



Intelligence
Innovation
People
Trust

Tutorial for Exhibitors – Exhibition STARTER

ESC Congresses 2021



Content

- [+ Exhibition Page](#)
- [+ How to set up your exhibitor's profile](#)
- [+ How to add events in your agenda](#)
- [+ How to add your session on demand](#)
- [+ How to add the team's chat](#)
- [+ How to add your documents](#)
- [+ How to add your resources](#)
- [+ Exhibitor's dashboard - Dataviz](#)
- [+ Example & Switch to visitor display](#)

The screenshot shows the exhibitor dashboard for ESC Acute CardioVascular Care 2021. The top navigation bar includes the event logo, an 'Industry' dropdown, a search bar for titles and speakers, and links for user profile, 'Log out', and 'FAQ'. The main content area is divided into several sections:

- Partner Information:** Includes a 'Name of partner' field, an 'Add / change your logo' button, an 'Add / change your presentation video' button, an 'Edit your presentation' field, an 'Edit your website' field, and a 'Book an appointment' button.
- Dataviz access:** A section for managing content, with a 'Switch to visitor display' toggle in the top right.
- AGENDA:** Contains an 'Add an event' button and a 'Show visitors' toggle.
- CHAT WITH TEAM:** Contains an 'Add a person' button.
- SESSION ON DEMAND:** Contains an 'Add or select a video' button.
- DOCUMENTS:** Contains an 'Add a document' button.
- RESOURCES:** Contains an 'Add a product' button.

Exhibition Page

ESC Acute CardioVascular Care 2021
Online Congress - 13-14 March

Industry Search for title, speaker. Q Search for title, speaker. Q Log out ? FAQ

← BACK

1

Name of partner

+ Add / change your logo

Edit your presentation

Book an appointment

Edit your website

2

+ Add / change presentation video

Dataviz access Switch to visitor display

3

AGENDA

+ Add an event

5

CHAT WITH TEAM

+ Add a person

4

SESSION ON DEMAND

+ Add or select a video

6

DOCUMENTS

+ Add a document

7

RESOURCES

+ Add a product

Details

1. Exhibitor's profile

- Add your logo, presentation and external url
- Set up the 'Book an appointment' part

2. Presentation video

- Add a video to boost your stand
- Add a thumbnail with an arrow onto it to show that you uploaded a video (200x200px)

3. Agenda

- Add all of your upcoming activities

4. Session on Demand

- According to your needs, CYIM can add your symposium there
- You can also add of of your session on demand

5. Chat with team

- Add your team members with their contact information

6. Documents

- Add your documents (PDF) to inform your audience

7. Resources

- Add pictures of your products or other resources (image + text + link + optional description + optional PDF)

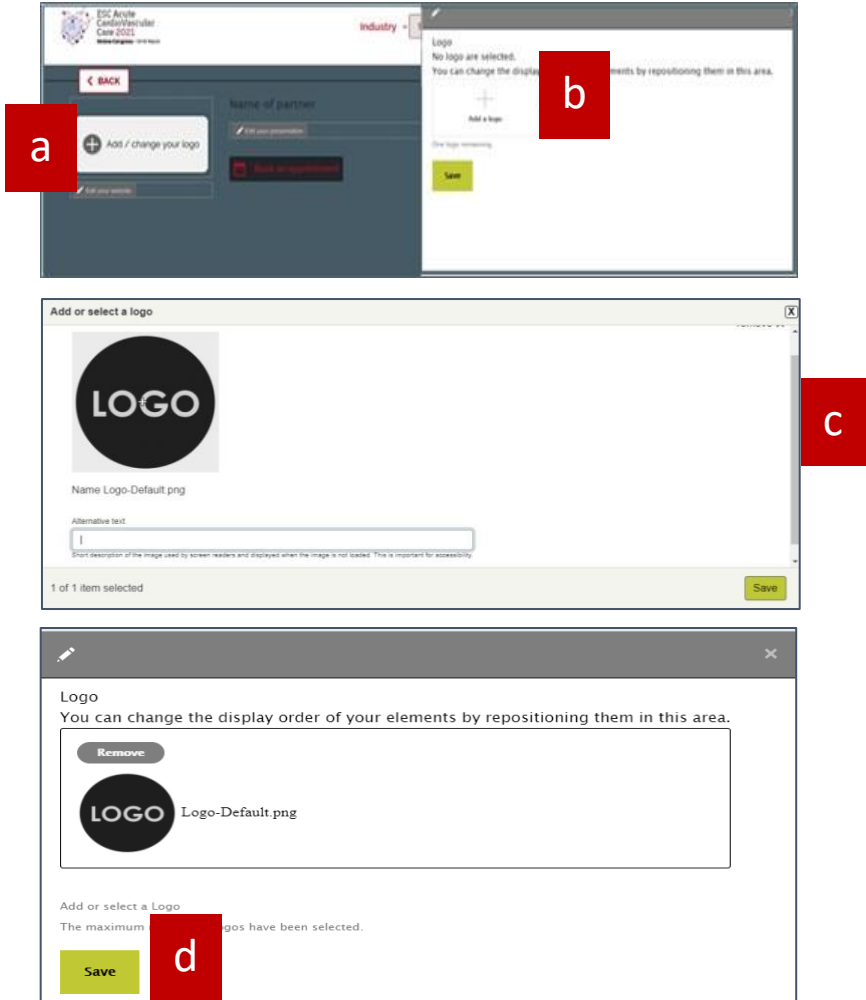
Switch to visitor display

Feel free to click there to see what visitors can see



1. Exhibitor's profile

Add your logo



Details

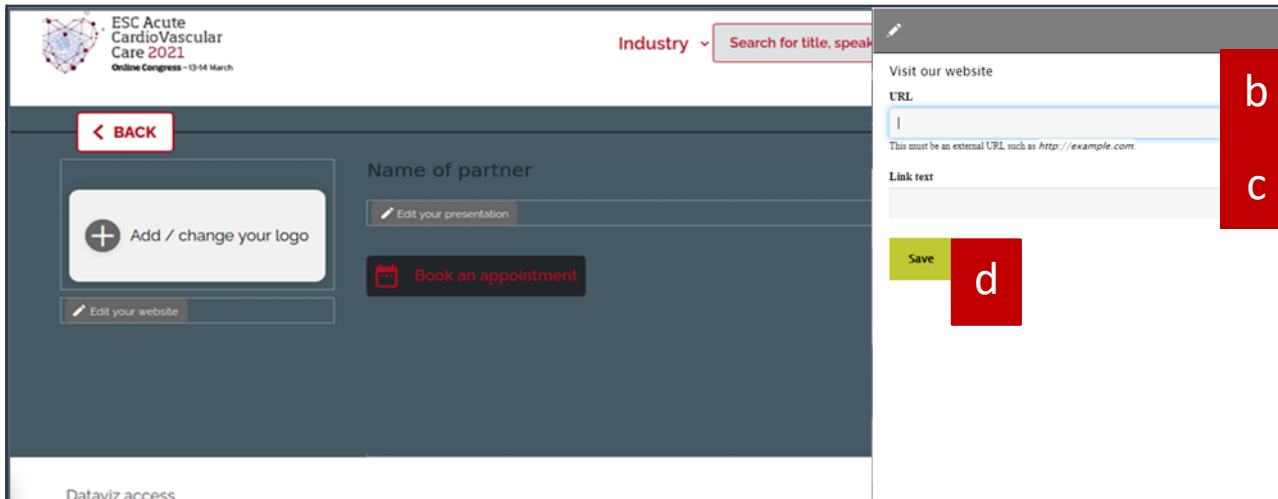
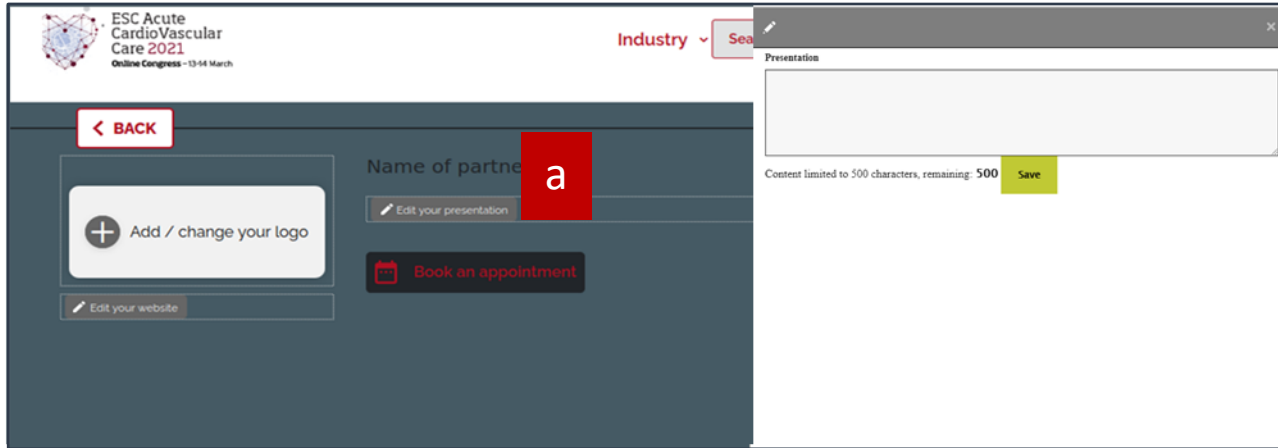
1. Add your logo

- a. Click on 'Add/change your logo'
- b. A configuration layer will open, as such, click on the '+' to add your logo
- c. Once updated, set up the 'alternative text'
 - a. The alternative text is displayed if your logo doesn't appear on your audience's screen (Can be due to a computer's security software which can block the image from loading)
- d. Validate and save once you finalized the previous actions



1. Exhibitor's profile

Edit your presentation



Details

1. Edit your presentation

- a. Add a brief presentation
 - i. Please note that it is up to 500 characters
- b. Add your URL so the audience can have a look at your website (open in a new tab only)
- c. Add a short text to your URL link (for example: Visit our website)
- d. Save your actions

Note

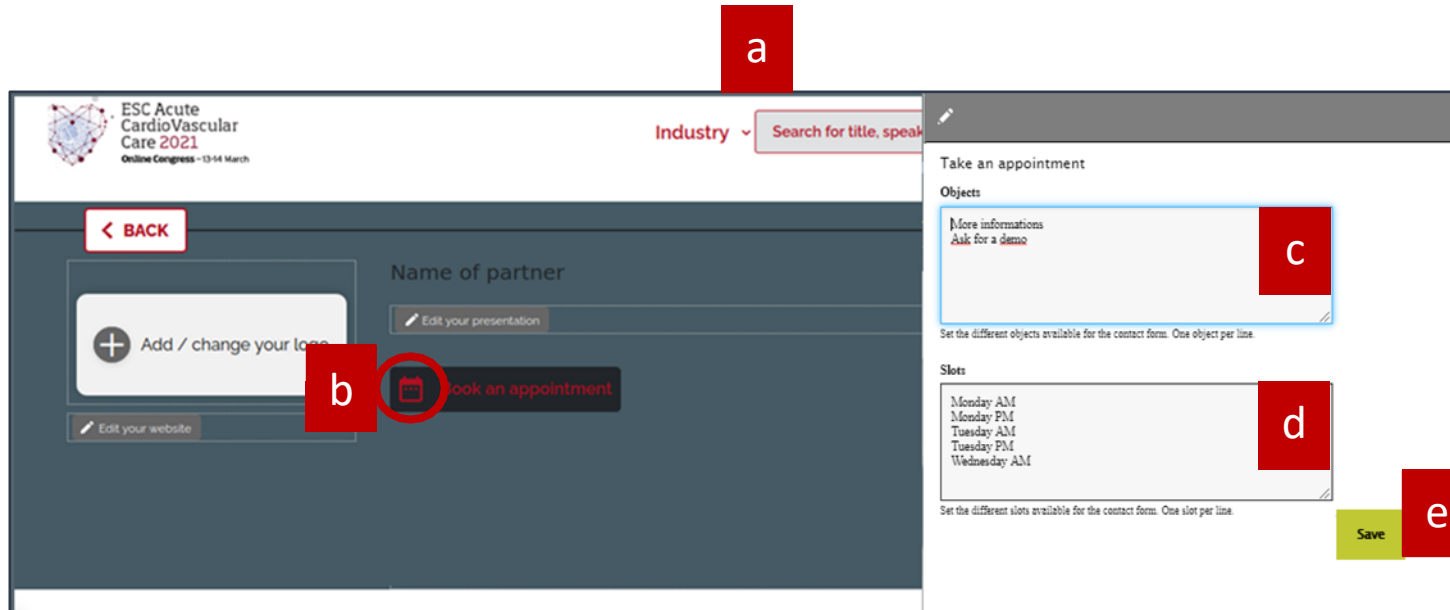
Please note that we are currently working on the display of the exhibition page. There will be a button created where you will be able to add your website's URL :





1. Exhibitor's profile

Book an appointment – Creation



Details

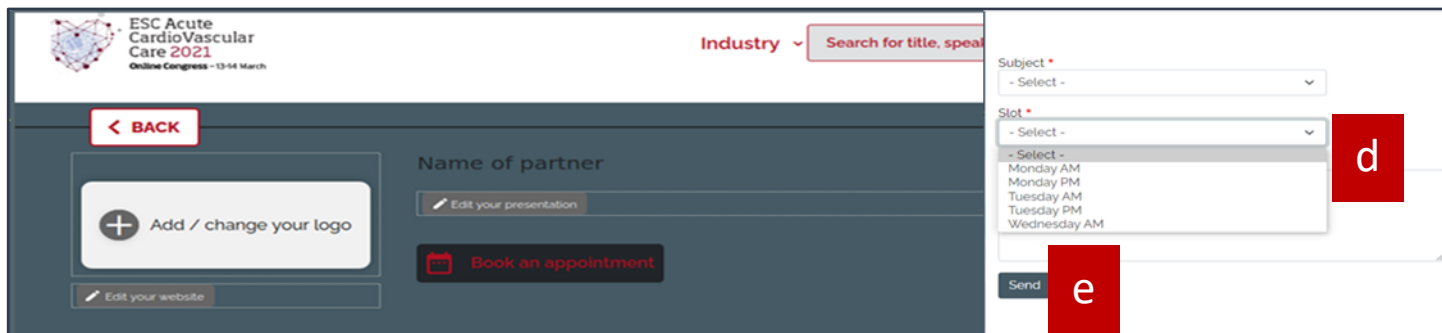
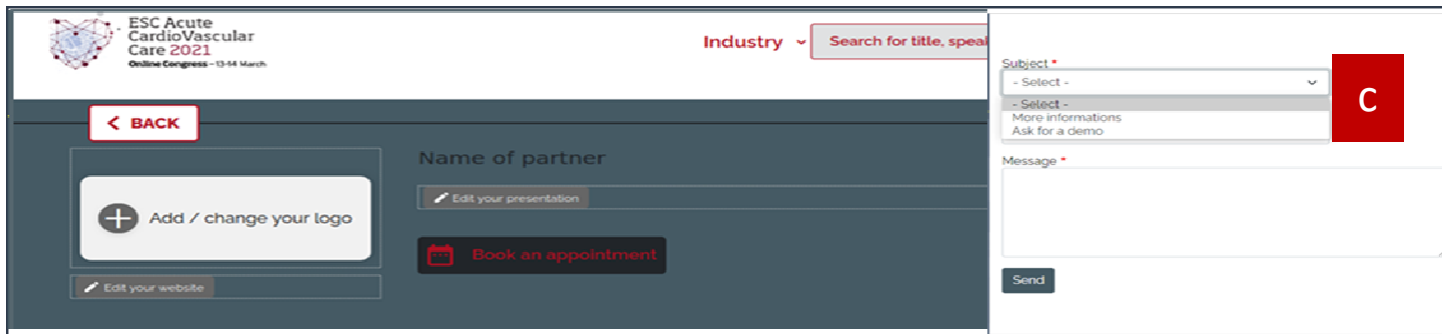
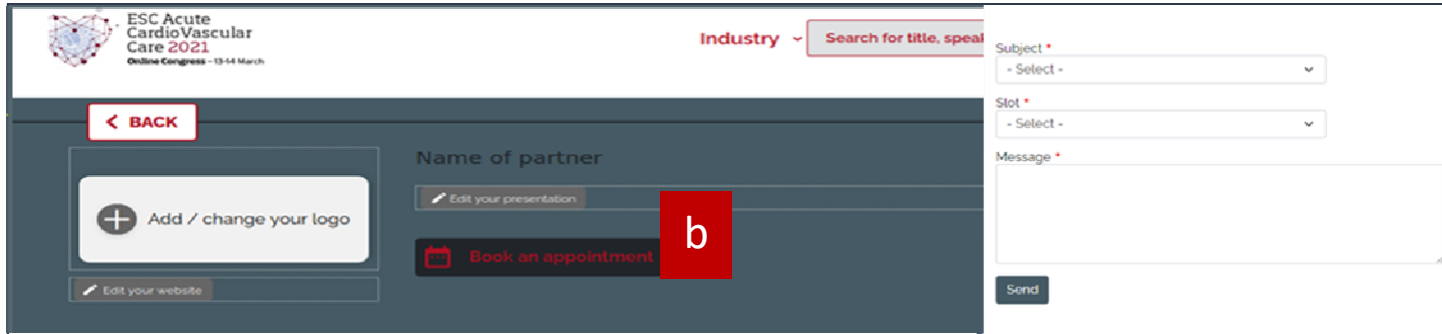
1. Book an appointment – Creation

- a. This display shows how to set up the box for your audience to book an appointment with you
- b. Click on the small pencil on the top left corner of the 'Appointment box'
- c. Set the different objects available for the contact form: e.g. 'ask for a demo' (One object per line)
 - i. Enter your subject and hit 'enter' to add another subject
- d. Then, select the 'time slots' where your team will be most likely available for
- e. Click on 'Save' once you've finished selecting the previous parameters



1. Exhibitor's profile

Book an appointment – Display



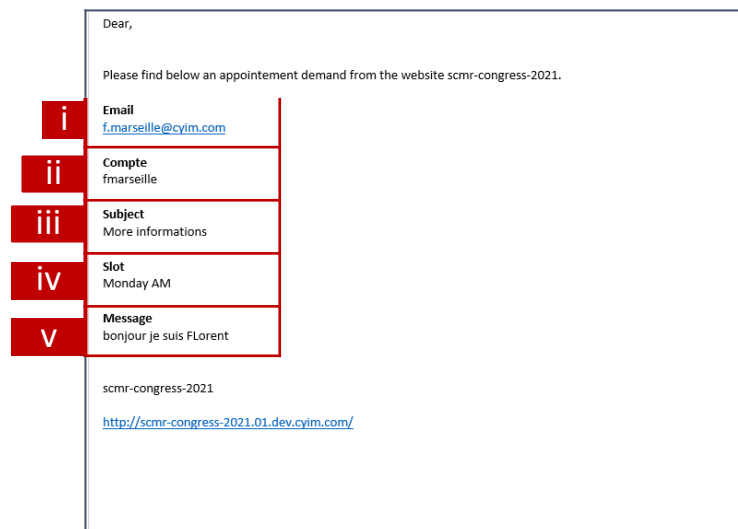
Details

1. Book an appointment – Display

- This display shows how a user will book their appointments (See screenshots on the left)
- Users will need to click on the 'Book an appointment' box. A configuration layer will appear on the right side of their screen
- They'll need to select one of the 'Subject' you have added for the appointment
- Then, they will need to select the 'time slots' you have added. It should state the time slots where your team will be most likely available
- The message box allows the audience to add a comment or a request
- Users will need to click on 'Send' once they finished selecting the previous parameters

1. Exhibitor's profile

Book an appointment – How does it look like?



Details

1. Book an appointment – How does it look like?

- a. Once you have set up your 'Book an appointment' button, your audience will be able to set up meetings with you
- b. The admins of your page will receive the information via email. It includes:
 - i. The participant's mail address
 - ii. The congress account name
 - iii. The subject of the meeting
 - iv. The availability of the participant
 - v. A message

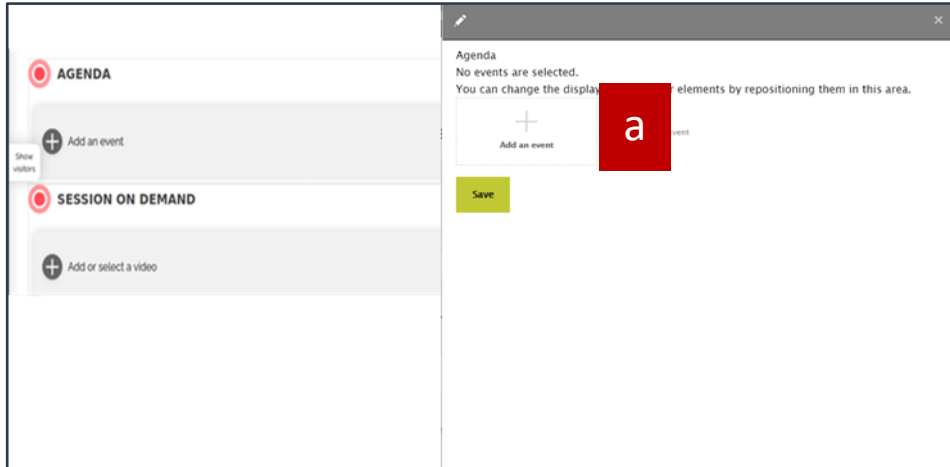
Note:

Please note that this mail doesn't confirm the appointment. It is your responsibility to contact the client afterwards and to organize a meeting with them.



3. Agenda

Add your events



Details

1. Agenda

- a. Click on the '+' to add your activity
- b. Fill in the title of the activity
- c. Then, click on add
- d. Go on the next page to see what's next



3. Agenda

Add your events

Agenda
No events are selected.
You can change the display order of your elements by repositioning them in this area.

Add an event Add or select an event

Add or select an event

Event title *
New event title

Sub-title

Content limited to 150 characters, remaining: 150

Date *
Start date *
End date *

0 items selected Save

Agenda
No events are selected.
You can change the display order of your elements by repositioning them in this area.

Add an event Add or select an event

Add or select an event

Presentation

Content limited to 300 characters, remaining: 300

Link
URL
Ex: <https://www.monosite.com>
This must be an external URL such as <http://example.com>.

Link text

0 items selected Save

Details

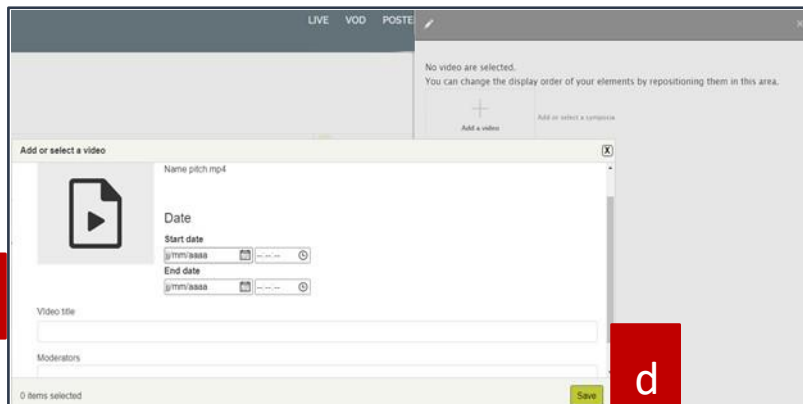
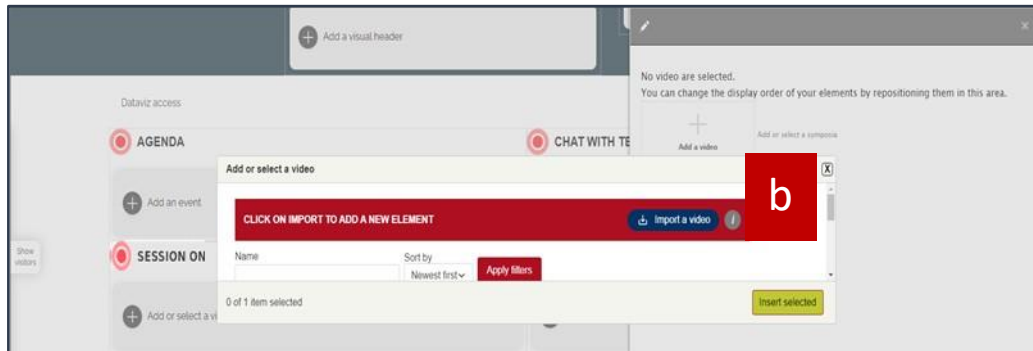
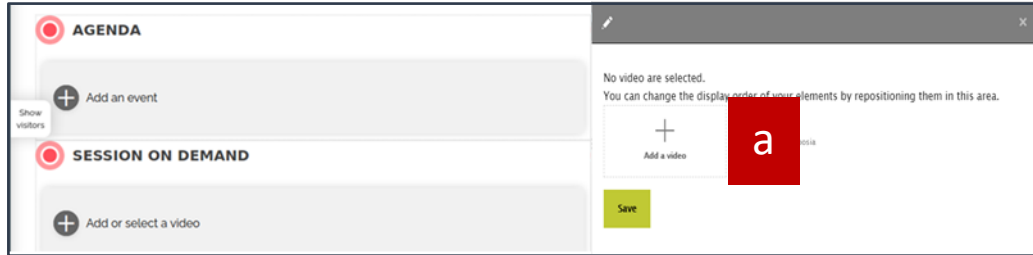
1. Agenda

- a. Add a sub-title to your activity
- b. Choose the starting and ending dates of the activity
- c. Add a presentation text
 - a. Up to 300 characters
- d. Add an optional URL link for the audience to check
- e. Add a short text to your URL link
- f. Save your work



4. Session on demand

Add a session on demand



Details

1. Session on Demand

- a. Click on 'Add or select a video'
- b. Click on 'import a video'
- c. Add the starting and ending dates of your session as well as a title and the names of the speakers
- d. Once finished, click on 'save' and the session should appear on your home page

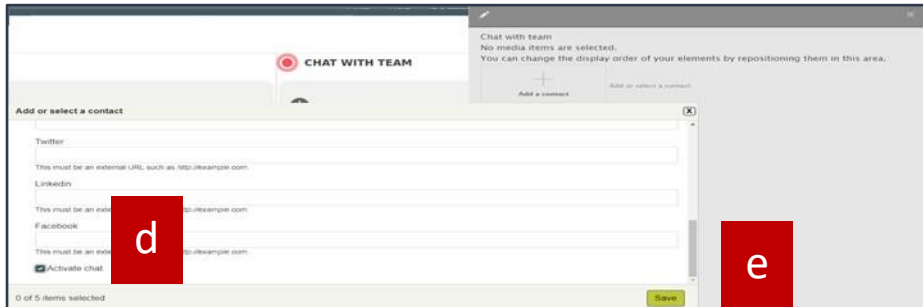
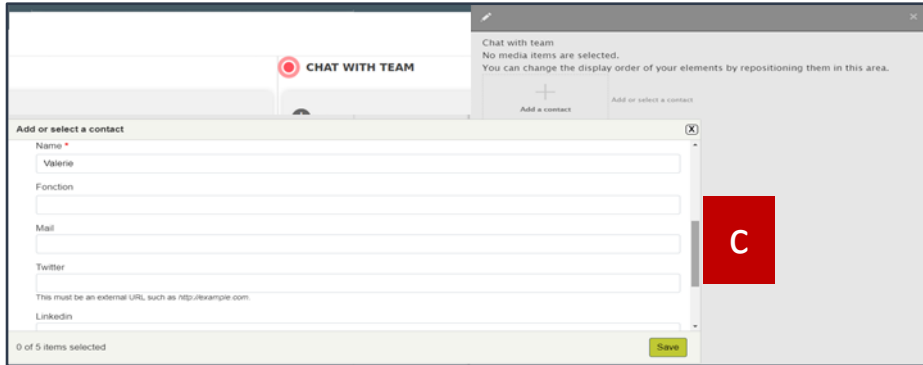
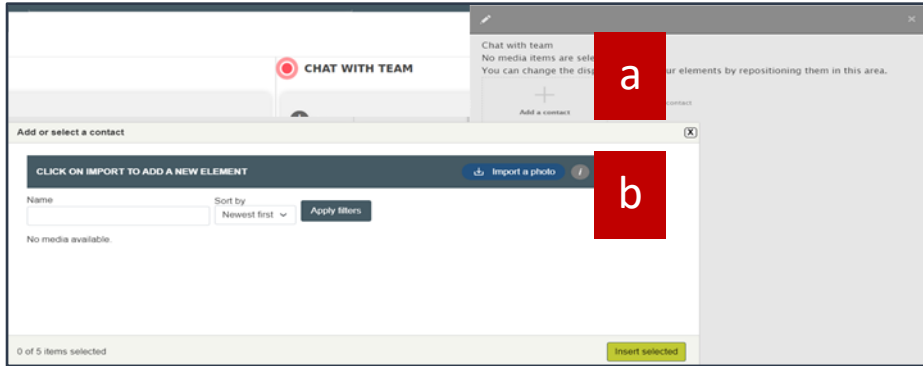
Note:

Please contact CYIM if you need to have your symposium added there after your session.



5. Chat with the team

Set up your chat team



Details

1. Chat with team

- a. Click on the '+ add a person'
- b. Click on 'Import a photo' to add the picture of your team member
- c. Fill in the name, position, email address and any social media links they may have
- d. Click on 'Active chat' so that the contact appears online and ready to talk to the audience
- e. Save up the page and your team member shall appear on the chat

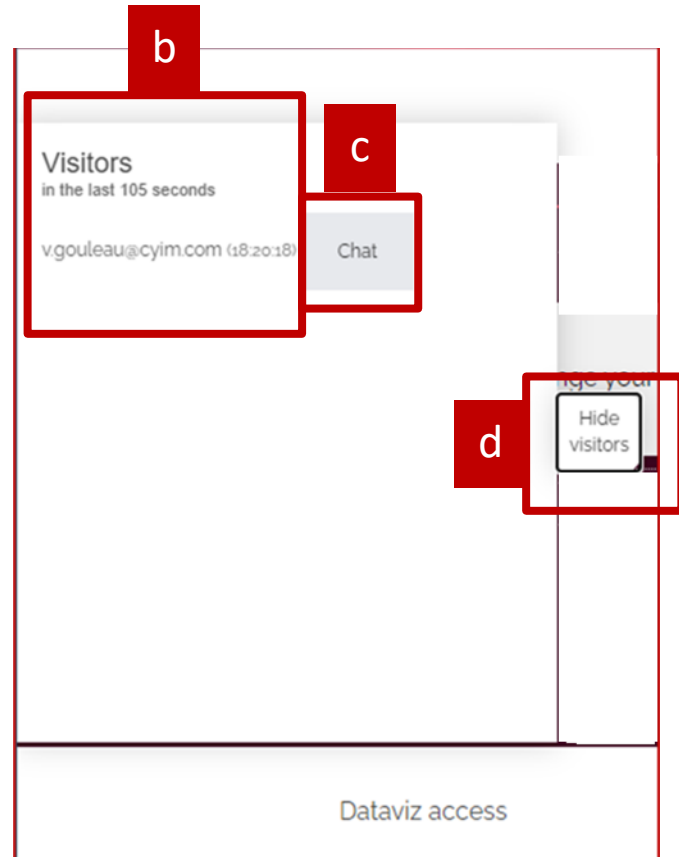
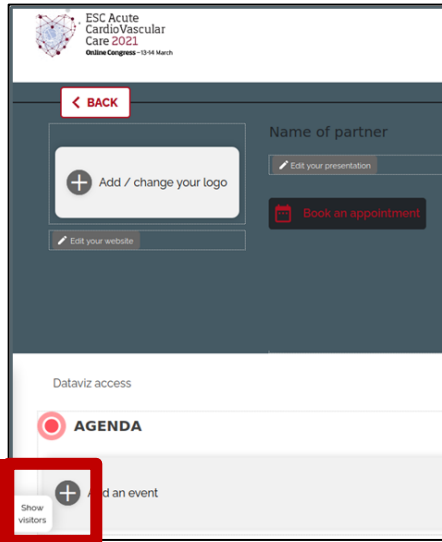
2. How does it work? (Small brief)

- a. Your team members will receive a mail with their credentials to access the chat function
- b. The audience will be able to contact your team via a chat box (similar to messenger from Facebook)
- c. When a user will chat with them, they will receive a notification on the platform (Will appear on the bottom right corner of their screen)
 - i. They will need to ask for the audience's contact information (email address, phone number, etc.)
 - ii. They can also have a video call with the participant
- d. The chat historic will disappear after the team member logs out



5. Chat with the team

Access to visitor statistics



Details

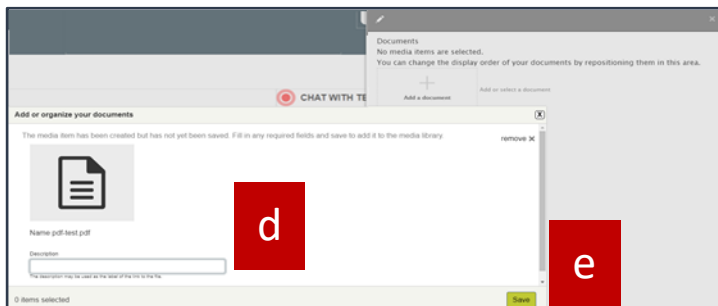
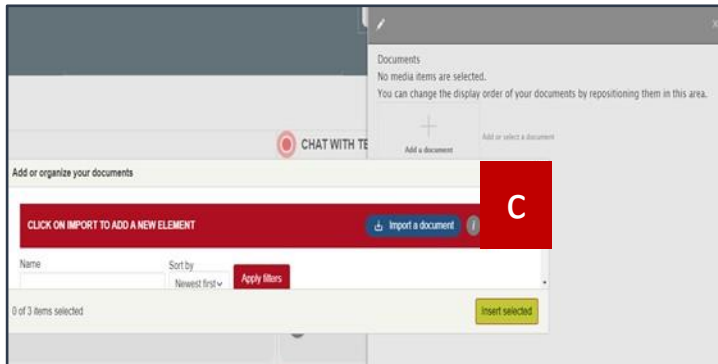
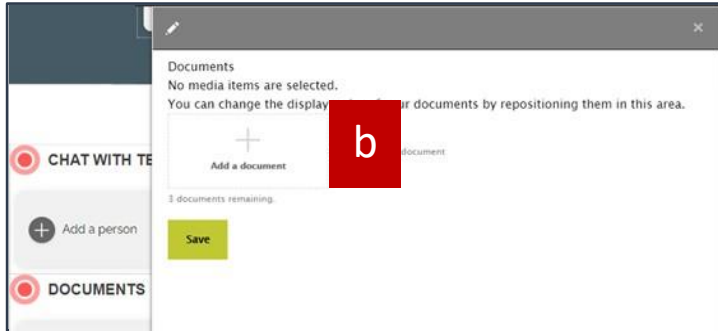
1. Access to visitor statistics

- a. On the left corner of your page you will see a tab called 'Show visitors' (Next to your logo)
- b. This will help you see who visited your page, when they did and how many visitors there were
- c. You can click on the 'chat' box to interact with your visitors
- d. Hide the visitors tab whenever you want



6. Your documents

Add your documents



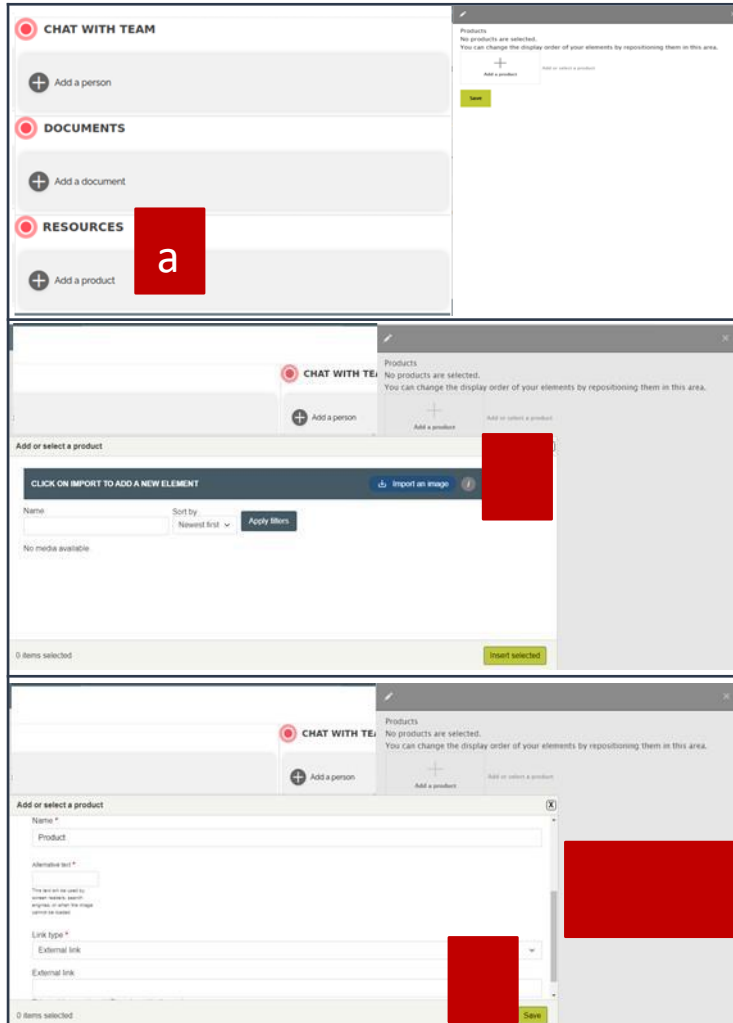
Details

1. Documents

- a. If you want to add documents for your audience to be informed, then click on 'add documents'
- b. Select the '+ add a document '
- c. Choose between your file and upload your most updated document
- d. Add a short description for your audience to know what the document is about. The description may be used as the label of the link to the file.
- e. Save the page and your documents should appear on screen

7. Your resources

Add your resources



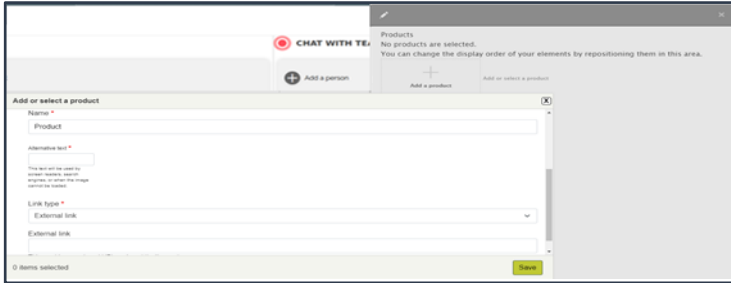
Details

1. Resources leaflets

- a. Click on '+ add a product'
- b. Select the 'Import an image' and choose the most adequate image related to the resource you want to present
 - i. Dimensions : 200x200px
- c. Add the name of the resource
- d. Add an alternative text. The alternative text is displayed if your picture doesn't appear on your audience's screen (Can be due to a computer's security software which can block the image from loading)
 - a. Add a URL link and select the kind of link you want to add (More details on the next slide)
 - a. External link
 - b. PDF file
 - c. Pop-up content + link
- b. Save the page and your resource should appear on screen

7. Your resources

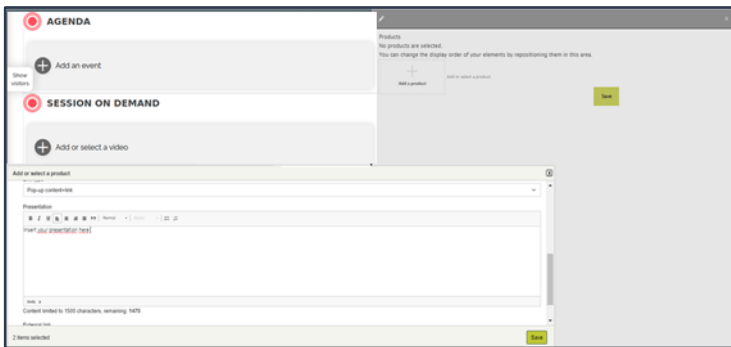
Different types of links



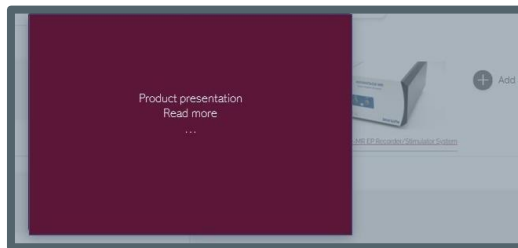
1. External Link



2. PDF File



3. Pop-up content + link



Example : After clicking on the product, the participant will see this

Details

1. Resources leaflets

- a. External link
 - i. Add the name of your resource
 - ii. Add the alternative text in case the name doesn't show
 - iii. Select the external link on 'Link Type'
 - iv. Add the URL and save

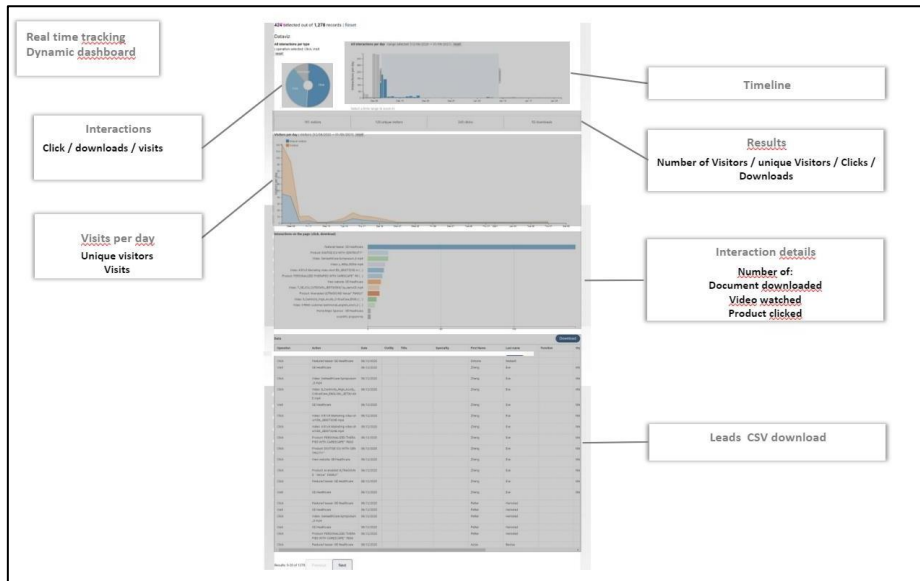
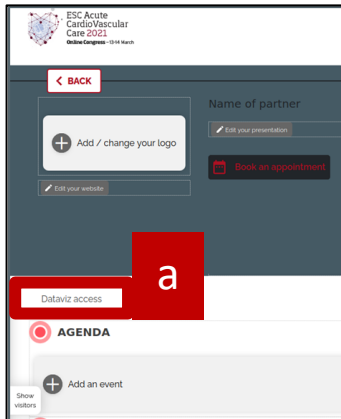
- a. PDF file
 - i. Add the name & alternative text of your resource
 - ii. Select the PDF file on 'Link Type'
 - iii. Add your file and save

- b. Pop-up content + link
 - i. Add the name and text
 - ii. Select on 'Link type' Pop-up content + link
 - iii. Type in your resource's presentation (1500 characters max)
 - iv. Add an optional external link
 - v. Save



8. Exhibitor's dashboard - Dataviz

Access the Dataviz



Details

1. Access the Dataviz

- a. Just below the logo you will find a link to access the data generated by users
- b. The data should look like the picture below (Dashboard)
- c. The data are explorable in csv format. Feel free to download it either after each congress day or post-congress



9. Example & Switch to visitor display

Visitor display

SS
EXPERIENCE
at

Programme Abstract **Exhibition** About the ESC Congress news Online support

Search for title, speaker... Q

Welcome Pro Juan Bautista

← BACK 1st stand 2nd stand

Name of partner

VOTRE LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Visit our website Take an appointment

Agenda

VIRTUAL
Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna
02/10/2020 - 13:30 to 14:30 CET
Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna
LINK →

VIRTUAL
Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna
02/10/2020 - 13:30 to 14:30 CET
Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna
LINK →

VIRTUAL
Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna
02/10/2020 - 13:30 to 14:30 CET
Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna
LINK →

Chat with team
Available from 7:00 am to 8:00 pm (CET)

Marc de la Villargière Commercial Chat

Marc de la Villargière Commercial Chat

Marc de la Villargière Commercial Chat

Marc de la Villargière Commercial Chat

Documents

Dolor sit amet Dolor sit amet

Resources

Name of product that is very long Name of product that is very long

Session On Demand

Channel Name Nuclear Cardiology/ computer Tomography

13 December 2020

Which came first : watchful waiting strategy
Moderators : L. IPSUM, D. SIT'AMET

NAME OF INDUSTRY Find us on: f in

ESC European Society of Cardiology

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Contact ESC Congresses 2021 Supplier

CYIM Company / Congress department

Charlotte & Mallory

esc.congress-supplier@cyim.com

(French company – available on CEST time)