



Exhibitor Setup Guide

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Virtual Platform

Welcome

TLA★2021

★ APRIL 22 – 24 ★

CELEBRATE DIFFERENCES
EMPOWER VOICES

Virtual Exhibitor Booth Example

Note: The virtual booth does not have the option to change and customize the look of the booth, add photos.



Exhibitor
View

Welcome Video

Live Meeting Room
(via Zoom)

Live Chat

Social Media Links

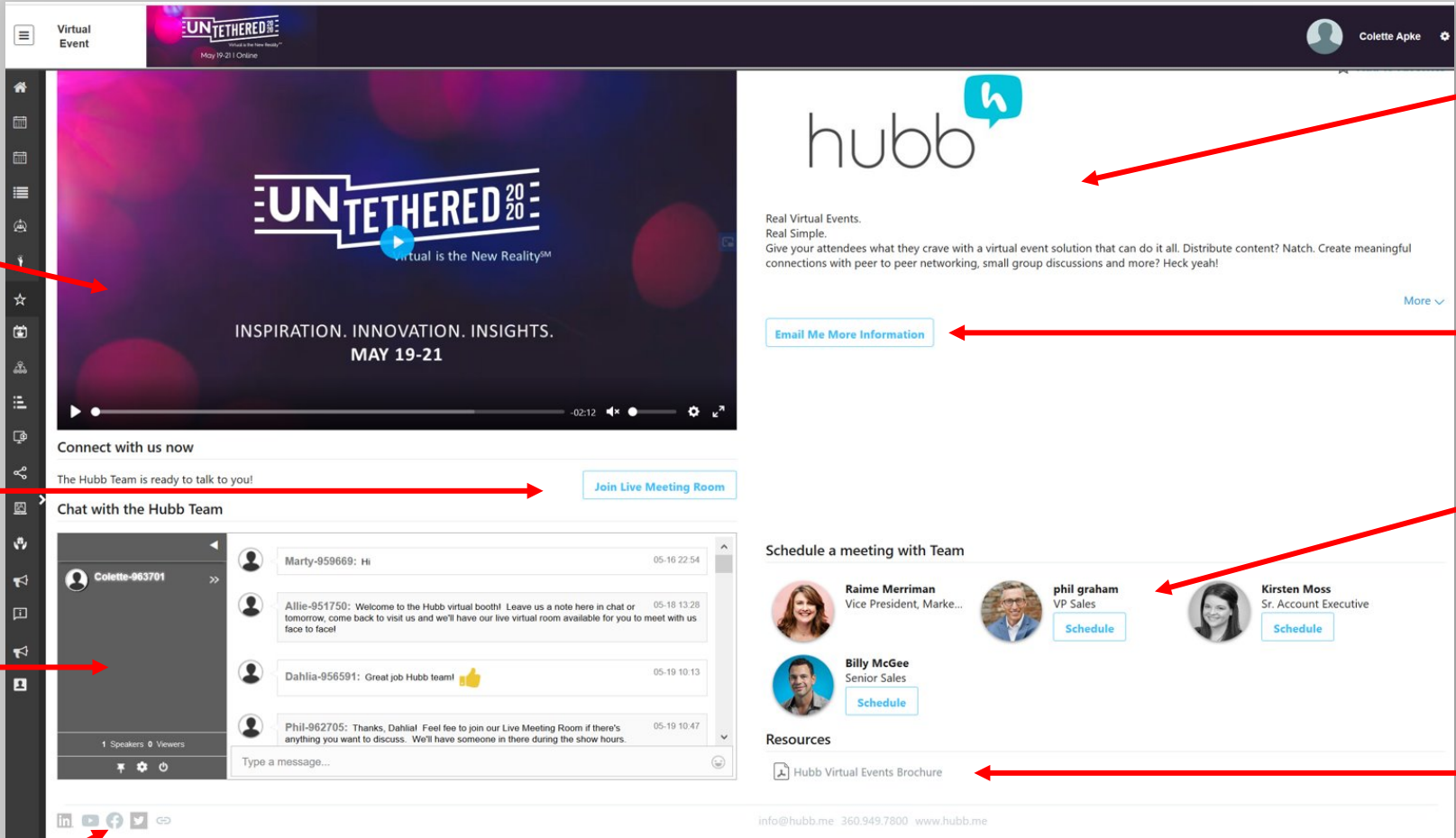
Logo & Company
Description

Email Me More
Information
(lead capture)

Booth Staff
(1:1 Meeting
Scheduling)

Resources

Company Website



Inside Your Virtual Booth

- **Welcome video** – up to (2) minutes, can change out videos at the end of each day (optional).
- **Company overview** – Can highlight booth description, “office hours” of specific team members or brand teams, and any other items you may want to highlight.
- **Live text chat** – (can be removed if required)
- **Live chat room with video & audio** – (can be removed if required)
- **Lead capture via “Email me more information button” & Booth Visits**
 - *Note: if an attendee clicks this button their information will be loaded into a report for you to access throughout the event*
 - *Attendees that visit your booth but do NOT select this, will still be have their virtual badge scanned, and AVMA will provide you a lead report within (1) week after the event.*
- **Exhibitor & Attendee Appointments with booth staff**
- **Promotional resources for download**
 - *Can be PDF or other document*



Exhibitor
View



Getting Started

Where do I register?

All exhibitor badges will be registered through the TLA Exhibits Login here: [Click here](#)

The main representative of each company will receive the email invite to setup the login and password in the virtual platform.

For any assistance contact tlaconference@txla.org

See [TLA 2020 Exhibitor FAQ](#) for further information about attending as an exhibitor representative.



Getting
Started



How to set up your Exhibitor Page

Exhibitor Dashboard

Below is what the home screen will look like when you log in to the portal. This dashboard will be available until the event is live.

- The dashboard includes contact information, helpful resources, key deadlines, and action items.

2020 CAHF Virtual Exhibitor Portal

Welcome to the Exhibitor Portal. Thank you for your support in making this conference successful! You can find important resources located here to assist in your conference planning.

Contact

Need support? Contact the Exhibitor Virtual Event Team

Sherry Hall: shall@cahf.org

Resources

Prospectus

Exhibitor Webinar (with recording)

Exhibitor Webinar (slides)

Schedule/Agenda

Deadlines

Deadline Date	Deliverable
October 21, 2020	Exhibitor company information due
November 9, 2020	Exhibitor Know Before The Show Webinar
November 17, 2020	Event goes live

Action Items

Review your Profile
Search for your company in the listing to the left. Click on your company to bring up your profile and review all information for accuracy.

Add additional resources
Navigate to the Resources tab. Upload your logo, welcome video and additional resources such as a press release, whitepaper etc you would like to include. Follow the prompts to upload additional information, click upload to save.



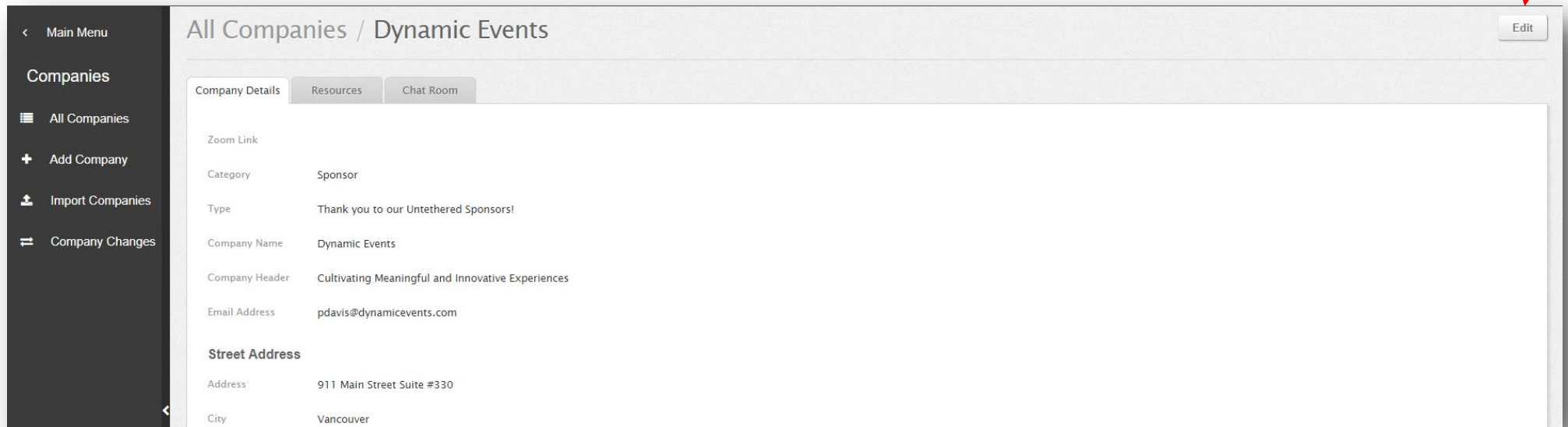
Exhibitor
View

Exhibitor Company Information

The left-hand menu bar has the Company Information selection, which houses all the **“Company Details”**, the **“Resources”**, and the **“Chat Room”**.

On the **“Company Details”** tab, you can edit your information by clicking the edit button in the top right corner.

Edit button



The screenshot displays a web application interface for managing exhibitor information. On the left is a dark sidebar menu with a 'Main Menu' link and a 'Companies' section containing 'All Companies', 'Add Company', 'Import Companies', and 'Company Changes'. The main content area is titled 'All Companies / Dynamic Events' and features three tabs: 'Company Details' (active), 'Resources', and 'Chat Room'. The 'Company Details' tab shows a form with the following fields and values:

Company Details	
Zoom Link	
Category	Sponsor
Type	Thank you to our Untethered Sponsors!
Company Name	Dynamic Events
Company Header	Cultivating Meaningful and Innovative Experiences
Email Address	pdavis@dynamicevents.com
Street Address	
Address	911 Main Street Suite #330
City	Vancouver

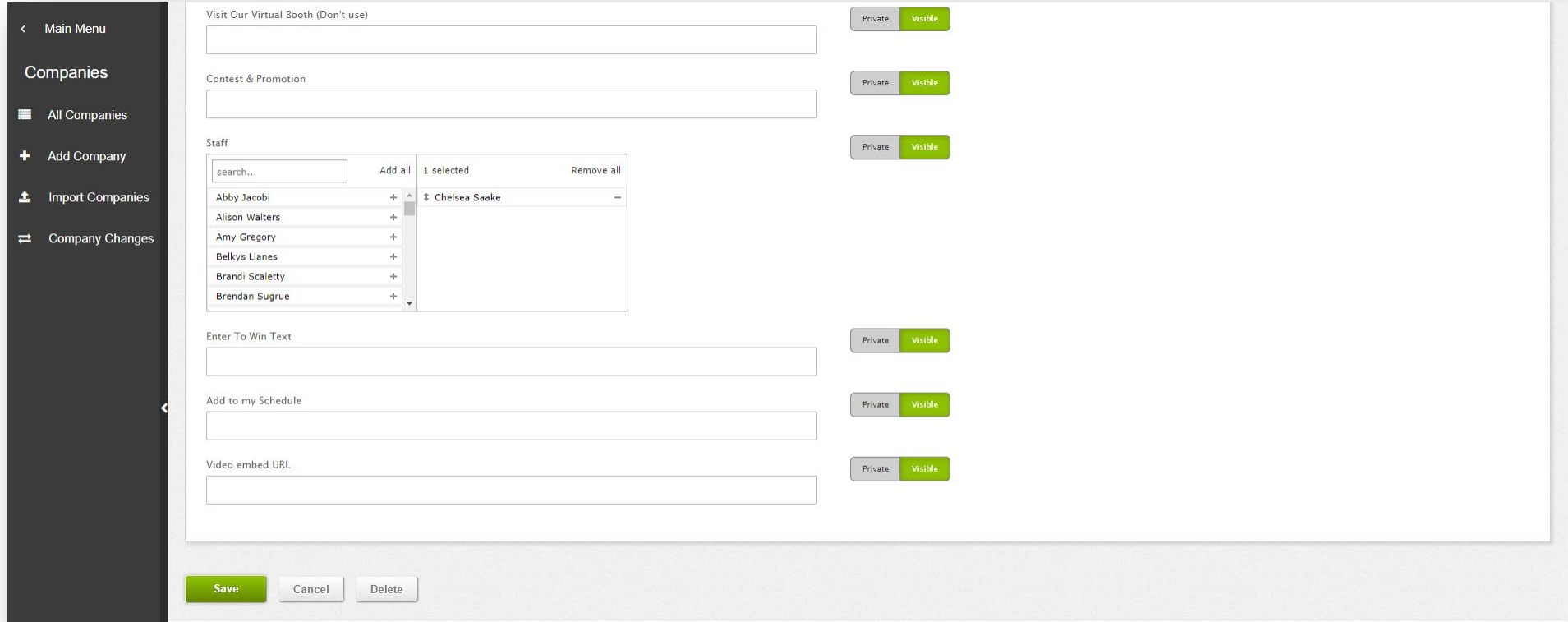
An 'Edit' button is located in the top right corner of the main content area, highlighted by a red arrow and the text 'Edit button'.



Exhibitor
View

Exhibitor Company Information

In the “Resources” tab, you can also upload your content for the **Raffle/Giveaways** page.



The screenshot shows a web form for managing exhibitor company information. On the left is a dark sidebar with a 'Main Menu' and a 'Companies' section containing links for 'All Companies', 'Add Company', 'Import Companies', and 'Company Changes'. The main form area has several sections: 'Visit Our Virtual Booth (Don't use)' with a text input and 'Private/Visible' toggle; 'Contest & Promotion' with a text input and 'Private/Visible' toggle; 'Staff' with a search bar, a list of names (Abby Jacobi, Alison Walters, Amy Gregory, Belkys Llanes, Brandi Scaletty, Brendan Sugrue) with plus icons, and a selection area showing '1 selected' (Chelsea Saake) with a minus icon; 'Enter To Win Text' with a text input and 'Private/Visible' toggle; 'Add to my Schedule' with a text input and 'Private/Visible' toggle; and 'Video embed URL' with a text input and 'Private/Visible' toggle. At the bottom are 'Save', 'Cancel', and 'Delete' buttons.

search...	Add all	1 selected	Remove all
Abby Jacobi	+	Chelsea Saake	-
Alison Walters	+		
Amy Gregory	+		
Belkys Llanes	+		
Brandi Scaletty	+		
Brendan Sugrue	+		

Note: There will also be a field to submit your New Product Name and New Product Description



Exhibitor
View

Uploading Resources

In the **“Resources”** tab, you can upload your logo, video and resources (for example white papers or case studies) to the site.

Resources
tab

Dashboard / Edit Tableau

Company Details Resources Requests Floor Plan

Partnership Sponsors:
Please upload the following items and follow the General Use instructions below

- Hi-Res Artwork for print (EPS, vector format) for Conference Guide
- Hi-Res Logo for print (EPS, vector format)
- Digital Logo for web/digital media - 125 pixels wide (JPG, .PNG, or .GIF format)

Conference & Breakout Sponsors:
Please upload the following items and follow the General Use instructions below

- Hi-Res Logo for print (EPS, vector format)
- Digital Logo for web/digital media - 125 pixels wide (JPG, .PNG, or .GIF format)

Exhibitors:
Please upload the following items and follow the General Use instructions below

- Digital Logo for web/digital media - 125 pixels wide (JPG, .PNG, or .GIF format)

General Use Instructions:
1) Click "Upload"
2) Click "Browse" to locate and select your logo or brochure file
3) Choose Logo radio button for logo

Step 1: Choose the **“File Type”** from the dropdown box

Step 2: Select your file type

Step 3: Press the green upload button at the bottom of the page

Step 4: Files will show as pending until approved

File type
dropdown

Sponsor Details / Upload Resource

File type*
Digital Logo

File upload restrictions
File extension must be one of the following: .jpg, .png
Image height must be at least 200px
Image width must be at least 400px

File*
Choose File | No file chosen

Title*

Comments

Upload Cancel

File
restrictions
box

Upload button



Exhibitor
View

Upload Specifications

Below are the upload specifications for the Exhibitor booth page:



- **Logo** – One (1) logo with at least a height or width of 400 pixels max (both is fine if your logo is a square).
 - PNG is preferred, and the file size should be 200k or less.



- **Video** – One (1) MP4 file
 - 1.8GB size limit
 - Typical aspect ratio is 16:9 (1920x1080)
 - When filming vertically on a phone, the aspect ratio is 4:5
 - We recommend no more than 2 minutes in length



- **Resources** – allow any type of resource (case studies, white papers, handouts) to attendees.
 - 1.8GB size limit
 - Must be a pdf or an MP4



- **Company Information** – Company name
 - Description
 - Social links (Facebook, Twitter, LinkedIn, YouTube)
 - One (1) website URL

Enabling Chat Function

In the **"Chat Room"** tab, you can choose to turn off your chat function by selecting the **"Edit"** button **"Chat Published"**, **"No"** button. You can also choose to have your Chat enabled during a customized time by selecting the **"Custom"** button.

All Companies / Hubb Test Company

Company Details Resources Chat Room Edit

Chat options

Chat Published

Yes No

Chat Type

Group Chat Moderated Chat

Chat Enabled On

Always Show Custom

Edit

Note: Moderated Chat is not available for Exhibitors



Exhibitor
View

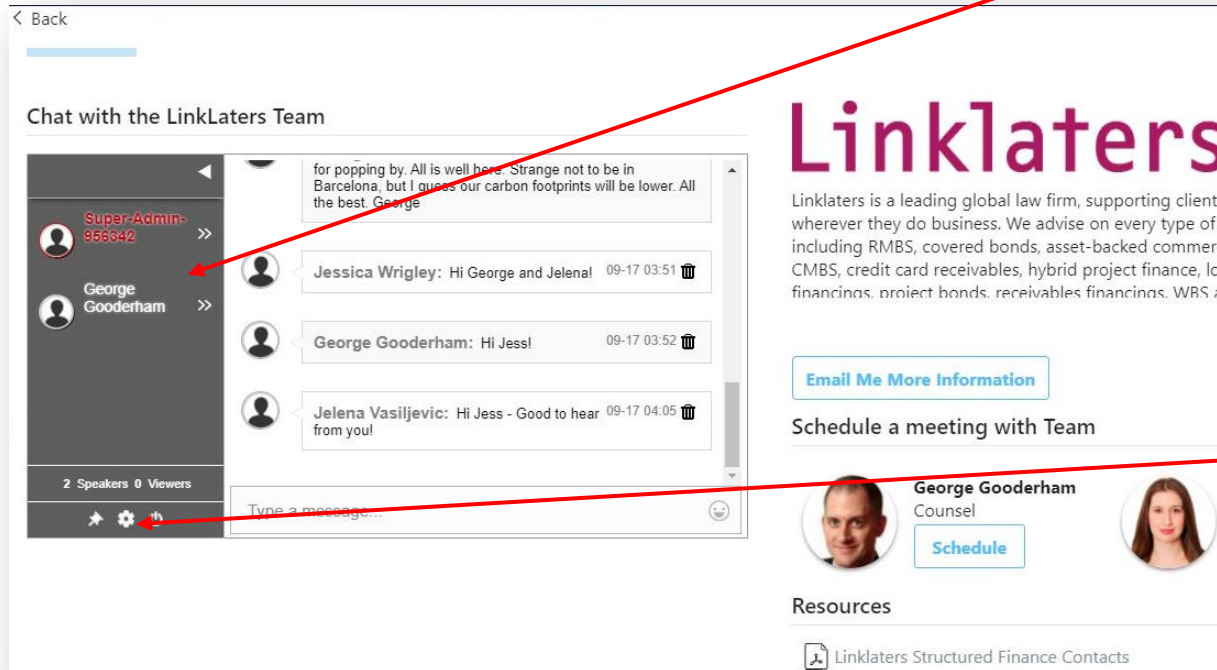
Chat Functions

The grey box will show you everyone who is inside your booth – once an attendee enters, their name will appear in the chat box. We encourage you to reach out to attendees in the chat box and say “Welcome!”

You also have the ability to hold a private chat with an attendee, simply click on the arrows next to their name.

The gear icon is your settings tab. Within the settings is where you can download transcripts of the chat.

You can also open the chat box into a separate window.



Pro Tip: Treat this event like you would with an in-person event. Engage with attendees and encourage them to click “email me more info” which is equivalent to scanning their badge.



Exhibitor
View

Exhibitor Booth Staff Profiles

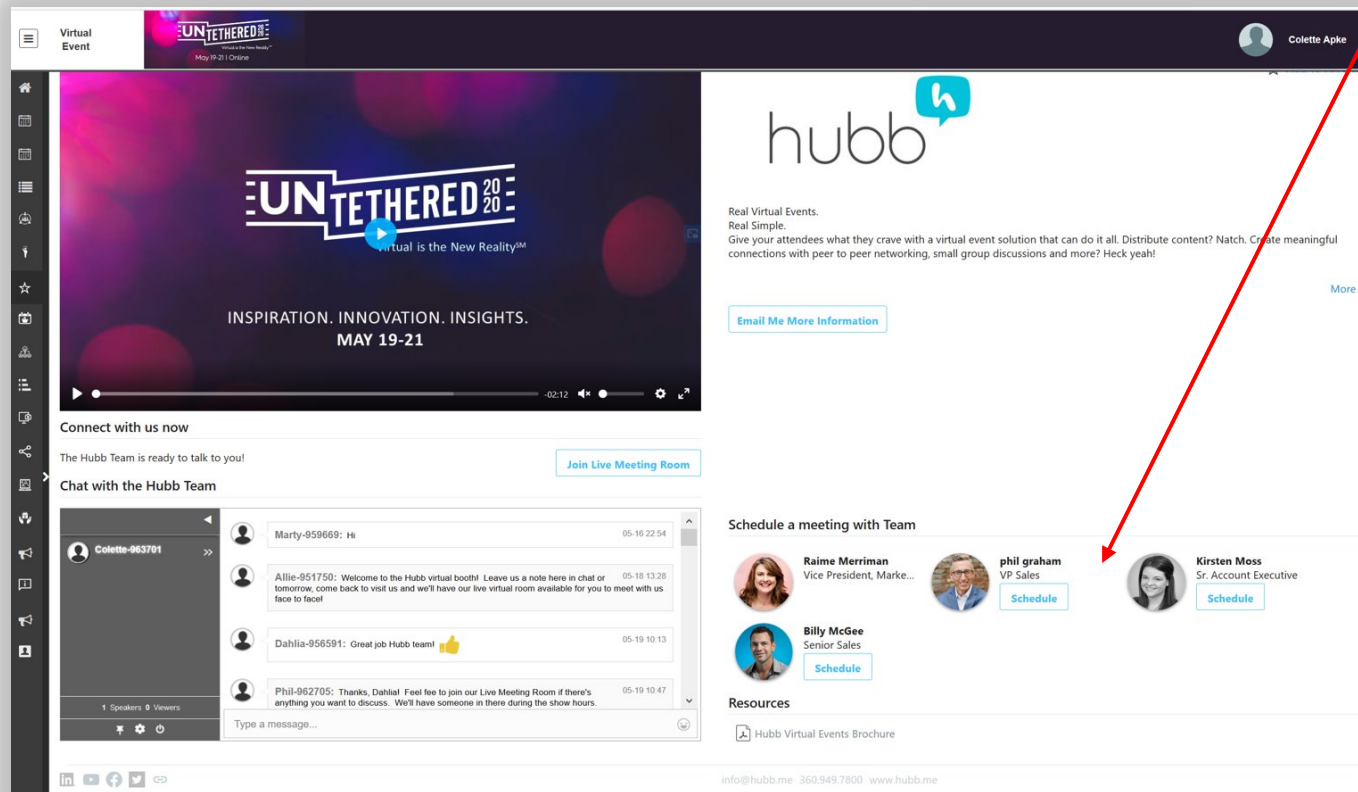
On your virtual booth page you have the option to have booth staff profiles so attendees can engage with staff on your booth.

To activate these profiles on your page:

Step 1: If you haven't already, please register your booth team!

Step 2: Assign your booth team to your company once they are registered.

Step 3: Please ensure that all your staff complete their profile as noted on the next slide.



Note: if someone schedules a meeting with you, it will appear in your "My Schedule" (the event schedule in Hubb) in Hubb and you will also get an email. You need to accept the meeting for it to be confirmed.



Exhibitor
View

Exhibitor Booth Staff Profiles (cont.)

Each booth staff member will need to complete their profile by going to **My Profile**

This event is not yet published. This site is not visible to attendees.

General Settings

First Name*

Eryn

Last Name*

Clark

Job Title

Company

Industry

Interests

Biography

To enable the meeting scheduler you must first click on **Show my profile in the Community** and then **Allow other people to request meetings with me**

Privacy Settings

☒ Show my profile in the community

☒ Send me email notifications

☒ Allow other people to request meetings with me

☒ Share my Schedule

Save



Exhibitor
View

Adding Booth Staff

On your company profile page you can assign staff to your booth.

Staff

search...	Add all	0 selected	Remove all
	+		
	+		
	+		
Andrea Reese	+		
	+		
	+		

To assign booth staff:

Step 1: Go to your company details page

Step 2: Click Edit and scroll to the bottom of the page to the "Staff" window.

Step 3: Search for your staff name and click the + sign to the right of their name to add them to your booth staff

Staff

search...	Add all	1 selected	Remove all
	+	↓ Andrea Reese	—
	+		
	+		
	+		
	+		
	+		

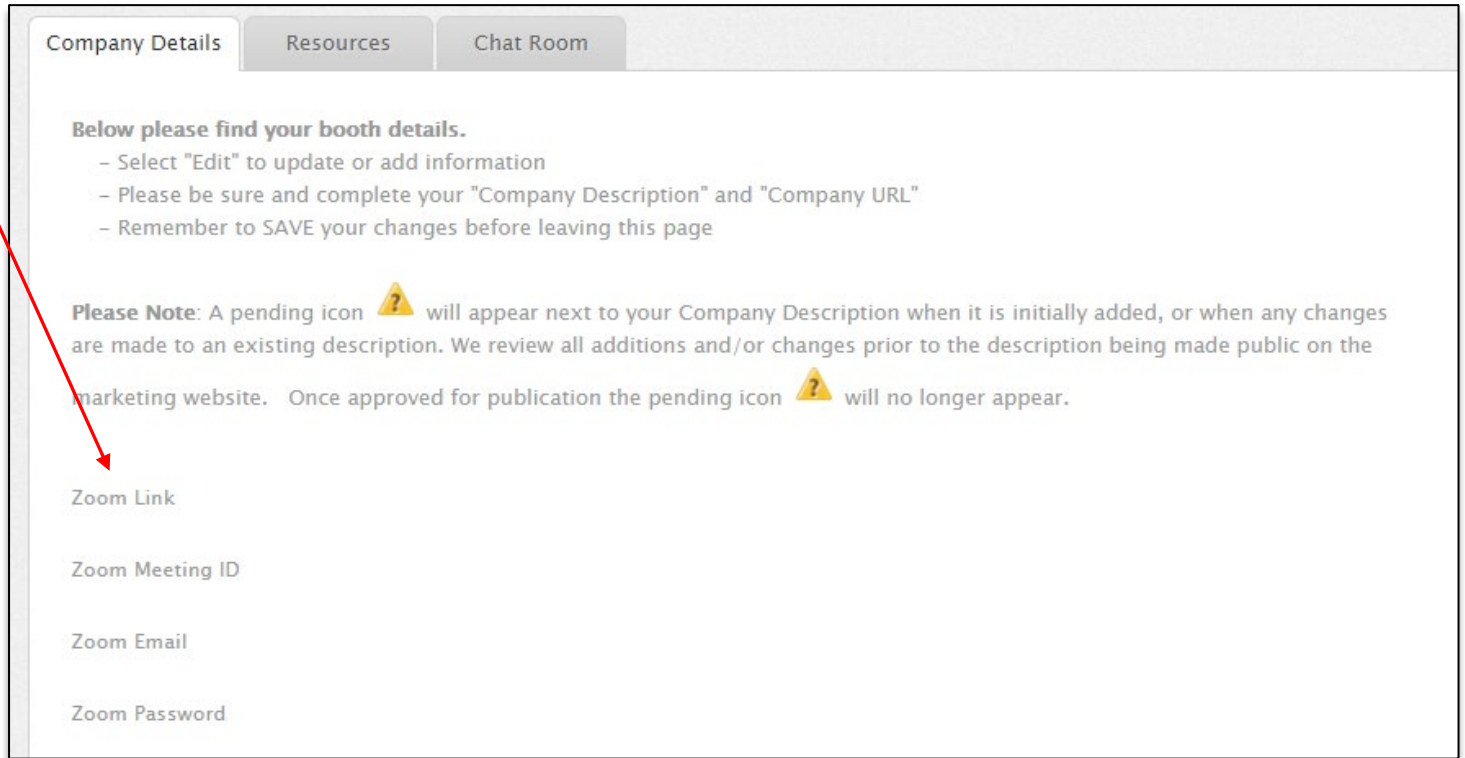
Exhibitor
View

Live Meeting Room

On your **Company Details** page you will find the unique Zoom link, Meeting ID, Email and Password for your **Live Meeting Room**. This will be available the week of the event.

We encourage you to use this room for general questions, product demos, meetings, etc.

We also recommend you have at least one staff member monitoring the room to greet attendees when they enter. If you will have limited hours, you can post those hours in your company description and/or the chat window.



The screenshot shows a web interface with three tabs: 'Company Details' (active), 'Resources', and 'Chat Room'. Below the tabs, a heading reads 'Below please find your booth details.' followed by three bullet points: '- Select "Edit" to update or add information', '- Please be sure and complete your "Company Description" and "Company URL"', and '- Remember to SAVE your changes before leaving this page'. A 'Please Note' section explains that a pending icon (a yellow triangle with a question mark) will appear next to the Company Description when it is initially added or when changes are made, and that this icon will disappear once the description is approved for publication. Below the note, there are four input fields: 'Zoom Link', 'Zoom Meeting ID', 'Zoom Email', and 'Zoom Password'. A red arrow points from the text 'This will be available the week of the event.' to the 'Zoom Link' field.

Note: if you do not want a Live Meeting Room on your Exhibitor page, please let us know and we can remove it.

Meetings with Attendees

Let's talk about connections and networking. Just because we are virtual, doesn't mean you can't make new connections.

Step 1: When in your booth, if you see a friendly face and just want to reconnect, or just caught a session and want to learn more, stop by that exhibitor's booth, and select the booth team member you want to meet with, and select **"Schedule"**.

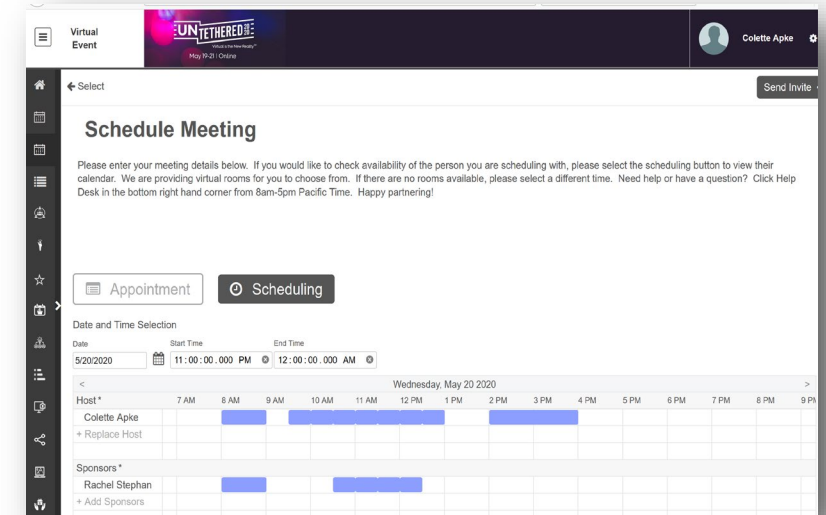
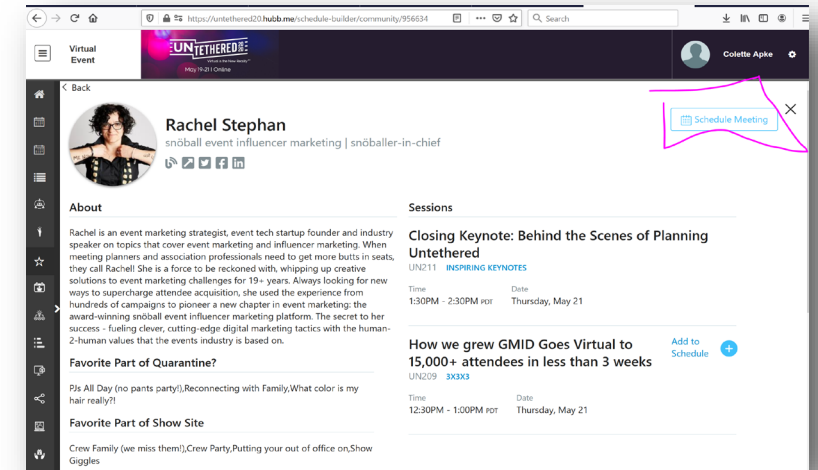
Step 2: After that, the exhibitor/attendee bio will pop up, select **"Schedule Meeting"** in the top right corner. And select **"Attendee to Exhibitor"**

Step 3: Once in, click **Scheduling** to see their availability.

Step 4: Go back to **Appointment**, and complete the request. Once complete, hit **"Send invite"**. The exhibitor will receive your request, and if they accept or decline it, you will be notified.



Exhibitor
View





Things to think about...

Best Practices

- Keep your welcome video short!
 - Remember in the virtual world an attendee's attention is shorter
- Think about creating a booth staff schedule like you would for an in-person event
 - Over schedule! You can always scale back
 - The Virtual Expo Hall doors are open during ALL event hours!
- Be strategic with your messaging and stand out from the crowd!
 - What are you offering that no one else can offer?
- If you can't be available to staff your booth all event hours, then consider sharing Office Hours in your Company Description OR use the custom chat feature
- Make sure your camera and audio are working
- During the video chat calls, wear your booth uniform – just like you would do live. Rep your brand!
- Spruce up your zoom background, with a branded virtual backdrop. Do you have a nice image of your actual booth from a previous show? Have you created your own Zoom background?
- Make connections and have fun! We are all navigating this new space together 😊



Things To
Consider

What Reports Can I Access?

Downloadable reports Exhibitors can access directly from the Virtual Platform:

- # of attendees that visited your virtual booth
- # of times booth has been favorited
- # of visits to live meeting room
- Lead retrieval (profile information shared with exhibitors – first, last name, company, title & email address)
- Chat transcription—This is available for download in the chat, but not automatically provided
- # of downloads for each promotional video and resource
- # of meetings scheduled with attendees from your company booth staff with meeting details (date, time, attendees, answers to overall questions, and profile data)
- # of social media links clicked

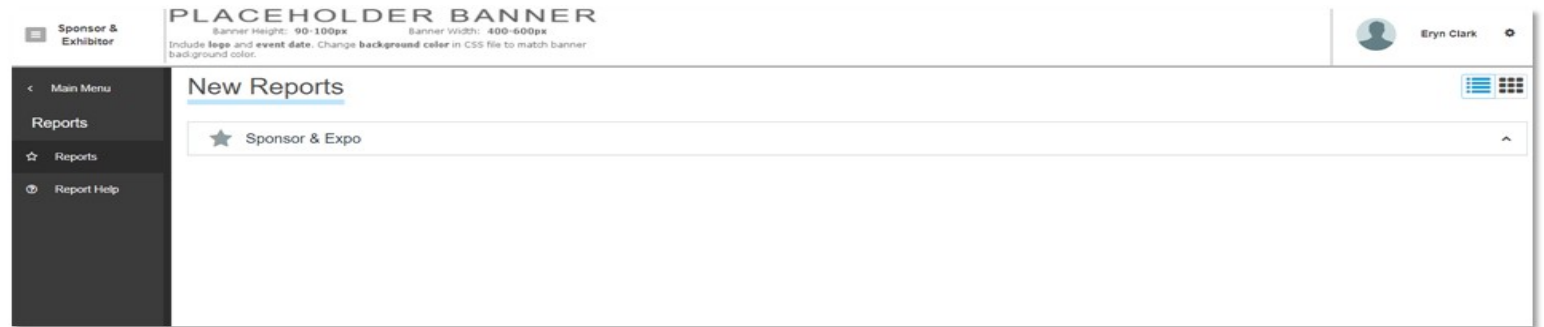


**Things To
Consider**

How to Obtain Reports

Get up to the minute reports about the impact of your virtual booth among the attendees. In the report section you can view your leads, see what your booth traffic looked like, and much more.

Step 1: Within the "Sponsor and Exhibitor" menu, click on the "Reports" button, and then on "New Reports." Then click the "Sponsor & Expo" box.



Step 2: Once in that screen, you will see all the different virtual event reports that are available.



Things To Consider



What's next?

How quickly will exhibitors get reporting?

- You will be able to see some reporting metrics are in real time within the event portal during the event
- Make sure that you download your reporting metrics at the end of the event

In order to capture leads, do the attendees have to click the “Email me more information” button?

- By clicking the “Email me more information” button, you will receive an active lead whether that is an attendee requesting more information or simply responding to a call of action from your booth

How will exhibitors receive a notification for a meeting request?

- You will receive a meeting request in two ways:
 1. The meeting request will be added to the sponsors “My Schedule” in the event platform
 2. You will get an email notification about the meeting request.*Either way, you will need to accept the invite in order for the meeting to occur.*

How many people need to be in the booth?

- It is suggested that you have 2-3 staff at a time.
 - At least (1) dedicated to the sponsor chat and (1) to host 1-1 attendee meetings in the live meeting room
 - It would be better to be overprepared on Day 1 and reducing staff as needed moving forward



Will exhibitors be receiving a booth number or an individual exhibitor page link?

- Exhibitor booths will be identified by your company name. Each exhibitor page will have its own link.

Will the Live Chat box in the exhibitor booth close after the event is over?

- You can choose to turn off your chat once the conference is over, if you do not it will remain on your exhibitor page until the platform is closed.

How long do attendees usually spend in the exhibit hall?

- We don't have standard time/specifics, but one way to keep attendees engaged is by keeping your company description/video concise as attendee's virtual attention span is much shorter and they are often multitasking

Will exhibitors know if someone has engaged in their page, even if they do not chat or visit a room?

- Yes, exhibitors will be able to pull reporting in the back end to see how many attendees have visited the booth. The attendee will need to click on the "email me more info" button for you to find out who has visited your booth.

Will exhibitor booth admin be able to make changes to booth staff's profile (ex. profile picture)

- No, each person will need to update their own profile. If you are not able to or have problems, please reach out to the Exhibitor Team and they can assist you.



Can exhibitors make changes to their company page during the conference?

- Yes, but we highly recommend not making any changes while the event is live and instead doing it in the evening after the event is over for the day. Note that changes to company description will need to be made through A2Z, these changes will not be effective until the end of the day/

Should I have a lead for my exhibitor Zoom room?

- We recommend that you set up a Zoom room meeting schedule within your team to ensure your booth has a host to set up and begin running on time. Additionally, you can set up a co-host so that the original host does not have to remain in the live meeting room the whole time.

If an exhibitor does not have a video for their booth, can they place an image to fill the space?

- Unfortunately not, the space is designed for a video embedded within the site in an MP4 file. If you do not have a video, your company logo and description will just show up above the chat.





Thank you!