



## Virtual Booth Guide

Techfluence virtual booths offer exhibitors a wide range of options for branding as well as for choosing how attendees interact with them. Fortunately for exhibitors, when it comes to setting up your virtual booth, we do all the work.

Upon signing their contract, exhibitors will be directed to a Google Form where they can make selections about the look and feel and functionality of their booth. We'll design the booth, configure the icons to match the functions selected, and upload the files they want available to attendees. Then we'll schedule a time to test it with you to make sure it works.

### **BRANDING**

Exhibitors can choose the color for the booth backdrop and pedestal you see in our standard booth below. Exhibitors can also place a logo or logos, product photos, and text blocks on the screen that attendees see when they access your booth. Upon request, exhibitors may be able to use a different background altogether.

### **FUNTIONALITY**











The variety of ways Techfluence exhibitors can interact with attendees makes the virtual experience we have created truly unique. Each function is represented by an icon placed at the bottom center of your virtual booth and is activated when an attendee clicks on it. However, many of the functions can also be programmed to already be open when an attendee enters your booth. Exhibitors may select as many or as few functions as they choose. See below for a detailed description of the functions available to exhibitors.

### **BEST PRACTICES**

We will be providing guides like this one to attendees so they can familiarize themselves with the various ways they can interact with exhibitors prior to the event. However, as the platform we've created is brand new, we do anticipate a slight learning curve for everyone. We suggest exhibitors consider how best to guide attendees to the functions and materials they feel are most important. For instance, a video greeting or static "Booth Guide" slide in your Presentation Module can be used to guide attendees around your booth, request they "check-in" with their name and publication via the Group Chat function, direct them to a specific product video, PowerPoint presentation, press release, etc., and remind them to click on the Video Chat icon to communicate with you via video.

Remember, we are to help and to make sure your virtual booth configuration allows you to achieve the objectives you have for the event. Please don't hesitate to reach out with questions or to brainstorm ways to setup your booth so it's as effective as possible.

## Descriptions of Available Virtual Booth Functions

ICON	DESCRIPTION
	<b>Resource Center:</b> Clicking on the Resource Center icon opens a window where attendees can download files you have chosen to make available. Acceptable file types include videos, PDFs, Word documents, etc. <i>This function can be configured to be open when attendees access your booth</i>
	<b>Presentation Module:</b> The Presentation Module can be configured to play a pre-recorded product video or greeting, webinar, live video feed, slide show, etc. <i>This function can be configured to be open when attendees access your booth</i>
	<b>Group Chat:</b> Clicking on the Group Chat icon opens a text dialog box where participants and exhibitor staff can communicate. We suggest telling attendees to use the Group Chat to “check-in” at your booth with their name and publication to initiate a conversation. <i>This function CANNOT be configured to be open when attendees access your booth</i>
	<b>Email:</b> The Email function can be configured to send an email to an address of your choosing. The Subject and content can also be preconfigured. This function can be used to collect review unit requests. <i>This function can be configured to be open when attendees access your booth</i>
	<b>Video Chat:</b> Clicking on the Video Chat icon opens a live video chat with an attendee or attendees in a new browser tab using the platform of your choice, such as Zoom, Google Meetings, or Microsoft Teams. <i>This function CANNOT be configured to be open when attendees access your booth</i>
	<b>Survey:</b> The Survey function allows exhibitors to present a survey for attendees to complete. <i>This function can be configured to be open when attendees access your booth</i>
	<b>Home:</b> The Home icon can link to a website or webpage selected by the exhibitor. <i>This function can be configured to be open when attendees access your booth</i>
	<b>Staff:</b> Use the Staff icon to make the names, thumbnail photos, title, contact info, social media links, and short bios for the company representatives available at your booth. <i>This function can be configured to be open when attendees access your booth.</i>
	<b>Exhibit Hall:</b> Attendees can click Exhibit Hall icon to return to the main page of the event where all the exhibitors are listed so they can visit another booth. <i>This function is automatically included in your booth and cannot be removed.</i>
	<b>Help:</b> Attendees experiencing issues with the platform or with questions about the platform, can get help by clicking on this icon. <i>This function is automatically included in your booth and cannot be removed.</i>

# How Attendees Access Your Virtual Booth

## Techfluence A virtual media event for the real world



Welcome to the first Techfluence, a virtual media event for the real world. We will kick off the event with an engaging panel discussion, followed by four hours in which you are free to roam among the exhibitors.

Initially, you will see All Exhibitors on this page in alphabetical order. The drop-down menu at the left will let you choose certain categories for the different exhibitors. This will help you find those that you are most interested in without having to wander all around the room.

Be sure to drop by the Press Lounge where you will find some goodies as well as the chance to catch up with colleagues and make new friends.

**To access an exhibitor's booth, just click on their logo:**

☰ All Exhibitors

Search Content 🔍

A grid of six virtual booth cards. Each card features a large 'YOUR LOGO HERE' placeholder, a date and time 'Jun 24, 2020 2:00 PM EDT', an exhibitor name (Premium Exhibitor 1, Premium Exhibitor 2, Exhibitor 1, Exhibitor 2, Exhibitor 3, Exhibitor 4), and a description 'Your company description goes here. Additional information is available as a'. A blue arrow points from the grid down to the virtual booth interface.

The virtual booth interface. On the left, a sidebar contains the Techfluence logo, an 'ATTENDEE CHECK IN' section with instructions, a 'VIDEO CHAT' section with instructions, and a 'Press kit and handouts' menu with items like Product brochure, Product photos, and Press Release. The main area features a large orange booth with a 'Live Demo Window' showing a person using an Epson printer. Below the demo window is a 'YOUR LOGO HERE' placeholder. On the right, there is a 'Live Video Chat' window. At the bottom, a navigation bar includes icons for home, search, and other functions. The text 'Powered by ON24' is visible at the bottom right.