Booımset Exhibitor Management Portal

Videos: https://www.iltanet.org/ıltacon2021/agenda/attendeeıools (contains ILTACON specific references)
Boomset Admin Link: https://www.boomset.com/2015/groups
Boomset App Link: http://virtual.boomset.com

Getting Started
The designated “Booth Builder” for your organization will receive an email that looks like the following screenshot.

1. Open the email from reservations@boomset.com
2. If you are the Booth Builder, click the blue “Click Here to Set Up Your Virtual Booth” button.

(Note: if you do not know who the Booth Builder for your organization is, or did not receive the email, please reach out to sponsor@iltanet.org).
3. The first time you log in, you will see the following screen indicating your license was validated.
   a. Continue as guest
      i. This is not recommended for ILTA
      ii. Set 4 digit PIN and Nickname
      iii. This will allow you or anyone else with this information to access the Boomset Admin portal.
   b. Link to Boomset Account
      i. If you already have a Boomset account, you can link it here.
   c. Create an Account
d. If this is your first time logging in, we recommend you select “Create an Account.” This will allow you to use the same account for future ILTA events.

i. Fill in the fields on this screen and click “Create Account.”

4. After you login, Boomset will take you into the management portal. This is where you can set up the particulars of your booth.
Virtual Booth Settings

1. Log into Boomset management portal as the Booth Builder.
2. Under Virtual Booth header, click on Settings.

3. Update Logo
a. You can upload JPG, JPEG, PNG images. Image size must be 400x400. Image should be less than 1MB in size.
b. To upload or change your logo, click on the Upload Logo button.

c. Browse to the location and Open.
d. Crop and resize your photo. The blue box shows the limits of what will be displayed.
e. Click “Add.”

4. Cover Image or Video
   a. You can set an image or a video as the banner for your booth.
   b. Image
      i. You can upload JPG, JPEG, PNG images. Image size must be 1110x420. Image should be less than 1MB in size.
      ii. Select Image from the drop-down menu
      iii. Click Upload Image button
      iv. Browse to the location and Open.
      v. Crop and resize your photo. The blue box shows the limits of what will be displayed.
       vi. Click “Add.”
   c. Video
i. You must upload a video to the videos section before you can assign it as your banner.

ii. Vimeo videos work as embedded. YouTube videos open in a new tab.

iii. Select Video from the drop-down menu.

iv. Select the video you want to display from the next drop down menu.

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5. Company Slogan
   a. About vs. Slogan
      i. On the booth page, the slogan appears under the cover image/video. The about information is on a tab and is edited in the Information Tabs section.

      ![Company Slogan Example](image)

      - **About**
      - **Slogan**

      a. We do not know of a maximum character limit for the slogan, but it should be relatively brief and to the point.

6. Chat Welcome Message
   a. Maximum character limit of 280 characters.
   b. Used to promote your offerings for Vendor Bingo.

7. Branding Color
   a. This changes the highlight and chat bar colors for your booth.

8. Presentations
   a. Will display sessions that your company is holding.
   b. Toggle to display the tab on your booth.
   c. Can be used for Company Updates, ILTA TV interviews, After Hours Networking Sessions, etc.
   d. This is NOT for educational sessions where you have a speaker.

9. Staff
   a. Toggle to display the tab on your booth
   b. Allows your staff to be displayed on the site
   c. Attendees will be able to schedule a meeting with any staff member on the site. This is different than auto-assigning leads.
Information Tabs

1. Under Virtual Booth, select Information Tabs.
2. About Section
   a. First section that appears under the tabs on your booth.
   b. Should be different than your slogan which will always appear.
   c. Some basic formatting available
   d. If you want a particular font or size, please make that selection because the app side may not display the same formatting.
   e. You can view in HTML.
3. Profile Section
   a. The profile options drive the filtering on the Sponsors page.
   b. Toggle to display in the Information Tabs
   c. Set your Sponsorship Level
      i. Click the Edit link.
         ii. Click the drop-down menu and select the appropriate level.
         iii. Click Save
   d. Select your product categories
i. Click the Edit link under Product Categories.

![Profile](image)

ii. Check all the product categories which apply (list in screenshot is for the demonstration only)

iii. Click Save

4. Adding Photos
   a. Toggle to display in the Information Tabs
   b. Click Upload Photo button to add an image
   c. Browse for the image and Open
   d. Add a caption to provide context. This is especially important from an accessibility perspective as the caption can describe the image for screen readers.
   e. Click Save
   f. Tips – Add map to booth or a group staff photo

5. Adding Videos
   a. Toggle to display in the Information Tabs
   b. Click Add Video button
   c. Add URL or the embed code for your video.
      i. Using the URL will take the attendee out of your booth.
      ii. Using the embed code will create a pop-up window for your video.
   d. Add a video title. This will display below your video.
   e. Add a cover image to display specifically what you want.
   f. Edit your video
      i. Check the box in front of the video you want to update
ii. Click Edit at the top of the list.
iii. Make your changes and click Save.
g. Delete your video
   i. Check the box in front of the video you want to delete
   ii. Click Delete at the top of the list.

6. Adding Resources
   a. This is for any other collateral you want to display.
   b. This will be available for attendees as soon as they can access the event.
   c. Toggle to display in the Information Tabs
   d. Add Resources
      i. Click Add New Resources button to add content.
      ii. Add .png, .jpg, .jpeg, .svg, .pdf, .doc, .docx, .xls, .xlsx, .ppt, .pptx, .pps, .pps. as downloadable resources for attendees.
      iii. The file size can be max 15MB with a limitation of adding 50 total.
      iv. Click Upload Resource button
      v. Browse for the content and Open
      vi. Add a Resource Title. This will be displayed on the booth.
      vii. Click Save.
e. Edit your resource
      i. Check the box in front of the resource you want to update
      ii. Click Edit at the top of the list.
      iii. Make your changes and click Save.
f. Delete your resource
   i. Check the box in front of the resource you want to delete
   ii. Click Delete at the top of the list.
g. Resources can be downloaded by attendees.

7. More Section
   a. Add links to content on your website or to your social media.
   b. You can embed content; however, this is NOT recommended for iframes or other traditional embedded information. You can use the rich text editor for text, but please do not embed videos, etc.

Calendar Management
1. How Calendars work for Attendees
   a. Display all sessions currently signed up for, can access session from calendar
2. How Calendars work for Exhibitors
   a. Display all sessions currently signed up for, can access session from calendar
   b. Change view: Exhibitor Schedule
c. What happens when a meeting is scheduled?
   a. Attendee
      i. Navigate to the sponsor page
      ii. Click Schedule Meeting button
      iii. Select the Date and Time you want to meet
      iv. Select the Staff Member you want to meet with.
         1. Can schedule the meeting with any staff members listed under Staff tab.
         2. If exhibitor has blocked off that time, attendee will not be able to schedule a meeting during that time block.
      v. Add Meeting Message
      vi. Click Book.
vii. You will see a confirmation message pop up. Click Okay.

viii. Will display on the calendar.

ix. Delete Meeting
    1. Click into meeting on calendar
    2. Click on the three dots in upper right.
    3. Select Delete Meeting.
    4. Add a message
    5. Click Cancel Meeting.

b. Exhibitor
   i. Block off sections not available.
   ii. When Attendee requests a meeting
       1. Adds to calendar
       2. Changes the Stage to Meeting on the Leads tab.
   iii. If meeting is cancelled
       1. Removes from calendar
       2. Changes the Stage to Connection on the Leads tab.

4. Blocking off a section
   a. Under Exhibitor Schedule
   b. Navigate to the day and time you do not want to be available.
   c. Click each time segment you will not be available.

<table>
<thead>
<tr>
<th>August 22, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
</tr>
<tr>
<td>2:00 PM</td>
</tr>
<tr>
<td>2:20 PM</td>
</tr>
<tr>
<td>2:20 PM - 2:40 PM is Blocked</td>
</tr>
<tr>
<td>2:40 PM</td>
</tr>
<tr>
<td>3:00 PM</td>
</tr>
<tr>
<td>3:00 PM - 3:20 PM is Blocked</td>
</tr>
</tbody>
</table>

5. Boomset Error – Workaround
   a. Sometimes when a meeting is scheduled, it will not appear on the calendar. You can see the scheduled meeting from the chat and can block off the time manually.
Platform Management

1. Sponsor Booth Tips
   a. Leads Tab
      i. Filter by Inquiries, Connections, Meetings
      ii. Number of unique visitors (far right)
      iii. Refresh to sync (e.g. Leads Retrieval app, Chats)
      iv. Review or Join Chats with Leads

2. Event Chat
   a. Main chat for the whole conference.

3. Community – Profile and Chat
   a. Separate from chat via booth
   b. Search for individual by name or company
   c. Click on the person to see a profile
   d. On the profile, click the Direct Message link to start a chat with them.
   e. Starting a message sends a Connection request. It does not guarantee that they will respond to you.
   f. Has the same chat functions as the booth chant, but no group chat or video options.
   g. Add to your profile
      i. Click on your name in the upper right.
      ii. Click Manage Profile button
      iii. Add any information that is not grayed out.
      iv. We recommend adding a profile picture before you arrive at the event.
      v. You can also remove yourself from the Community by updating your Privacy Settings and turning off Profile Visibility.
4. Gamification
   a. Look at all gamification options by clicking on the button on the left.
   b. Points available for attending sessions or visiting booths.
   c. Can see all available points and how many you have achieved.
   d. Vendor Bingo
      i. Drop a business card in a booth OR scan a lead at a physical booth
      ii. ILTA will provide a list of cards dropped for bingo purposes.

5. Sessions
   a. Add yourself to a session
   b. Chat – group discussion with all attendees (virtual and in-person).
   c. Q&A – submit a question to the moderator. Questions/answers can be upvoted.
   d. Poll – live questions for the session. May not be set up for each session.

6. Live System. Make your Changes!
   a. Please NOTE: all changes you make are live.
   b. If you add content to your booth, it will be immediately available to all attendees.

Custom Qualifiers
See Lead Retrieval Documentation

Design Lead Qualifier Form
See Lead Retrieval Documentation

Leads Management
See Lead Retrieval Documentation

Lead Retrieval
See Lead Retrieval Documentation

Questions
Please contact support@iltanet.org if you have any questions.

Video References
1. 001 – Virtual Platform – BP – Getting Started
   a. Email Access
   b. Setting up Access
   c. Exhibitor Portal Quick Look
2. 002 – Virtual Platform – BP – Lead Retrieval App
   a. How to Access
   b. Quick Walkthrough
   c. Scan a Lead
d. Export Your Leads

3. **003 – Virtual Platform – BP – Virtual Booth Settings**
   a. Updating Logo
   b. Assigning Image or Video for Banner
   c. Company Slogan
   d. Chat Welcome Message
   e. Branding Color
   f. Presentations
   g. Staff

4. **004 – Virtual Platform – BP – Information Tabs**
   a. About Section
   b. Profile Section
   c. Adding Photos
   d. Adding Videos
   e. Adding Resources
   f. More Section

5. **005 – Virtual Platform – BP – Custom Qualifiers**
   a. Types of Qualifiers
   b. Setup
   c. Demonstration
   d. Tips and Tricks

6. **006 – Virtual Platform – BP – Design Lead Qualifier Form**
   a. Qualifiers
   b. GDPR Follow-up

7. **007 – Virtual Platform – BP – Leads Management**
   a. Staff Leads Assignment
   b. Review Leads
   c. Lead Retrieval Application

8. **008 – Virtual Platform – BP – New Group Chat Feature**

9. **009 – Virtual Platform – BP – Calendar Management**
   a. How Calendars work for Attendees
   b. How Calendars work for Exhibitors
   c. What happens when a meeting is scheduled?
   d. Blocking off a section
   e. Boomset Error - Workaround

10. **010 – Virtual Platform – BP – Platform Management**
    a. Sponsor Booth Tips
    b. Event Chat
    c. Gamification
    d. Community – Profile and Chat
    e. Sessions
    f. Live System. Make your Changes!