



Intelligence  
Innovation  
People  
Trust

# Tutorial for Exhibitors

ESC Congresses 2022



# Content

- + 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

The screenshot shows the EHRA 2022 exhibitor dashboard. At the top, the header includes the EHRA 2022 logo, the event details 'Copenhagen & Online 3-5 April', and navigation links for 'Broadcast', 'Research Gateway', 'Exhibition' (which is active), and 'Member Home'. A user profile icon is in the top right corner.

The main content area is divided into several sections:

- Partner Information:** Includes a 'BACK' button, a field for 'Name of partner', a button to 'Add / change your logo', a button to 'Edit your website', and a red button to 'Book an appointment'.
- CHAT WITH THE TEAM:** Features a button to 'Add a person' and a button to 'Add a meeting room'.
- Switch to Visitor Display:** A red button labeled 'SWITCH TO VISITOR DISPLAY' is on the left, and a red button labeled 'DATAVIZ ACCESS' is on the right.
- MEDIA:** A section with a button to 'Add or select a video'.
- AGENDA:** A section with a button to 'Add an event'.
- SCIENTIFIC DOCUMENTS:** A section with an 'Edit' button.
- PROMOTIONAL DOCUMENTS:** A section with an 'Edit' button.

At the bottom, there are four buttons for adding social media links: 'Add an organisation's name', 'Add Twitter', 'Add LinkedIn', and 'Add Facebook'.



# 1. Exhibitor's profile Overview

The screenshot shows the EHRA2022 Exhibitor's profile overview page. The page has a header with the EHRA2022 logo, dates (Copenhagen & Online 3-5 April), and navigation links (Broadcast, Research Gateway, Exhibition, Member Home). The main content area is divided into several sections, each highlighted with a red box and a number:

- 1**: A box containing the 'Add / change your logo' button, a 'Name of partner' input field, an 'Edit your website' button, and a 'Book an appointment' button.
- 2**: A box containing the 'CHAT WITH THE TEAM' section, which includes an 'Add a person' button and an 'Add a meeting room' button.
- 3**: A box containing the 'MEDIA' section, which includes an 'Add or select a video' button.
- 4**: A box containing the 'AGENDA' section, which includes an 'Add an event' button.
- 5**: A box containing the 'SCIENTIFIC DOCUMENTS' and 'PROMOTIONAL DOCUMENTS' sections, each with an 'Edit' button.
- 6**: A box containing the 'SOCIAL MEDIA' section, which includes buttons for 'Add an organization's name', 'Add Twitter', 'Add LinkedIn', and 'Add Facebook'.

## 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

The image displays three sequential screenshots of the EHRA2022 Exhibitor's profile interface, illustrating the process of adding a logo. The interface is divided into a main content area on the left and a 'Customize' sidebar on the right.

- Screenshot 1 (a):** The main content area shows the 'Add / change your logo' button. The 'Customize' sidebar has a 'Logo' section with an 'Add a logo' button (marked with a red 'b').
- Screenshot 2 (c):** A modal window titled 'Add or select a logo' is open. It shows a selection of logos, including the 'YOLK LOGO'. Below the selection, there are fields for 'Name your logo.jpg', 'Alternative text', and a 'Short description of the image' (marked with a red 'c').
- Screenshot 3 (d):** The modal window is closed, and the 'Customize' sidebar now displays the selected logo (marked with a red 'd'). The 'Save' button is visible at the bottom of the sidebar.

## 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

1

EHRA2022 Copenhagen & Online 3-5 April Broadcast Research Gateway Exhibition

BACK

Name of partner

Add / change your logo

CHAT WITH THE TEAM

Show visitors Add a person

Detailed presentation

Body p span span span strong

Save

2

EHRA2022 Copenhagen & Online 3-5 April Broadcast Research Gateway Exhibition

BACK

Name of partner

Add / change your logo

CHAT WITH THE TEAM

Show Add a person

Website

URL

This must be an external URL such as <http://example.com>

Link text

Save

## Details

### 1. Edit your presentation

- 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.)

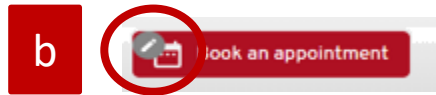
- Save your actions

### 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



The screenshot shows a web interface for booking an appointment. On the left, there's a sidebar with a 'BACK' button, a logo placeholder, a 'Name of partner' field, a 'CHAT WITH THE TEAM' section with an 'Add a person' button, a 'Show visitors' button, a 'SWITCH TO VISITOR DISPLAY' button, and a 'MEDIA' section. The main area is titled 'Take an appointment' and contains two text input fields: 'Objects' (with a blue border and a pencil icon) and 'Slots' (with a blue border). Below these fields are instructions: 'Set the different objects available for the contact form. One object per line.' and 'Set the different slots available for the contact form. One slot per line.' A 'Save' button is at the bottom right. Red labels 'a' through 'e' point to specific elements: 'a' points to the logo placeholder, 'b' points to the 'Book an appointment' button, 'c' points to the pencil icon in the 'Objects' field, 'd' points to the 'Slots' field, and 'e' points to the 'Save' button.

## Details

### 1. Book an appointment – Creation

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

## 1. Exhibitor's profile

### Book an appointment – Display

The screenshots show the EHRA2022 exhibitor profile interface. The top navigation bar includes 'EHRA2022', 'Copenhagen & Online 3-5 April', and tabs for 'Broadcast', 'Research Gateway', and 'Exhibition'. The main form has a 'Name of partner' field, an 'Add / change your logo' button, and a 'Book an appointment' button. A 'CHAT WITH THE TEAM' section is also visible. The right sidebar contains a 'Subject' dropdown, a 'Slot' dropdown, and a 'Message' text area with a 'Send' button. The 'Book an appointment' button is highlighted in red in the first screenshot. The 'Subject' dropdown is open in the second screenshot, and the 'Slot' dropdown is open in the third screenshot.

#### Details

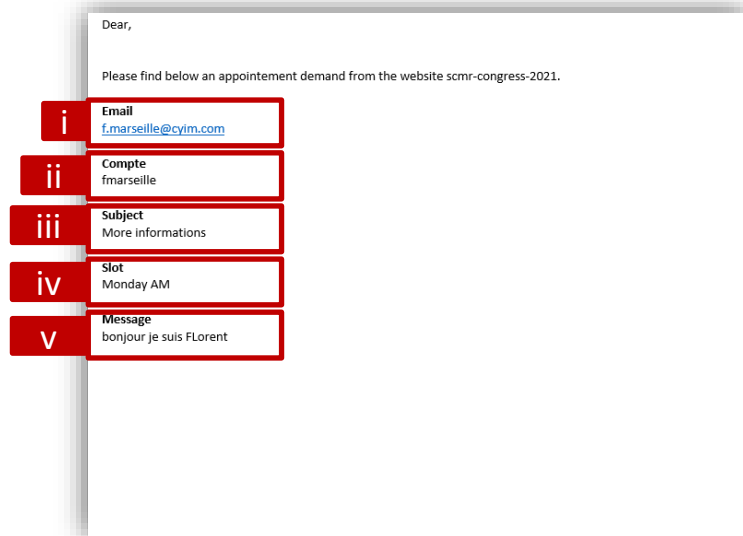
##### 1. Book an appointment – Display

- 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?

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

### Set up your chat team

**a**

**b**

**c**

**d**

### Details

#### 1. Chat with team

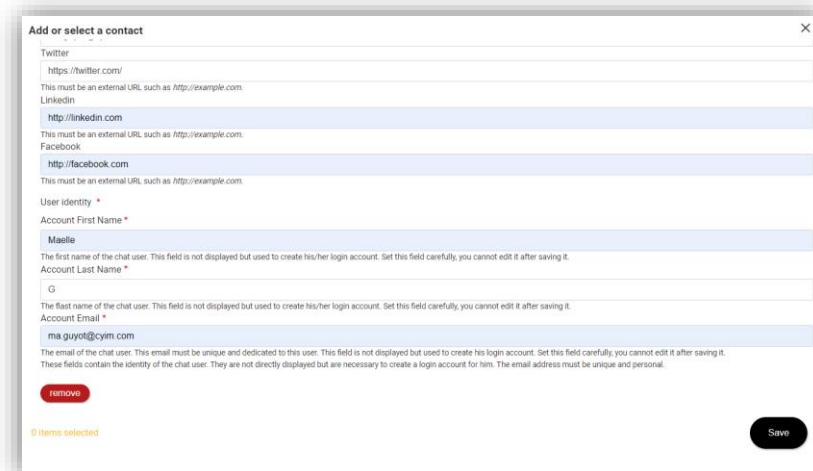
- Click on the '+ Add a contact'
- Click on 'Import a photo' to add the picture of your team member
- Fill in the name, position, email address and any social media links they may have

#### 2. How does it work? (Small brief)

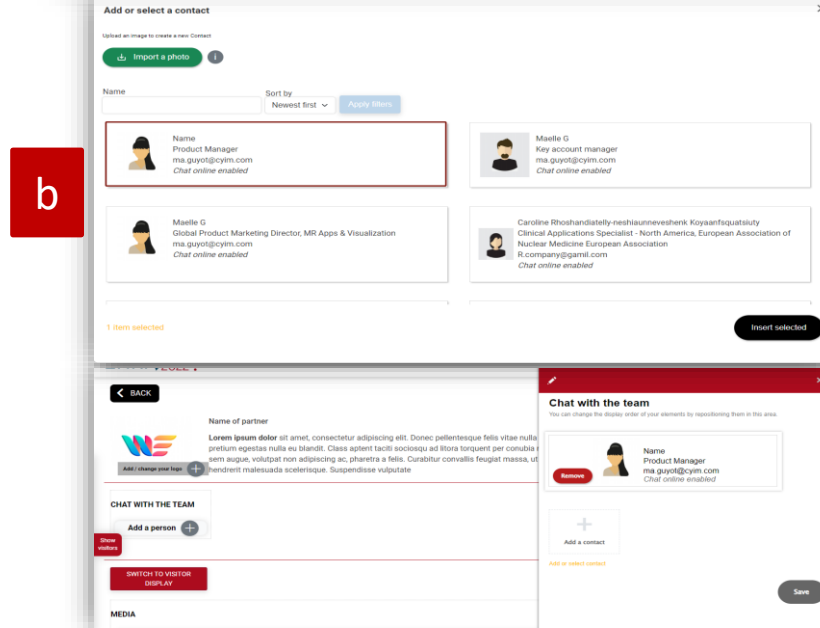
- Your team members will receive a mail with their credentials to access the chat function
- The audience will be able to contact your team via a chat box (similar to messenger from Facebook)
- When a user will chat with them, they will receive a request within the chat bar (will appear at the top right corner of their screen)
  - They will need to accept the request of the chat (accept or refuse the conversation)
  - They will need to ask for the audience's contact information (email address, phone number, etc.)
- The chat history will disappear after the team member logs out

## 2. Chat with the team

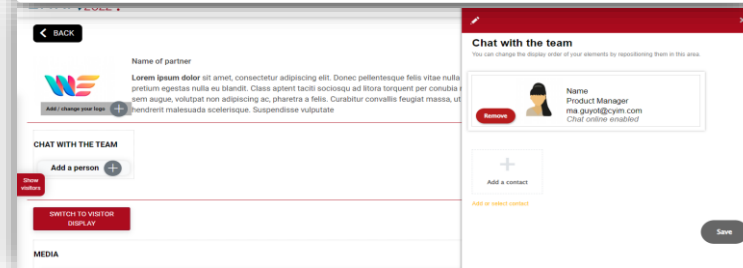
### Set up your chat team



This screenshot shows the 'Add or select a contact' form. It includes fields for Twitter, LinkedIn, and Facebook URLs, each with a note that they must be external URLs. Below these are fields for 'User identity', 'Account First Name', 'Account Last Name', and 'Account Email'. Each of these four fields has a red 'remove' button. At the bottom, there is a 'Save' button and a status '0 items selected'.



This screenshot shows the same 'Add or select a contact' form, but with a list of contacts displayed. The list includes 'Name Product Manager' and 'Maeile G. Key account manager'. A red box highlights the first contact. At the bottom, there is an 'Insert selected' button and a status '1 item selected'.



This screenshot shows the 'Chat with the team' interface. It includes a 'Name of partner' field, a 'CHAT WITH THE TEAM' section with an 'Add a person' button, and a 'MEDIA' section. A red box highlights the 'Add a person' button. At the bottom, there is a 'Save' button.

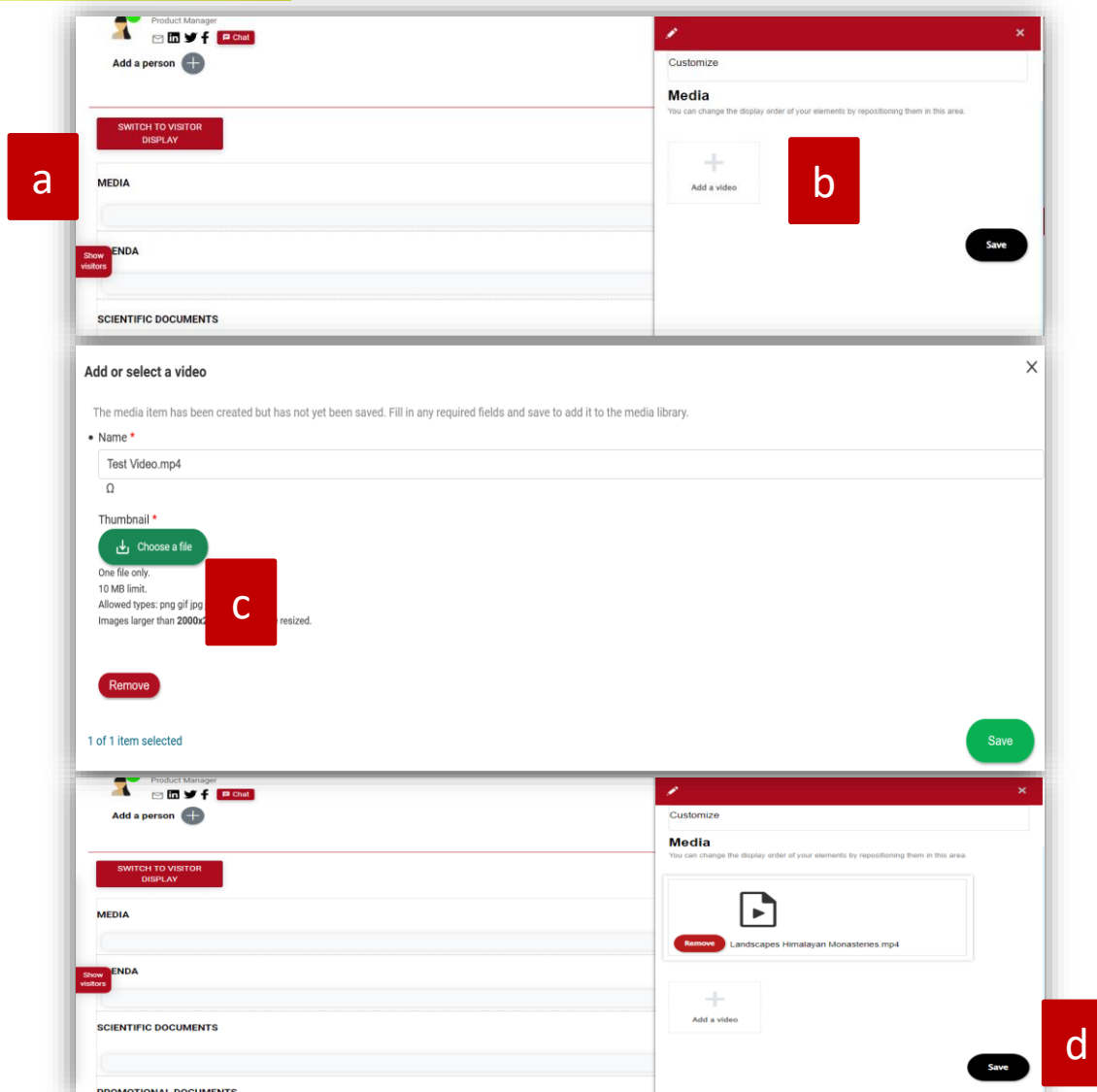
### Details

#### 1. Chat with team

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

### 3. Promotional video

## Add your promotional video



## Details

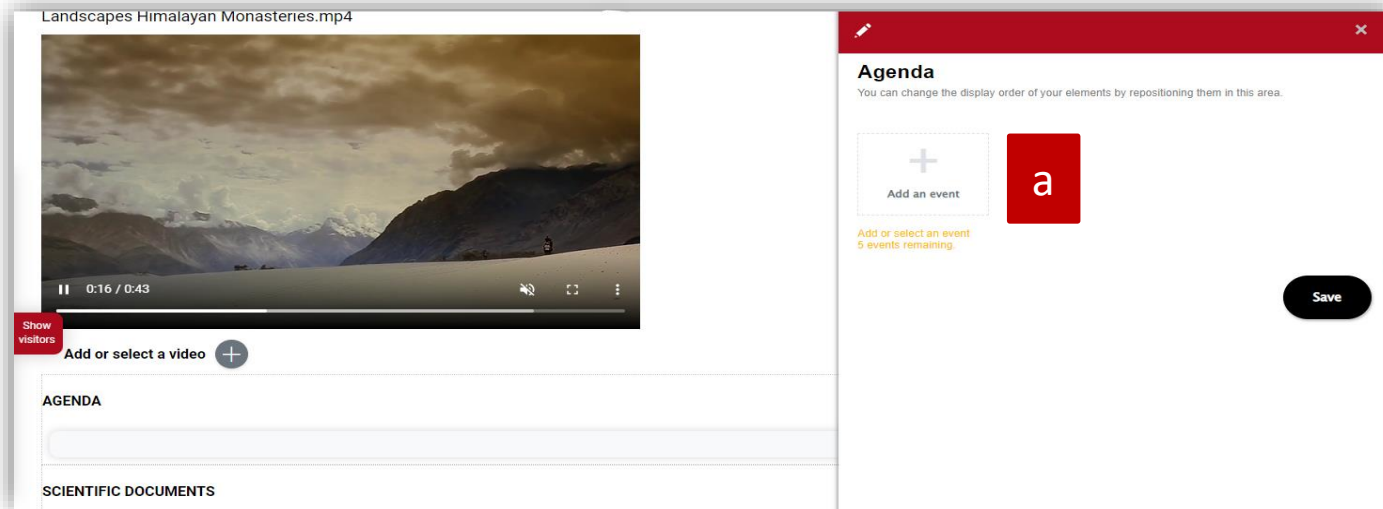
### 1. Add your promotional video

- Click on 'Add or select a media'
- A configuration layer will open. As such, click on the '+' to add a video
- 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



## 4. Agenda

### Add your events



## 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



## 4. Agenda

### Add your events

**a**

**b**

**d**

1 of 5 items selected

Save

**e**

**f**

1 of 5 items selected

Save

## Details

### 1. Agenda

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



## 4. Agenda

### Add your events

This screenshot shows the 'Add or select an event' form. It includes a text area for the event body (150 characters limit), a date picker for start and end dates, and a presentation text area (300 characters limit). A red 'remove' button and a 'Save' button are visible at the bottom.

**a**

This screenshot shows the 'Add or select an event' form with a list of events. The first event is highlighted with a red border. The list includes events like 'BioSpace Launches 2022 Hotbed Maps to Highlight Thriving Life Sciences Clusters' and 'Transparency Market Research is a next-generation market intelligence provider, offering fact-based solutions to business leader'.

**b**

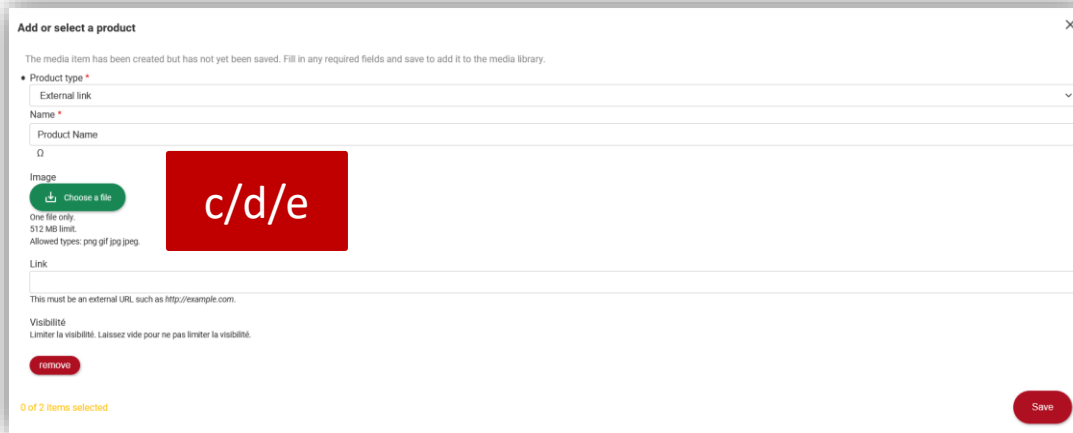
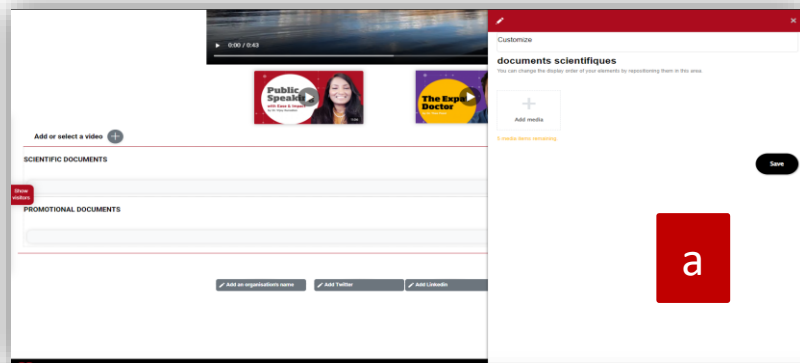
## Details

### 1. Agenda

- Add a presentation text  
Up to 300 characters, space included
- Save your work and insert the event you created

## 5. Your documents and resources

### Add your documents & resources



### Details

#### 1. Documents & resources

- Click on '+ Add a document'
- Select the kind of link you want to add (more details on the next two slides) and click on 'Add':
  - External link
  - PDF file
  - Pop-up content + link
- Add the name of the document
- 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 document should appear on screen

## 5. Your documents and resources

### Different types of options

**Add or select a product**

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.

- Product type \*  
External link
- Name \*  
Product Name  
0
- Image  
Choose a file  
One file only  
512 MB limit  
Allowed types: png gif jpg jpeg
- Link  
This must be an external URL, such as <http://example.com>.
- Visibility  
Limiter la visibilité. Laissez vide pour ne pas limiter la visibilité.

0 of 2 items selected

Save

a. External link

**Add or select a product**

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.

- Product type \*  
PDF file
- Name \*  
Product Name  
0
- PDF file  
Choose a file  
One file only  
10 MB limit  
Allowed types: pdf
- Image  
Choose a file  
One file only  
512 MB limit  
Allowed types: png gif jpg jpeg
- Visibility  
Limiter la visibilité. Laissez vide pour ne pas limiter la visibilité.

0 of 2 items selected

Save

b. PDF file

**Add or select a product**

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.

- Product type \*  
Modal window
- Name \*  
Product Name  
0
- Image  
Choose a file  
One file only  
512 MB limit  
Allowed types: png gif jpg jpeg
- Presentation  
Content limited to 1500 characters, remaining: 1500
- Link

0 of 2 items selected

Save

c. Pop-up content + link

## Details

### 1. Documents & Resources leaflets

#### a. External link

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

#### b. PDF file

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

#### c. Pop-up content + link

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





## 5. Your documents and resources

### Change the label of the section

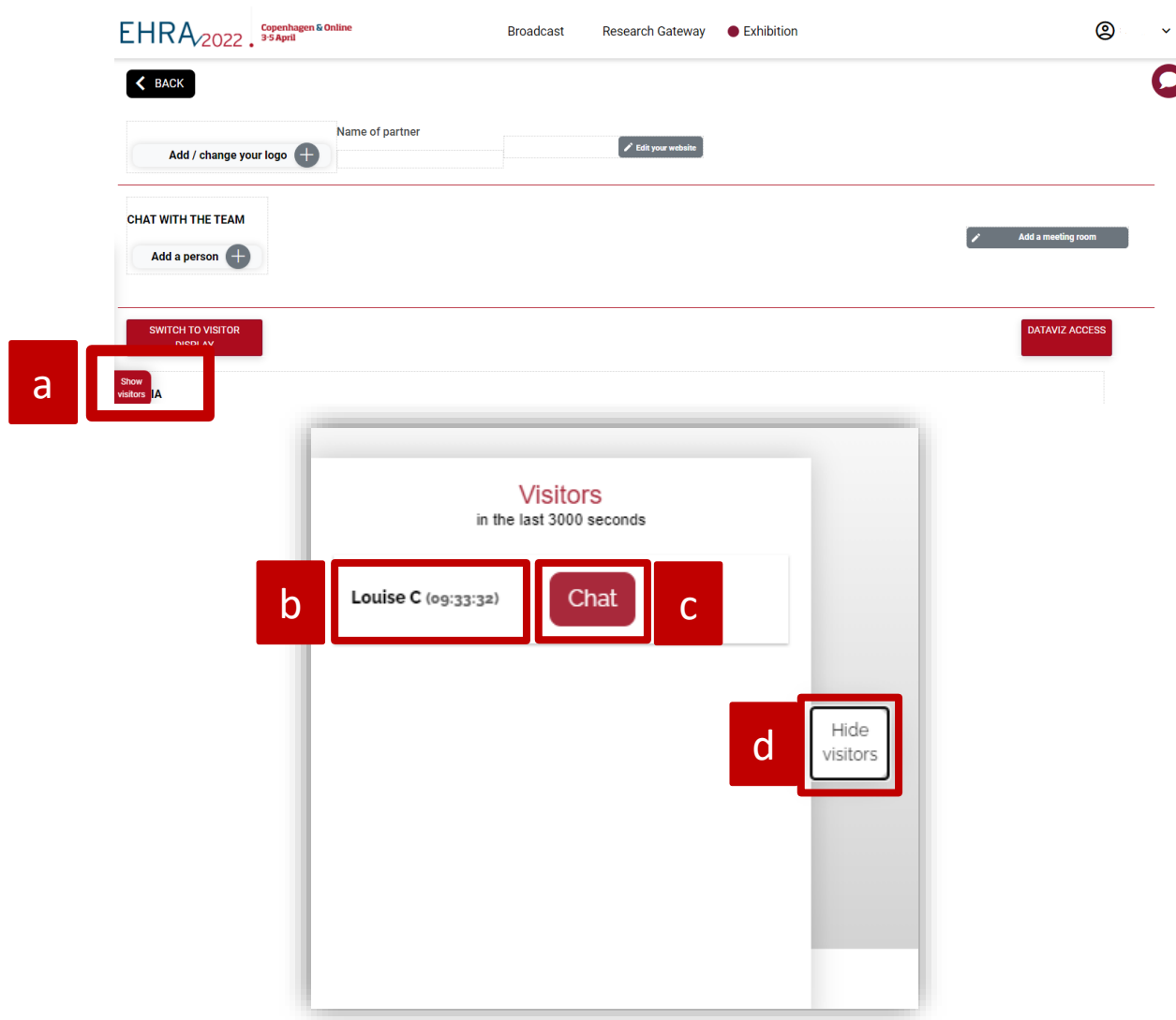
#### Details

##### 1. Documents & Resources leaflets

- Click on 'Customize'
- Enter the label you want for your documents/products section under 100 characters
- Save the page and your new label should appear on screen

## 6. Exhibitor's dashboard

### Access to real time visitor statistics



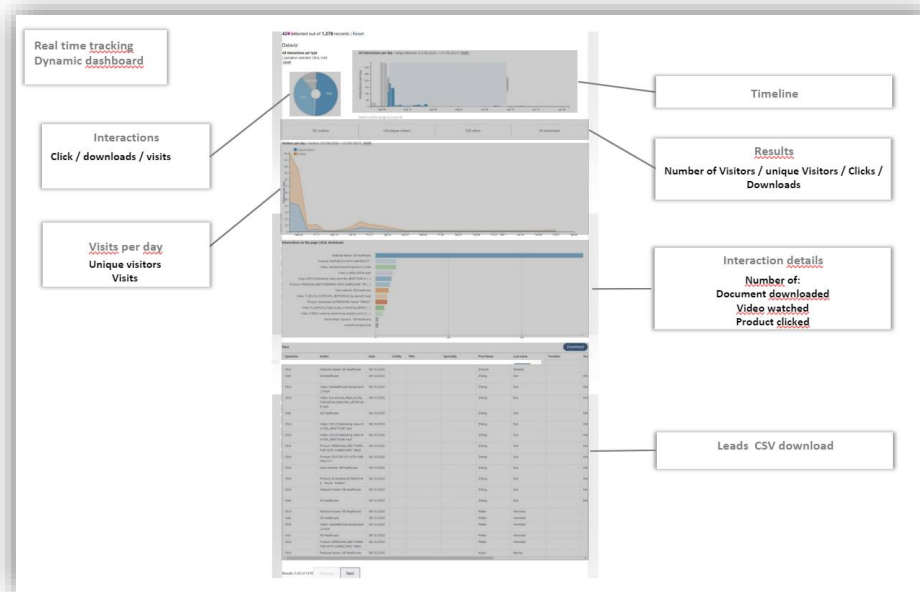
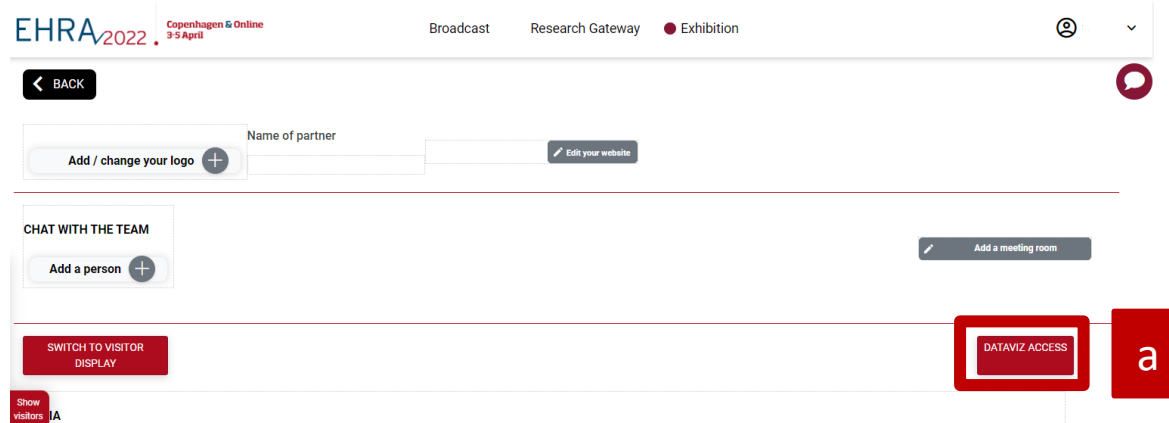
#### Details

##### 1. Access to visitor statistics

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

## 6. Exhibitor's dashboard - Dataviz

### Access the Dataviz



### Details

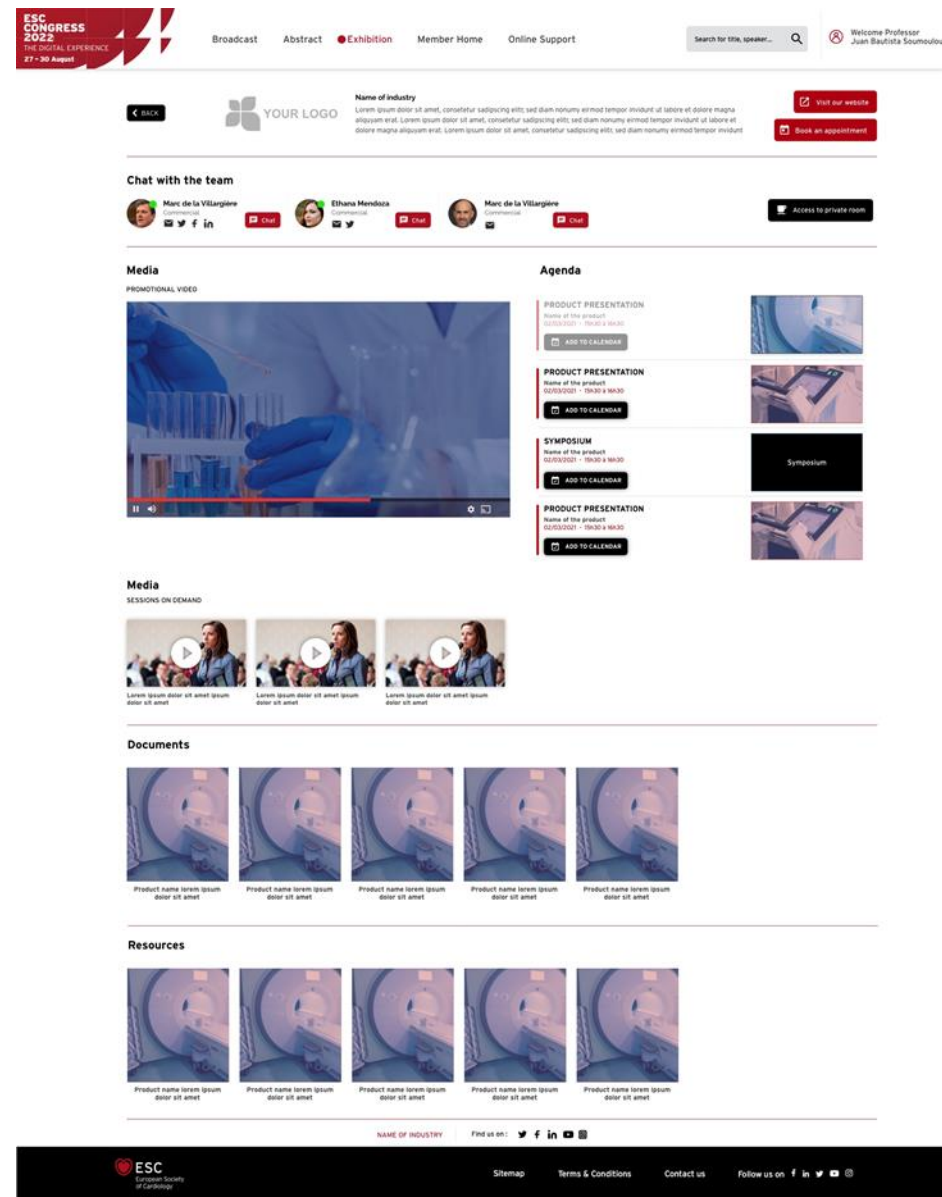
#### 1. Access the Dataviz

- Just below the chat with the team, 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





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People  
Trust

# Contact ESC Congresses 2022 Supplier

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