Tutorial for Exhibitors

ESC Congresses 2022

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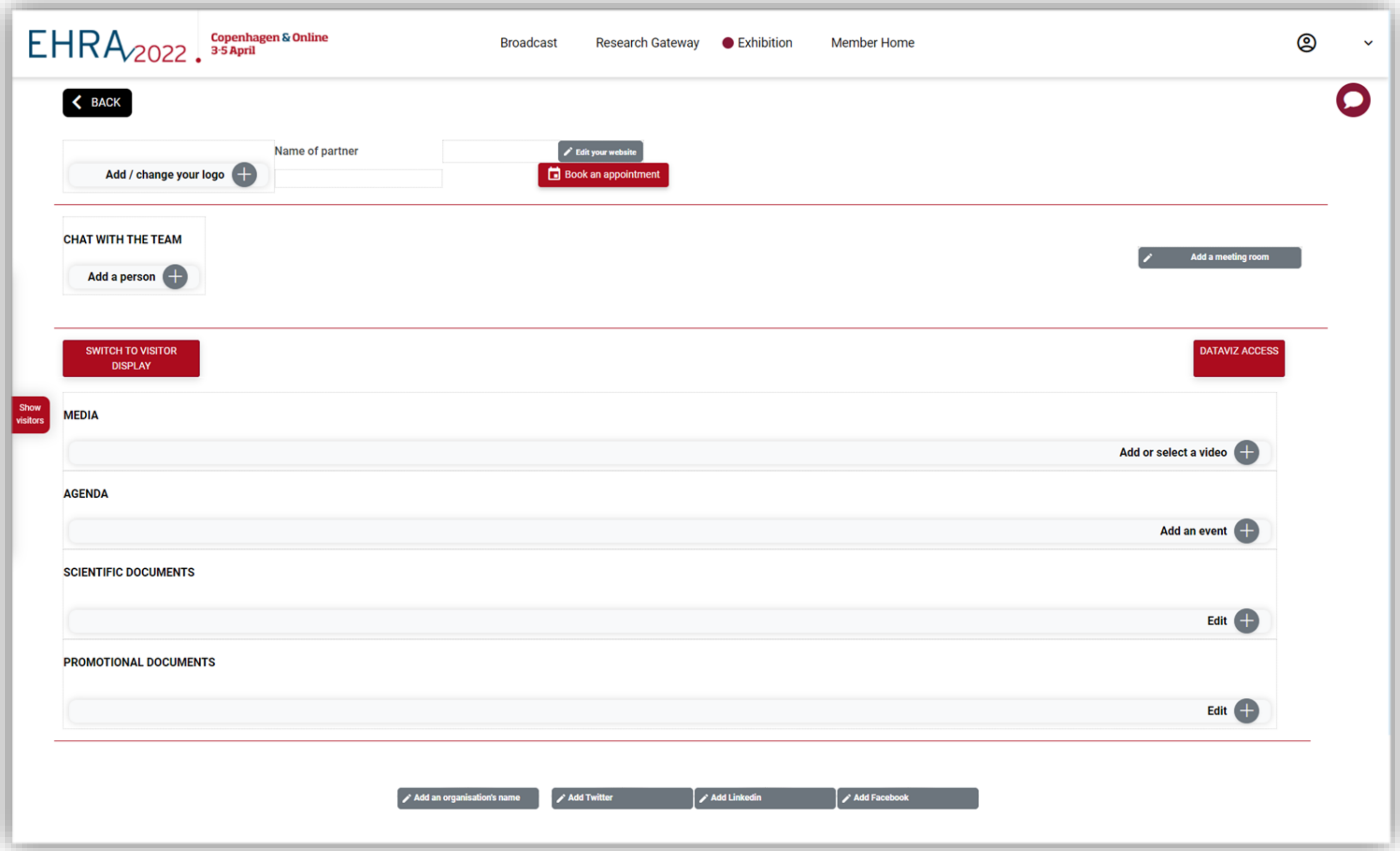
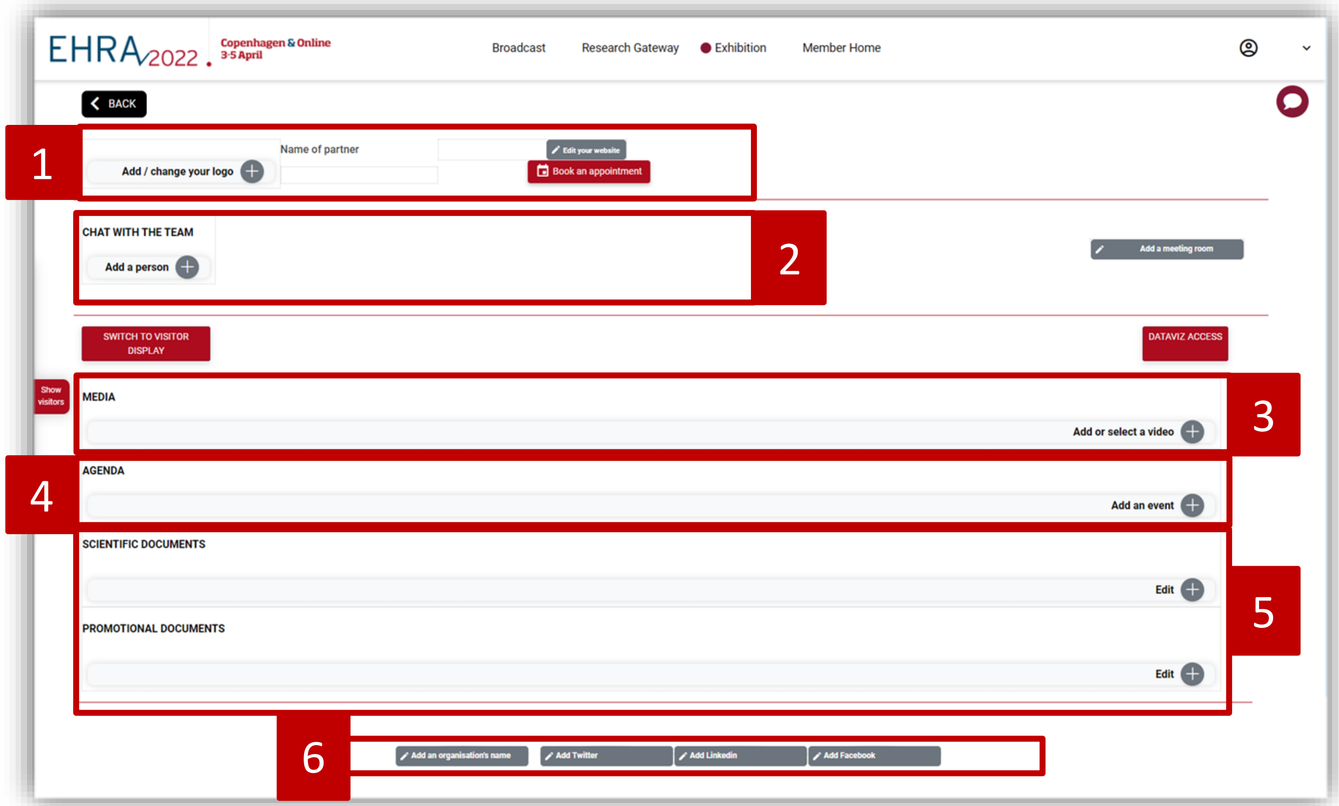
+ Exhibition Page
+ How to set up your exhibitor's profile
+ How to add the team's chat
+ How to add your promotional video
+ How to add events in your agenda
+ How to add your documents & resources
+ Exhibitor's dashboard
+ Example & Switch to visitor display



1. Exhibitor's profile

Overview

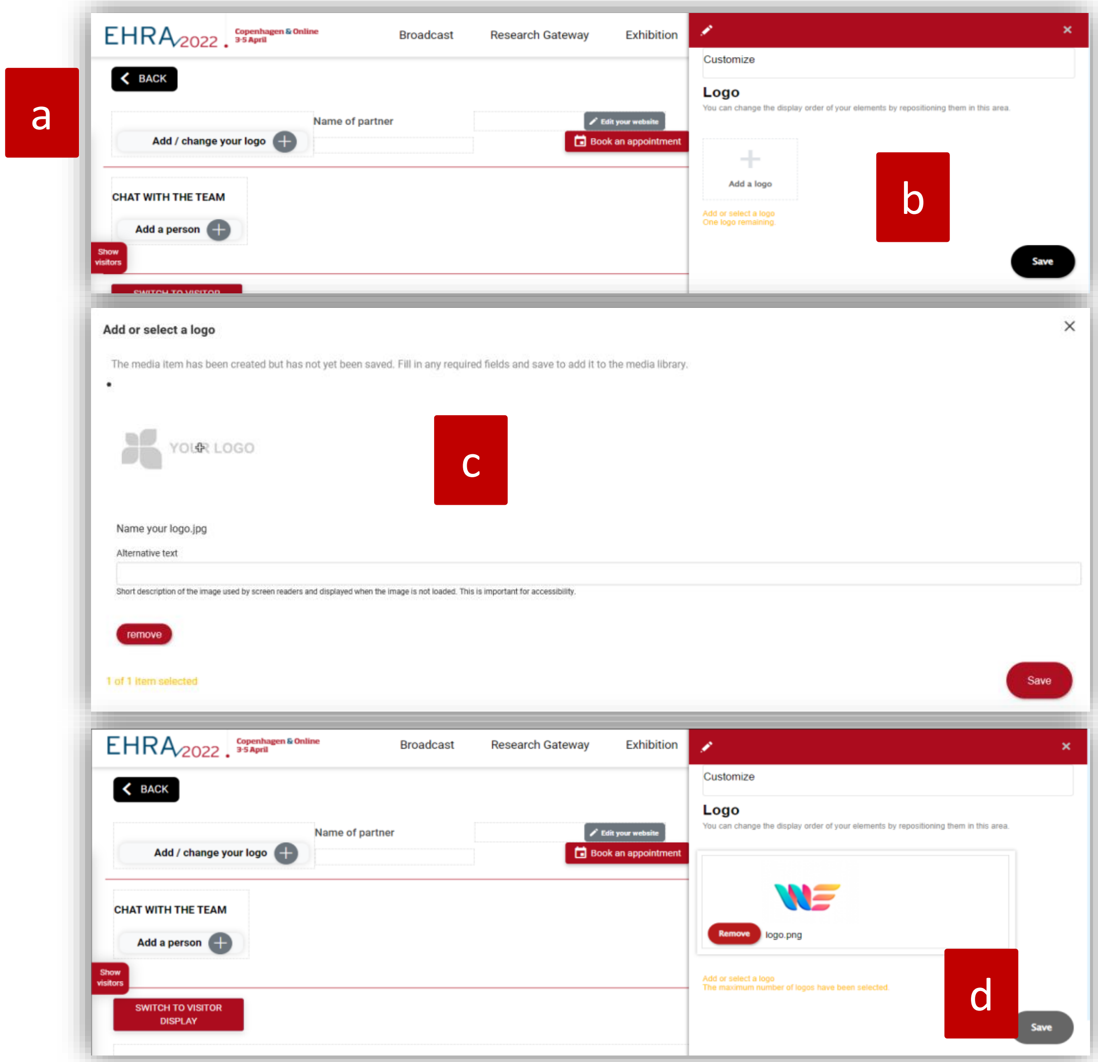


Details

1. **Exhibitor's profile**
   a. Add your logo, presentation and website
   b. Set up the 'Book an appointment' part
2. **Chat with the team**
   a. Add your team members with their contact information
3. **Presentation video**
   a. Add a video to boost your page
4. **Agenda**
   a. Add all of your upcoming activities
5. **Documents & Resources**
   a. Add your documents to inform your audience
   b. Add pictures of your products or other resources (image + text + link + optionnal description + optional PDF)
6. **Social Media**
   a. Add the links to your social media (Facebook, LinkedIn, Twitter)

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

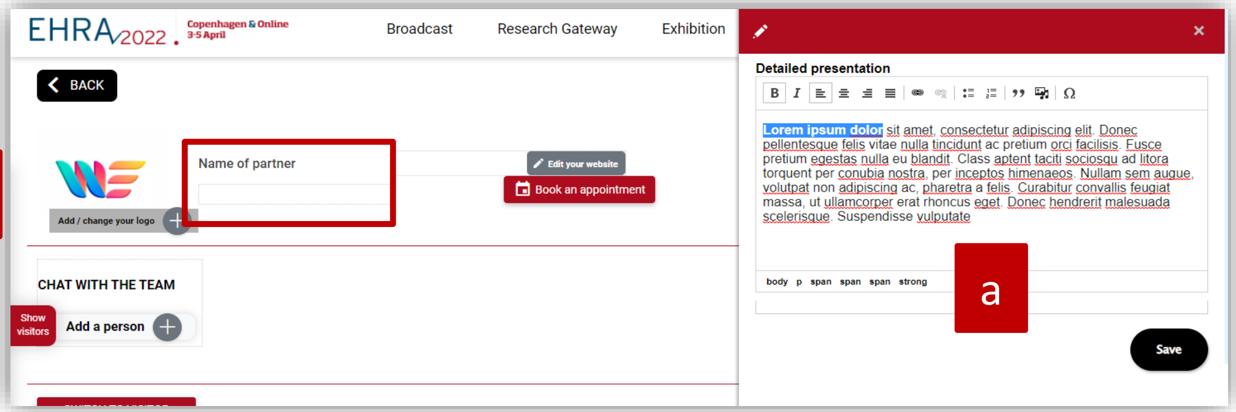
   c. Once uploaded, set up the ‘alternative text’:
   - The alternative text is displayed if your logo doesn’t appear on your audience’s screen (can be due to a computer’s security software which can block the image from loading)

   d. Validate and save once you finalized the previous actions

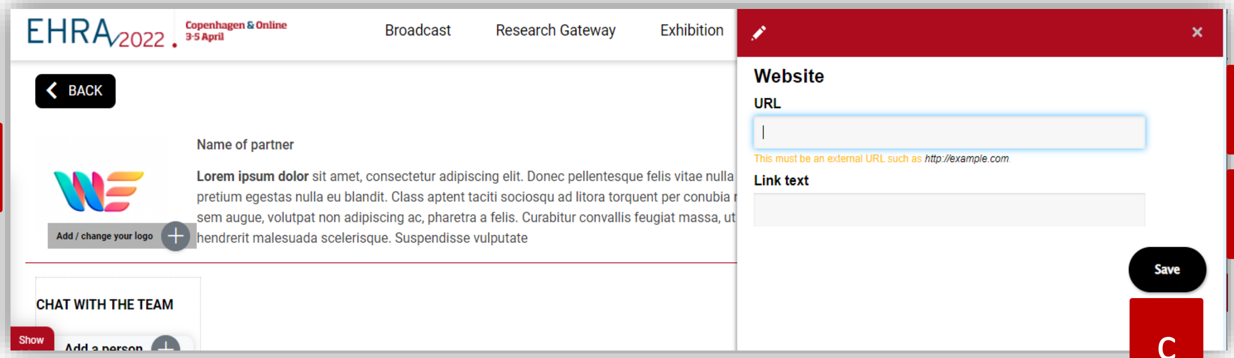
1. Exhibitor's profile

Edit your presentation

1



2



a

b

c

Details

1. **Edit your presentation**
   a. Add a brief presentation
      Please note that it is up to 500 characters (space included)

      You can use the menu to change to text's format (bold, italic, etc.)

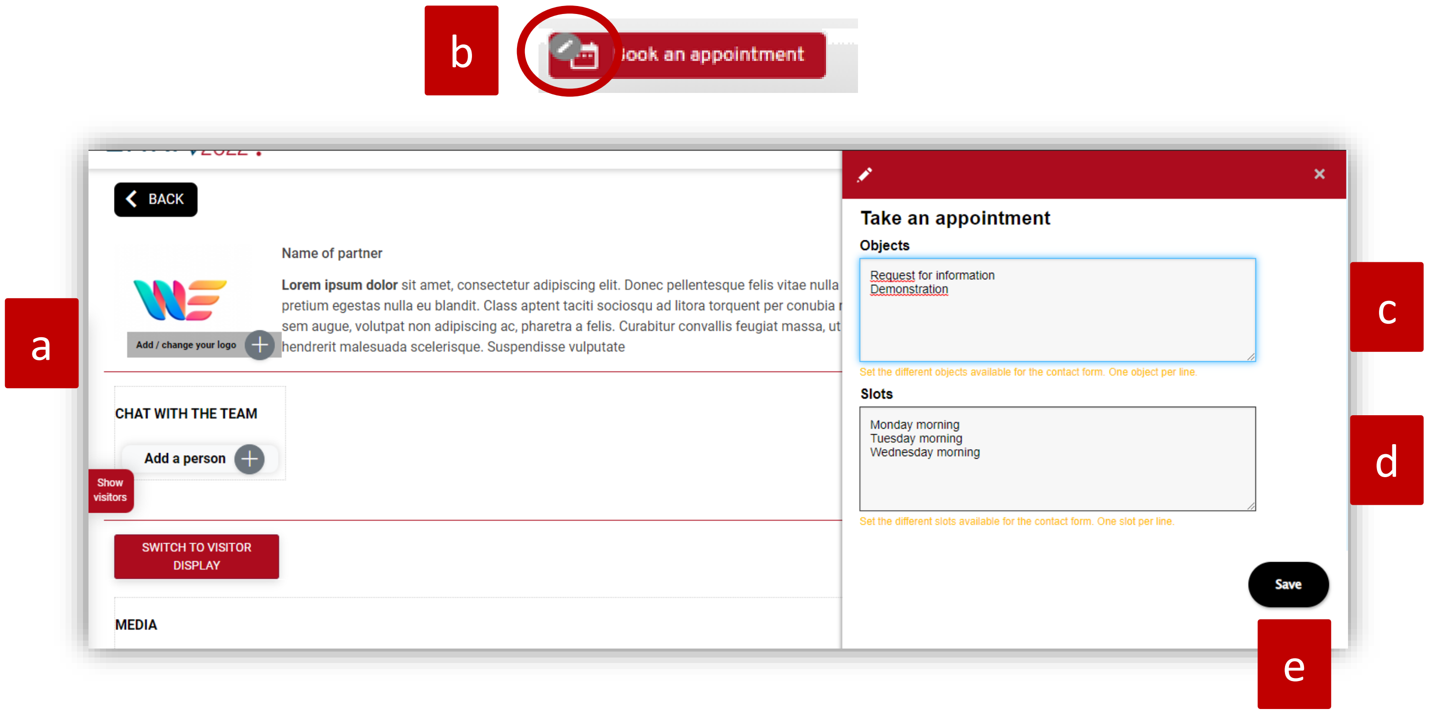
   b. Save your actions

2. **Edit your website**
   a. Add your URL so the audience can have a look at your website (open in a new tab only)

   b. Add a short text for your URL link (for example: Visit our website)

   c. Save your actions

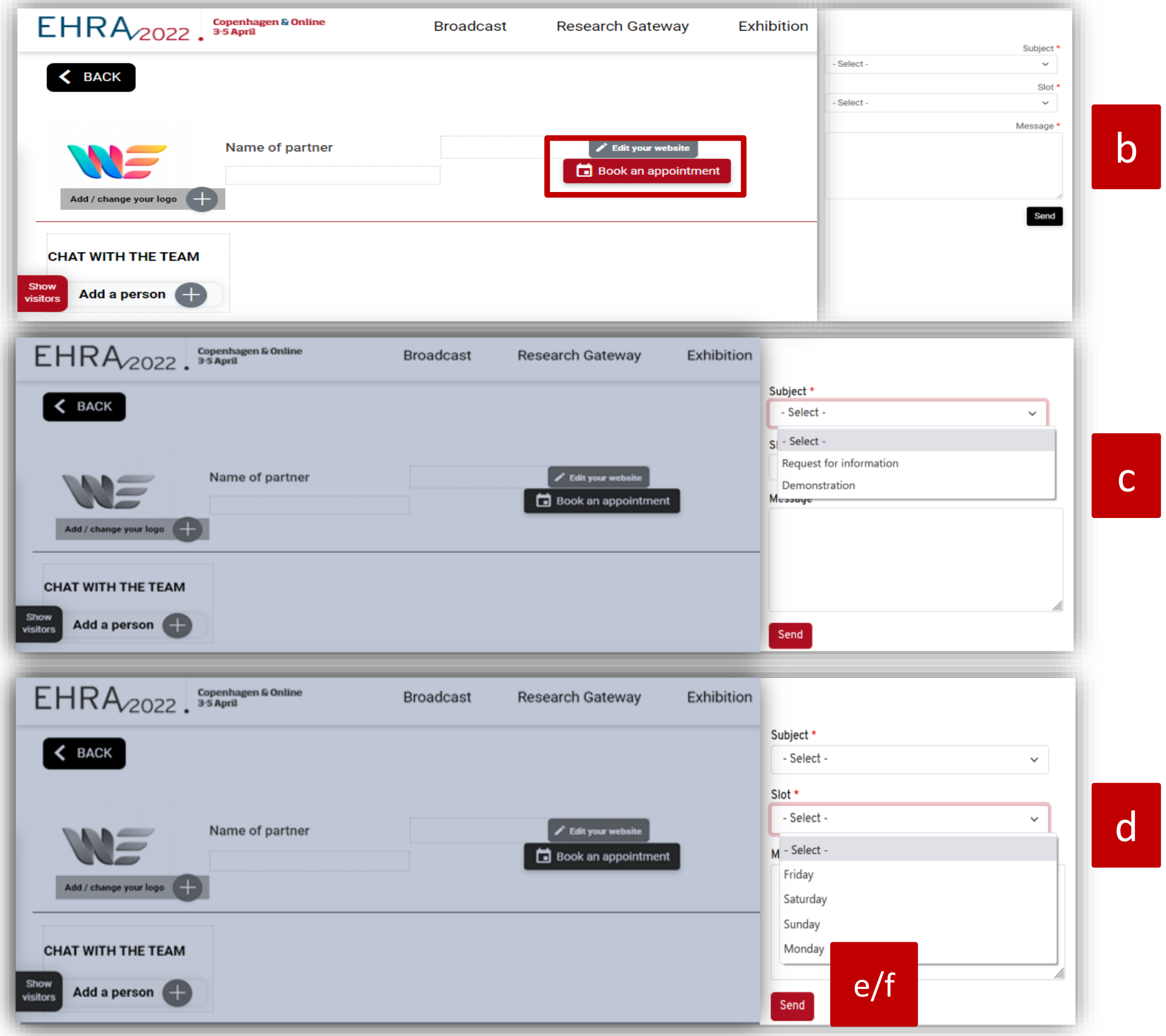
Book an appointment – Creation



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 subjects 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

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

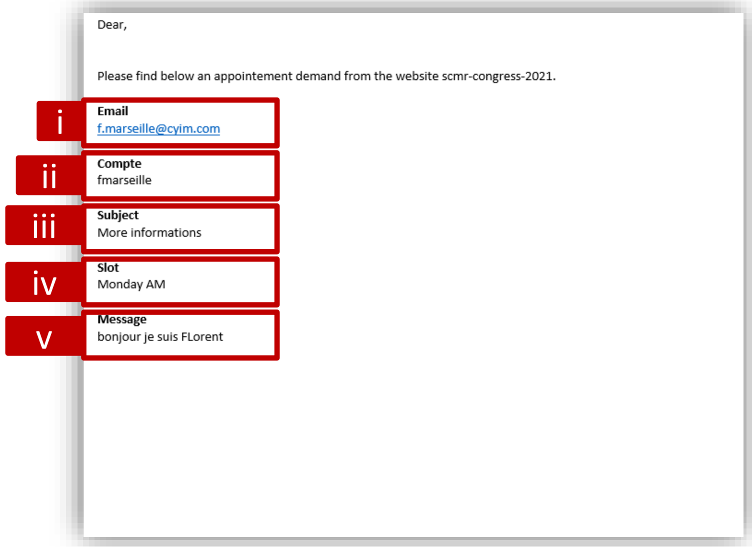
   c. They'll need to select one of the 'Subject' you have added for the appointment

   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

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

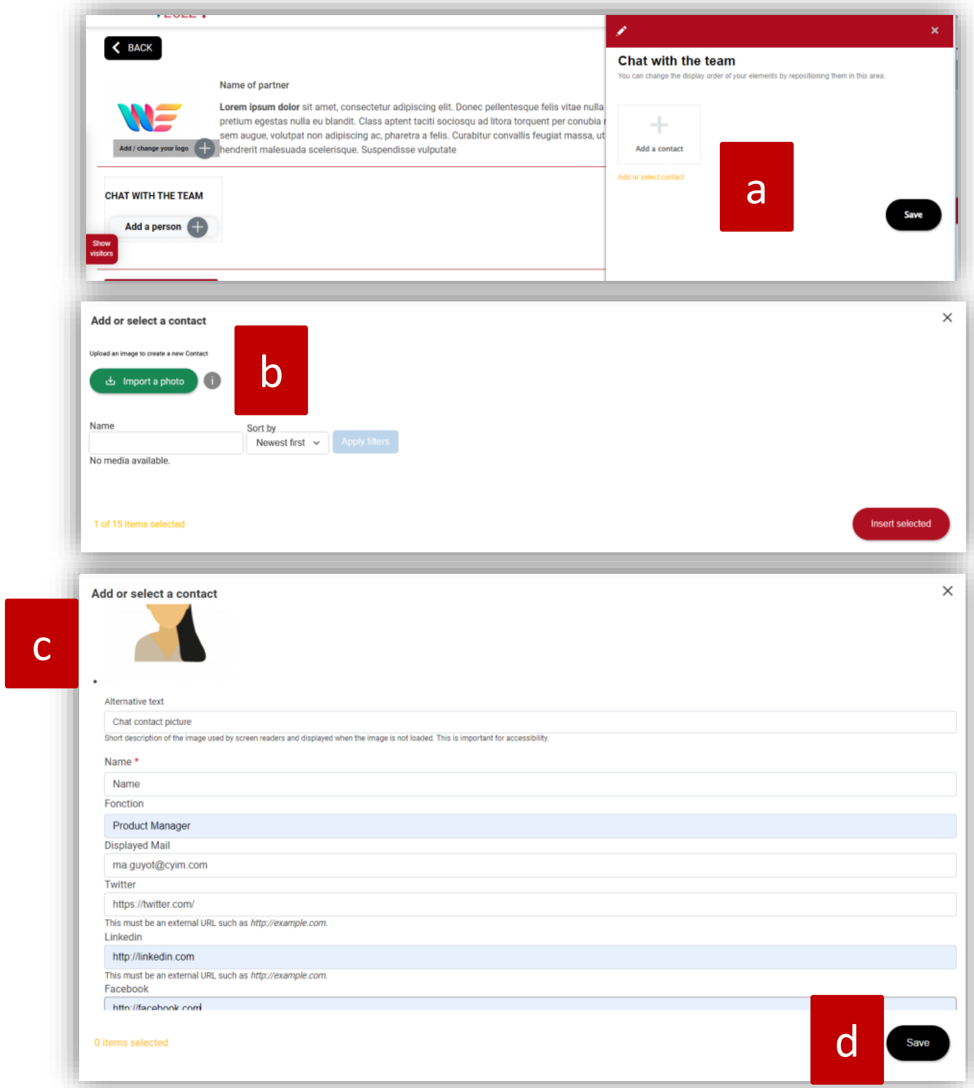
   b. <u>The admins of your page will receive the information via email</u>. It includes:
      i. The participant’s email address
      ii. The congress account name
      iii. The subject of the meeting
      iv. The availability of the participant
      v. A message

Note:

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

2. Chat with the team

Set up your chat team



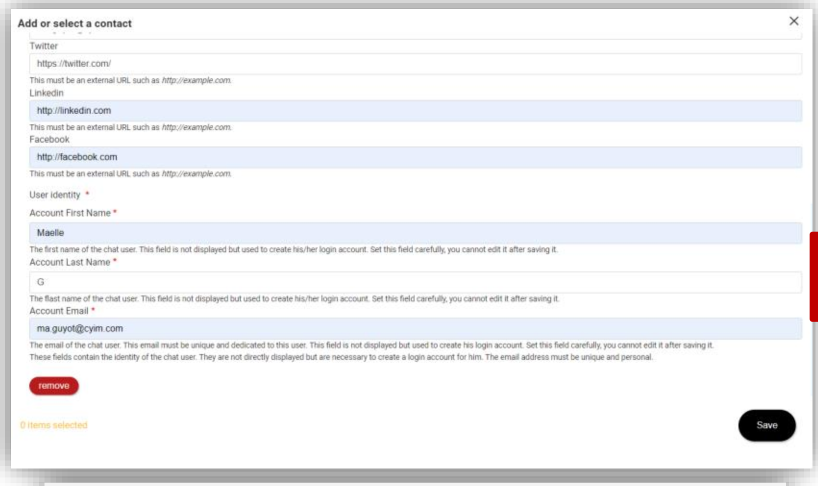
Details

1. **Chat with team**
   a. Click on the ‘+ Add a contact’
   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

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 request within the chat bar (will appear at the top right corner of their screen)
      i. They will need to accept the request of the chat (accept or refuse the conversation)
      ii. They will need to ask for the audience’s contact information (email address, phone number, etc.)
   d. The chat history will disappear after the team member logs out

2. Chat with the team

Set up your chat team



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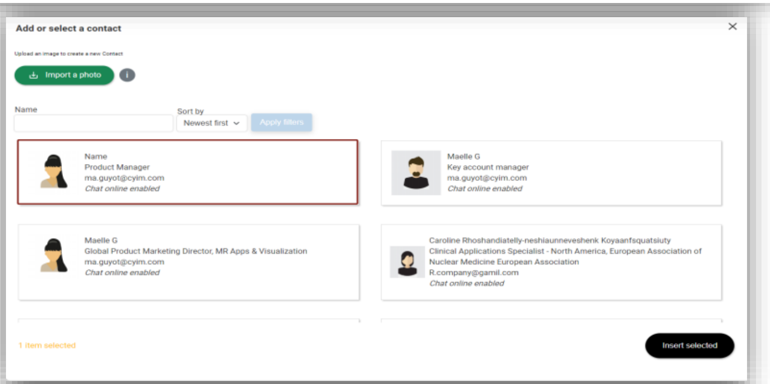
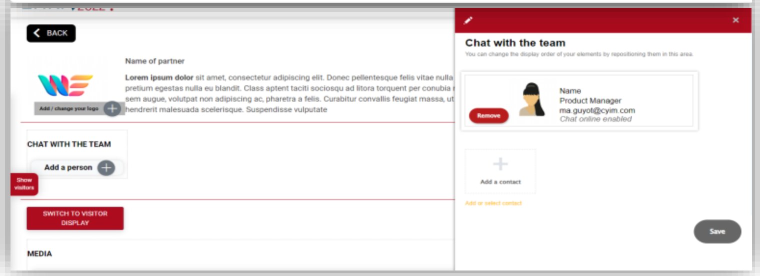
b





c

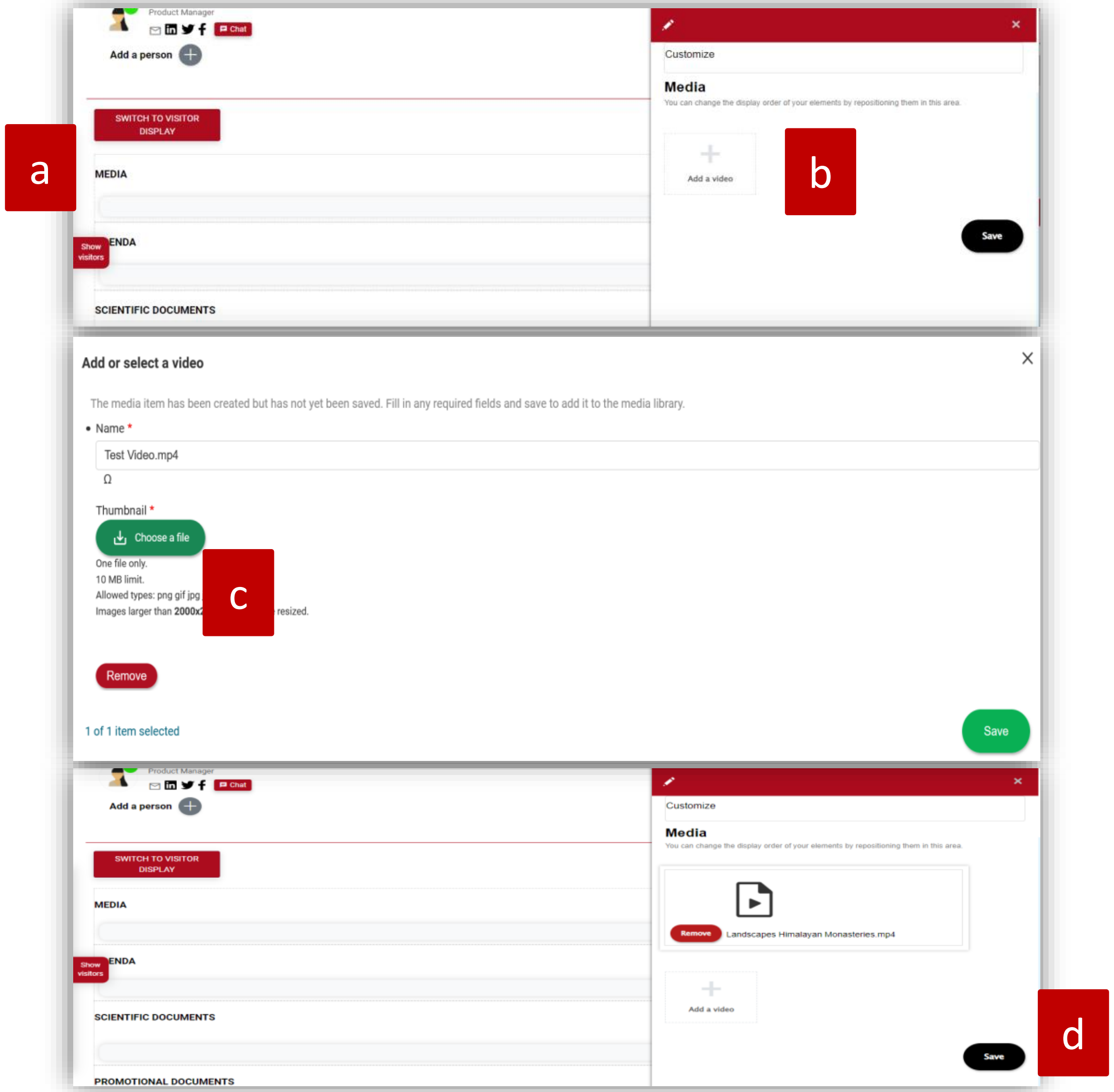
Details

1. **Chat with team**
   a. You will be required to add the information of your chat team again within the box 'User identity'(Name & mail address).
      The previous fields you filled in will be displayed on your profile page and the bottom part will enable the creation of your team members on the platform.

   b. Select the members you want to add and save your work.

   c. Please note that only 3 chatters will be visible on your page. If you want to change the order, please select the profile picture and use the 'drag & drop' system to change the position.

Add your promotional video



Details

1. **Add your promotional video**
   a. Click on ‘Add or select a media’

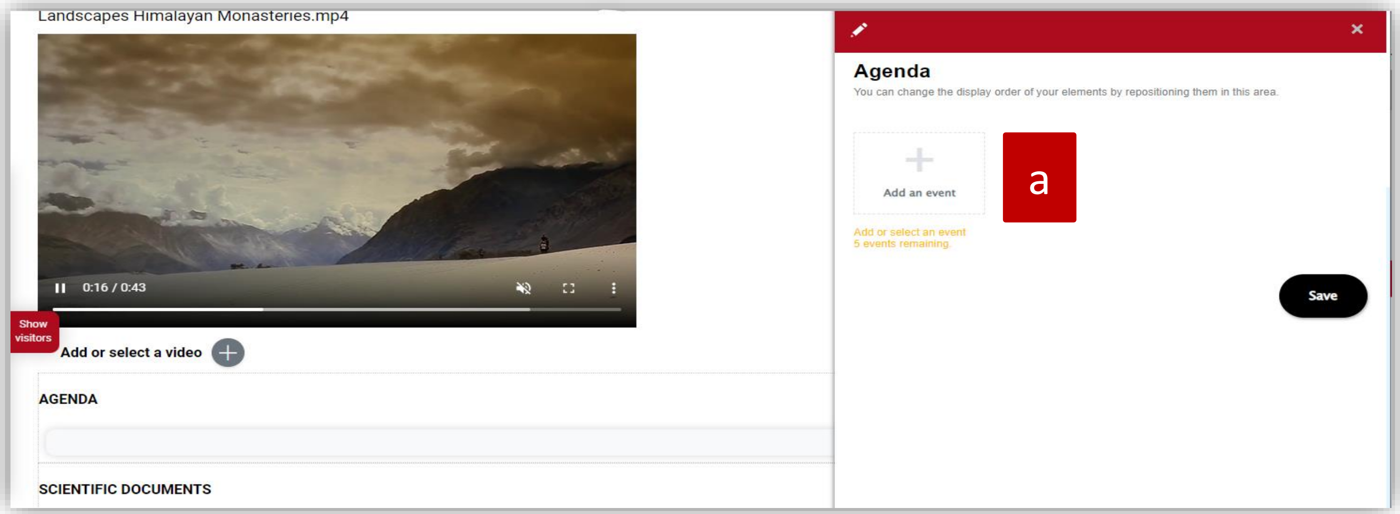
   b. A configuration layer will open. As such, click on the ‘+’ to add a video

   c. 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)

   d. Validate and save once you finalized the previous actions

4. 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 onto the next page to see what's next

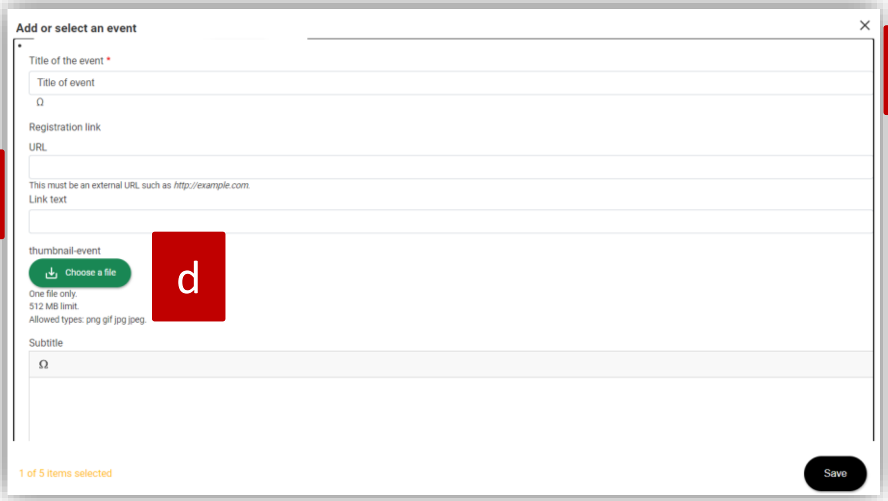
4. Agenda

Add your events

a

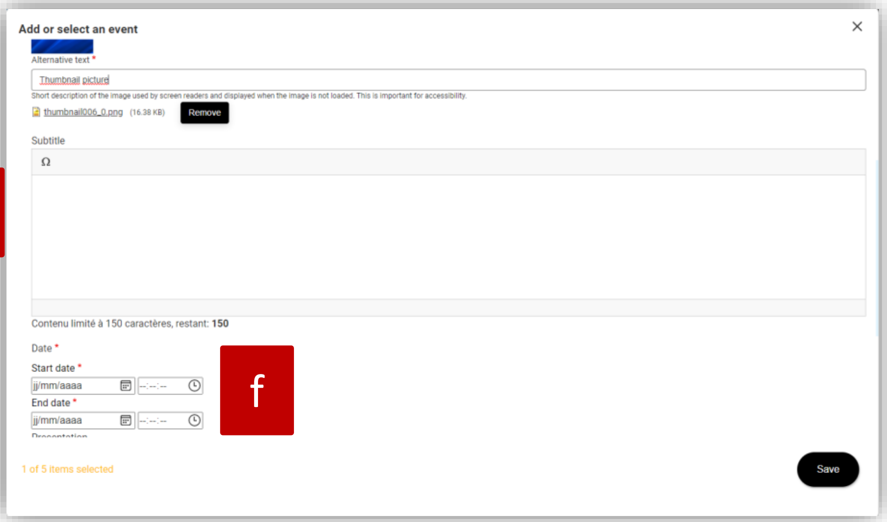
b

d



e

f

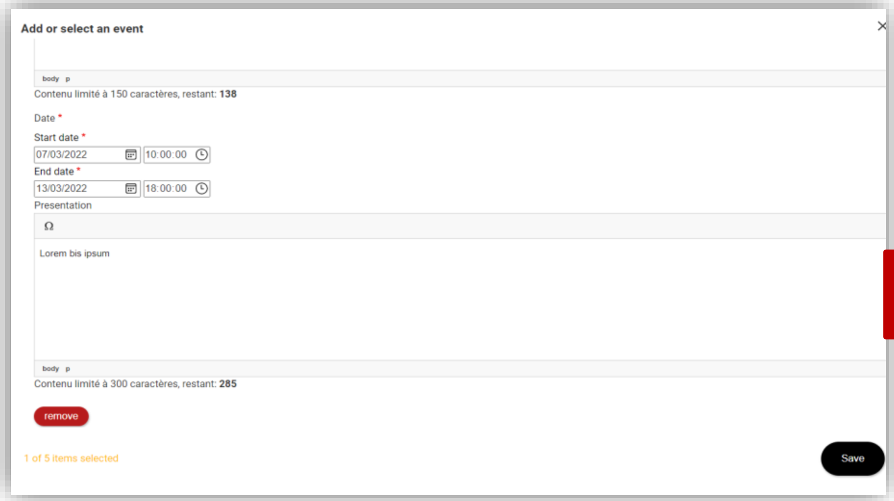


Details

1. **Agenda**
   a. Add a title to your activity
   b. Add an optionnal URL link for the audience to check
   c. Add a short text to your URL link
   d. Add a thumbnail to illustrate your event (200x200px, 1Mo recommended)
   e. Add a subtitle to your activity (limited to 150 characters, space included)
   f. Choose the starting and ending dates of the activity

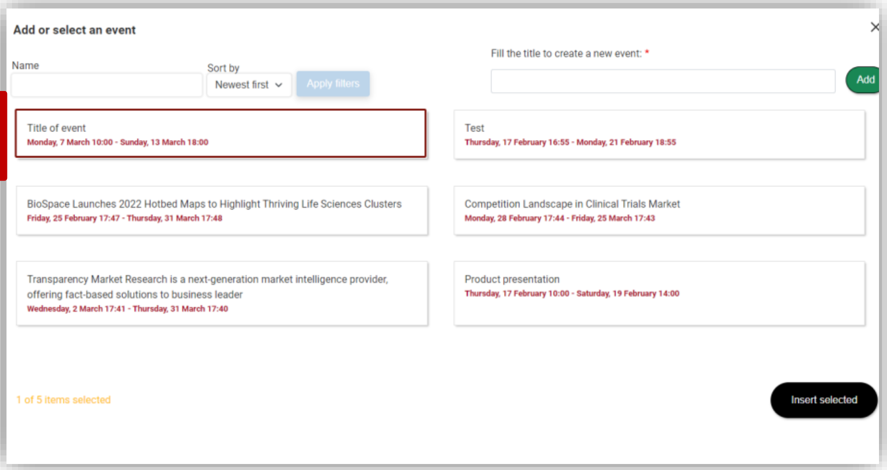
4. Agenda

Add your events



a

b



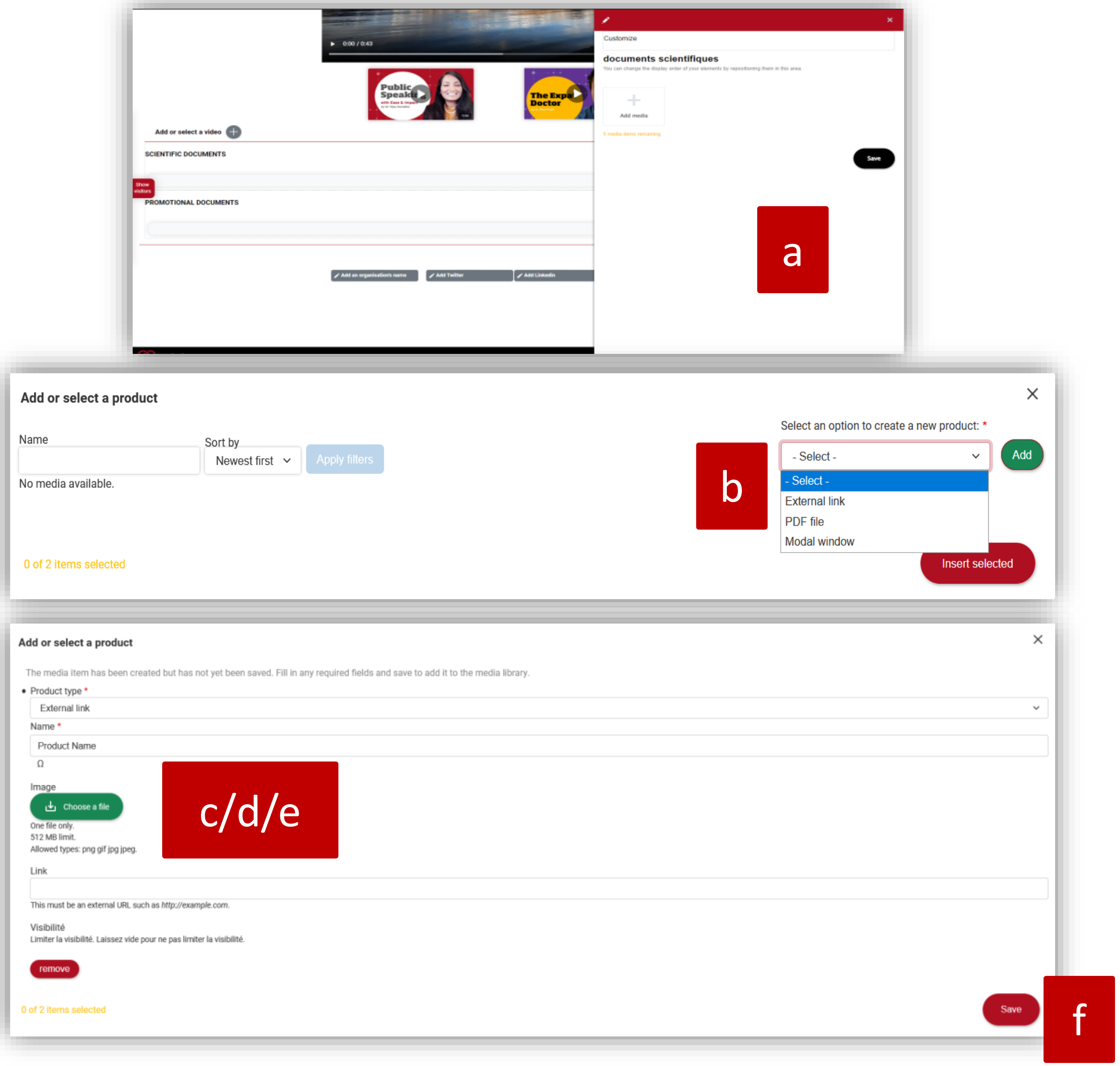
Details

1. **Agenda**

   a. Add a presentation text
      Up to 300 characters, space included

   b. Save your work and insert the event you created

Add your documents & resources



Details

1. **Documents & resources**
   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

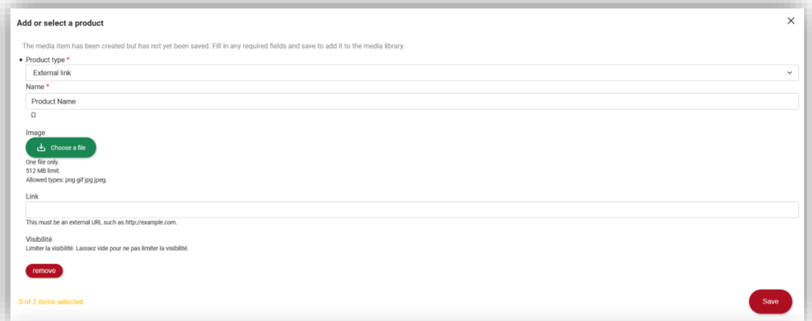
   c. Add the name of the document

   d. Select the 'Choose a file' and choose the most adequate image related to the resource you want to present
      Dimensions: 200x200px

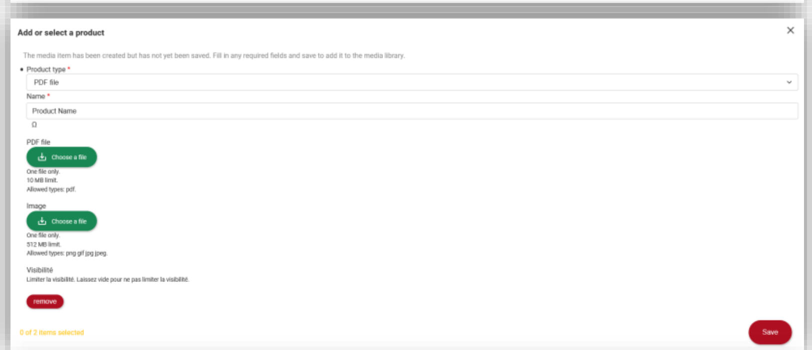
   e. Add an alternative text. The alternative text is displayed if your picture does not appear on your audience's screen (can be due to a computer's security software which can block the image from loading)

   f. Save the page and your document should appear on screen

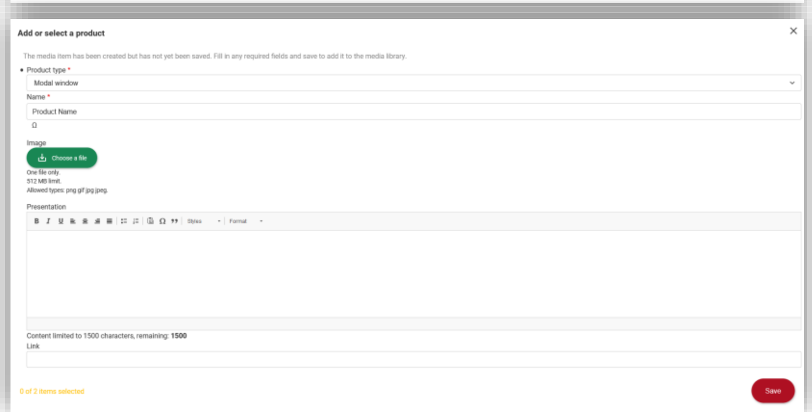
Different types of options



a. External link



b. PDF file



c. Pop-up content + link

Details

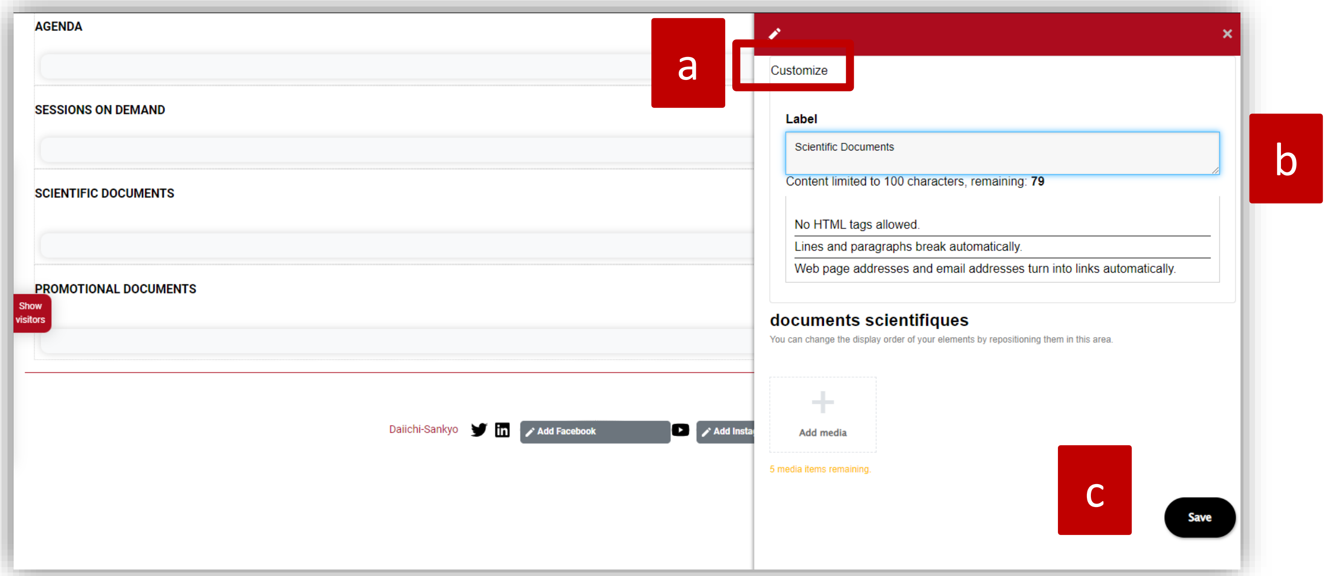
1. **Documents & Resources leaflets**
   a. External link
      i. Select the external link on 'Product Type'
      ii. Add the name of your resource
      iii. Select the 'Choose a file' and choose the most adequate image related to your resource
      iv. Add an alternative text
      v. Add the URL 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 optionnal external link and save

5. Your documents and resources

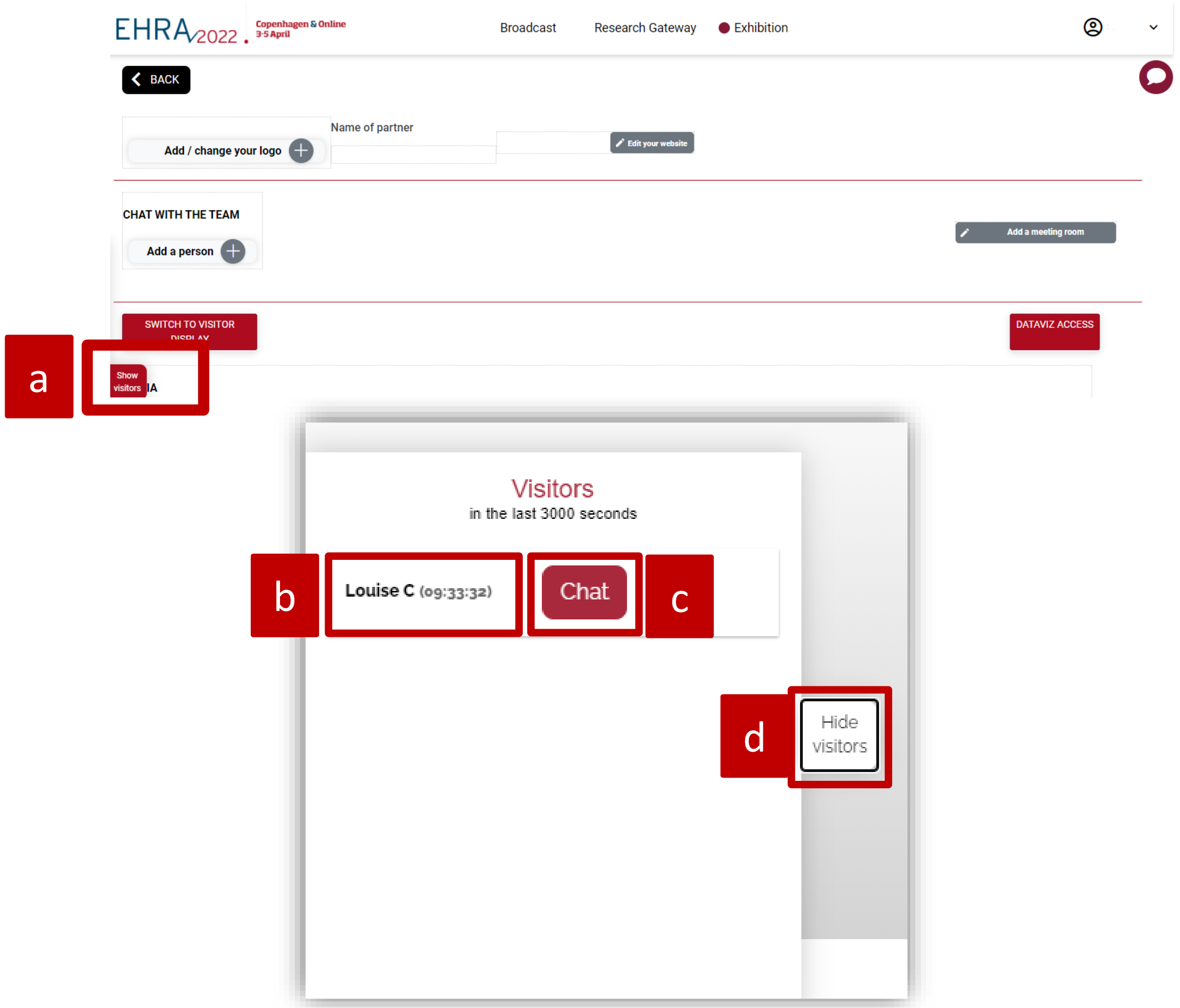
Change the label of the section



Details

1. **Documents & Resources leaflets**
   a. Click on ‘Customize’
   b. Enter the label you want for your documents/products section under 100 characters
   c. Save the page and your new label should appear on screen

Access to real time visitor statistics

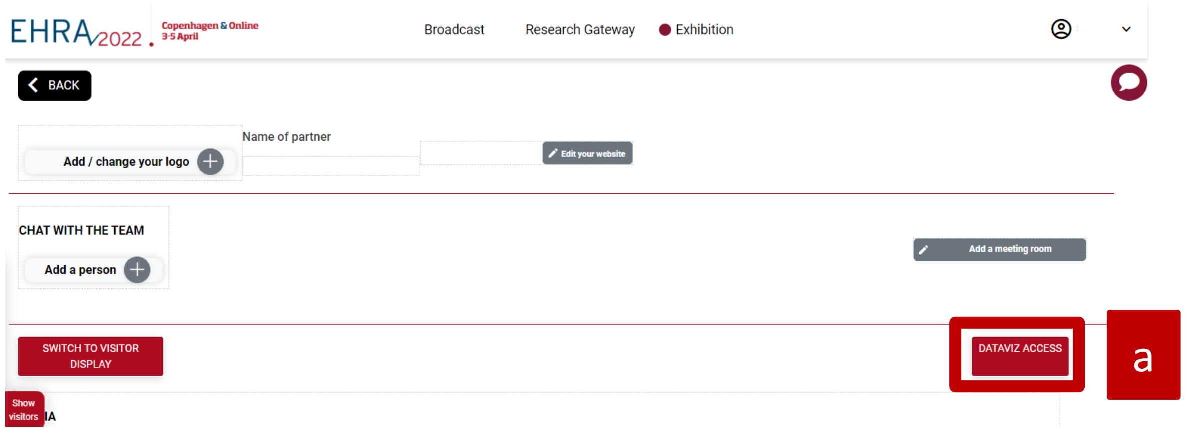


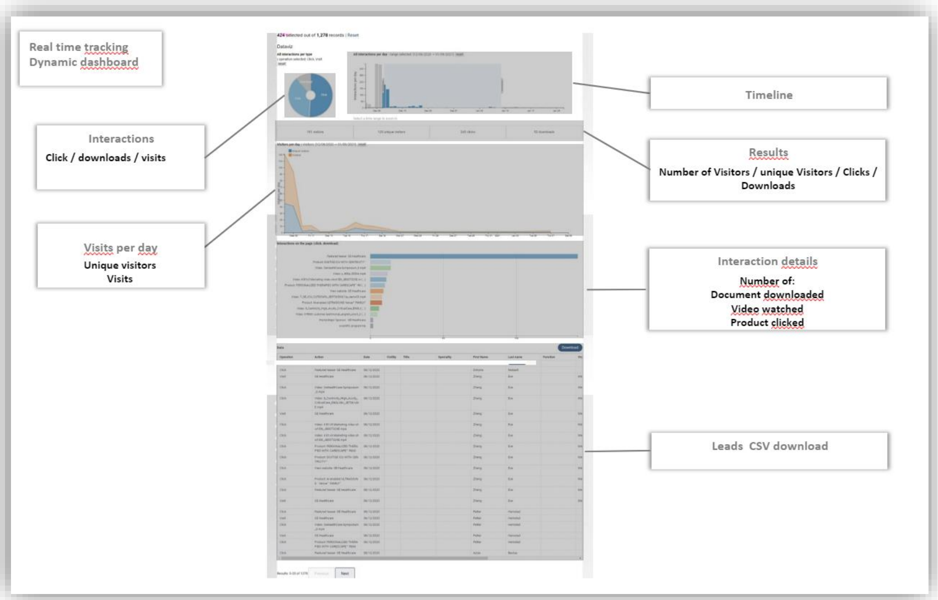
Details

1. **Access to visitor statistics**
    a. On the right 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. Exhibitor’s dashboard - Dataviz

Access the Dataviz





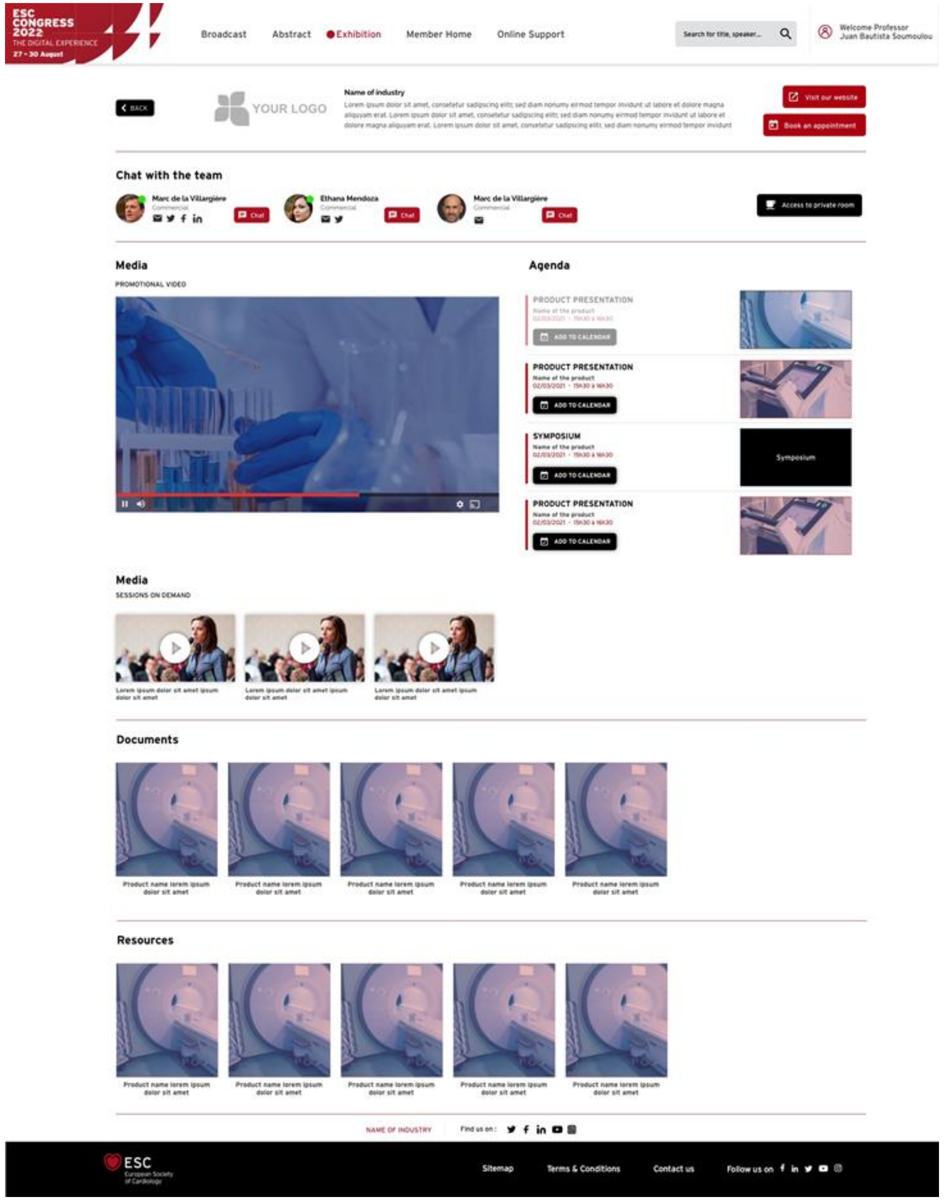
Details

1. **Access the Dataviz**
   a. Just below the chat with the team, 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

Visitor display



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(French company – available on CET time)