



Virtual Booth Guide

Techfluence's virtual booths offer exhibitors a wide range of options for choosing the functions that attendees use to interact with them. The good news is that all you need to do is tell if fill out our Booth Configuration Form to tell us what you want in your booth, and we build it for you. Except for the section below describing our "Limited Customization" exhibitor package, everything in this document pertains to our standard \$2,500 exhibitor package.

BOOTH LOOK & FEEL

Exhibitors can choose to either use the standard booth layout depicted below or design their own background with specs we provide. If you choose the standard booth, you can still change the color scheme and add your logo.

FUNCTIONALITY

Techfluence exhibitors have a wide variety of options when it comes to selecting the actions attendees can take at their virtual booth. The available functions are described on the next page. Exhibitors can select to use any function multiple times or not at all. For example, you could have a Press Room function for each product you're showcasing and you could have one "open" video chat for anyone who visits your booth and one password-protected video chat function for scheduled appointments.

With the exception of the two "real-time engagement" functions (group chat and video chat), all available booth functions can be configured to be open when an attendee enters your booth or "hidden" requiring the attendee click on the icon to open it.

SCHEDULED PROGRAMMING

Exhibitors are welcome to create scheduled programming within their booth (product announcements, webinars, panels, etc.), utilizing functions such as video chat, live video feed, group chat, etc.). Scheduled programming within your virtual booth will be promoted to attendees in the event's agenda.

LIMITED CUSTOMIZATION BOOTH PACKAGE (\$1,500)

For \$1,500, companies can take a virtual booth with more limited customization. The lower-priced package still allows you to use (or not use) all the functions listed on the next page, however you will not be able to use any one function more than once. You will also not be able to design a custom background for your booth, but you can still change the color scheme and add your logo to our standard booth layout.

BEST PRACTICES

Since the platform is brand new, we do anticipate a learning curve for everyone. We suggest exhibitors consider how best to guide attendees to the functions and materials they feel are most important. We are here to help and to make sure your virtual booth configuration allows you to achieve your objectives Please don't hesitate to reach out with questions or to brainstorm ways to setup your booth so it's as effective as possible.

Available Virtual Booth Functions

For our standard \$2,500 exhibitor package, each of the functions below can be used multiple times or not at all in your virtual booth. If you select our reduced fee \$1,500 exhibitor package, you still have access to all the functions below, but each one can only be used once in your virtual booth.

ICON	DESCRIPTION
	Press Materials: Clicking on the Press Materials 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>
	Video Module: Each Video Module can be configured to 1) play a pre-recorded video loop or 2) serve as a live one-way video feed allowing you to greet attendees that visit your booth. The Video Module is NOT a two-way communication tool. <i>This function can be configured to be open when attendees access your booth.</i>
	Group Chat: 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>
	Email Exhibitor: The Email Exhibitor function can be configured to send an email to an address of your choosing. The Subject and body 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>
	Video Chat: 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 Meet, or Microsoft Teams. <i>This function CANNOT be configured to be open when attendees access your booth.</i>
	Attendee Survey: The Attendee 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>
	External Link: The External Link icon can link to a website or product page or social media profile selected by the exhibitor. <i>This function can be configured to be open when attendees access your booth.</i>
	Contact Info: Use the Contact Info icon to direct attendees who to contact for additional information about a product. It can also accommodate the names, thumbnail photos, title, contact info, social media links, and bios of the representatives available at your booth. <i>This function can be configured to be open when attendees access your booth.</i>
	Exhibit Hall: Attendees click Exhibit Hall icon when they are ready to return to the main page of the event where all the exhibitors are listed so they can visit another virtual booth. <i>This function is automatically included in your booth and cannot be removed.</i>
	Help: 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 placeholder for a logo, 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 bottom of the grid towards the virtual booth interface below.

The virtual booth interface is displayed on a blue background. On the left, there is a sidebar with the Techfluence logo and two sections: "ATTENDEE CHECK IN" with a group chat icon and "VIDEO CHAT" with a video chat icon. In the center, a large orange booth structure features a "Live Demo Window" showing a person operating an Epson printer. Below the demo window, the text "YOUR LOGO HERE" is displayed. To the right of the booth is a "Live Video Chat" window. At the bottom left, a "Press kit and handouts" menu lists "Product brochure", "Product photos", and "Press Release". At the bottom center, there is a navigation bar with various icons. At the bottom right, it says "Powered by ON24".