



Intelligence
Innovation
People
Trust

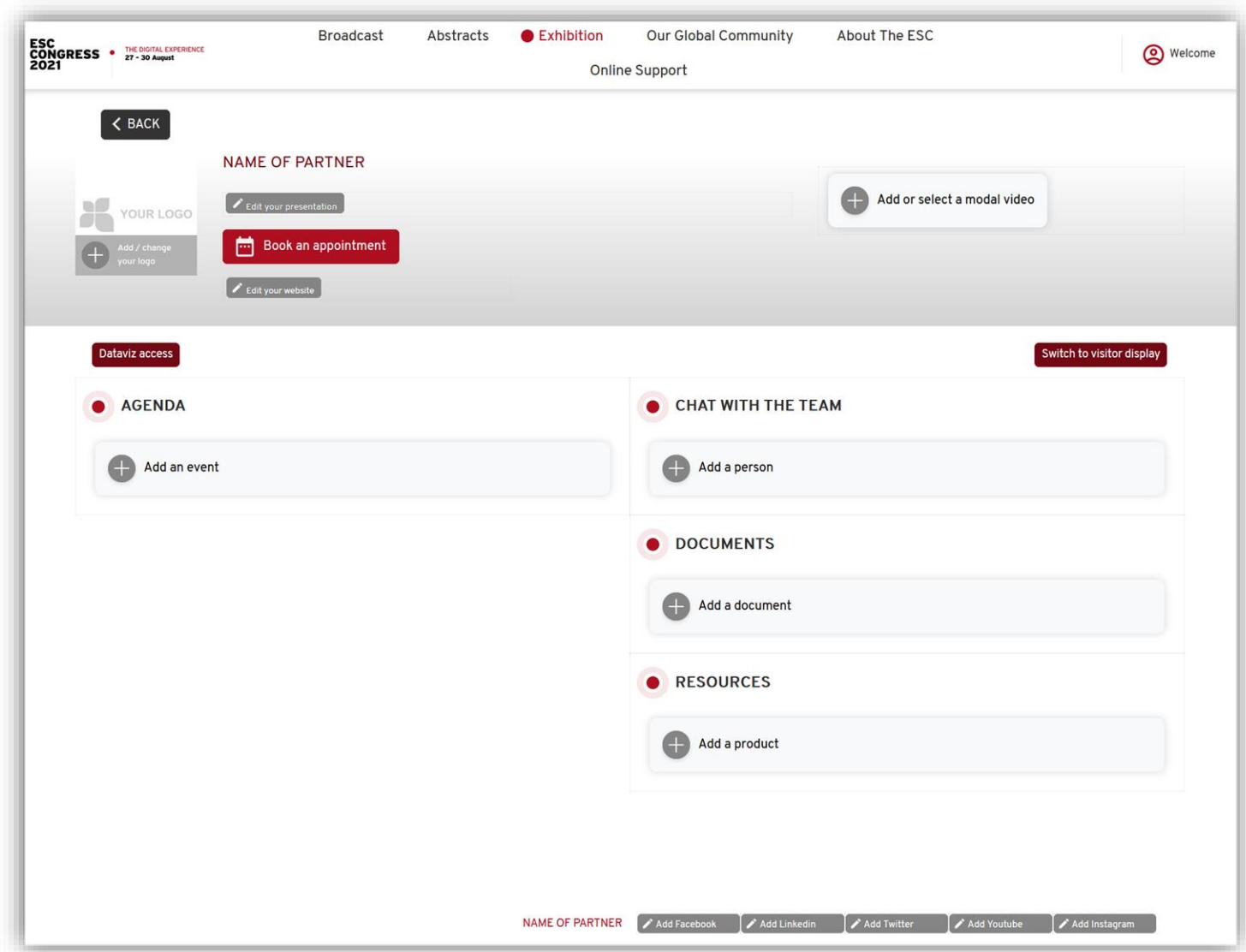
Tutorial for Exhibitors

ESC Congresses 2021



Content

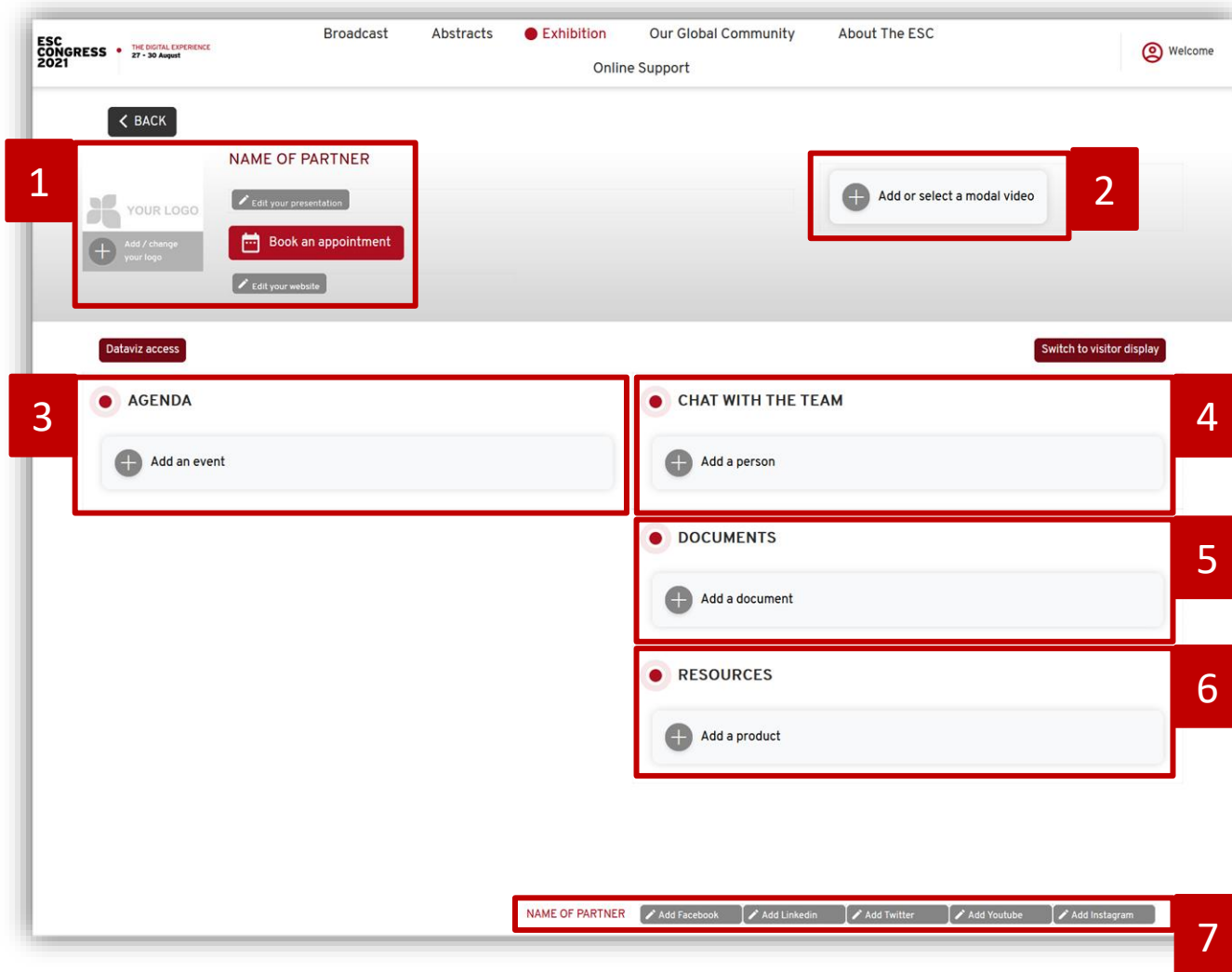
- + **Exhibition Page**
- + **How to set up your exhibitor's profile**
- + **How to add events in your agenda**
- + **How to add your session on demand**
- + **How to add the team's chat**
- + **How to add your documents**
- + **How to add your resources**
- + **Exhibitor's dashboard - Dataviz**
- +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





1. Exhibitor's profile

Add your logo



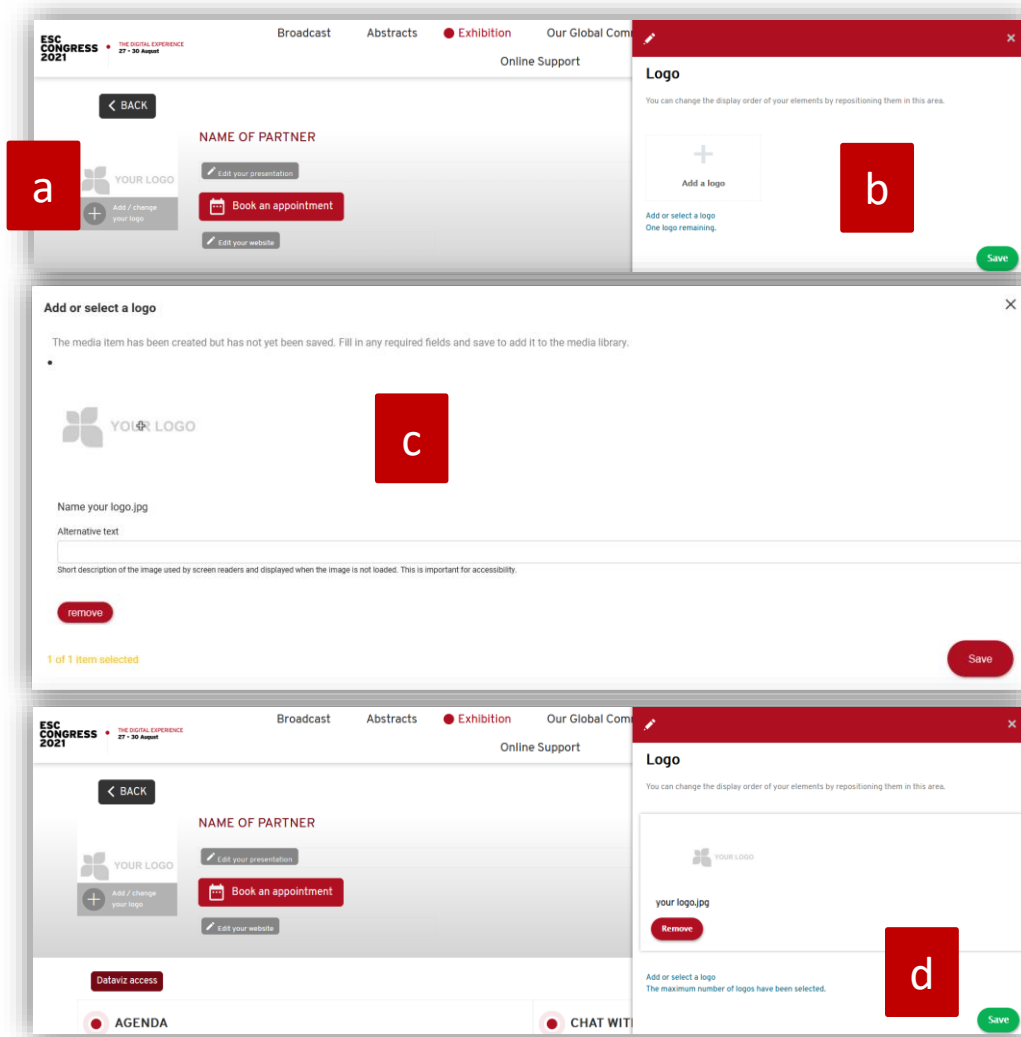
Details

- 1. Exhibitor's profile**
 - Add your logo, presentation and website
 - 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. Chat with the team**
 - Add your team members with their contact information
- 5. Documents**
 - Add your documents to inform your audience
- 6. Resources**
 - Add pictures of your products or other resources (image + text + link + optional description + optional PDF)
- 7. Social Media**
 - Add the links to your social media (Facebook, LinkedIn, Twitter, YouTube and Instagram)



1. Exhibitor's profile

Add your logo



Details

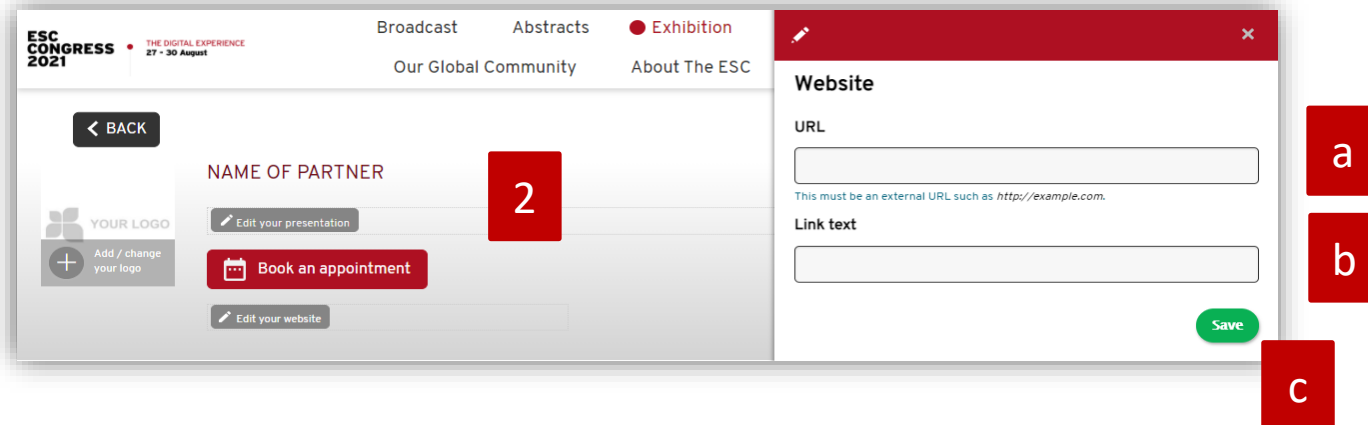
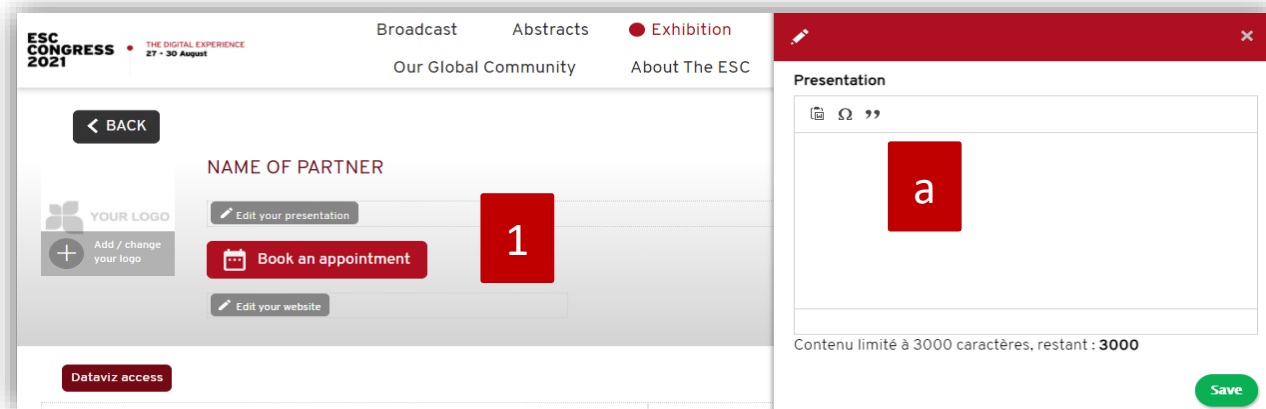
1. Add your logo

- Click on 'Add / change your logo'
- A configuration layer will open. As such, click on the '+' to add your logo
- Once uploaded, set up the 'alternative text':
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)
- Validate and save once you finalized the previous actions



1. Exhibitor's profile

Edit your presentation



Details

1. Edit your presentation

- Add a brief presentation
Please note that it is up to 500 characters
- Save your actions

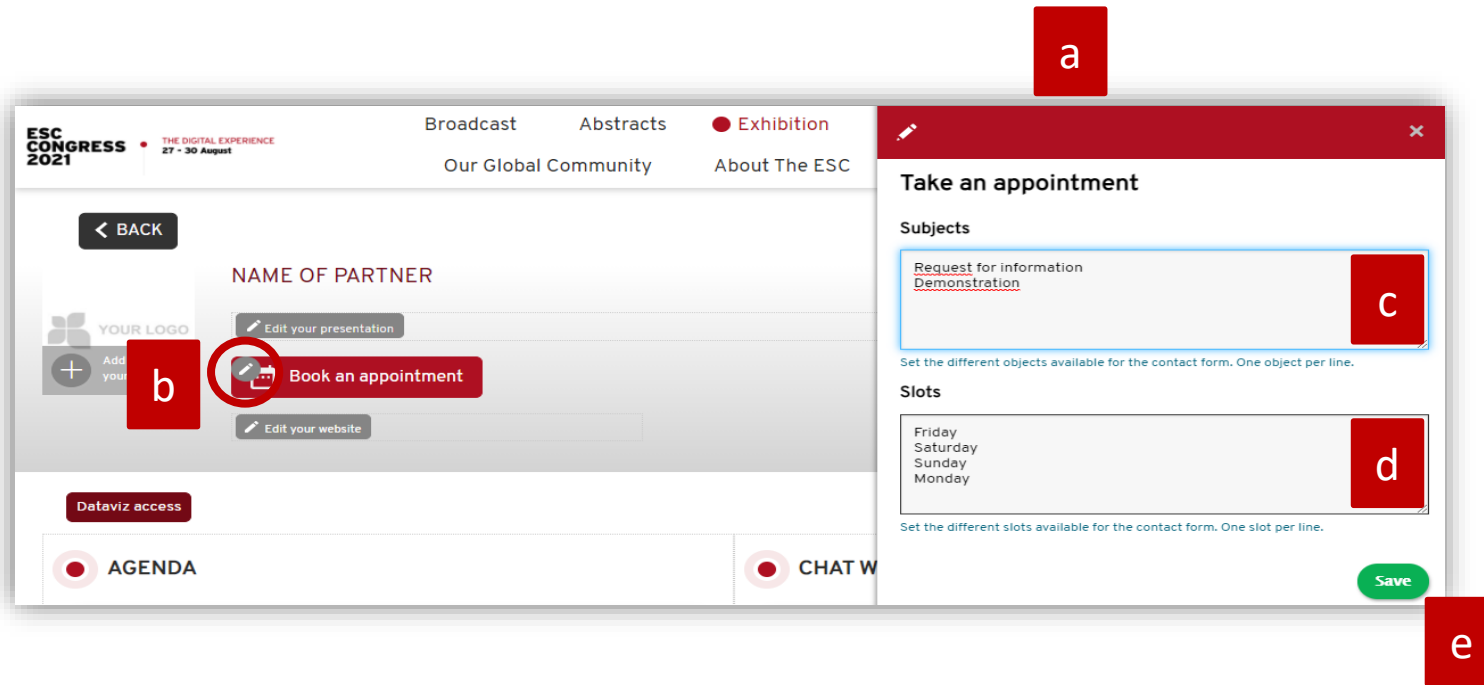
2. Edit your website

- Add your URL so the audience can have a look at your website (open in a new tab only)
- Add a short text for your URL link (for example: Visit our website)
- Save your actions



1. Exhibitor's profile

Book an appointment – Creation



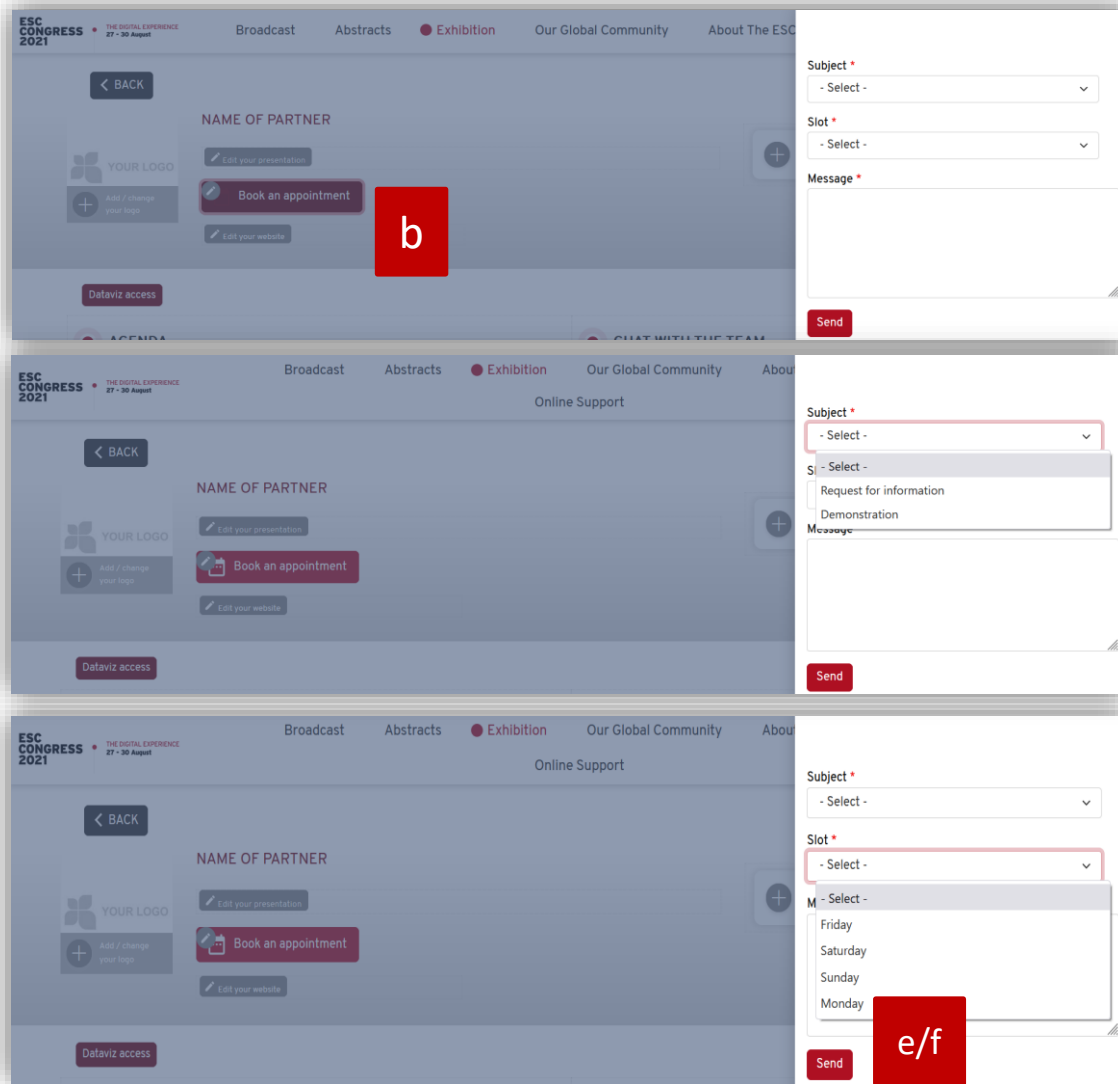
Details

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

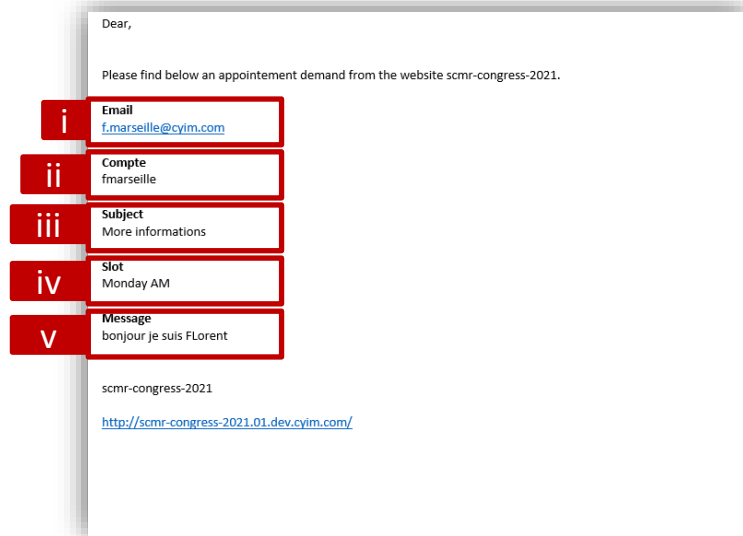


Details

- 1. **Book an appointment – Display**
 - a. This display shows how a user will book their appointments (see screenshots on the left)
 - b. Users will need to click on the 'Book an appointment' box. A configuration layer will appear on the right side of their screen
 - c. They'll need to select one of the 'Subject' you have added for the appointment
 - d. 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
 - e. The message box allows the audience to add a comment or a request
 - f. 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?

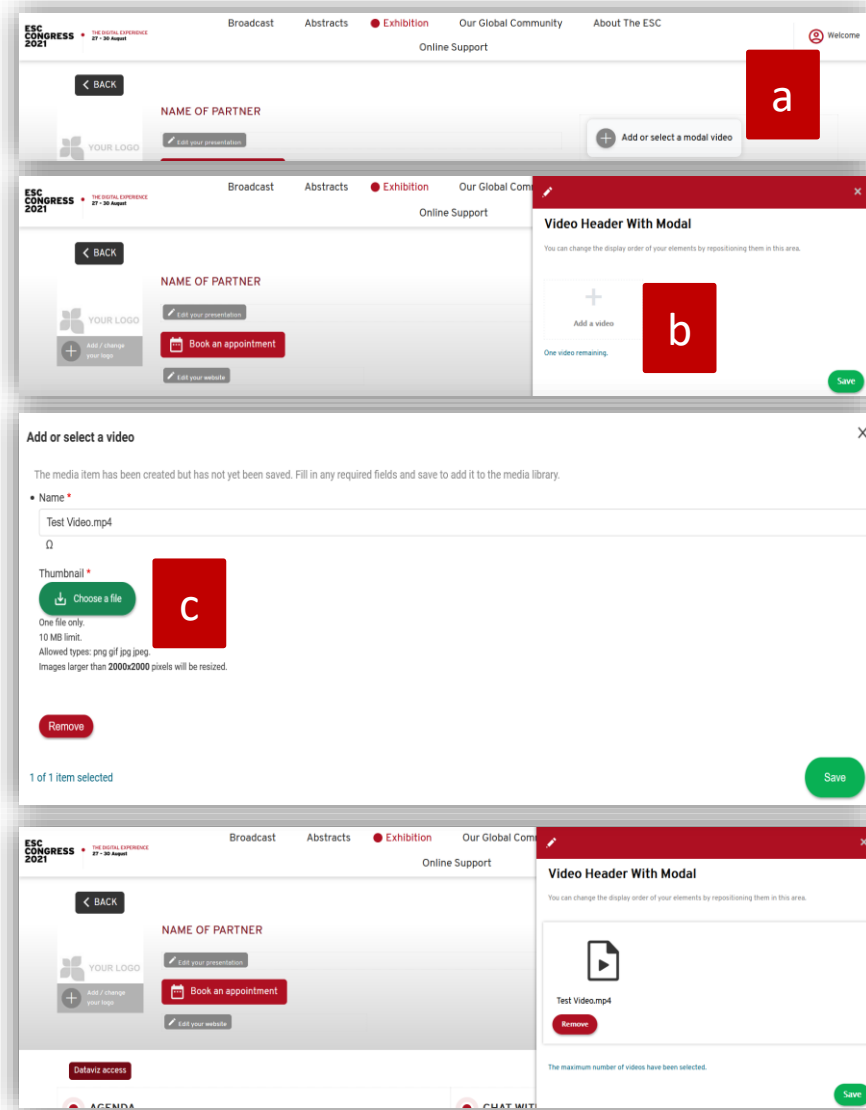
- a. Once you have set up your 'Book an appointment' button, your audience will be able to set up meetings with you
- b. The admins of your page will receive the information via email. It includes:
 - i. The participant's email address
 - ii. The congress account name
 - iii. The subject of the meeting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

2. Presentation video

Add your presentation video



Details

1. Add your presentation video

- Click on 'Add or select a modal video'
- A configuration layer will open. As such, click on the '+' to add your logo
- Once uploaded, add a thumbnail to the video and an 'alternative text':
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)
- Validate and save once you finalized the previous actions



3. Agenda

Add your events

The screenshot shows the ESC Congress 2021 interface. The top navigation bar includes 'Broadcast', 'Abstracts', 'Exhibition', and 'Our Global Com'. The main content area is divided into two panels. The left panel, titled 'NAME OF PARTNER', contains a 'YOUR LOGO' section with 'Edit your presentation', 'Add / change your logo', and 'Edit your website' options, and a 'Book an appointment' button. The right panel, titled 'Agenda', has a 'Customize' section and an 'Add an event' button. A red box with the letter 'a' highlights the 'Add an event' button. Below the main content, there is a 'Dataviz access' button and a 'Save' button. A second screenshot below shows the 'Add or select an event' dialog. It features a search bar for 'Name', a 'Sort by' dropdown set to 'Newest first', and an 'Apply filters' button. A text input field is labeled 'Fill the title to create a new event: *'. A red box with 'b/c' highlights the 'Add' button next to this field. At the bottom, there is an 'Insert selected' button and a status indicator '1 of 5 items selected'.

Details

1. Agenda

- Click on the '+' to add your activity
- Fill in the title of the activity
- Then, click on Add
- Go onto the next page to see what's next



3. Agenda

Add your events

Add or select an event

The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library.

- Name media.event:ad2f24f6-1fb6-4a67-968e-e0159d1cd464

Title of the event *

New event title

Subtitle

body #

Content limited to 150 characters, remaining: 150

Date *

Start date *

End date *

Presentation

1 of 5 items selected

Save

Add or select an event

Date *

Start date *

End date *

Presentation

Content limited to 300 characters, remaining: 300

Registration link

URL

Link text

Promote

1 of 5 items selected

remove

Save

Details

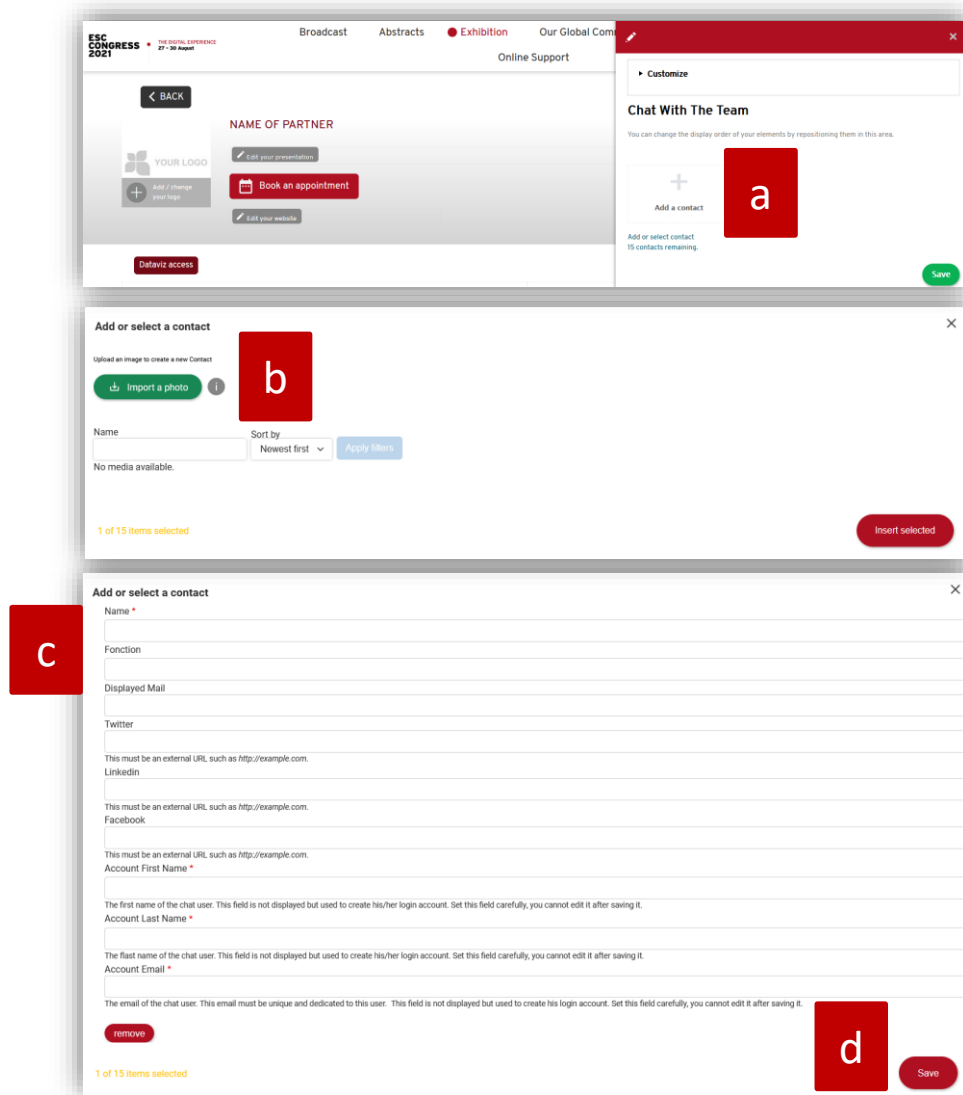
1. Agenda

- Add a subtitle to your activity
- Choose the starting and ending dates of the activity
- Add a presentation text
Up to 300 characters
- Add an optional URL link for the audience to check
- Add a short text to your URL link
- Save your work



4. Chat with the team

Set up your chat team



Details

1. Chat with team

- Click on the '+ Add a contact'
- Click on 'Import a photo' to add the picture of your team member
- Fill in the name, position, email address and any social media links they may have
- Save up the page and your team member shall appear on the chat

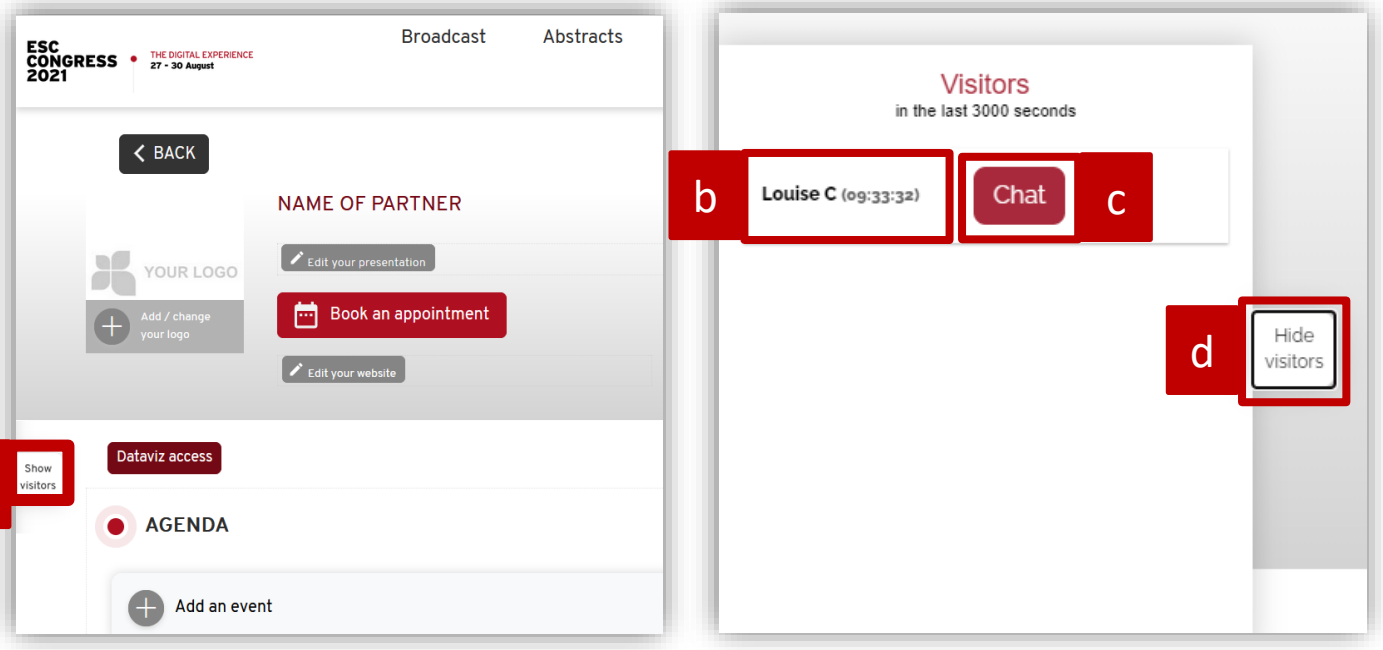
2. How does it work? (Small brief)

- Your team members will receive a mail with their credentials to access the chat function
- The audience will be able to contact your team via a chat box (similar to messenger from Facebook)
- 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)
 - They will need to ask for the audience's contact information (email address, phone number, etc.)
 - They can also have a video call with the participant
- The chat history will disappear after the team member logs out



4. Chat with the team

Access to visitor statistics



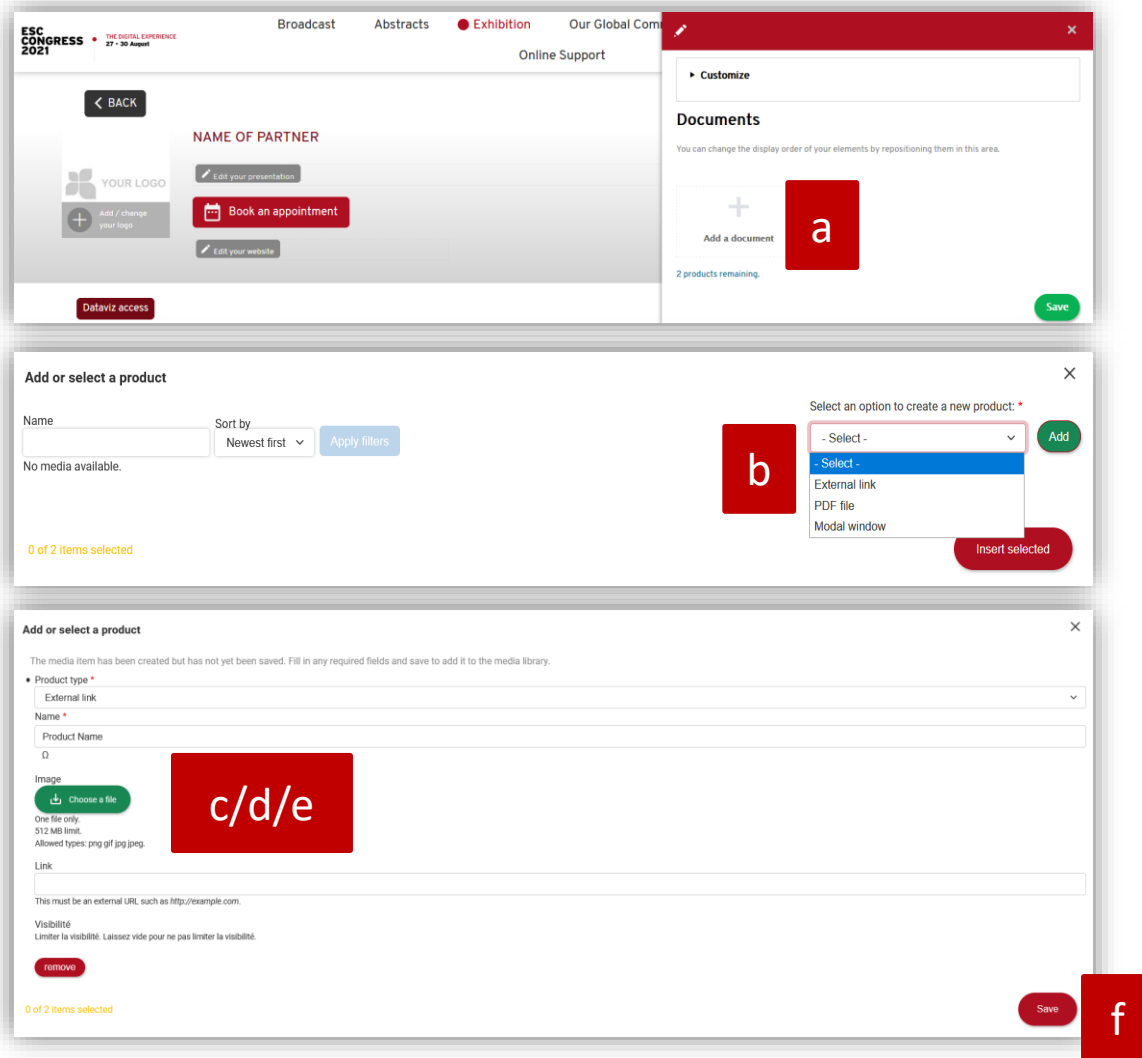
Details

- 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



5. Your documents and resources

Add your documents



Details

1. Documents

- a. Click on '+ Add a document'
- b. Select the kind of link you want to add (more details on the next two slides) and click on 'Add':
 - a. External link
 - b. PDF file
 - c. Pop-up content + link
- c. Add the name of the document
- d. Select the 'Choose a file' and choose the most adequate image related to the resource you want to present
Dimensions: 200x200px
- e. Add an alternative text. The alternative text is displayed if your picture does not appear on your audience's screen (can be due to a computer's security software which can block the image from loading)
- f. Save the page and your document should appear on screen

5. Your documents and resources

Add your resources

The screenshots illustrate the following steps:

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

Details

1. Resources leaflets

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

5. Your documents and resources

Different types of links

The screenshot shows a form titled "Add or select a product" with a close button (X) in the top right. Below the title is a note: "The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library." The form has a dropdown menu for "Product type" with "External link" selected. Below this is a "Name" field with "Product Name" and "0" as input. There is an "Image" section with a "Choose a file" button, a note "One file only, 512 MB limit, Allowed types: png gif jpg jpeg", and a "Link" field. At the bottom, there is a "Submit" button and a status "0 of 2 items selected".

a. External link

The screenshot shows a form titled "Add or select a product" with a close button (X) in the top right. Below the title is a note: "The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library." The form has a dropdown menu for "Product type" with "PDF file" selected. Below this is a "Name" field with "Product Name" and "0" as input. There are two "Image" sections, each with a "Choose a file" button, a note "One file only, 10 MB limit, Allowed types: pdf", and a "Link" field. At the bottom, there is a "Submit" button and a status "0 of 2 items selected".

b. PDF file

The screenshot shows a form titled "Add or select a product" with a close button (X) in the top right. Below the title is a note: "The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library." The form has a dropdown menu for "Product type" with "Modal window" selected. Below this is a "Name" field with "Product Name" and "0" as input. There is an "Image" section with a "Choose a file" button, a note "One file only, 512 MB limit, Allowed types: png gif jpg jpeg", and a "Presentation" section with a rich text editor. At the bottom, there is a "Link" field, a note "Content limited to 1500 characters, remaining: 1500", and a "Submit" button. The status is "0 of 2 items selected".

c. Pop-up content + link

Details

1. Documents & Resources leaflets

a. External link

- i. Select the external link on 'Product Type'
- ii. Add the name of your resource
- iii. Select the 'Choose a file' and choose the most adequate image related to your resource
- iv. Add an alternative text
- v. Add the URL and save

b. PDF file

- i. Select the PDF File on 'Product Type'
- ii. Add the name of your resource
- iii. Select the 'Choose a file' and choose the most adequate image related to your resource
- iv. Add an alternative text
- v. Add your file and save

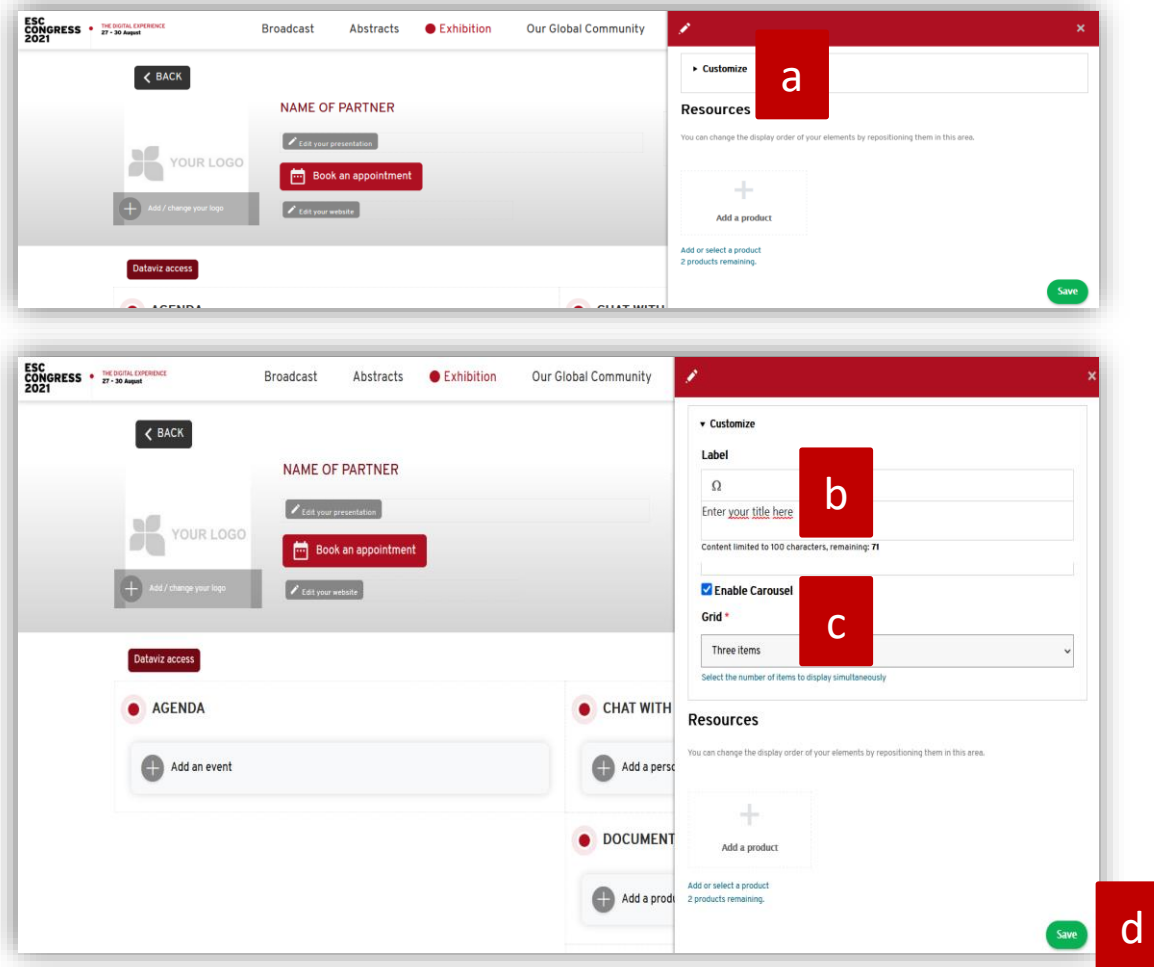
c. Pop-up content + link

- i. Select the Modal window on 'Product Type'
- ii. Add the name of your resource
- iii. Select the 'Choose a file' and choose the most adequate image related to your resource
- iv. Add an alternative text
- v. Type in your resource's presentation (1500 characters max)
- vi. Add an optional external link and save



5. Your documents and resources

Change the label and enable carousel



Details

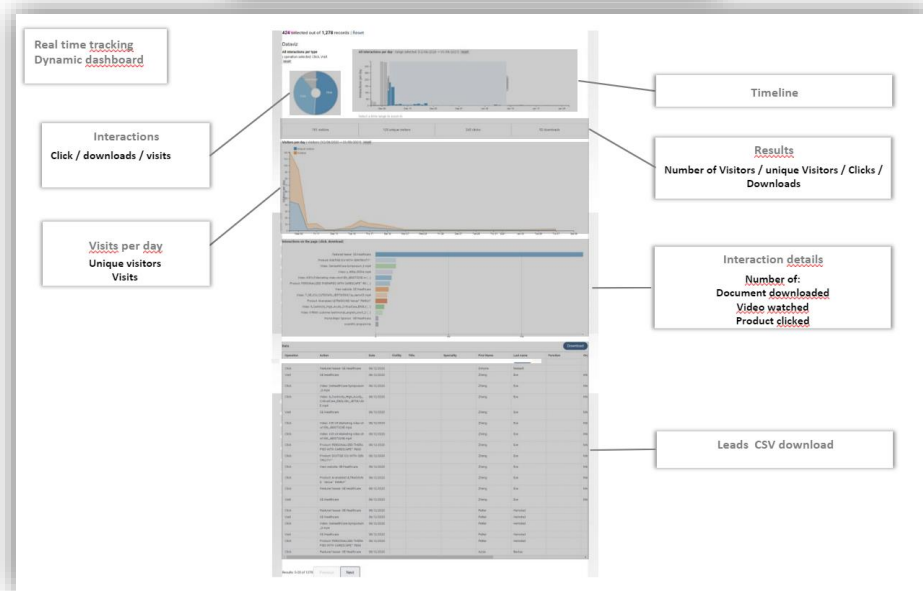
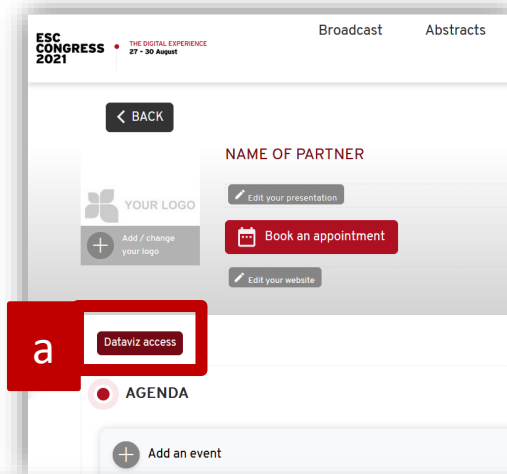
1. Documents & Resources leaflets

- a. Click on 'Customize'
- b. Enter the label you want for your documents/products section under 100 characters
- c. Click on 'Enable carousel' if you want your documents/products to appear one/two/three at a time and slide every 30 seconds. You can select how many documents/products you want to be displayed at a time (one, two or three) below 'Grid'.
- d. Save the page and your new label and/or carousel should appear on screen



6. Exhibitor's dashboard - Dataviz

Access the Dataviz



Details

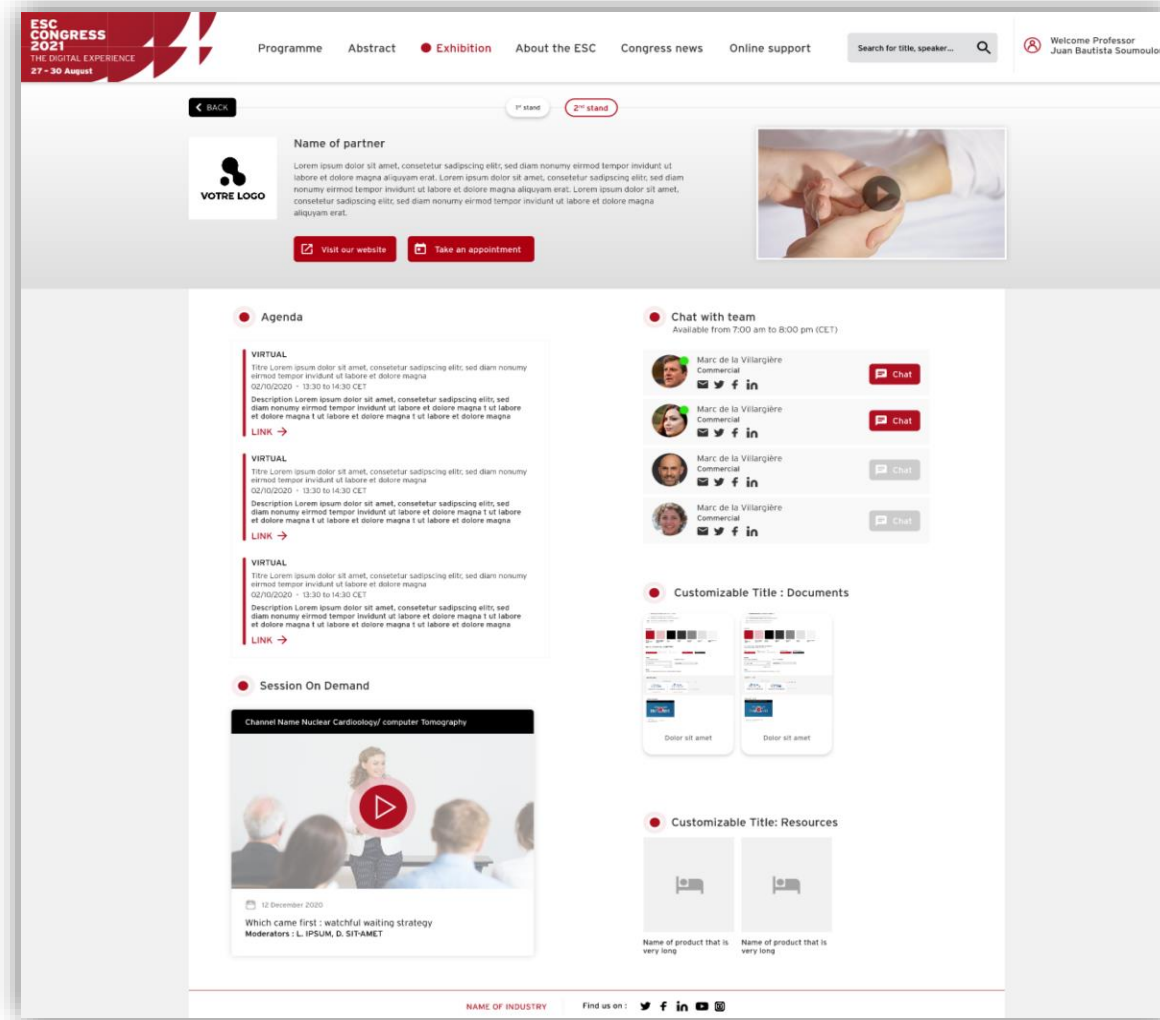
1. Access the Dataviz

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



7. Example & Switch to visitor display

Visitor display





Intelligence
Innovation
People
Trust

Contact ESC Congresses 2021 Supplier

CYIM Company / Congress department
esc.congress-supplier@cyim.com
(French company – available on CET time)