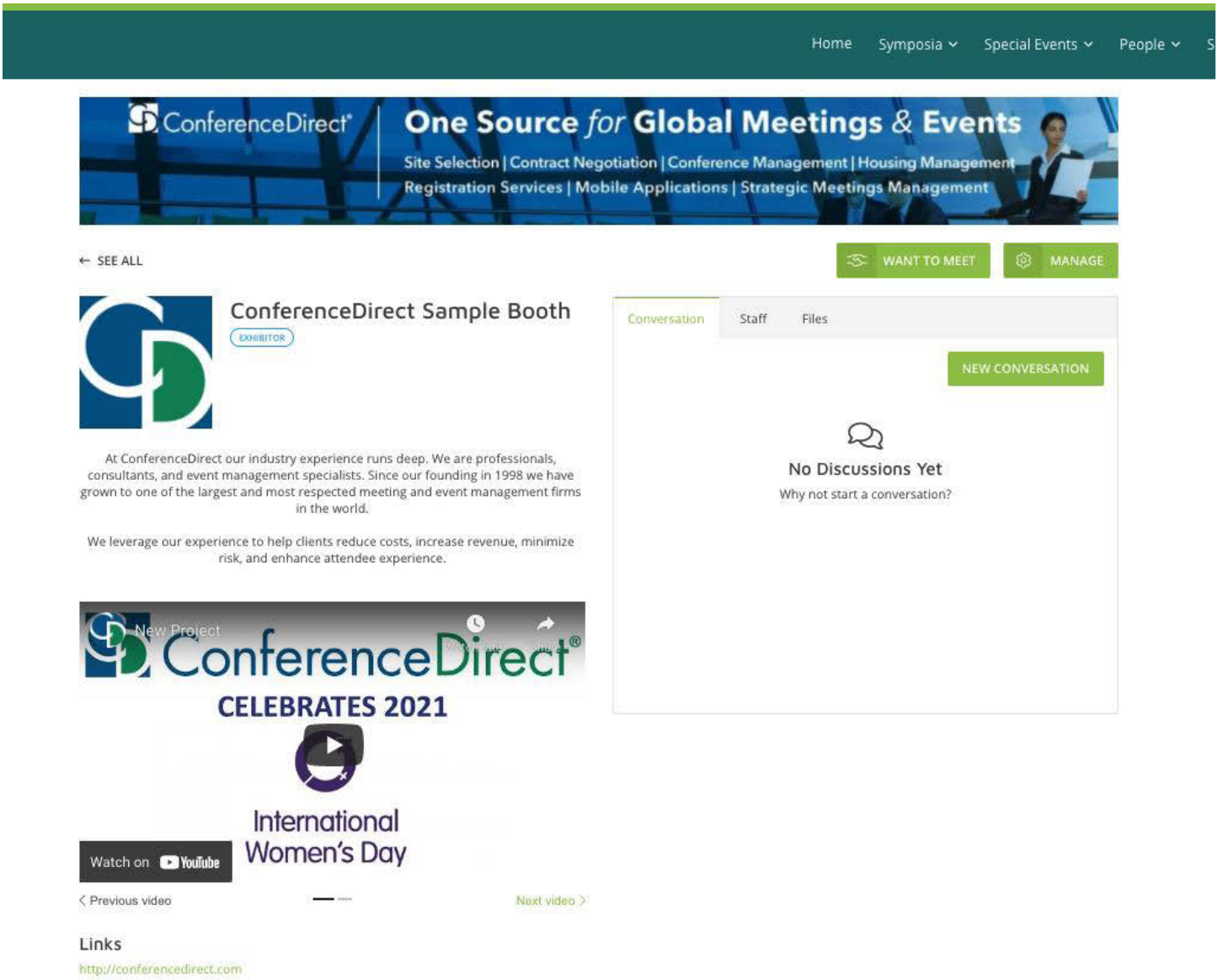
Virtual Conference Tradeshow Guide

How to Access Your Exhibitor Page

In the navigation menu, go to “Exhibitors”.

Click into your organization’s exhibitor page.

**Example of an exhibitor page*



How to Build Your Booth

Overview

As a designated staff member for an organization, you can arrive at your company's page different ways to make edits:

1. Click on your organization through the exhibitors tab in the navigation bar menu or mouse over the account tab in the navigation bar and click edit my organization.

2. Once there you will navigate to your organization page and click into it. You will then see a manage button in the top right corner. The manage menu is where you will be able to edit and create your booth.

Once on the manage menu, there are a number of tabs on the top left:

Basics allows you to edit the organization's details: Name, logo, description, and any other fields the host has provided.

Leads lists information about attendees who have specifically requested more info from the organization. Attendees who submit leads consent to sharing their contact info with the organization. Staff are not notified when leads are submitted, so please be sure to check this tab routinely for new leads.

Visits lists information about attendees who have visited your page – please note that these are not inquiries/hard leads and should not be treated as such.

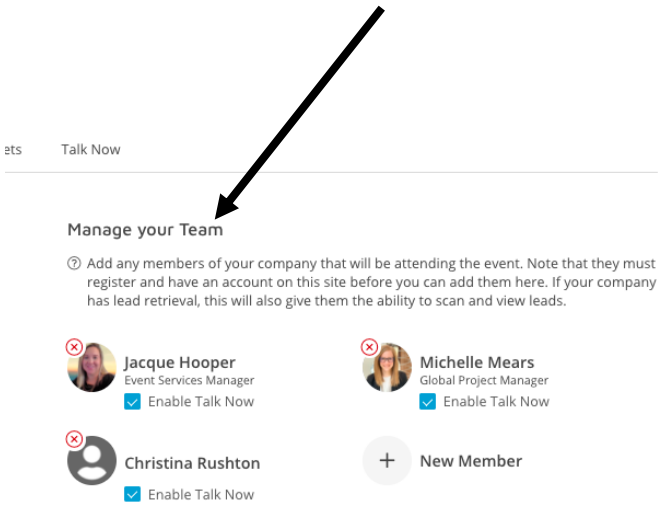
Analytics will show you data from your booth, how many people have visited, viewed files/videos and downloaded content.

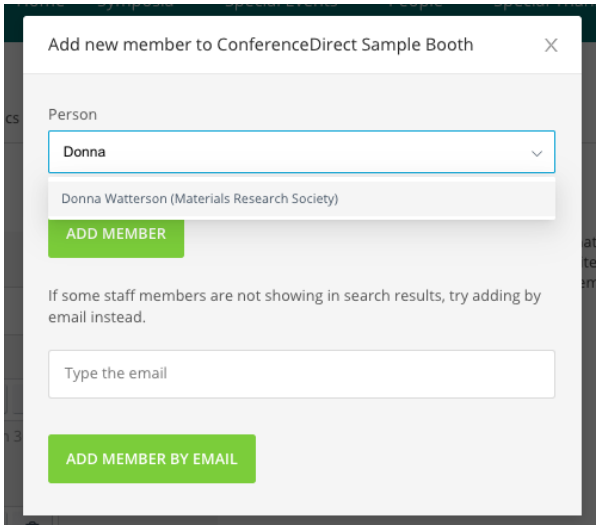
Polls allows you to configure interactive polls for attendees.

Content Assets allows you to upload files (handouts, on-sheets, etc) that attendees can then download. Each file can be a max of 2GB. This is also where you can upload videos or link embedded videos from Vimeo or YouTube.

Talk Now shows you all the call log history from the conference and any connections/calls that have been made by booth staff and attendees.

On the right side of the org page, the Manage your Team area allows you to add/remove members to your team. Team members have management access for the organization's page. If the person you want to add is not available in the New Member drop-down, please complete [this Booth Staff](#) form to request access to the platform.

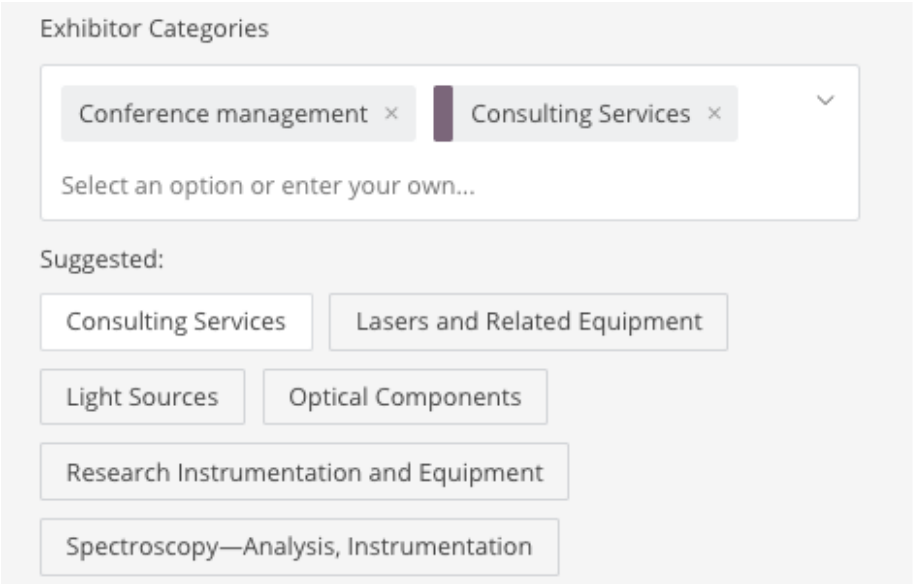




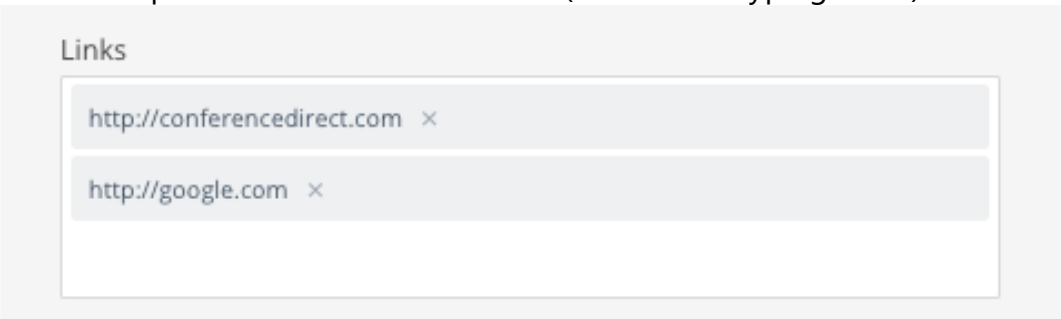
Editing Organization Details

Under the Basics tab, you will see the various fields you may input information. Below are some tips to filling out these fields.

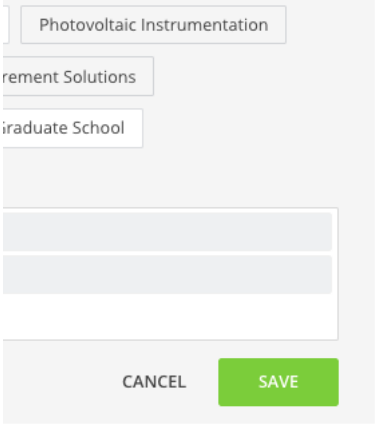
- Upload your **company logo**: JPG or PNG file of minimum 300x300px size
- If your event host has enabled this option, you can upload a **header banner** to span across the top of your company's page: JPG or PNG file of minimum 1170x145px size
- The **description** field is a great place to summarize what your company has to offer. This field is a rich-text editor, so you are able to format text (bold, italicize, underline, alignment), create bulleted or numbered lists, hyperlink text to a URL, or insert images.
- If your event host has allowed exhibitors to create their own **tags**, follow the steps below to do so:
    - Begin typing the new tag word of your choice.
    - Once the word shows in bold, click the word to populate into the white box.
    - You will know the tag populated correctly, when it shows as a tag word, as displayed below. Then click Save.



- The **links** field displays as many hyperlinked URLs as you'd like. You can link out to another webpage, or if you insert a YouTube or Vimeo link, the video will be embedded within the links field.
    - You must paste each URL into the field (rather than typing it out)

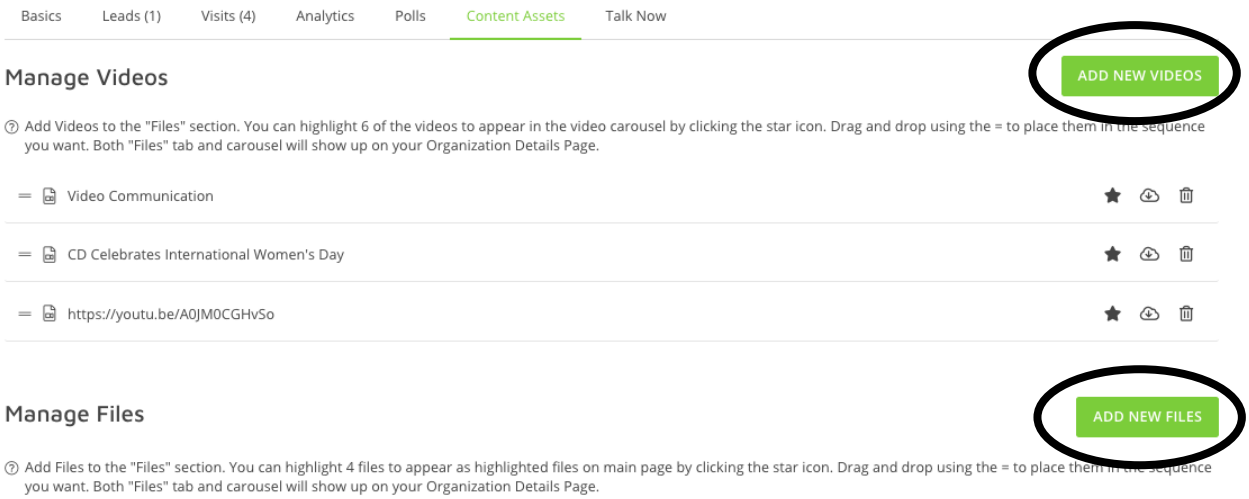


- Once you have updated any information, you must click the Save button at the bottom of the page.

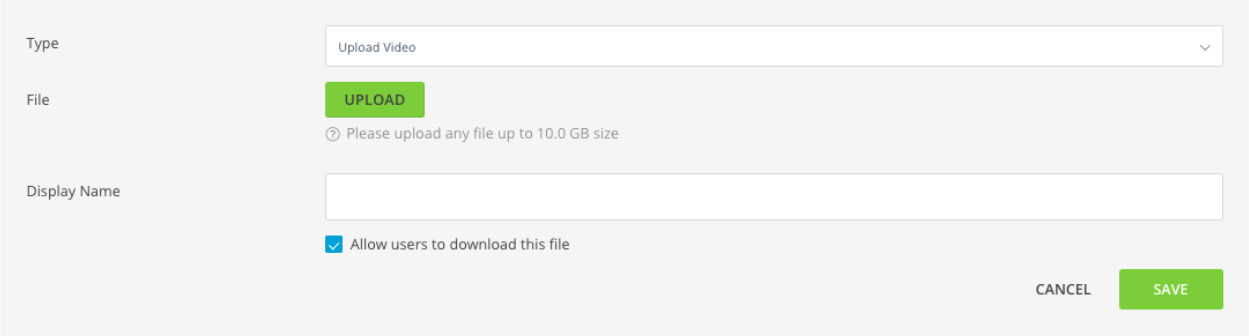


Uploading Files and Videos

1. Under the Content Assets tab, click the Add New Video button or Add New File button.

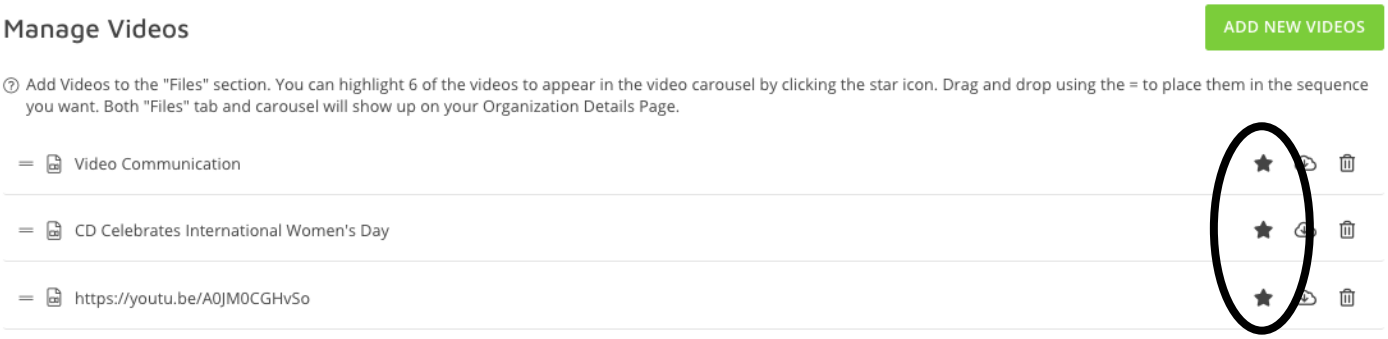


2. You can upload as many files/videos as you'd like (suggested files types: PDF, PPT, or MP4) up to 10 GB each. You can also choose to link to a file if it is hosted on another website. You can link a YouTube or Vimeo link if you would like to have a video from one of those platforms embedded on your page.



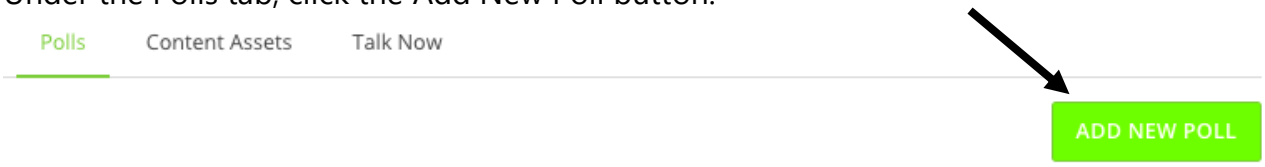
Notes:

- You cannot arrange files in a certain order to display.
- While there is no limit to the number of files you can upload, we recommend no more than 10 to avoid overwhelming your attendees with too much information.
- If you want to have a carousel of videos for people to click through you can do this by clicking the star next to each video uploaded.

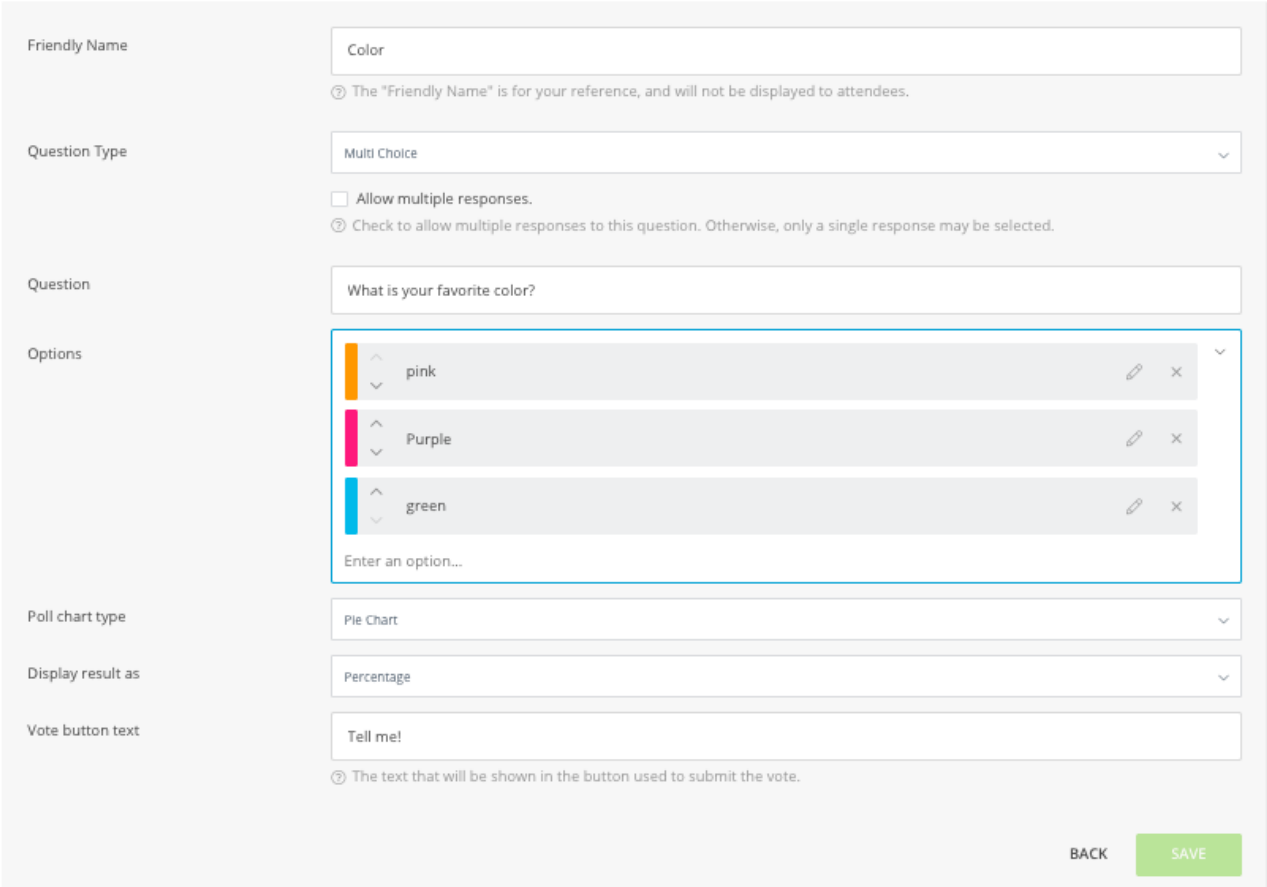


Create Polls

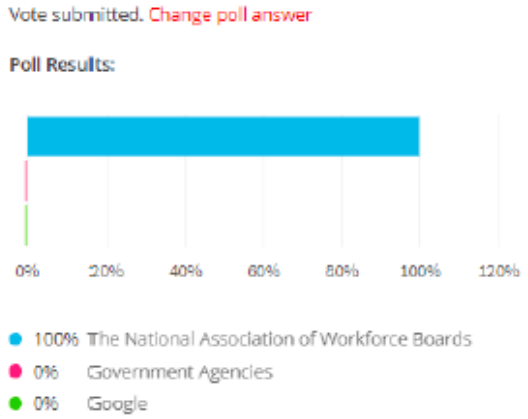
1. Under the Polls tab, click the Add New Poll button.

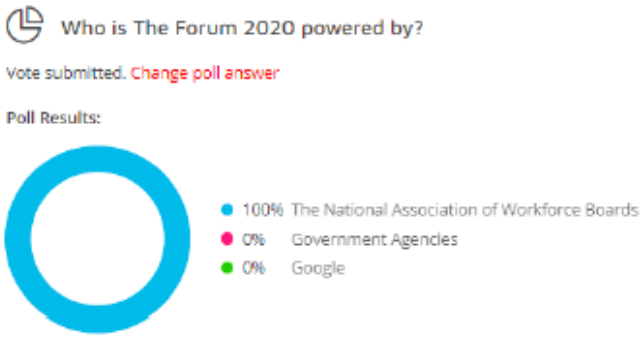


2. Enter your question, choose your response by type, and enter the options for attendees to choose from. You should select colors for each option for easy viewing of poll results.

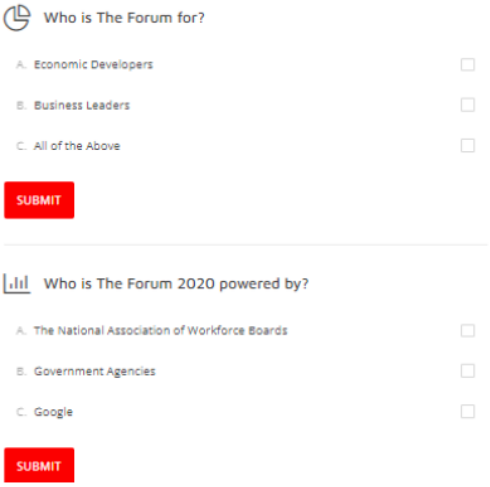


3. Choose how to display your poll results: Horizontal Bar Graph or Pie Chart.

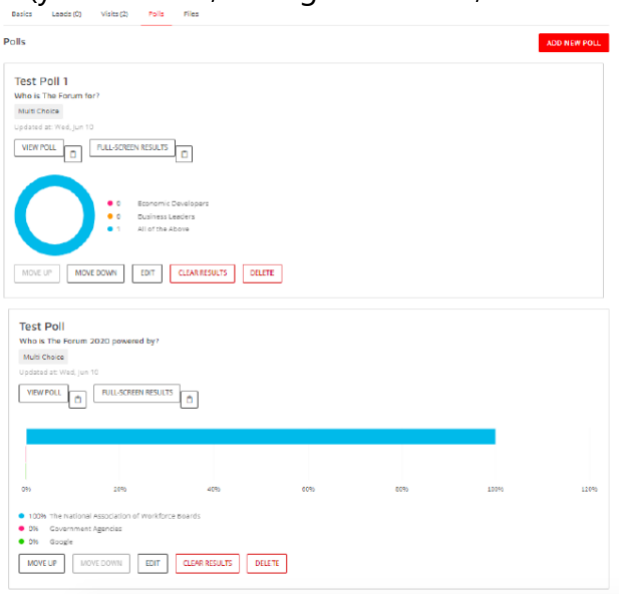




4. Choose to display your results as Percentage or Counts (we recommend Percentage so attendees can't tell how many people have participated).
   a. Attendee's view of poll questions



   b. Back end of polls (you can edit, arrange the order, or delete the polls)

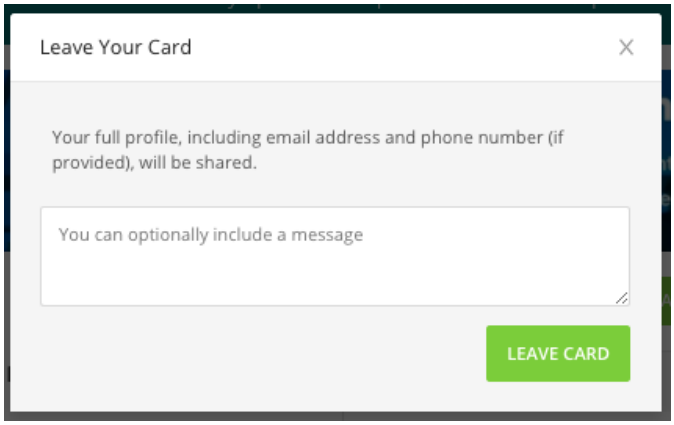


Understanding What You See

This feature helps the attendees keep track of exhibitors they would like to contact/connect with. The attendees are able to click the 'Want to Meet' button on your exhibitor page to add to their personal list. This information is not shared and only for the attendee's view.

This is where you are able to manage your exhibitor page information in real-time. You are able to make updates to your page at any time; this feature is always available to you make changes as needed. You are able to edit company info, see leads & visits, look at poll data, etc.

This is where attendees can send messages to your company's page to connect and request additional information. Doing this releases the attendee's contact information to you (email address and phone number).

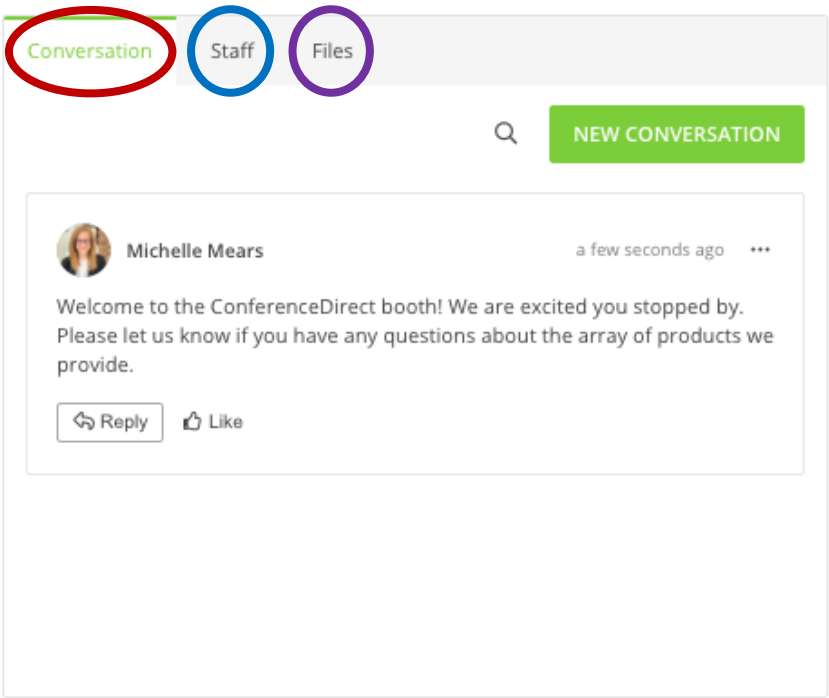


*Example of pop-up screen when attendees click "Leave Your Card" button

Conversation: This is where attendees can engage in public conversation with you and your fellow booth managers. You are able to "Reply" or "Like" a comment that an attendee has left. You and attendees are not notified when new posts, replies, or likes are posted.

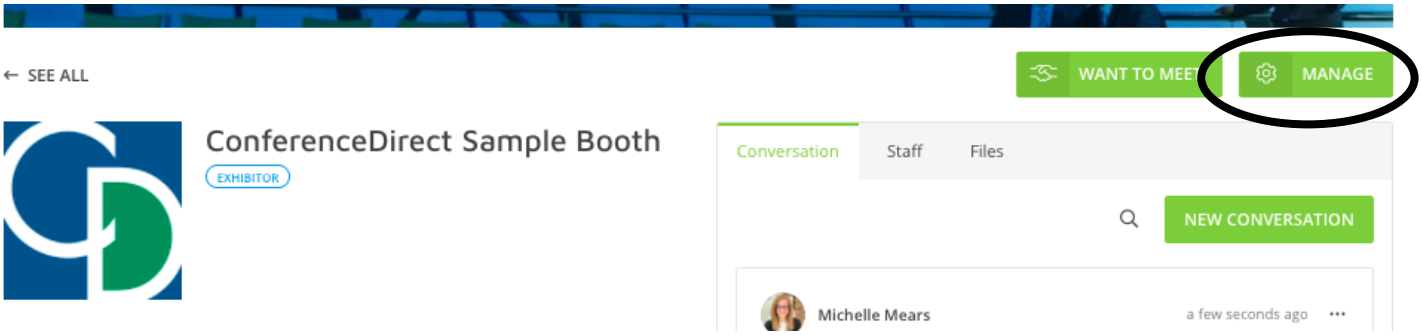
Staff: Attendees are able to see a list of staff members that represent your booth and can reach out to connect with them via private message through the platform or schedule a private meeting (if private meeting feature is enabled for the event). The people listed on this tab have access to edit the company's exhibitor page.

Files: Any files or videos that you upload to your page are visible here for attendees.



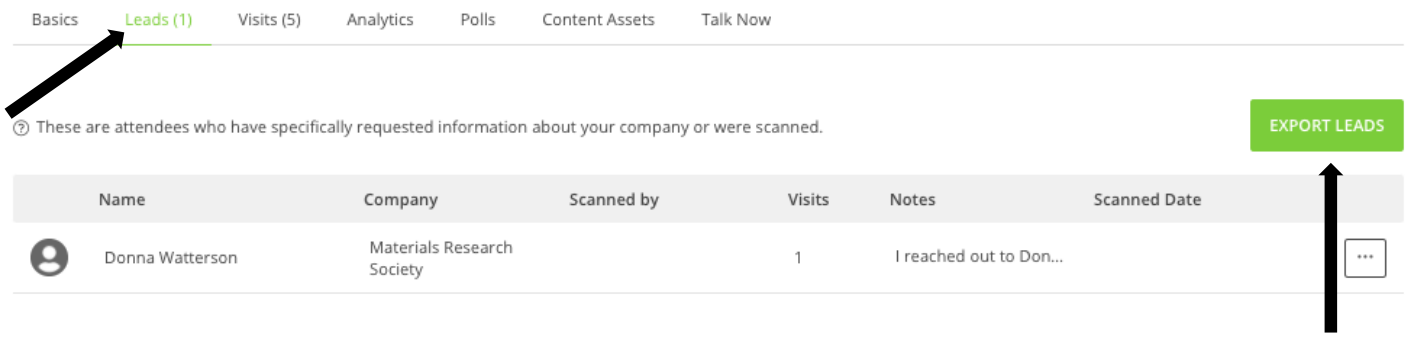
How Can I Tell Who's Seen My Exhibitor Page?

Click the manage button, then reference the Leads and Visits tabs.

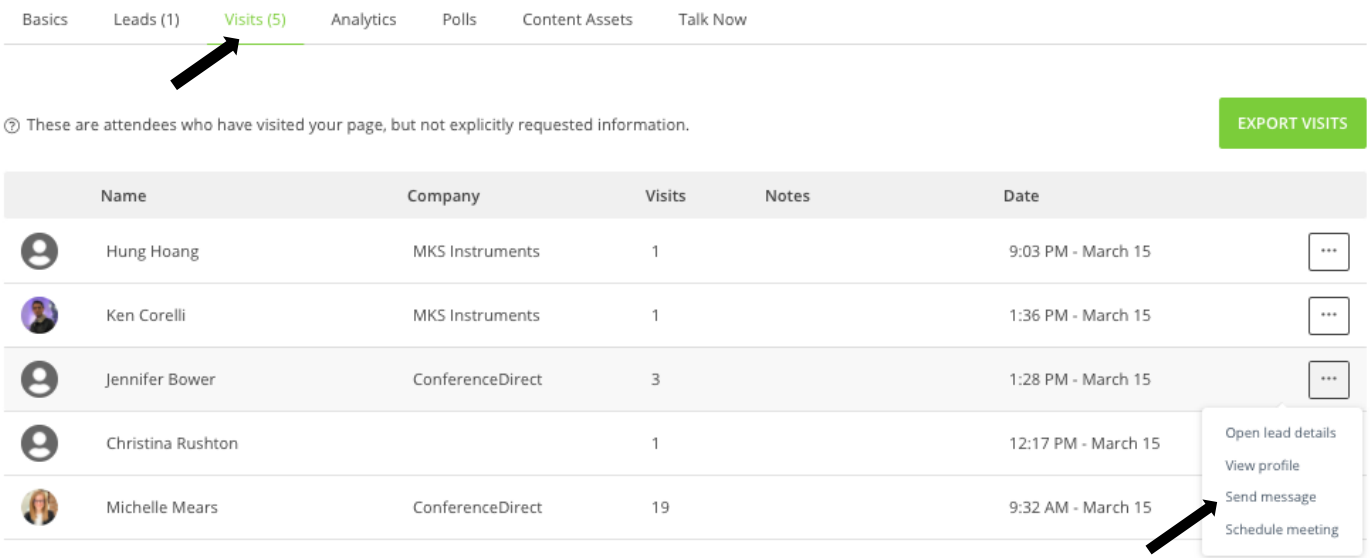


What's the Difference Between a Lead and a Visit?

<u>Lead</u>: An attendee has submitted their information to you by clicking the 'Leave Your Card' button and sent your company a direct message. This downloaded list will include the attendee's email address.

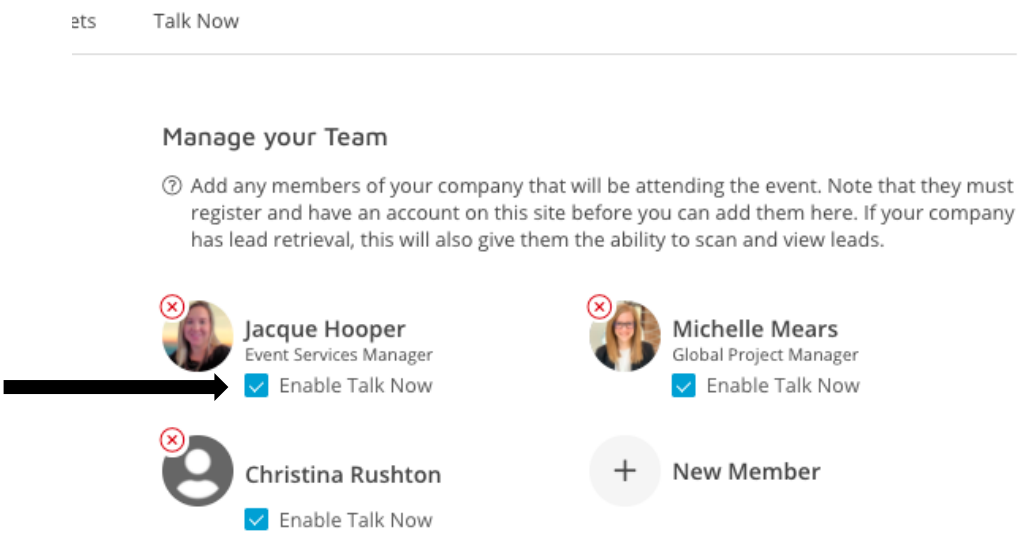


<u>Visit</u>: An attendee has viewed your company's page but has not released their contact information to your organization. A visit does give you the option to view the attendee's profile, where you are able to send them a direct message within the event platform.

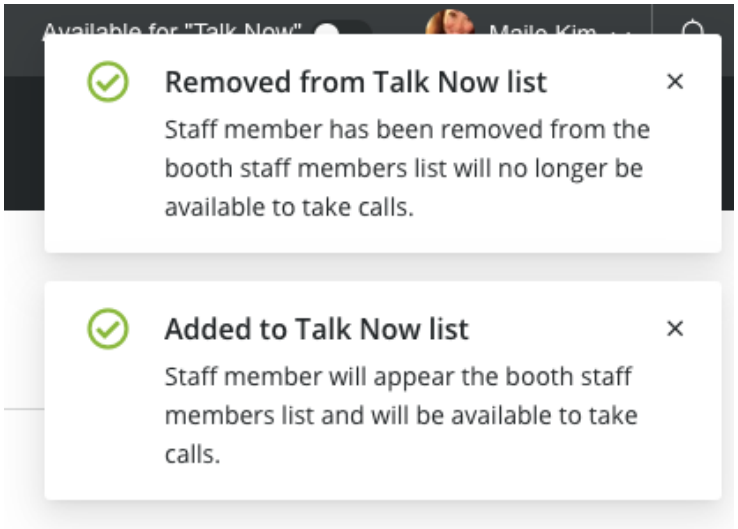


What Do I Need to do <u>Before</u> Exhibit Hall Opens?

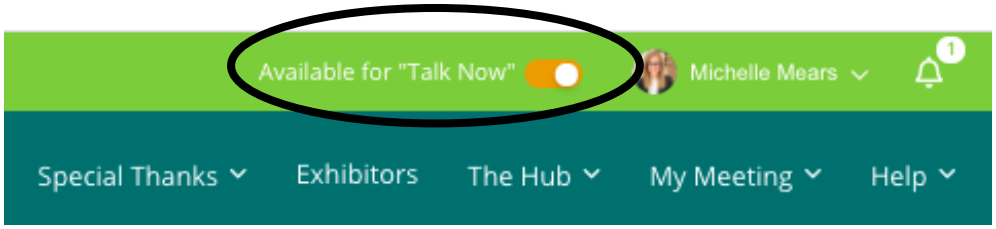
<u>Talk Now feature</u>: This allows more flexibility and control for both attendees and exhibitor. To enable this feature, you will need to click on the "Manage" tab and chose your team members who are available to take calls during exhibit hall hours.



If a member is unchecked, you will receive notification that they are not available for calls and when you enable them, you will receive notification that they are available to take calls during exhibit hall hours.



A few minutes before the exhibit hall opens, turn on “Available for “Talk Now”” located to the left of your profile picture above the navigation bar.



When you turn on “Available for “Talk Now”, a green check mark will show up beside your name alerting attendees that you or someone from your booth is available to talk.

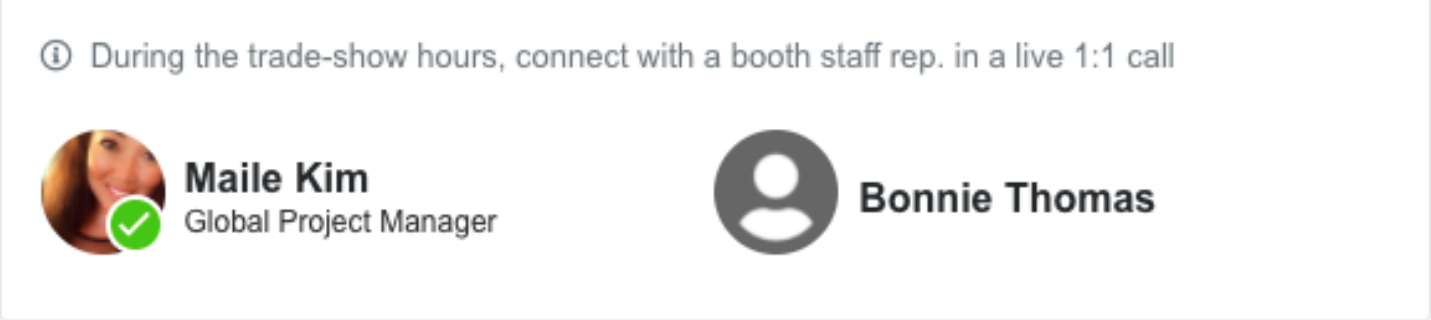
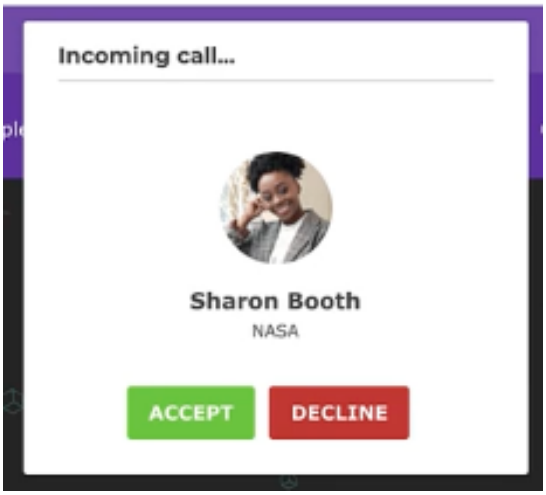


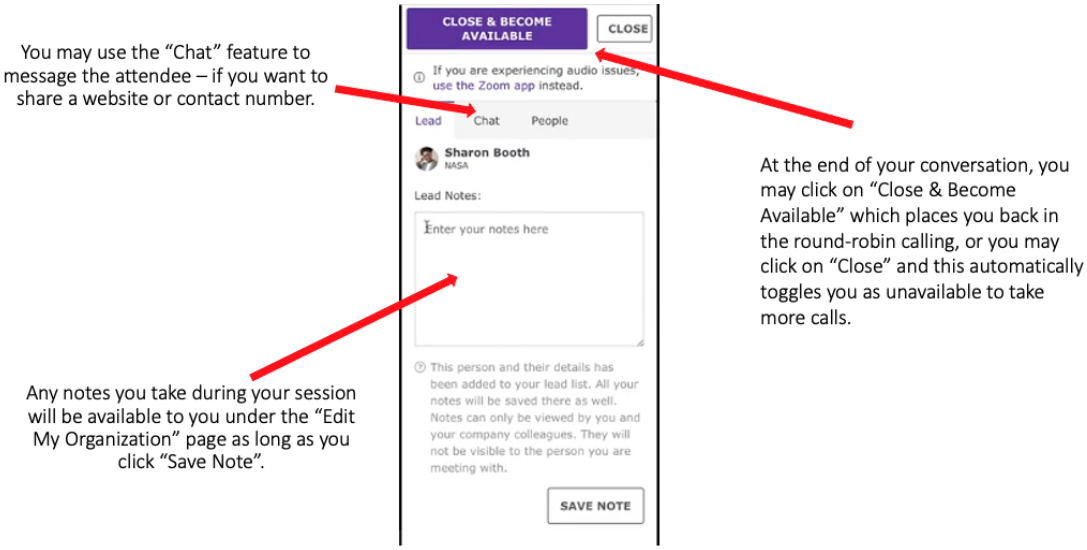
Exhibit Hall is Open – Now What Happens?

The "Talk Now" feature uses round-robin logic so if there are multiple people in your booth, it will pull from the first available person to connect the call.

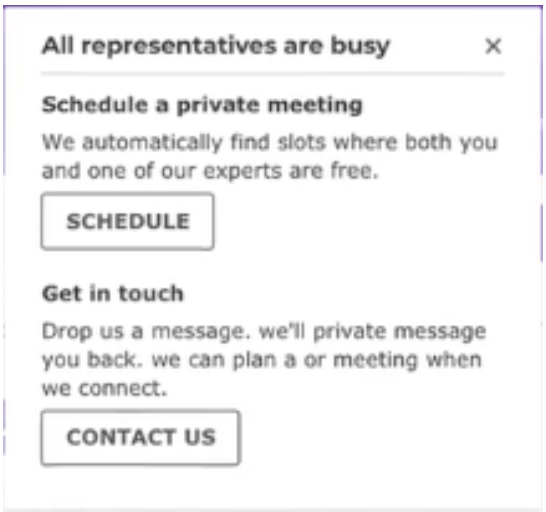
When an attendee "places a call" and it is directed to you (again, utilizing round-robin logic) you will be alerted by a pop-up box with attendee's name and company, as well as a sound that you are receiving a "call". You may choose to accept or decline that call. To accept the call – click "Accept".



Once you click on "Accept", this will launch a private zoom room with you and that attendee. Typical zoom options will be located at the bottom and you may adjust settings to your preference. During your session, you may choose to take notes during your call or you may share additional information utilizing the "Chat" option.



If for some reason there is no available staff member to take calls, the attendee will have the option to either schedule a private meeting or leave a private message for a team member to reach out to the attendee.



For further details on how Talk Now works please watch these following videos:

- Attendee Talk Now Experience
- Exhibitor Talk Now Experience
- Exhibitor & Attendee Talk Now Experience Comparison

Exhibit Hall is Closed – Now What Happens?

When designated times on the agenda for exhibitors and attendees to interact are not currently live, a timer will show on the exhibitor's page letting attendees know when the exhibitors will be available for the "Talk Now" feature. Attendees will have the ability to leave a message in the Conversation section which is open for everyone to see or they can send a private message.