

# Welcome to Leap - 'How To' Guide

**Note:** Leap is a rebrand of the platform Growtix. Any mention of Growtix is referring to Leap

Leap is where you will be completing your web profile for our exhibitor listing.

You should have received an email with a link directing you to your web profile. If you have not received this email with your link and/or have questions about this process, please get in touch with [lexie.templeton@rxglobal.com](mailto:lexie.templeton@rxglobal.com)

This guide outlines 6 important steps when completing your exhibitor web profile. It is crucial that you read through these steps and follow the instructions to maximise your exposure and take full advantage on what this task has to offer.

## Step 1. Click on the link in your email

The link will take you to the page below where you are required to fill out fields to complete your web profile.



The screenshot shows the exhibitor profile creation page for PAX Australia. At the top, there is a banner with the PAX logo and the event details: "9-11 OCTOBER 2026" at the "Melbourne Convention and Exhibition Centre" with the website "paxaustralia.com.au". Below the banner, the form is titled "EXHIBITOR NAME" and has two tabs: "Basic Details" (selected) and "Show Specials". The form contains several input fields: "Public Description" (a large text area), "Website", "Store URL", and "Logo or Main Image" (with a "Choose file" button). A note states: "Note that uploading a new image will overwrite any image you have already uploaded." Below the logo field, it says "You haven't uploaded an image yet." At the bottom, there is a "Tags" section with a horizontal scrollable list of tags including: Action, Adventure, Apparel, CCG, Co-op, Components, Deck Builder, Dice, Early Access/Demo, Exhibitor, Expo Hall, Family Friendly, Fighting, First Person, Free to Play, Horror/Survival, Indie, JRPG, Merch, MMO, Mobile, Multiplayer, Nintendo Switch, Notebook/Laptop, PAX Together, PC, Peripherals, Platformer, PlayStation, Proudly Made in Melbourne, Roguelike, RPG, Sandbox, Shooter, Single Player, and Strategy.

The fields to fill out are the following:

- Public description
- Website
- Store URL
- Logo or Main Image
- Tags

Step 2.

Public Description

Public Description

Step 3.

Website

Website

Store URL

Store URL

Step 4.

Logo or Main Image

Note that uploading a new image will overwrite any image you have already uploaded.

Choose file

You haven't uploaded an image yet.

Step 5.

Tags

Action Adventure Apparel CCG Co-op Components Deck Builder Dice Early Access/Demo Exhibitor Expo Hall Family Friendly Fighting First Person Free to Play Horror/Survival Indie JRPG Merch MMO Mobile Multiplayer Nintendo Switch Notebook/Laptop PC Peripherals Platformer PlayStation Rising Roguelike RPG Sandbox Shooter Single Player Strategy Table Top Tabletop Third Person VR Xbox

### Step 2. Complete your Public Description

Let attendees know what games or products you have to offer and what they are all about to encourage attendees to visit your stand. Below is an example of how your description will be displayed.



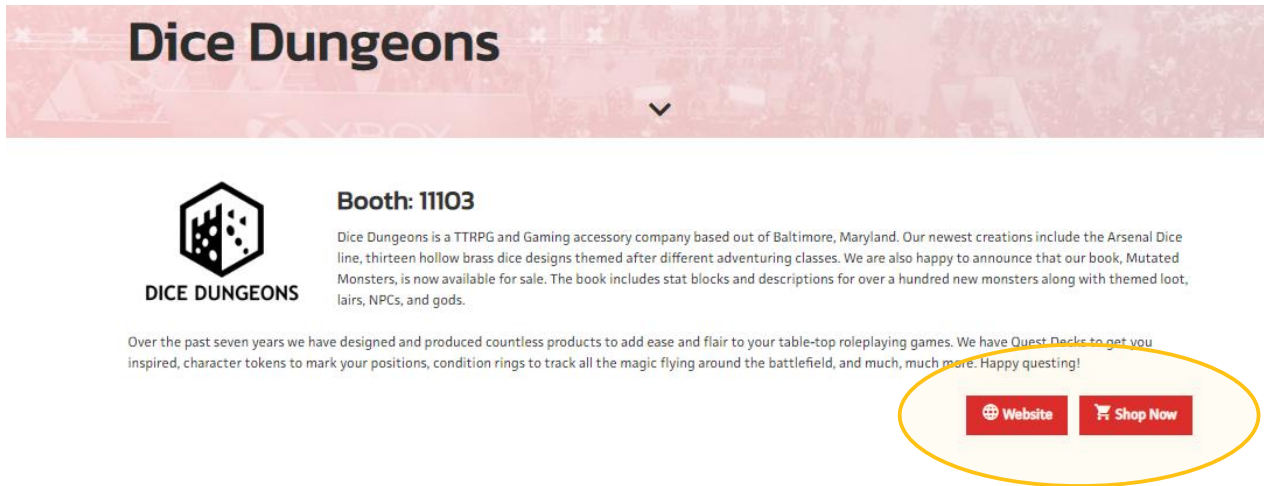
#### Booth: 15043

Logitech G, a brand of Logitech, is a global leader dedicated to serving the needs of Gamers and Creators with award-winning hardware, software and solutions. Logitech G's industry-leading products include keyboards, mice, headsets, mousepads, simulation products such as wheels and flight sticks, webcams, lights and microphones, and specialized furniture solution; all made possible through innovative design, advanced technologies and a deep passion for gaming and creator communities. Logitech helps all people pursue their passions and is committed to doing so in a way that is good for people and the planet.

[Website](#) [Shop Now](#)

### Step 3. Provide a Website and Store URL

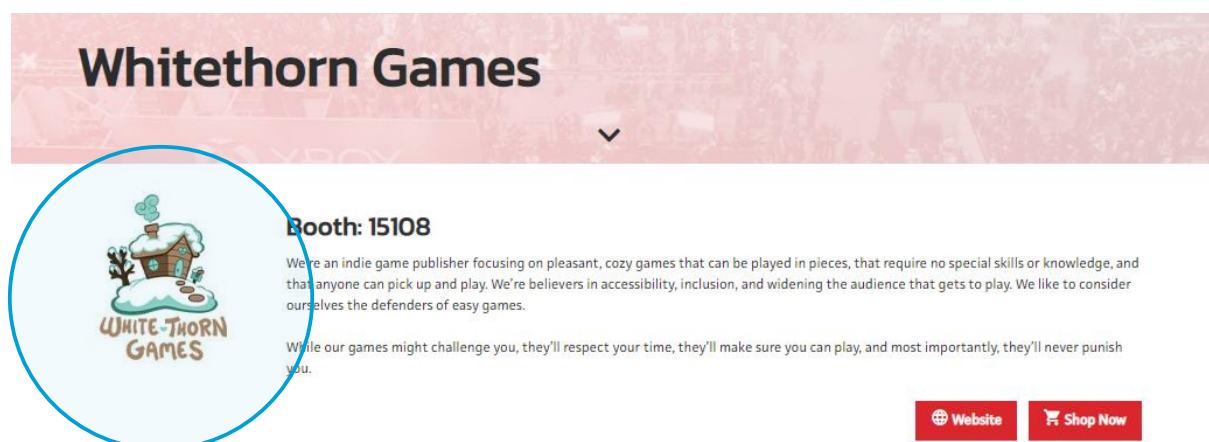
Link your website and shop URL to encourage attendees to visit your website for further information and shop your online store!



### Step 4. Upload a hero image

This image will be the face of your exhibitor listing. Please ensure that your image has the following specifications before uploading:

- Square image
- Minimum 200x200 pixels
- Maximum 800x800 pixels
- PNG or JPEG format



## Step 5. Select your tags

Tags are product categories on the Exhibitor listing. By selecting tags attendees will be able to find your web profile when they have filtered their search. It is important that you complete this field to gain further exposure.

The screenshot shows a web interface for exhibitor listings. On the left, a 'Filter By' sidebar is open, showing a 'Product Categories' section. The 'Adventure' category is selected, indicated by a checked checkbox and a purple oval. Five purple arrows originate from the 'Adventure' checkbox and point to the exhibitor profiles of 21c Ducks co.,Ltd, Akupara Games, Albedo Informatics Inc., Ambush Games, and Angry Mob Games. The main content area features a search bar at the top right with a 'Search' button, and a horizontal navigation bar with letters A through Z. Below the navigation bar, the exhibitor list is displayed, showing the name, booth number, and a brief description for each exhibitor.

| Exhibitor Name          | Booth Number | Description   |
|-------------------------|--------------|---|
| 21c Ducks co.,Ltd       | 21085        | After the era of prosperity, the foretold doom has been began. Explore the non-linear world seemles ... |
| Akupara Games           | 15096        | Akupara Games is a (mostly) Los Angeles-based collective of game industry veterans with extensive e ... |
| Albedo Informatics Inc. | 16102        | Albedo Informatics is a Toronto-based interactive digital media studio with a focus on gaming, geo- ... |
| Ambush Games            | 16111        | Experience the thrill of being hunted by epic dinosaurs in a lush tropical island. Ambush Games pre ... |
| Angry Mob Games         | 17102        | Trinity Fusion is a sci-fi action roguelite with an emphasis on fluid platforming and satisfying co ... |

## Step 6. Add Images to your profile through the Show Specials tab

If you wish, you can add a Title or description for the image directly. Alternatively, you can skip directly to 'Choose File' and 'Add Show Special' to add the image without a description. Complete all steps to add additional images. All images can be edited to include Title, Description, etc at the lower part of this page.

Step 1

Step 2

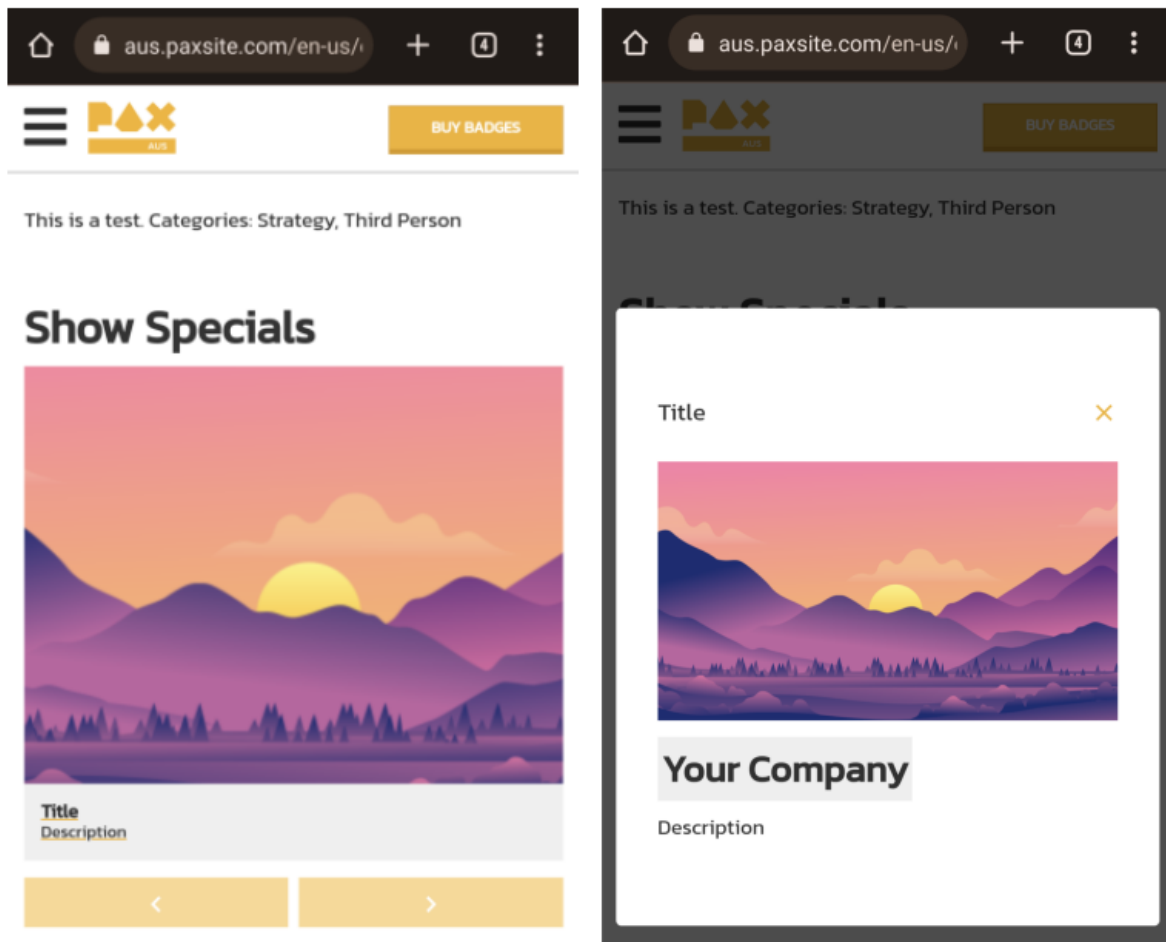
Step 3

Step 4

The screenshot shows the 'Your Company' profile management interface. At the top, there are two tabs: 'Basic Details' and 'Show Specials'. The 'Show Specials' tab is selected and highlighted with a red box. Below the tabs, there are several input fields: 'Title', 'Description', 'Price', 'Buy now link', 'Promo Code (optional)', 'Promo Code Price (optional)', and 'Promo Code Description (optional)'. The 'Title' field is highlighted with a yellow box, and the 'Description' field is highlighted with a blue box. Below these fields, there is a section for 'Show Special Image' with a 'Choose file' button and an 'Add Show Special' button, both highlighted with a green box. At the bottom, there is a table with columns for 'Image', 'Title', 'Description', 'Price', and 'Actions'. The table contains two rows of data, each with an 'Edit' and 'Delete' button.

| Image | Title              | Description   | Price | Actions  |
|-------|--------------------|---|-------|--|
|       |                    |   | \$    | <a href="#">Edit</a><br><a href="#">Delete</a> |
|       | Show Special Title | Show Special Description: A long paragraph of text that will share the details of the specials and/or promotions for the event. It is also the only workaround for adding imagery to the profile. | \$    | <a href="#">Edit</a><br><a href="#">Delete</a> |

Below is a preview of how images will display on the Exhibitor directory once it goes live. Consider if a title and description is right for you.



**Step 7. Save your exhibitor profile listing.**

Back on the Basic Details tab, as you scroll your way through the task, at the very bottom, you will see a button that says 'Save Changes'. Once you click on this, your information will be saved and will reflect on the exhibitor listing.

