. Each meeting has a duration of 30 minutes.

Green

Select your available times for **ONSITE** meetings (Duration: 30 min/meeting)

Selected at the timeslot.

Yellow: Available **Grey: Blocked**

Green: Meeting Confirmed

3

4 **CONFIRM**

Tuesday, 23 Apr 2024 (UTC+8)

Onsite	Onsite	Onsite	Onsite
✓ 11:00 AM	✓ 11:30 AM	✓ 12:00 PM	✓ 12:30 PM
✓ 01:00 PM	✓ 01:30 PM	✓ 02:00 PM	✓ 02:30 PM
✓ 03:00 PM	✗ 03:30 PM	✗ 04:00 PM	✓ 04:30 PM
✓ 05:00 PM	✓ 05:30 PM		

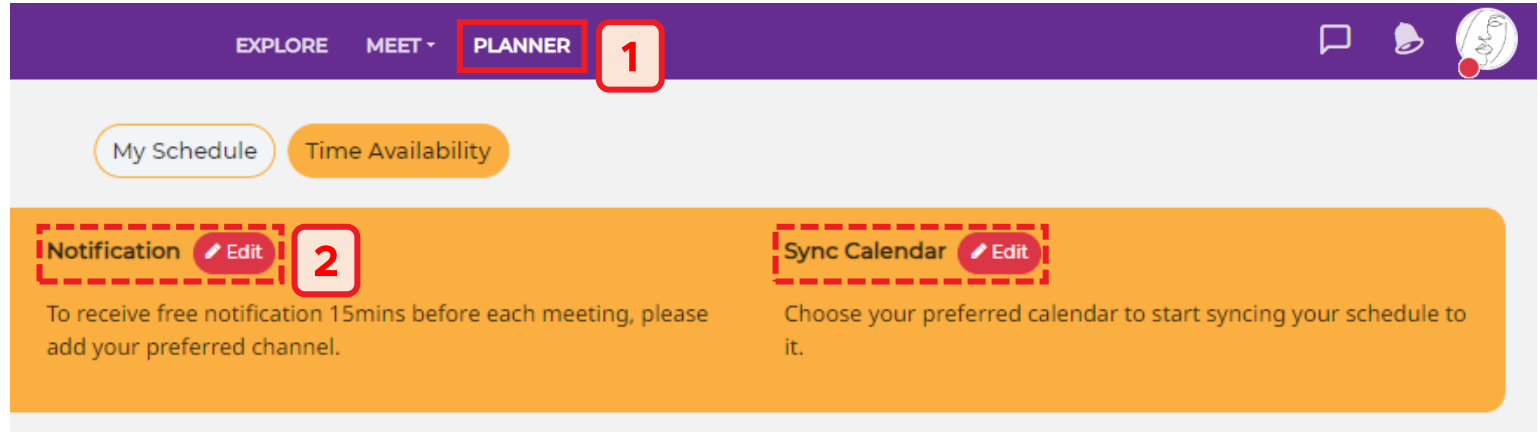
FAQs

Set Notification Channels & Sync Calendar

- **Time Zone (UTC +8)** – following event time zone
- **Notification Channel:** On top of Email Notification, select one extra channel between WhatsApp or SMS
- **Sync your Meeting Schedule** to your personal calendar applications

IMPORTANT!

Online Platform, Email, and other notifications will all follow the event time zone (UTC +8)

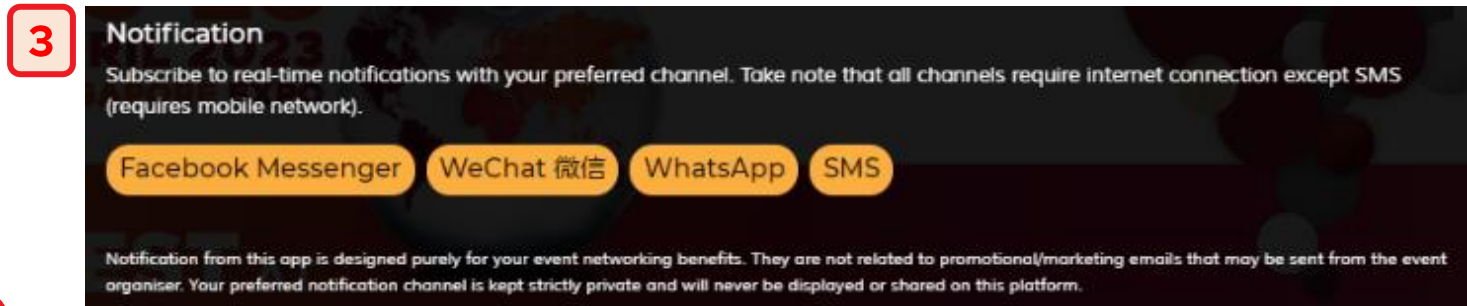


EXPLORÉ MEET **PLANNER** 1

My Schedule Time Availability

Notification Edit 2 To receive free notification 15mins before each meeting, please add your preferred channel.

Sync Calendar Edit Choose your preferred calendar to start syncing your schedule to it.




3 **Notification**

Subscribe to real-time notifications with your preferred channel. Take note that all channels require internet connection except SMS (requires mobile network).

Facebook Messenger WeChat 微信 WhatsApp SMS

Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organiser. Your preferred notification channel is kept strictly private and will never be displayed or shared on this platform.



4

✓ Enter your number in the format [Country code] - [Mobile number]

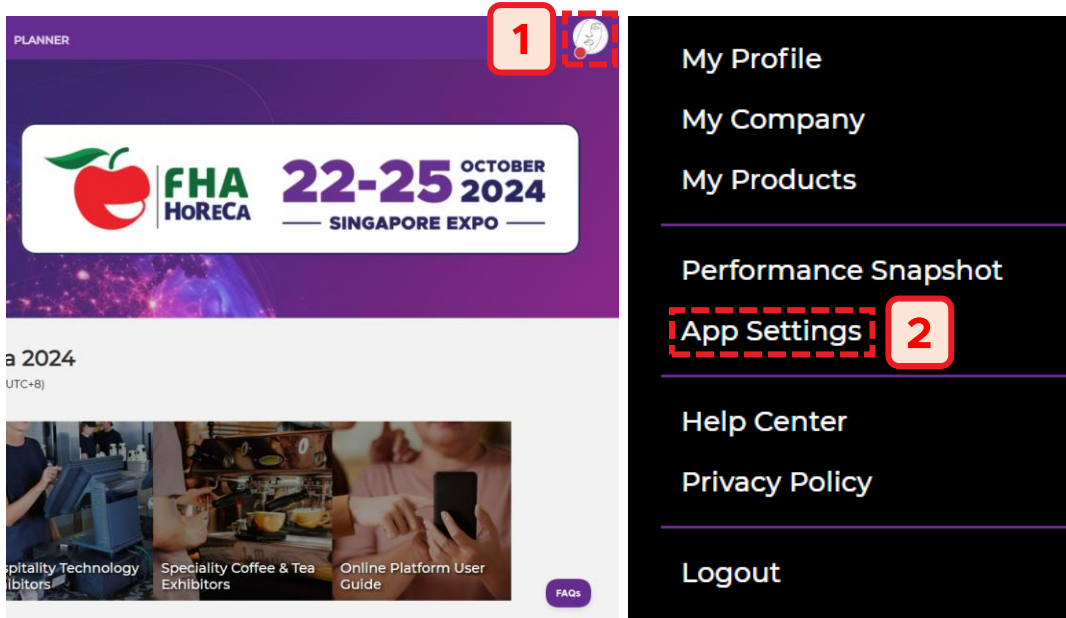
+ CC ? - Mobile number ?

Send me notifications via WhatsApp

Save Unsubscribe

Mobile number is required for WhatsApp and SMS

Set Email Notification Frequency



IMPORTANT!

This setting is ONLY for Email Notification (Extra Notifications for WhatsApp / SMS is 15 mins prior to meeting by default)

Notification frequency

3

Summary

Immediate

Disable

Summary (Recommended): Receive all forms of notifications in summarised format, on a timely basis. Useful if you do not wish to be spammed.

Immediate: Receive all forms of notifications immediately, in real-time.

Disable: Only critical notifications will be sent to you.

Note: Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organisers.

Start Browsing & Schedule Meetings



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AT **FHA-HoReCa**

Search for Exhibitor Profiles

Get AI-Powered
Smart Recommendations based on
your interested and search history

EXPLORE

MEET

PLANNER

For you

Search

Requests Received

Sent

Archived

Search by name, industry or any expertise

Job Title

Country / Region

Bakery, Pastry & Gelato

Foodservice & Hospitality Equipment

Hospitality Style

Hospitality Technology

Speciality Coffee & Tea

Others

Product & Service Feature

New Exhibitor

Search with free text

Use filters to narrow
your search results

Companies

People

Products

★ BOOKMARKED

A-Z

Sort results in
alphabetical order

Regional Sales Manager
HORECA CORPORATION

Bookmark

Meet

Archive

Area Chan
Founder & CEO
La Colombe Hospitality Limited

Bookmark

Meet

Archive

Area Chan
Operations Manager
BUNGL INTERNATIONAL PTE LTD

Bookmark

Meet

Archive

Ally Ho
Marketing Director
LIFE TECHNOLOGY (SINGAPORE) CO., LTD

Bookmark

Meet

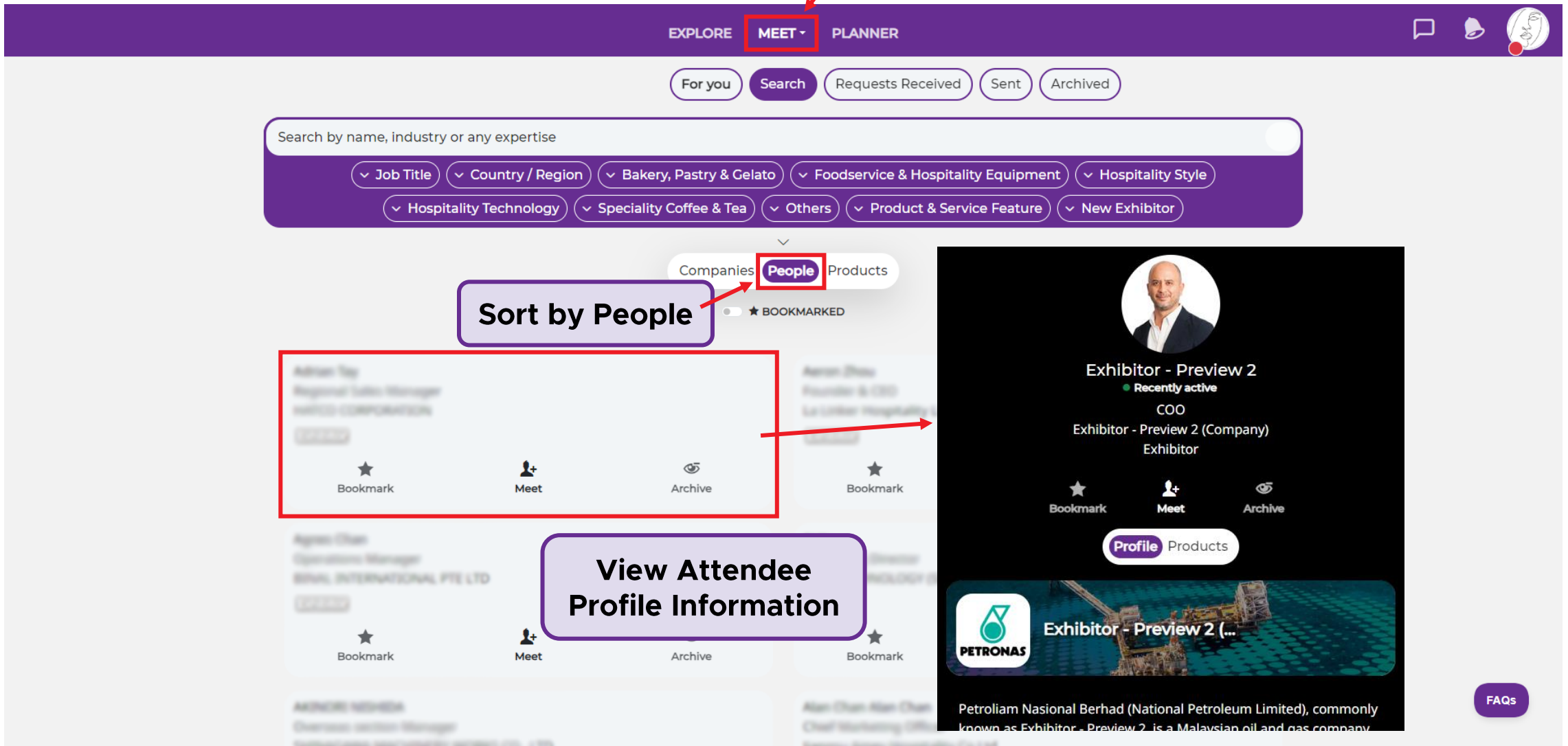
Archive

Area Chan
Business Development Manager
SINGAPORE HORECA CORPORATION

Area Chan Area Chan
Chief Marketing Officer
SINGAPORE HORECA CORPORATION

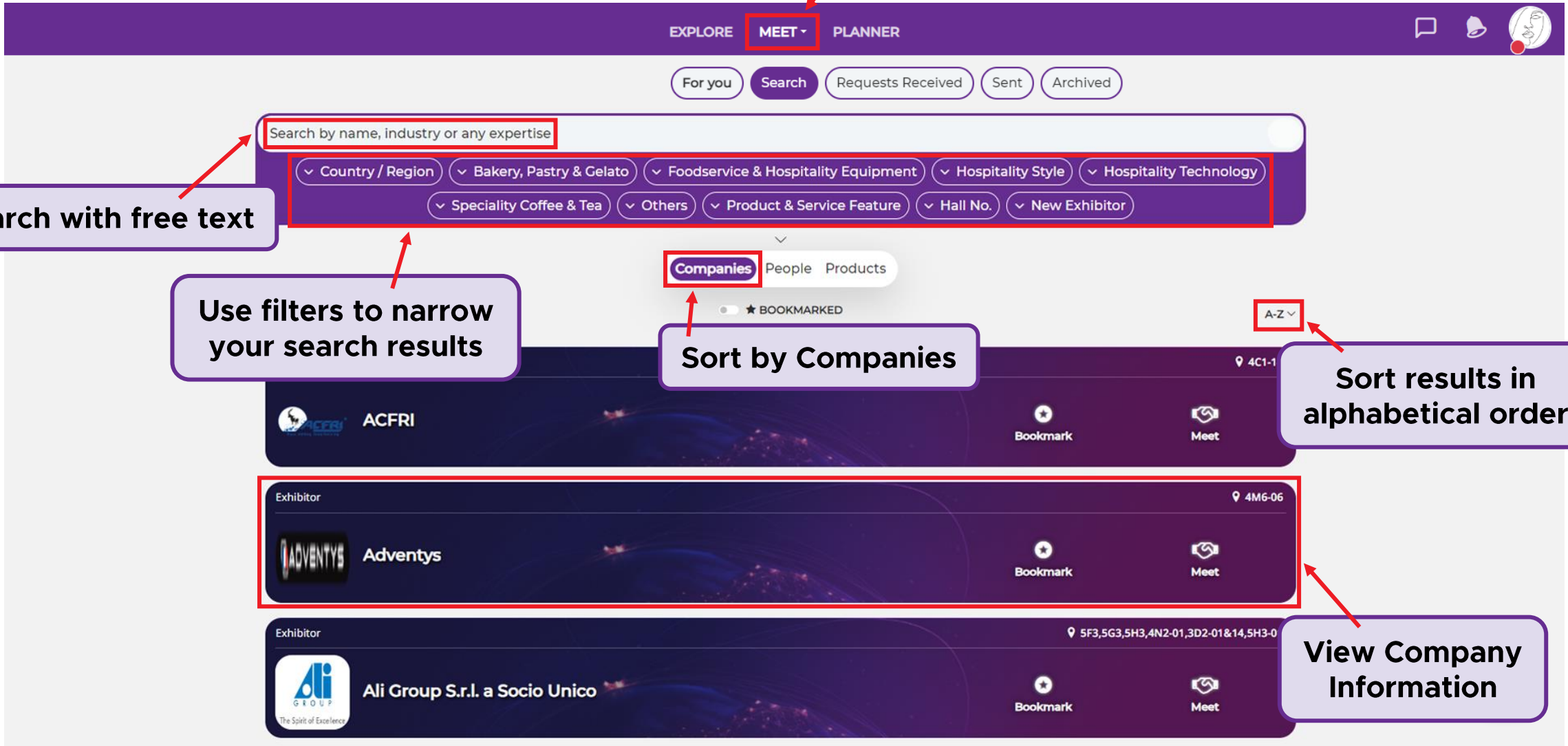
FAQs

View Exhibitor Profiles



The screenshot displays the 'MEET' section of the FHA HoReCa app. At the top, navigation tabs include 'EXPLORE', 'MEET', and 'PLANNER'. Below these are filter buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar prompts users to 'Search by name, industry or any expertise'. Filter categories include Job Title, Country / Region, Bakery, Pastry & Gelato, Foodservice & Hospitality Equipment, Hospitality Style, Hospitality Technology, Speciality Coffee & Tea, Others, Product & Service Feature, and New Exhibitor. A 'Sort by People' callout points to the 'People' filter in the 'Companies', 'People', 'Products' menu. A 'View Attendee Profile Information' callout points to the 'Meet' button in the list view. The detailed profile for 'Exhibitor - Preview 2' shows a 'Recently active' COO, 'Exhibitor - Preview 2 (Company) Exhibitor', and a 'PETRONAS' banner with a description of the company. A 'FAQs' button is visible at the bottom right of the profile.

Search for Companies



The screenshot shows a search interface with a purple header. The 'MEET' menu is highlighted. Below the header are buttons for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar contains the text 'Search by name, industry or any expertise'. Below the search bar are several filter categories: 'Country / Region', 'Bakery, Pastry & Gelato', 'Foodservice & Hospitality Equipment', 'Hospitality Style', 'Hospitality Technology', 'Speciality Coffee & Tea', 'Others', 'Product & Service Feature', 'Hall No.', and 'New Exhibitor'. Below the filters are tabs for 'Companies', 'People', and 'Products', with 'Companies' selected. A 'BOOKMARKED' toggle is visible. A dropdown menu shows 'A-Z' selected. The search results list three exhibitors: ACFRI, Adventys, and Ali Group S.r.l. a Socio Unico. Each exhibitor card includes a logo, name, location, and 'Bookmark' and 'Meet' buttons. Callouts with arrows point to various elements: 'Search with free text' points to the search bar; 'Use filters to narrow your search results' points to the filter categories; 'Sort by Companies' points to the 'Companies' tab; 'Sort results in alphabetical order' points to the 'A-Z' dropdown; and 'View Company Information' points to the 'Adventys' exhibitor card.

Search with free text

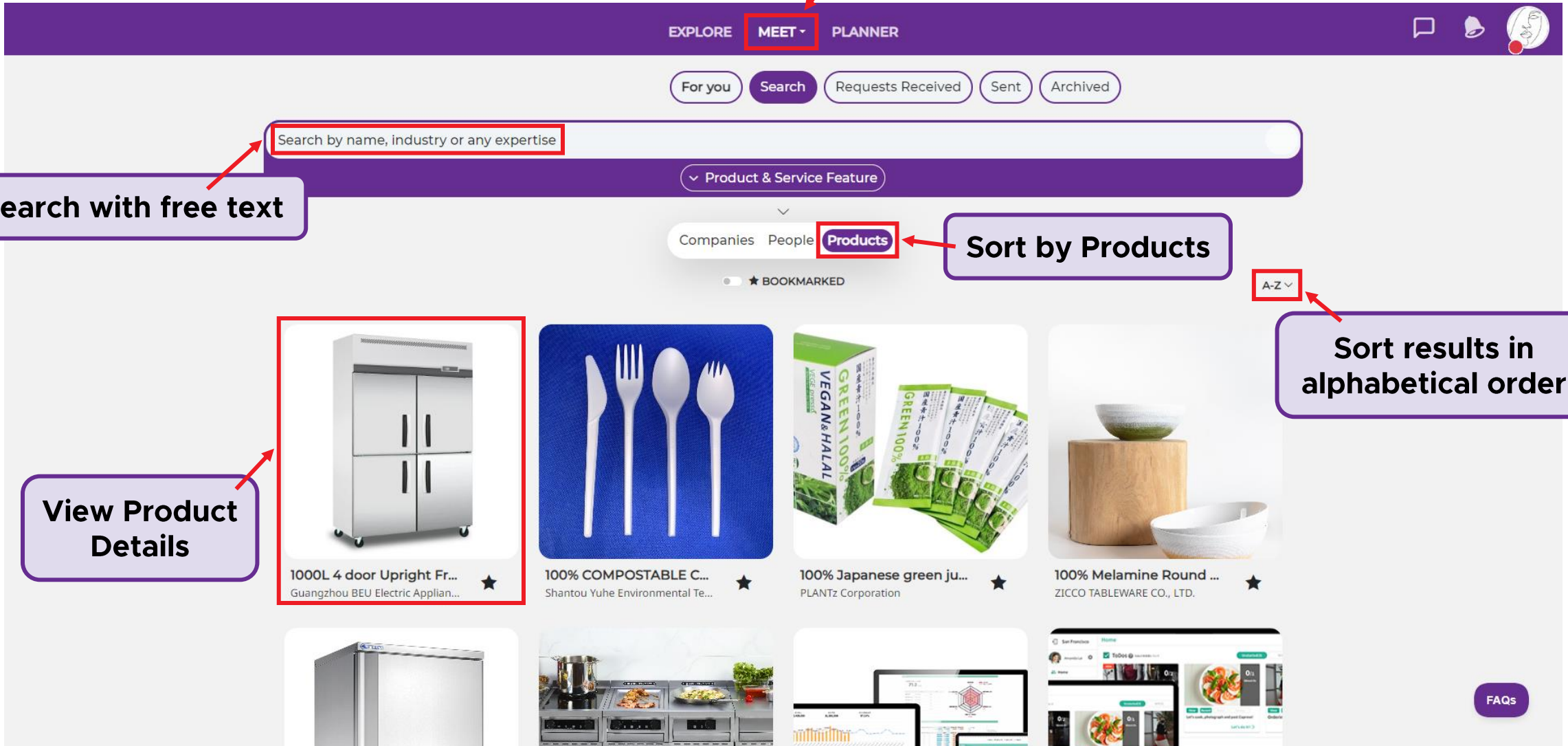
Use filters to narrow your search results

Sort by Companies

Sort results in alphabetical order

View Company Information

Search for Products



The screenshot shows a navigation bar with 'EXPLORE', 'MEET', and 'PLANNER' options. Below it are filters for 'For you', 'Search', 'Requests Received', 'Sent', and 'Archived'. A search bar contains the text 'Search by name, industry or any expertise'. A dropdown menu for 'Product & Service Feature' is open, showing 'Companies', 'People', and 'Products' (which is selected). A 'BOOKMARKED' toggle is visible. The search results are sorted by 'A-Z' in alphabetical order. The first four results are: '1000L 4 door Upright Fr...', '100% COMPOSTABLE C...', '100% Japanese green ju...', and '100% Melamine Round ...'. A 'FAQs' button is located in the bottom right corner.

EXPLORE **MEET** PLANNER

For you Search Requests Received Sent Archived

Search by name, industry or any expertise

Product & Service Feature

Companies People **Products**

★ BOOKMARKED

A-Z

Search with free text

Sort by Products

Sort results in alphabetical order

View Product Details

1000L 4 door Upright Fr...
Guangzhou BEU Electric Applian... ★

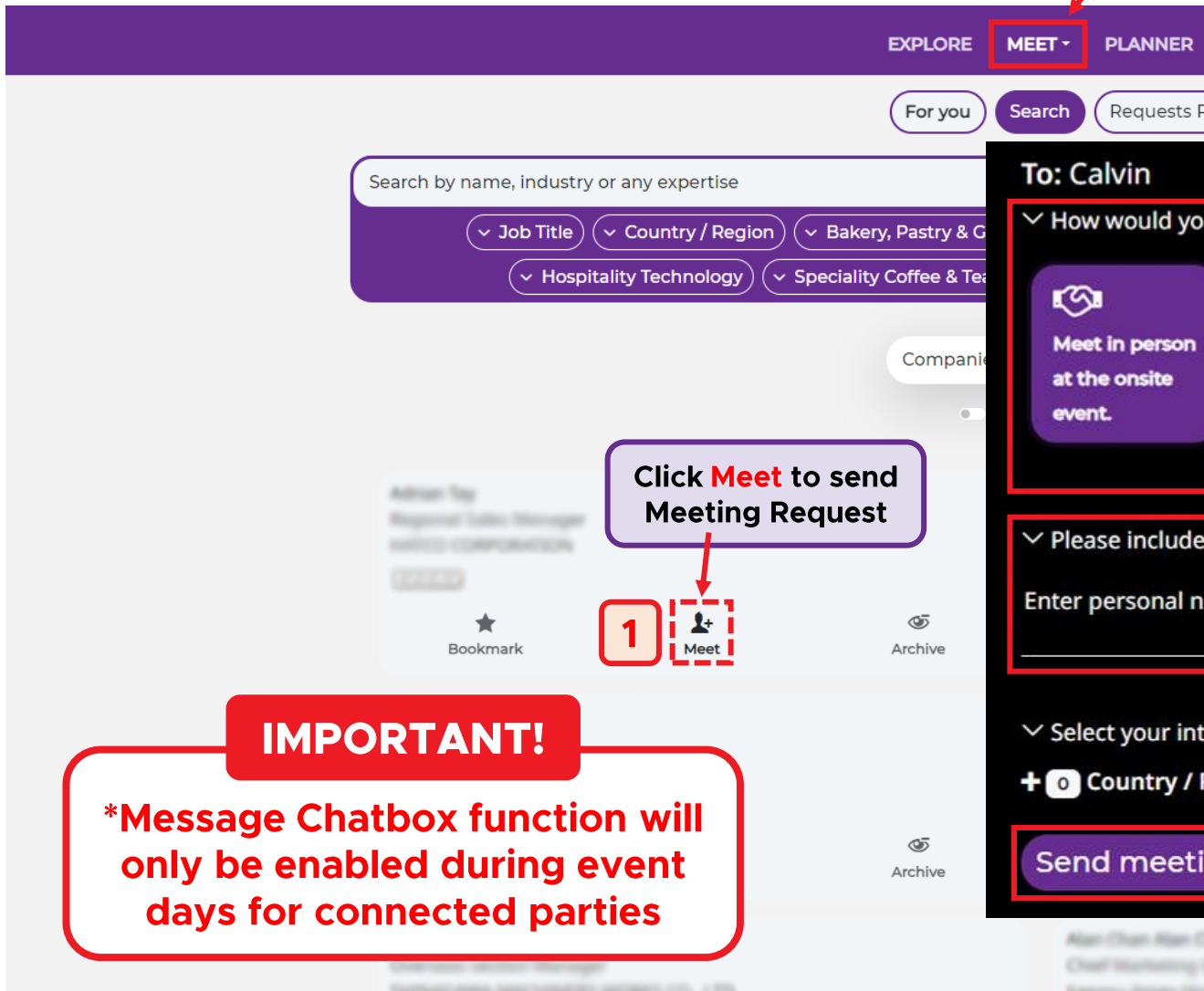
100% COMPOSTABLE C...
Shantou Yuhe Environmental Te... ★

100% Japanese green ju...
PLANTz Corporation ★

100% Melamine Round ...
ZICCO TABLEWARE CO., LTD. ★

FAQs

Send Meeting Requests



Click **Meet** to send Meeting Request

1

IMPORTANT!

***Message Chatbox function will only be enabled during event days for connected parties**



2

Choose to meet them onsite, or chat via the Message Chatbox*

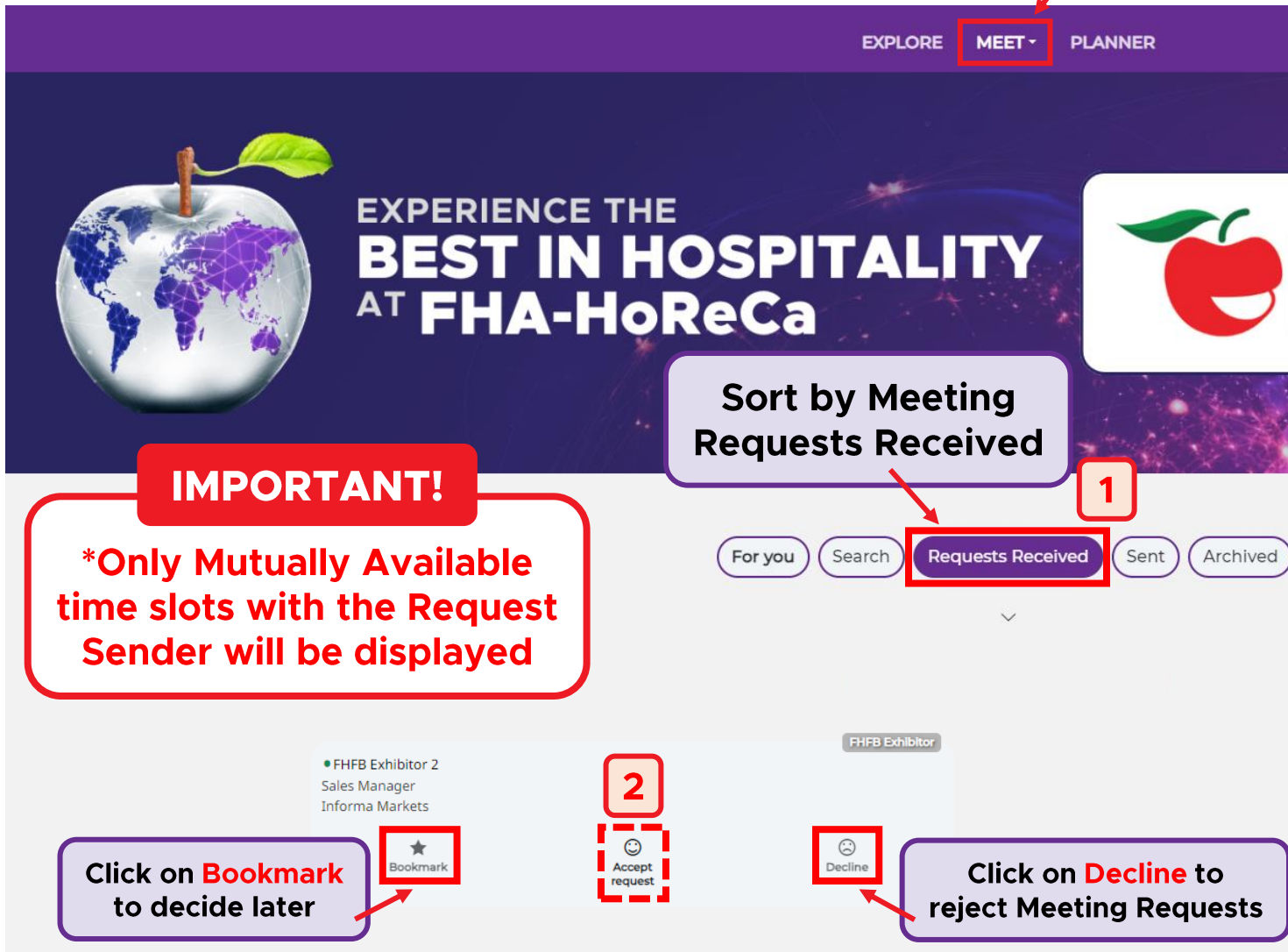
3

Include a personal message to send with your Meeting Request Invitation

4

Request Receivers will choose from mutually available time slots and confirm the meeting!

View & Accept Meeting Requests



EXPLORE MEET PLANNER

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Sort by Meeting Requests Received

IMPORTANT!
*Only Mutually Available time slots with the Request Sender will be displayed

For you Search **Requests Received** Sent Archived

FHFB Exhibitor

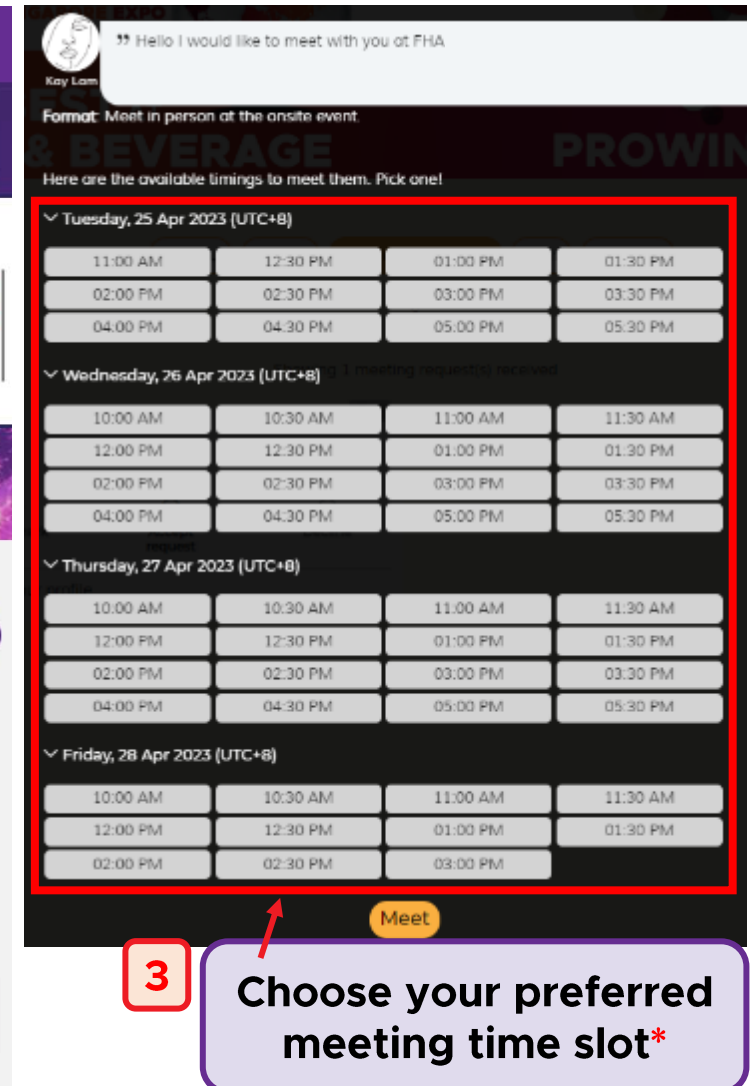
● FHFB Exhibitor 2
Sales Manager
Informa Markets

Bookmark

Accept request

Decline

Click on **Decline** to reject Meeting Requests



Hello I would like to meet with you at FHA

Format: Meet in person at the onsite event.

Here are the available timings to meet them. Pick one!

▼ Tuesday, 25 Apr 2023 (UTC+8)

11:00 AM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM

▼ Wednesday, 26 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM

▼ Thursday, 27 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	03:30 PM
04:00 PM	04:30 PM	05:00 PM	05:30 PM


▼ Friday, 28 Apr 2023 (UTC+8)

10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	01:00 PM	01:30 PM
02:00 PM	02:30 PM	03:00 PM	


Meet

Reschedule / Cancel Meetings

EXPLORE **MEET** PLANNER



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FHA
HOReCa

22-25 OCTOBER 2024
— SINGAPORE EXPO —

For you Search **Requests Received** Sent Archived

Change of plans?

Click to **Reschedule** or **Cancel** your meetings

Wed, 24 Apr 24

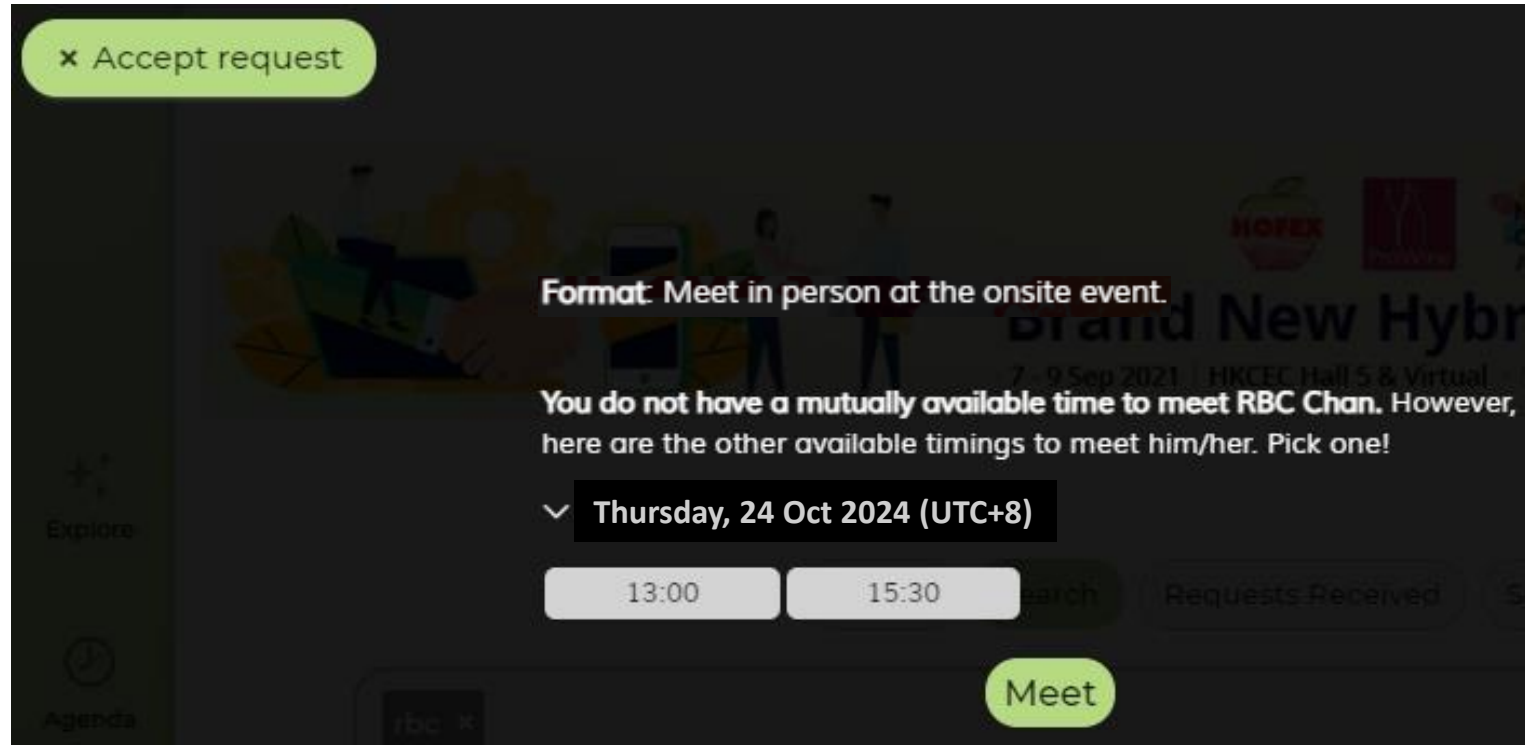
12:30 PM **Informa Markets Stand** FHFB Exhibitor

- FHFB Exhibitor 2
- Sales Manager
- Informa Markets

Bookmark **Reschedule** Cancel

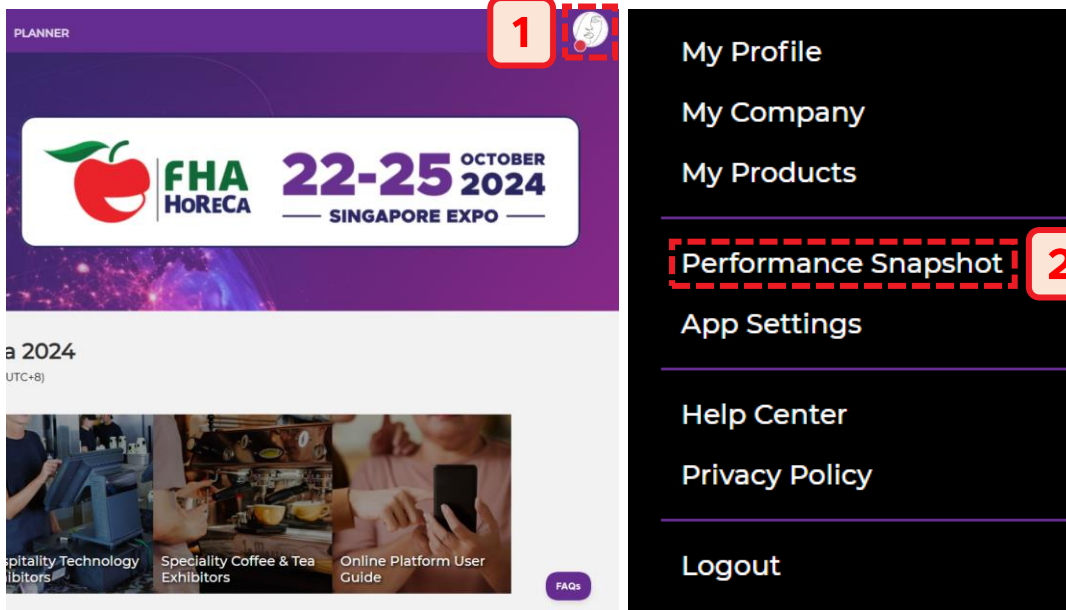
FAQs

No Common Meeting Time Slots?



Online Platform will suggest another time to meet according to your counterparts

Review Your Performance



Performance Snapshot shows:

- Number of visits to your profile and product pages from other users
- Number of Meeting Requests sent / received
- Meeting Statistics

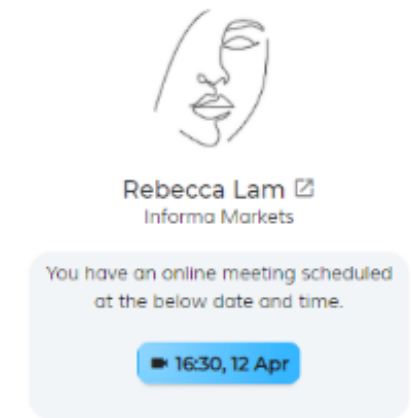
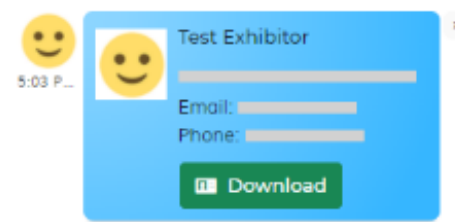
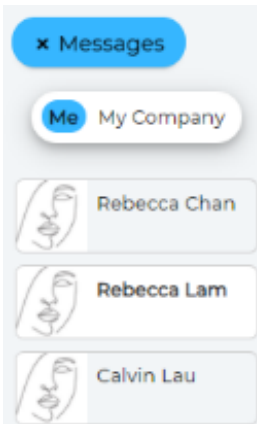
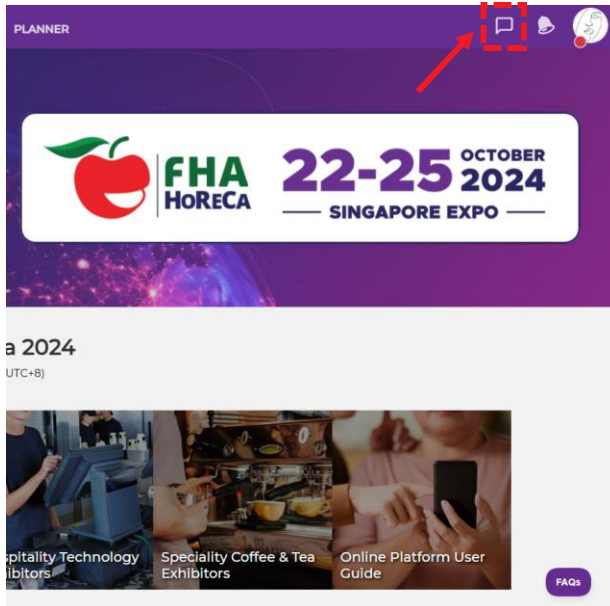
Stay Connected

**Message Chatbox available from 22-25 Oct 2024*



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Message Chatbox (Available from 22-25 Oct)

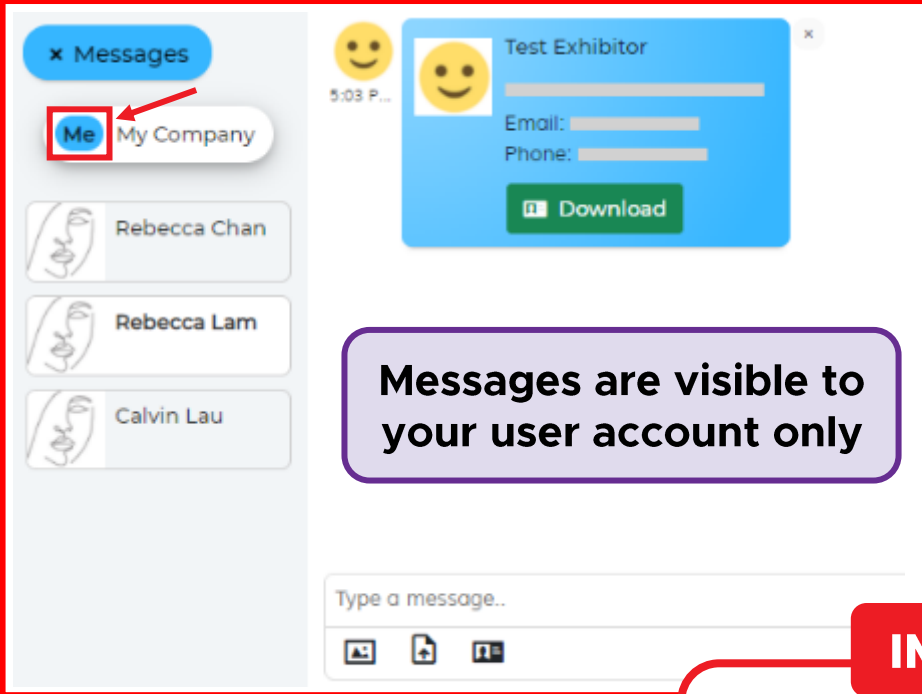


- Text Chatting
- Share Digital Name Card
- Send files (brochures, photos)

IMPORTANT!
Download materials shared on the Chatbox ASAP to avoid any loss of information

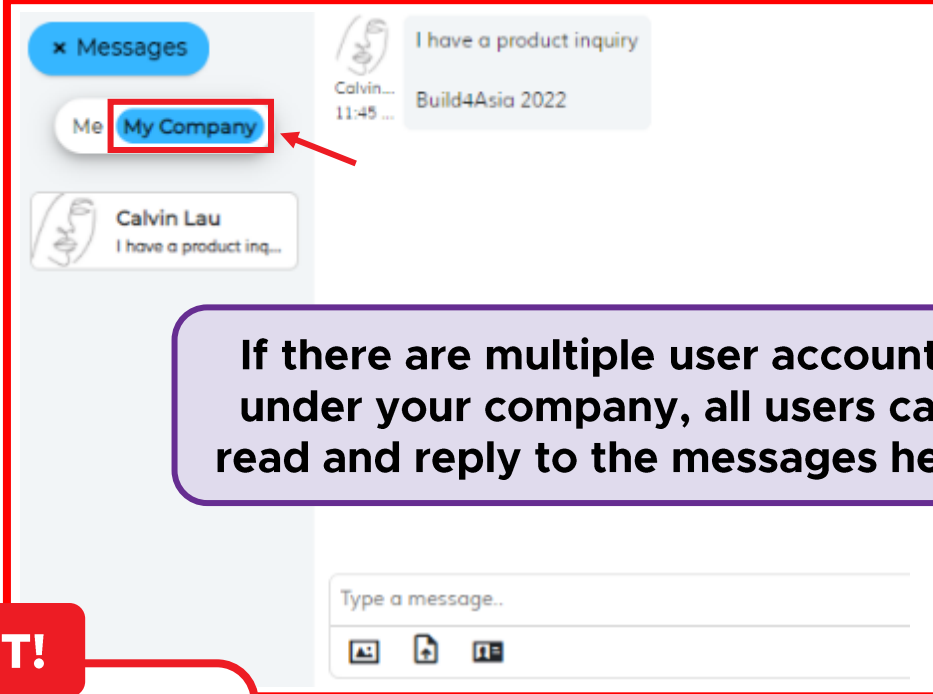
Message Chatbox (Available from 22-25 Oct)

Message to **MYSELF**



Messages are visible to your user account only

Message to **MY COMPANY**



If there are multiple user accounts under your company, all users can read and reply to the messages here

IMPORTANT!

Remember to stay active and check for new messages on the platform from time to time!

Get started and
make valuable
connections at this
mega event now!



FHA **22-25**
HoRECA **OCTOBER 2024**
SINGAPORE EXPO



Contact Us: hello@foodnhotelasia.com



Website: <https://event.fhahoreca.com/>