

Virtual Conference Booth Overview



OCTOBER 1-3, 2020

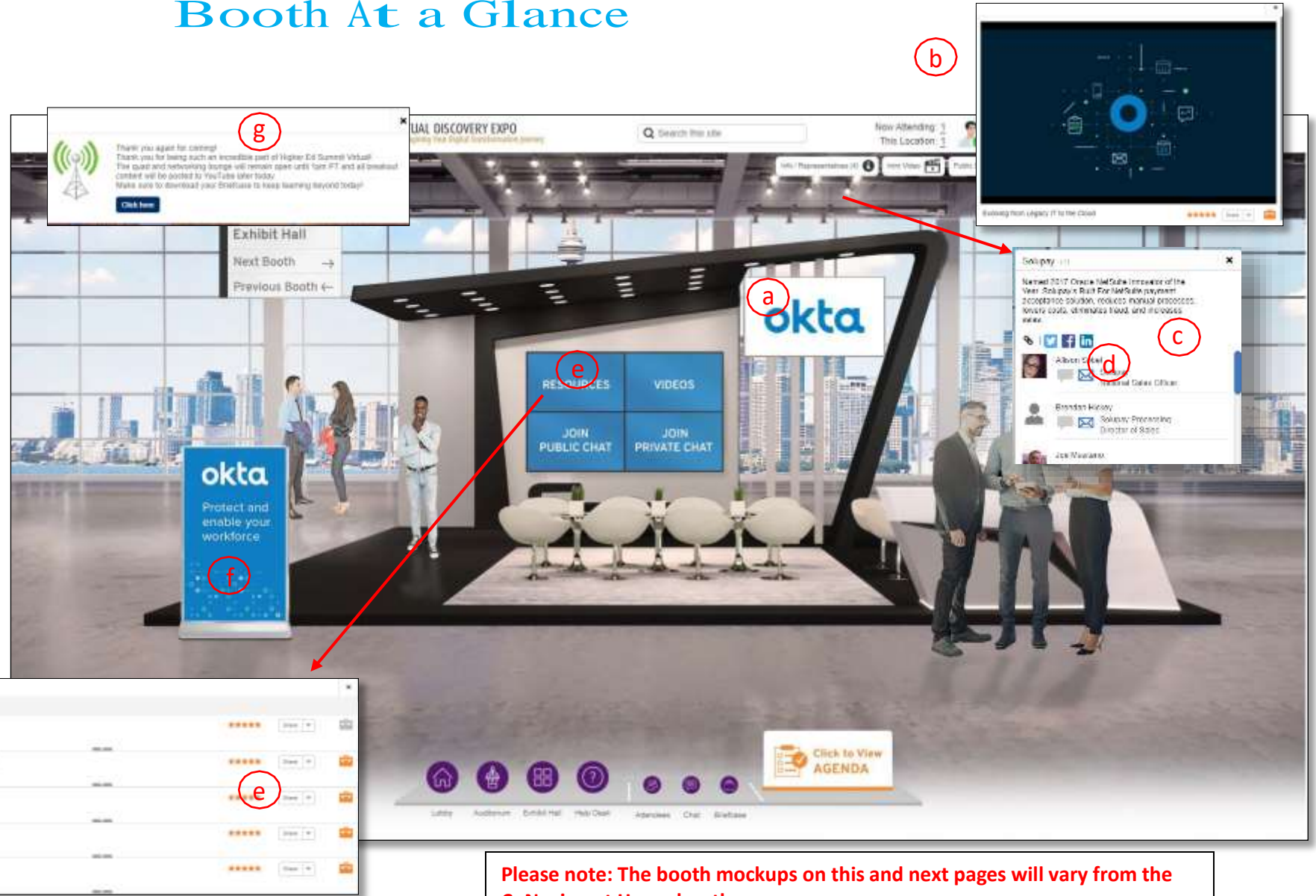
Booth At a Glance

Booths Can Include:

- a) Logo/branding (180x100)
- b) Welcome video (can automatically play upon entry into the booth)
- c) Chat (1:1 private or group/public)
- d) Email contact form
- e) Content window signs that can include:
 - Documents
 - Videos
 - Links to external webpages
 - Links to Webinars

Booth content window images are 16:9 ratio. The smallest screens are 95 x 55. Others are 110 x 70.

- f) Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request, etc.
- g) In-booth broadcast messages



Please note: The booth mockups on this and next pages will vary from the CoNexion at Home booths.

Booth - Content

Booth File Types

- a) Audio – Audio file that plays
- b) Download – Any file that can be downloaded by the attendee
- c) Link – Link to a website URL. Iframe is supported if the website allows iframe
- d) Video – Video file that plays. Admins can upload a video file (Quicktime, MP4, WMV, etc.) or embed from YouTube, Videmo, or Ustream.tv
- e) Webinar – Link to a 3rd party webinar platform (WebEx, Zoom, GotoMeeting, etc.)
- f) Doorway – Acts as a link to another room inside the virtual environment. It can be used to move attendees from a booth to a keynote presentation at a certain time.
- g) Moderated Chat Session – Opens a moderated chat sessions
- h) HTML Window – Opens an iframe with HTML code

Expert tip: to measure the window sizes of various booth templates to create custom graphics use a free tool <http://pixelzoomer.com>



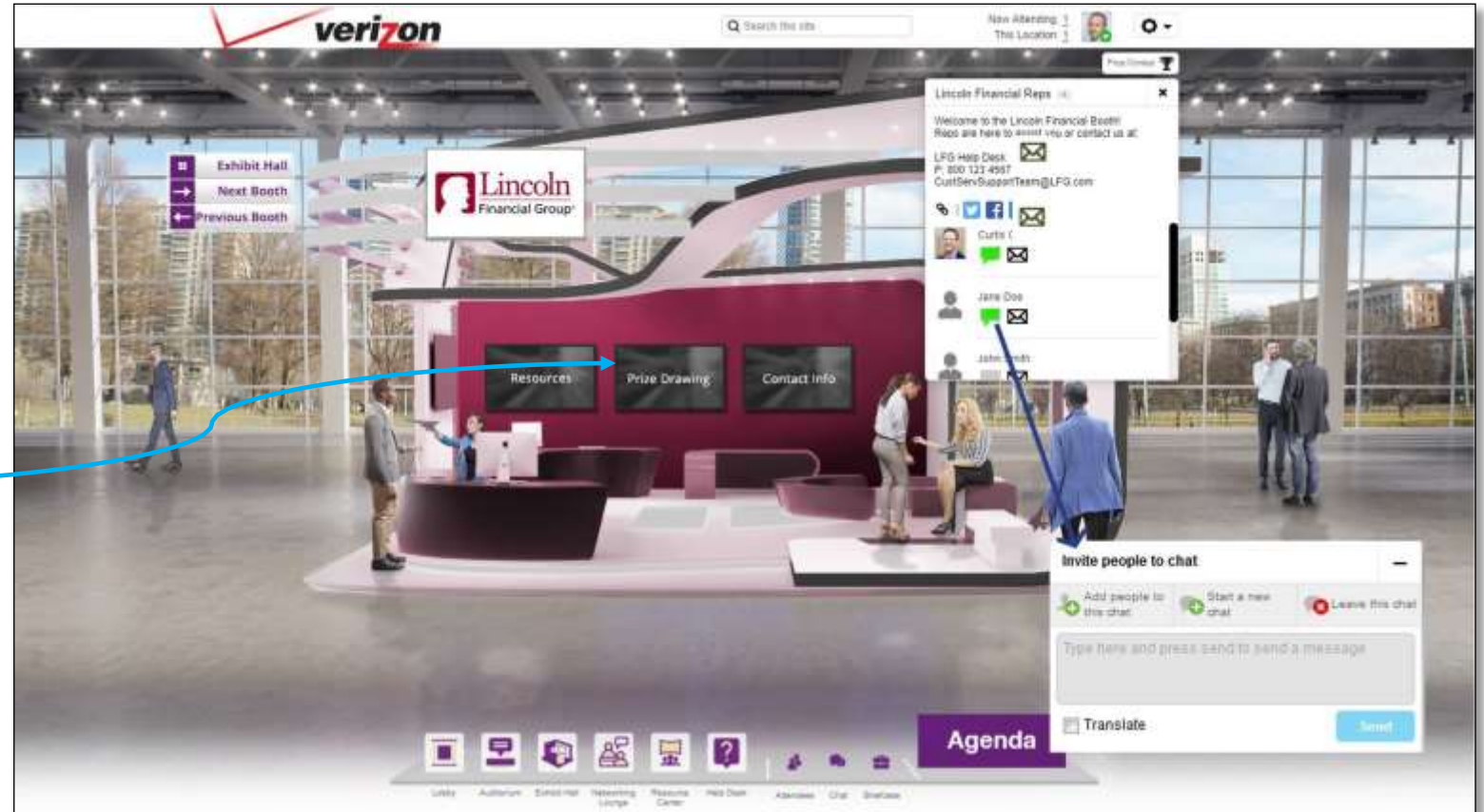
Booth – Engagement

Booth Chat

- a) Private 1:1 Chat – No limited to the number of chat reps assigned to a booth. Booth reps can chat with multiple attendees at once.
- b) Public Chat – Open chat visible to everyone
- c) Chat Queue – Attendee clicks to enter the chat queue (for private 1:1 chat)
- d) Call-to-Action – newsletter sign up, prize drawing, contact me, request a demo, etc.

Call-to-Action

Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat



Booth – Welcome Video

A welcome video (optional) can play automatically the first time the attendee enters your booth

Jumbotron Video Recommendations

- QuickTime MOV
- H.264 codec
- 16:9 aspect ratio
- 1920x1080 or 1280x720 HD dimensions (which will convert down to 604x340)
- stereo audio
- 16-bit
- 44.1kHz (bit rate is variable)
- No files over 1.8GB (recommend 500-800mb)

A static image in the jumbotron (right or left) would need to be 272x160 in PNG format



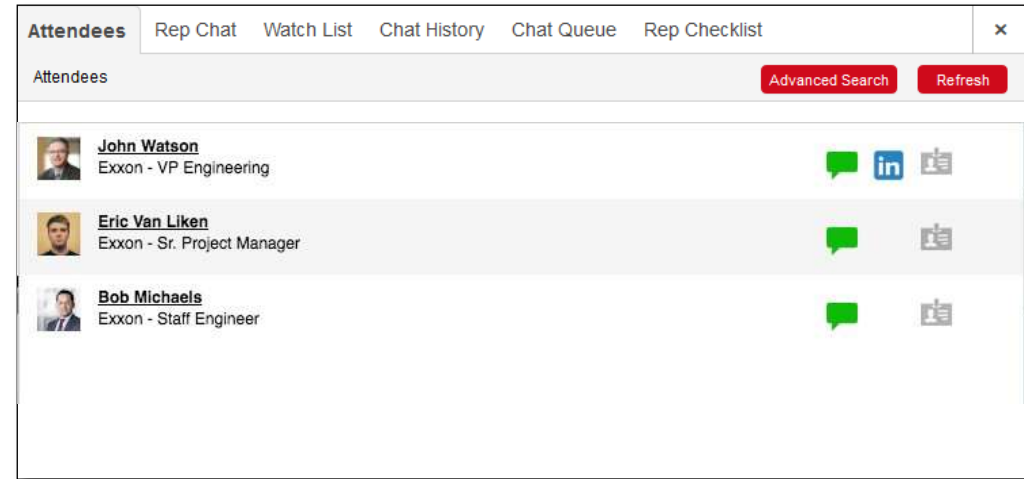
Booth – Rep Dashboard

Booth Rep Dashboard – During the Live Event

- a) **Attendees** – View all attendees within the booth real-time. Includes ability to view basic profile information and proactively chat with the attendee. The attendee card also displays activity for the attendees such as # of booth visits, chat history and notes.
- b) **Rep Chat** – Enables booth reps to privately chat with each other
- c) **Watch List** – Any easy way to save attendees for follow up or tracking.
- d) **Chat History** – Quick access to all booth rep chats. These are downloadable.
- e) **Chat Queue** – Another option vs. private 1:1 chat is chat queue. The attendee clicks to be placed into queue. Available reps can respond to chats in queue.
- f) **Rep Checklist** – A handy tab that can be populated by event organizers or booth admins with tips for booth chat reps

Sample Rep Checklist

Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat



Thank you for joining us at Virtual FutureCast 2019 and welcome to your event booth! We're geared up for a great day filled with captivating presentations, industry insights and unique solutions to help our attendees power their people with a fresh approach to employee benefits, HR and technology.

Here are a few tips to help you make the most of your event experience:

Timing: The Virtual FutureCast platform will be open from Noon–4:30 pm (EST), so please ensure there is someone at your booth during this timeframe who is qualified to respond to questions, hold conversations and discuss your solution. There are scheduled breaks throughout the day during which you may experience higher than normal activity in your booth, as attendees are encouraged to use the time between sessions to visit the booths and explore the platform.

The breaks will take place during the following times, but please be aware that at any time during the conference, attendees may engage in a chat:

Session Breaks:

- 1:30-1:45 pm
- 2:45-3:00 pm
- 4:05-4:30 pm or until users are logged off.

Chats: To view chats specific to your booth, select the **Public Group Chat button** in the top right corner of the booth. Once inside the group chat, you will be able to view comments from attendees regarding your product or solution. When responding to questions, make sure to "tag" attendees by name so they know you are answering their specific question. To "tag" an attendee, type "@" symbol and then attendee name: "@insertname"

Example: @BobSmith thank you for your question! Then continue with your unique response.

Attendees: You can view who is currently in your booth in the **Rep Dashboard**. Open this in the top right hand corner of the booth and select the **Attendee tab**. You may need to click the green **Refresh** version to see an updated list.

Rep Chat: This feature provides the ability for individuals working the same booth to communicate privately with each other. Your team can use this function to discuss response strategies and question details prior to responding without your messages being viewed by attendees. You can access the Rep Chat by clicking on the **Rep Dashboard** button in the top right hand corner of the booth and select the **Rep Chat tab**.