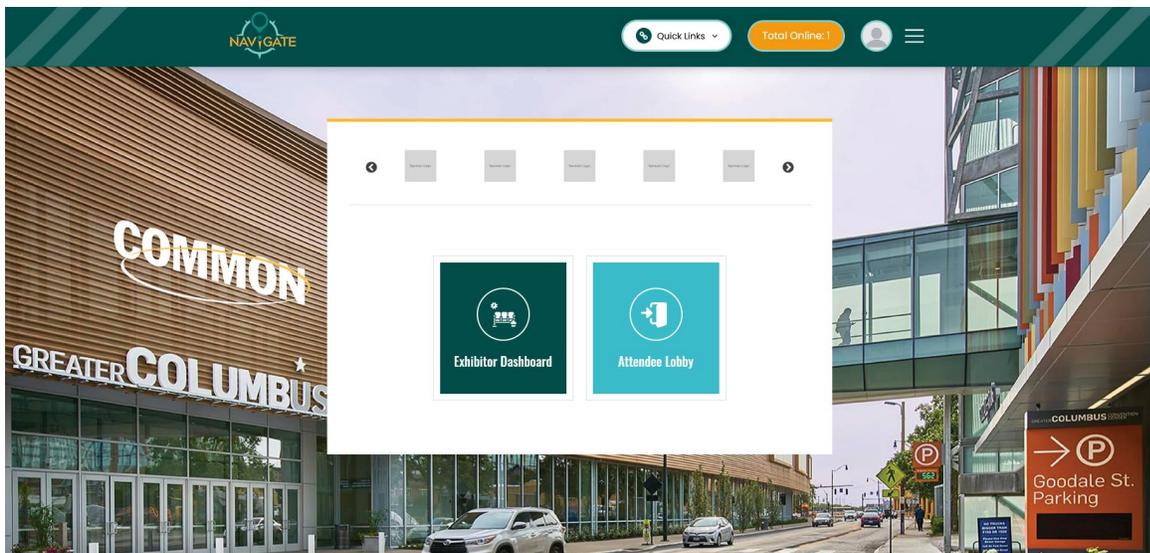




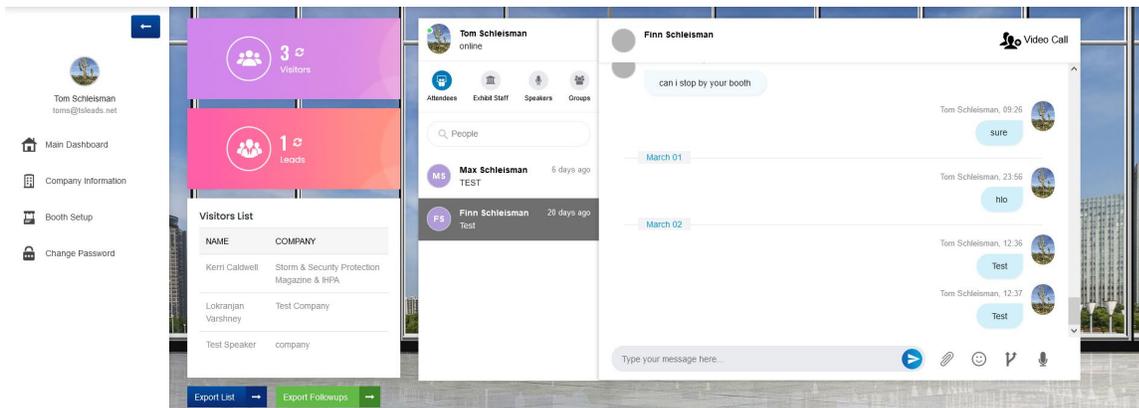
## Exhibitor Manual-POWERUp 2021

### Setting Up Your Booth

Log in to the Virtual Conference using the link and log in provided to you by show management. If you are in a VPN you may have to log out of the network or contact your administrator for the proper settings. Click on Exhibitor Dashboard.



This is your main dashboard and where you will chat with attendees and view your booth visitors during the event.



Click on Company Information on your left menu bar to edit your company information, add your picture, enter your company logo, and choose your booth style

The screenshot shows the 'Company Information' form in the NAViGATE system. The form is divided into several sections:

- Main Contact Pic:** A 'Browse...' button with the text 'No file selected.'
- Company Logo:** A 'Browse...' button with the text 'No file selected.'
- Company Name:** A text field containing 'TSL'.
- Main Contact First:** A text field containing 'Tom'.
- Main Contact Last:** A text field containing 'Schleisman'.
- Address 1:** A text field containing 'address'.
- Address 2:** An empty text field.
- City:** A text field containing 'city'.
- ST:** A text field containing 'stat'.
- ZIP:** A text field containing '00000'.
- Country:** An empty text field.
- Email:** A text field containing 'toms@tsleads.net'.
- Website:** A text field containing 'https://www.tsleads.net'. A note below it says '\*https:// is required for website URL'.
- Title:** An empty text field.
- Categories:** A dropdown menu.
- Choose Booth Design:** Three 3D booth design options are shown with radio buttons below them. The third option is selected.
- Submit:** A green button with a right-pointing arrow.

Click on Booth Setup from your left menu bar to begin setting up your booth



**Exhibit Booth Header-** Upload an image OR type in text to display your company name. To upload a Banner graphic, click “browse” Then select a file from your computer. File formats include jpg and png. Best size for image is 550X94 pixels.

To add text to your header, select “Edit Text”. Then use the text tool to type your full company name. You may edit the font size, style, and color. To edit existing text, first highlight the selection. Click “submit” to save changes.

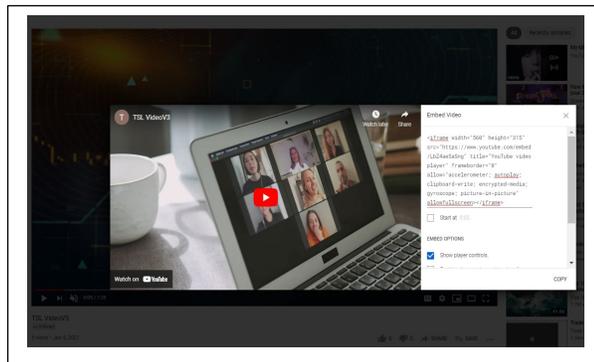
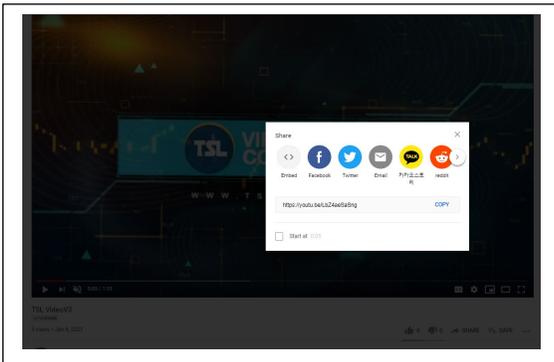
**Edit Company Bio-**Add a brief description of your company.

**Edit Contact Me About-**Qualify your sales leads based on attendees who visit your virtual booth. Set unique product names or action items for interested attendees. This info will appear next to attendee names on your leads report. Click “+” to add each follow up.

**Edit Technical and Marketing Documents-**Add documents and presentations for attendees to view during the conference. Click “Browse” to select a file, or paste embed video code from Youtube. Then click “submit” to save. Formats include: Youtube link (or link to MP4 file), .mp4, .doc, .pdf, .ppt. Max size for .mp4 files is 5 mgb.

**Edit Main Videos in the center of your booth-**Include videos or images for your company. Click “Browse” to select a file, or paste embed video code from Youtube. Then click “submit” to save. Formats include:Youtube Link (or link to MP4 file), .mp4, .jpg, .png. Best size for image is 340X150 pixels for top box and 160x95 pixels for the bottom two boxes. Max size for .mp4 files is 5 mgb.

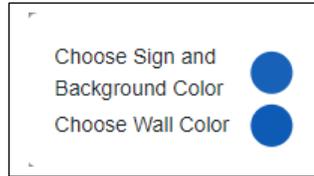
**HINT-**To insert link for You Tube videos go the video. Click Share, Embed, then copy the code and paste it in the Share Video Link Box in the VC widget.



**The embed code will look like this:**

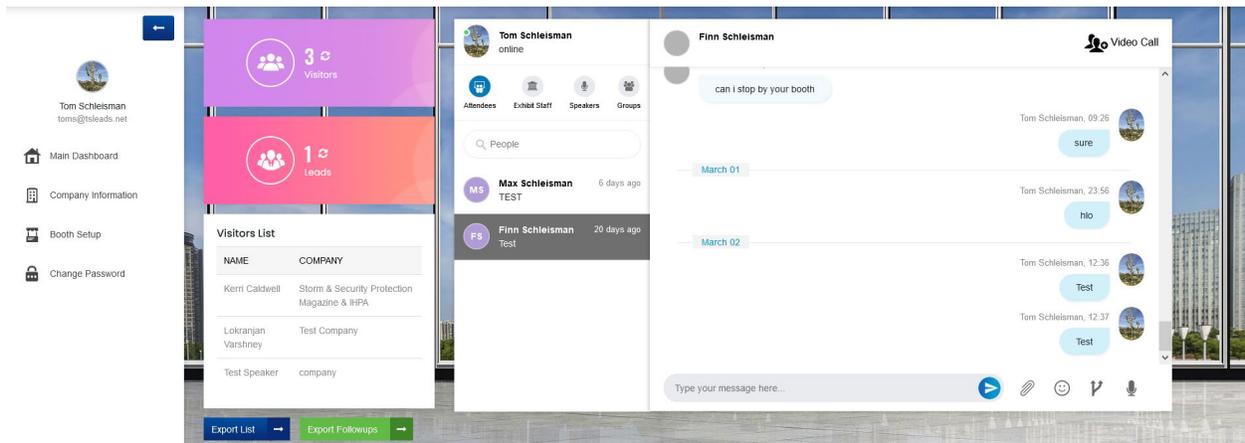
```
<iframe width="560" height="315" src="https://www.youtube.com/embed/LbZ4aeSaSng" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Choose sign, background, and wall color of your booth using the widget on the right side of the screen.



Preview Exhibitor Booth to view what your booth will look like to the attendee.

## During The Event



### Viewing Booth Visitors and Leads

From the main exhibitor dashboard click on the visitors and leads icons to refresh the lists and view traffic in the booth in real time. Visitors are those attendees that have viewed your booth but not engaged in any way. You will receive basic contact information for booth visitors. Leads are those visitors that have engaged in your booth and you will receive complete contact information including phone and email address for these attendees. If you would like the reports in excel format click on the report you want to save or open the list. If you choose save file the report will be saved in the downloads folder on your computer. Click on export follow ups to view the action items the attendees have clicked when viewing your booth. Save or open the same way as the visitors and leads report. They will also be saved in the download folder on your computer. Refresh the leads and visitors icons periodically to view attendees in your booth.

### Booth Chat

On the right side of your screen you will see the exhibitor chat dashboard. This is where you will communicate with all visitors to your booth and others attending the conference.

Click on people and chat help for live assistance regarding chat

Click on the attendee or exhibit staff icons to view your active chats. When you initially open chat all of these will be empty but as you engage in the conference your active chats will show on the left side of

the chat app. Click on the speaker icon to view all of the conference speakers. Click on the category you want then click on people to view all of the attendees in the conference. Scroll down to see them all or enter text to search for a specific attendee. Click on the user you want and send a chat message, share files, and send audio messages Click the attendee on the top bar to view their profile.

Click on video call to enjoy live face to face audio, video, chat, and file sharing. You will receive ringing notification when another user engages you in a video call.

Click on groups and the plus sign below it to add a group. Enter the title and description of the group and add members to your group. Click done when finished.

Search and engage with those who have visited your booth. Use the VC chat feature connect with any attendee, exhibitor, or speaker at the conference.

Your chat dashboard is open by default when you are in your booth, and You will receive a chat notification on the bottom right of your screen when an attendee sends you a chat.

Please contact Tom Schleisman at [toms@tsleads.net](mailto:toms@tsleads.net) if you have questions about setting up your booth.