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## Stockholm Design Weeks App 2025

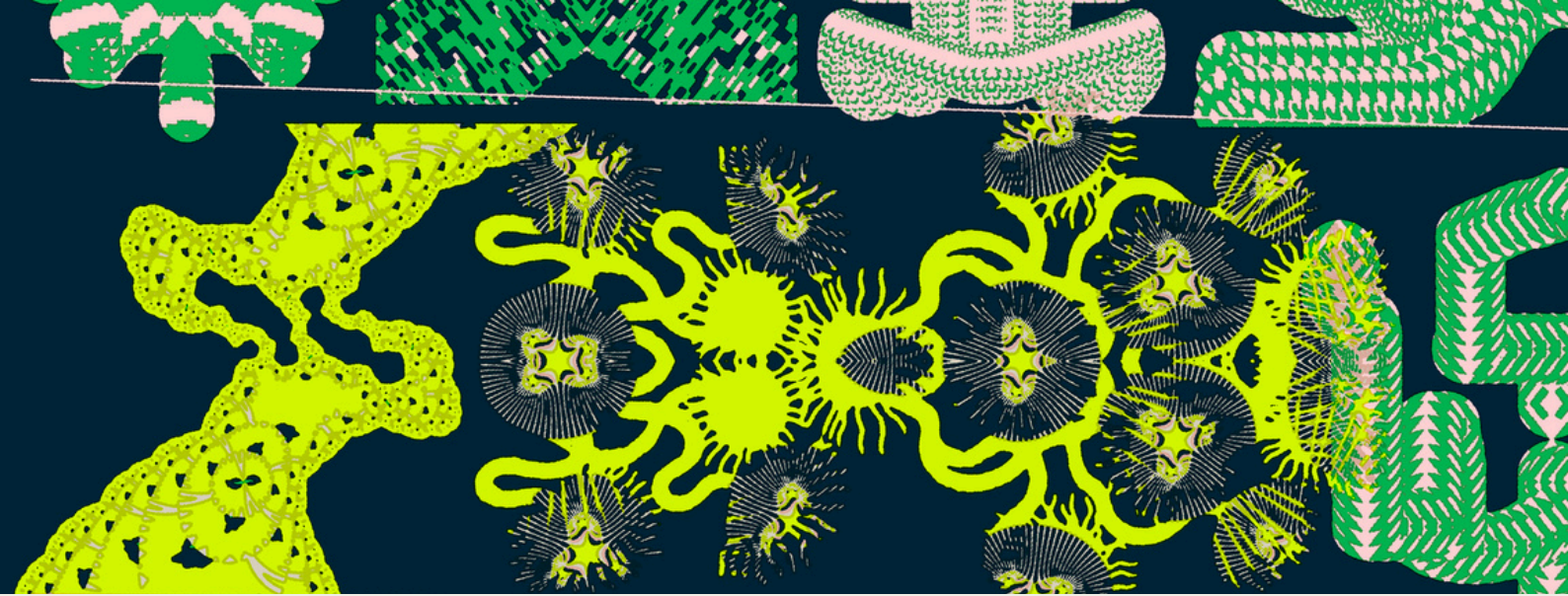
How to register your company and events in the app

Start by creating an account here: <https://users.stockholmdesignweek.com>

### FOLLOW THESE STEPS:

1. Create a user profile with an email address and your own password. Note that only one user can be created per company.
2. Wait for administrator approval. On weekdays, approval will be granted within 24 hours, but during weekends, it might take longer.
3. Once approved, you can start filling in your company's details under the section "Exhibitor Profile."
  - Tags: Here you need to specify the category or categories under which your company can be filtered. You can select more than one, but only as many as necessary. Keep in mind that this should serve as a helpful tool for visitors to find the right match.
  - Provide your opening hours.
  - Image: Preferably avoid using images with text, as information will be overlaid on the image in the app. The image must be in landscape format, with a maximum size of 5MB, and it will be automatically cropped to the correct size.
  - Fill in your company's information to make visitors interested in visiting you. Note that you should not include events for the week here; those are added in the next step under the "Events" section.
  - Be visible on the map: Enter your street address or the name of your company. You can also manually move the pin on the map.
  - The final step is to either save your draft by clicking "Save draft" or publish directly in the app by clicking "Publish now."
4. After completing the Exhibitor Profile, you can add events (under the "Events" section) that you plan to organize during the week. Note that you can add as many events as you like.
  - Choose a clear title for your event.
  - It is important to specify the date, start time and end time since the app sorts events chronologically to ensure the best user experience.
  - Always add an image to your event. The image must be in landscape format, preferably without text, with a maximum size of 5MB, and it will be automatically cropped to the correct size.
  - Mark on the map where the event is taking place. This location can be different from the address listed in the Exhibitor Profile.
  - The final step is to either save your draft by clicking "Save draft" or publish directly in the app by clicking "Publish now."

*The app will be launched for visitors on January 13. Make sure to complete your details by then so we can*



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## Information About the App 2025

We have made several major updates to the app for 2025.

The app now has 5 sections: Exhibitor / Events / Map / Furniture Fair / Info  
(Note: the images currently include examples from the 2024 event and dates.)

### UNDER EXHIBITOR:

This section lists all exhibitors.

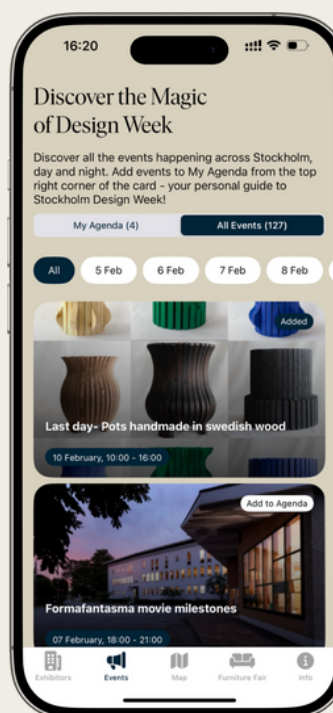
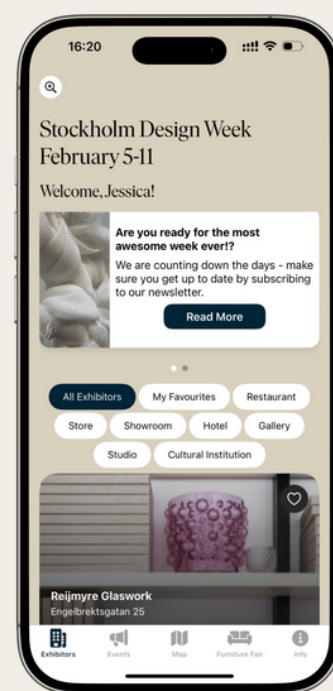
- Visitors can search for exhibitors in different categories and mark favorites. One of the categories is My Favourites, which updates automatically as visitors add exhibitors to their favorites.
- Clicking on an exhibitor takes the visitor to the detailed information you've provided about your company.
- The list of exhibitors is randomized each time the page is opened, displaying exhibitors in a different order every time.

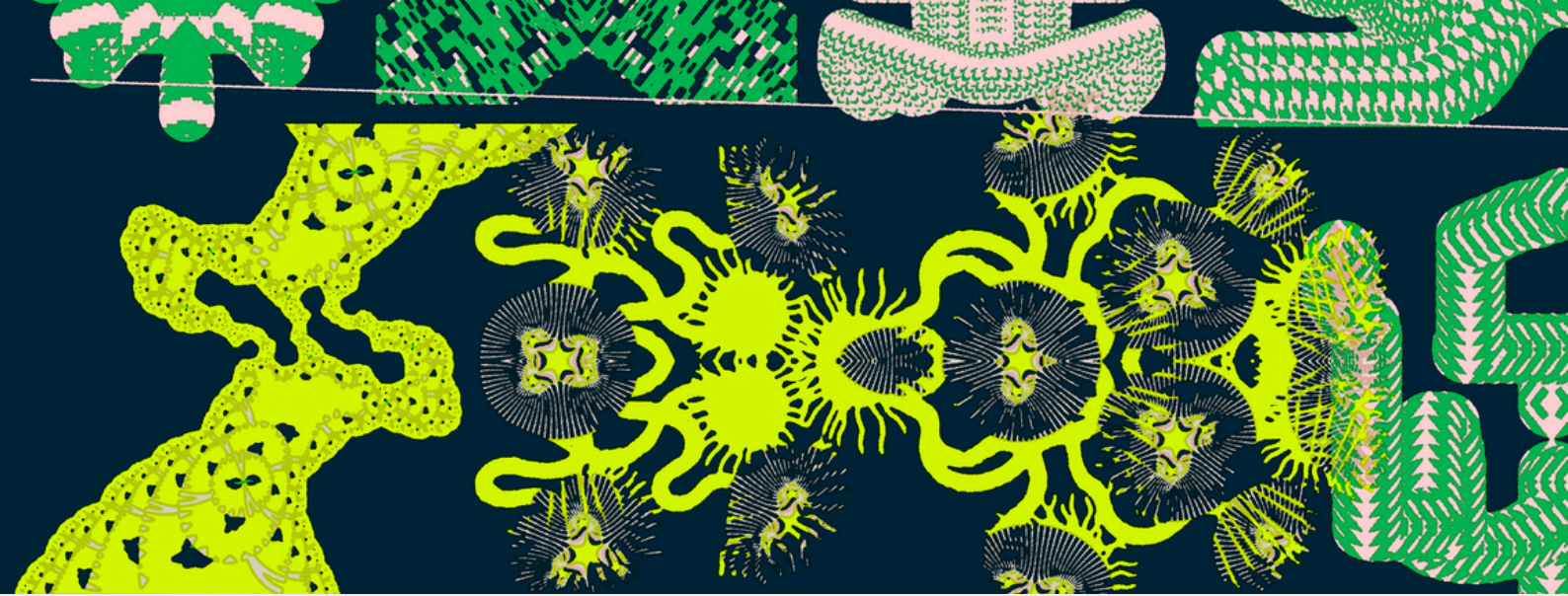
This page also includes an information box from Stockholm Design Week as well as ad banners from exhibitors.

### UNDER EVENTS:

This section lists all events.

- Visitors can search for events by day or view all events for the entire week at once.
- Events are automatically sorted by date and time.
- Visitors can mark events they find interesting as favorites, which will then appear in their personal agenda.
- Visitors can switch between the My Agenda view and the All Events view.





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#### UNDER MAP:

There are two views:

- One view shows a map with all exhibitors marked. If the visitor has favorited an exhibitor, that pin will appear red.
- The other view shows a map with all events. This map view can be filtered by day or display all events. Events that the visitor has added to their agenda will appear red.

#### UNDER FURNITURE FAIR:

This section displays all exhibitors participating in the fair in Älvsjö.

The list is directly synced from the event's exhibitor list.

#### UNDER INFO:

This section contains more general information:

- A page about Stockholm Design Week
- A page about Stockholm Furniture Fair
- A page with partner logos for the collaborators supporting Stockholm Design Week.

