



# Booth Builder Guide

# The Experience

---

# Purpose



## Showcase

Make your organization stand-out with a fully branded, content-packed virtual booth!



## Educate

Provide downloadable content for attendees to view and share to spread awareness and educate your current and prospective client base.



## Q&A

Staff your booth with live SME's to help answer attendee questions and drive the conversation.



## Lead Generation

With an array of live engagement functionality, networking and making virtual connections has never been easier!

# Features & Functionality



## Brand Awareness

An array of branding opportunities

Include a brief overview of products, services, and company tagline



## Communication

Live group chat and 1-on-1

Webex + Zoom integration to speak face-to-face (set up as External URL tab option)



## Video

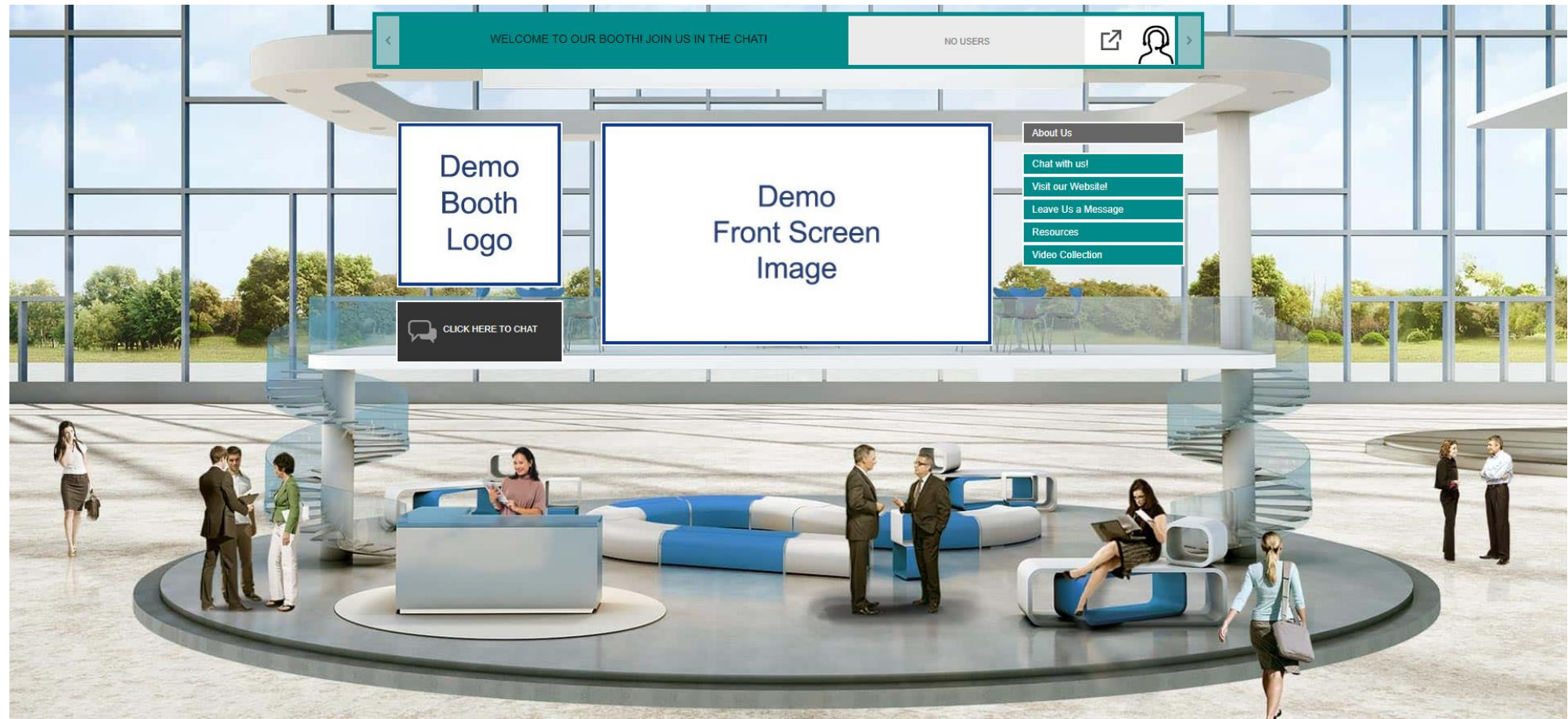
Welcome visitors with a friendly face and message

Showcase an unlimited number of demos, video testimonials, and more!



## Resource Library

Include downloadable white papers, data sheets, and brochures to allow attendees to take and share!



# Booth Layout

# Next Steps

---

# The Process at a Glance

1

## Gather Content

- Content is king! Take your time to ensure you feature the best, quality content for your booth.
- Feature an array of content that includes video, whitepapers, datasheets, and brochures.
- Repository Smartsheets will be provided to you soon to upload all of your booth content

2

## Live Day Staff

- Equip your booth with experts that can answer questions and facilitate the conversation via your booth's Live Chat.

3

## Due Date: 11/18/20

- Please have your booth build out completed and all 11/18/20
- We will host a chat training on (date coming soon!)
- You will receive early access into the environment (date coming soon!) to explore the environment and practice using the chat.

# Booth Content Options

- Images + Videos (up to 500MB and 15 minutes in length)
- Documents + Links (up to 99 documents/links, up to 20MB each)
- Chat rooms + message boards
- Surveys
- HTML content
- External URLs



# Booth Content

- **Booth Name:** Type in the name of your booth (Don't forget to hit "Apply Changes"!).
  - **Booth style:** Choose from background options
  - **Booth Colors:** Choose the primary (tab color) and secondary colors (text color).
  - **Booth Logo:** 200 x 200 px (.jpg file)
  - **About Us:** Tell us about your booth! Do not use special characters (% , & , \* , \$ , @ , ( , ) , " , ' , " , ' ). Best practice is to keep this text short and sweet.
  - **Front Screen Welcome Image/Video:** Image | 484 x 272 px (.jpg, .png files) | under 500MB for video file (.mp4, .flv files). (This can be a video!)
  - **Documents and Links:** Upload all downloadable content that you would like available for attendees here (up to 20MB each). You may upload any type of file except .exe files but best practice is to use PDF files, as they will be universally recognized on all systems and browsers. *Should you have a file larger than 20MB, please upload it in multiple parts.*
  - **Tab Content:** You may change the verbiage and display order of the tabs (character limit = 25 characters including spaces).
    - HTML Tab type has a character limit of 50,000
  - **Video Collection:** Think of this as your own YouTube channel! Feel free to upload an unlimited number of videos here. File size limit = 500MB per video file and 15 minutes in length.
  - **Marquee Message:** Best practice is to keep this short and sweet. Limit 1 message per booth.
  - **Search Words:** Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma.
- Made an edit but not seeing your update?**

Please clear your browser's cache if you are making edits but are not seeing them being updated in Space Builder. Image edits may take up to 15 minutes to display.