



**BRICS TRADE FAIR 2021**  
**August 16-18, 2021**

**Important Guidelines/Steps for BRICS TRADE FAIR's Exhibitors**

**STEP 1:** Visit Website of BRICS Trade Fair: <https://bricsbusinesscouncil.co.in/tradefair/>, click on Registration as Exhibitor (<https://registrations.ficci.com/bricsf/registration.asp>), complete the registration form and click Submit.

**Step 2:** After successful registration, we will approve your registration and share the Exhibitors Dashboard, Login Id and Password with you which will be as mentioned in Step 3 (The Exhibitors Dashboard will be live from 20<sup>th</sup> July, 2021 onwards)

**Step 3:** Login at the Exhibitors Dashboard with following Login details:

**Exhibitors Dashboard Link:** <https://ficcibike.com/brics21/exhibitor/>

**User Id:** Your Registered email

**Password:** REAL2020

**Step 4:** On left side you will see the Menu with these links, please fill details, upload your posters of the size mentioned, upload your documents (pdf files- product profile, company profile, presentations etc), Image Gallery (Product photographs etc), Video Gallery(Company corporate film, Directors message, Factory tour etc):

1. Basic Details
2. Branding, Screen and Keywords
3. Document Upload
4. Image Gallery
5. Video Gallery
6. Fix B2B Meetings
7. My Schedule
8. Add members
9. More

1) **BASIC DETAILS:** Details you fill in basic detail form will be shown to the Visitors & Delegates under the Exchange Business card option.

2) **Branding, Screen and Keywords:**

- Select the booth desired by you Modern, Traditional, Women Entrepreneur (ONLY FOR WOMEN ENTERPREUNERS)
- Type the Fascia Name: The Fascia Name indicates the name for your booth and it is restricted to 30 letters. Any name exceeding the limit will be truncated accordingly.

- You can upload two posters(Poster left & poster right) at your booth. Each poster should be in **202(Width) X 304(Height) pixels size**. *Kindly note in posters keep images and less text as posters cant be zoomed.*
  - You can upload the company logo as per the given dimensions. This logo will appear on the front side of the table. The logo size should not exceed **164(Width) X 76(Height)** pixels. Rather you should keep it a bit smaller than this size.
  - Video Screen: Upload video as per instruction, this video will be played in the LED screen at your virtual booth (follow instructions to upload this embedded link)
  - Social Media: Ad your social media channel links
  - Kindly enter keywords relevant to your products/ business in the keyword section so that buyers can reach your booth easily. There is no limit for the keyword entry. Visitors/Delegates can search companies by Keywords.
- 3) **DOCUMENT UPLOAD:** In the Document Uploads Section, you can upload 10 documents in PDF format only but the size of each document should not exceed 5mb. It is suggested that you keep your important documents password protected.
- 4) **IMAGE GALLERY:** In the Image Gallery Section you can create 5 different product categories. Each category can accommodate maximum 10 images. So, total you can add 50 images. The images should be in JPG & PNG format only and each image should not exceed 2mb size limit. Descriptions can be also added with images. **Kindly also note that for uploading 10 images in a single category you have to repeat the category name each time you upload an image till the time you end uploading 10 images in that category.**
- 5) **VIDEO GALLERY:** In the Video Gallery Section, maximum 5 video links can be uploaded. You need to upload the video on YouTube or Vimeo first then paste the embedded video link in the Video gallery section (*follow the Instructions given while copying the link*)
- 6) **FIX B2B:** With the help of Fix B2B Meetings tab you can fix meetings with your sector specific buyers by sending them meeting request for a desired time slot. The meeting is subject to confirmation from the buyer as per his/her availability. *This feature will be made available from 12 August, 2021.*
- 7) My Schedule section shows the list of scheduled meetings of each day and the meeting requests sent by the visitors.
- 8) In the Add Members section, you can generate login credentials for 5 of your staff members/colleagues by adding their details in this section. Your staff members can login using these credentials by clicking the below link: **<https://ficcibike.com/brics21/memberindex.php>**

If you want to see your booth then you can login via same credentials at **<https://ficcibike.com/brics21/index.php>**



### **DEMO VIDEO PLATFORM:**

In case you wish to know the features or want to see the visitor interface then kindly click the link given below and see the video:

[https://www.youtube.com/playlist?list=PLDVwLoQHbdQcZYOk2C\\_f0UvT5p0miuxSO](https://www.youtube.com/playlist?list=PLDVwLoQHbdQcZYOk2C_f0UvT5p0miuxSO)

### **DEMO EXHIBITORS' DASHBOARD VIDEO:**

To understand how to upload documents, decorate your booth etc please visit the video at links given below:

<https://youtu.be/Hvv23MZFtjA>

### **Point of Contacts:**

S.No	Country	PoC- Virtual Trade Fairs	Email
1	Brazil	Kunal Chaudhary	<a href="mailto:kunal.chaudhary@ficci.com">kunal.chaudhary@ficci.com</a>
2	Russia	Pallavi Thakur	<a href="mailto:pallavi.thakur@ficci.com">pallavi.thakur@ficci.com</a>
3	India	Yash Ashish	<a href="mailto:yash.ashish@ficci.com">yash.ashish@ficci.com</a>
4	China	Mehul Tyagi	<a href="mailto:mehul.tyagi@ficci.com">mehul.tyagi@ficci.com</a>
5	South Africa	Vivek Mishra	<a href="mailto:vivek.mishra@ficci.com">vivek.mishra@ficci.com</a>

We would also request you to please complete the dashboard formalities like setup of booth and meeting scheduling latest by 31<sup>st</sup> July 2021 before 12:00 PM. IST.

Wish you a successful BRICS Trade Fair 2021.

*TEAM BRICS TRADE FAIR 2021!*