



Welcome to Hardware+Tools Middle East

The 21st edition of the
International Trade Fair
for Tools, Hardware,
Materials and Machinery

hardware+tools
MIDDLE EAST

28 – 30 September 2021
Dubai, UAE



Exhibitor / 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



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

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](#))!

Create a Password

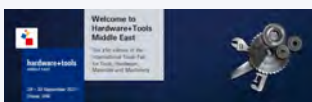
You'll use this password moving forward to access your account on Grip. You can always reset it in case you forget it.



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

Password

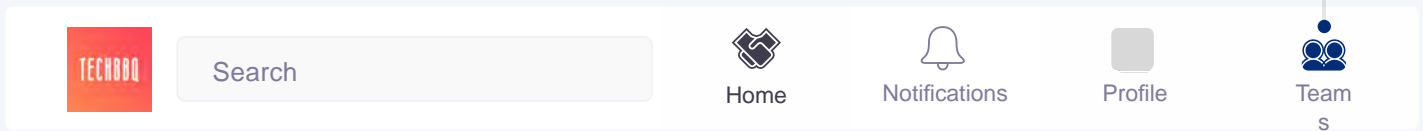
Login



Teams (Exhibitor & 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

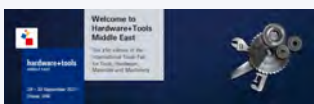
If you're the first person from your Company signing in you'll be presented with the option to "Create a Team". Enter your Company Name and immediately invite your colleagues to your team. This is very important if you want to take advantage of the features outlined below.

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 company profile for Nokia. At the top, there's a header with the company name, booth number (B3423), and a brief description. Below this are two buttons: "Interested" (with a heart icon) and "Ski" (with a close icon). A "Message Nokia" button is also present. A large play button icon indicates an embedded video. The "Details" section lists company information such as type (Information Technology), product category (Software, Hardware, Anywhere), and website. Below this is a list of "Exhibitor Representatives" including Maria Martin, Lee Eccles, and Laurie Delpino, each with their role and "Interested/Ski" buttons. The bottom two sections, "Speaking at" and "Sponsoring", both feature a session titled "The future of Artificial Intelligence" with a "STREAM" button and a description of a virtual speed networking hour.

Nokia Representative

Maria Martin

Date

25th of February 2020

Time

10:30 am - 11:00 am

Location

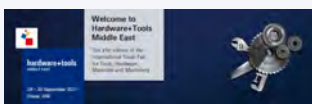
Virtual Meeting Room

Message

Write why you would like to meet?

Request Meeting

Request a Meeting with an individual Representative of the Company



Product Profiles

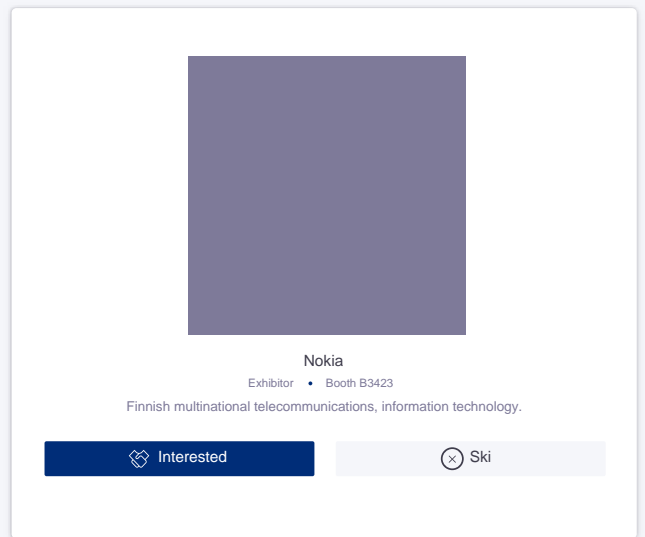
Grip's exhibitor profile is versatile and filled with powerful functionality and multimedia to drive maximum engagement for exhibitors.

Embedded Youtube Video

Specify the product categories you provide

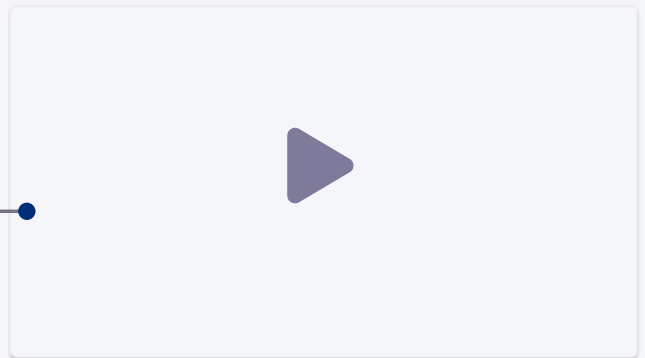
Direct Links to your company website

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

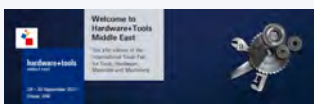
Exhibitor Representatives

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.

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!

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.

