



GLOBAL MARKETPLACE

User Guide
**HELPFUL TIPS
FOR AN OPTIMAL
EXPERIENCE**

Getting Started

- 1 Log into [Brand USA Global Marketplace](#) using a desktop or laptop computer
- 2 Browser Recommendation:
 - Google Chrome (*preferred*), Safari, Microsoft Edge
- 3 Clear your cache prior to entering Brand USA Global Marketplace
How to clear your cache:
 - a. [Google Chrome](#)
 - b. [Safari](#)
 - c. [Microsoft Edge](#)


Please note: The Internet Explorer and Mozilla Firefox browsers are not currently compatible with Brand USA Global Marketplace.
- 4 If you are unable to login, please reset your password [here](#) or by clicking on "Forgot My Password" via the login page. Your username is your provided work email address. An automated email will be sent within a few minutes to reset your password.

Your Profile on Brand USA Global Marketplace


- 1 Once logged in, you will see your profile, where you can review and update your password and other information via "Edit Personal Details" found underneath the "Profile" tab.
- 2 After reviewing your profile, you can access the Brand USA Global Marketplace by clicking on "Brand USA Global Marketplace" in the left-hand menu options.



Entering the Brand USA Global Marketplace Platform

- 1 Upon entering the platform, ensure you use  **FULL SCREEN** mode.
- 2 To familiarize yourself with the platform, please watch the two-minute Site Tutorial video available upon log-in or under the Directory at top left.
- 3 If you want to return to your profile from Brand USA Global Marketplace, click "My Profile" found under "My Info" in the navigation bar.

Navigating the Brand USA Global Marketplace Platform

- 1 Reach out to the Help Desk with questions at any time. Click on Help Desk in the Main Lobby or on  **HELP DESK** in the navigation bar. Enter your question in the pop-up window and click Send.
- 2 Utilize multiple search options to access Exhibitor pods.
 - a. Searchable via the navigation bar:
Click on the "**DIRECTORY**" tab and click on "**USA PARTNER DIRECTORY.**" Once the directory is open, type an organization name or destination in the search bar and click through to directly access the specific pod. You can also select from the alphabetical list.
 - b. Enter the USA Partner Pavilions under the "**DIRECTORY**" tab or by entering the far-right doorway.
Browse through the pavilions. Click on individual pods at your leisure.
- 3 Choose from multiple search options to reach Buyers in the Buyer Pavilion through the far-left door. Enter the Buyer Pavilion and click on the "Buyer Directory." From there, you can:
 - a. Type an organization name in the search bar to access the specific market directory where an organization is located.
 - b. Browse through the alphabetical list by market to click on individual organizations or buyers.

Instructions For Meeting-Specific Events

Prepare for meetings in advance by:

- Testing your equipment prior to an event (speakers, mics/audio, camera)
- Using headphones for best audio

If you are disconnected from a meeting, click the  **JOIN** icon to rejoin.