



# Booth Building - Details

*For use following the "Getting Started: Building Your Virtual Exhibit Hall Booth" training materials*





# Booth Building - Details

This document will show you how to complete the following steps:

- **Step 1:** Understanding your options for booth elements and enhancements
- **Step 2:** Defining booth elements
- **Step 3:** Changing overall booth elements
- **Step 4:** Changing each specific type of booth element
- **Step 5:** Considering booth elements with your goals in mind
- **Step 6:** Previewing your enhancements



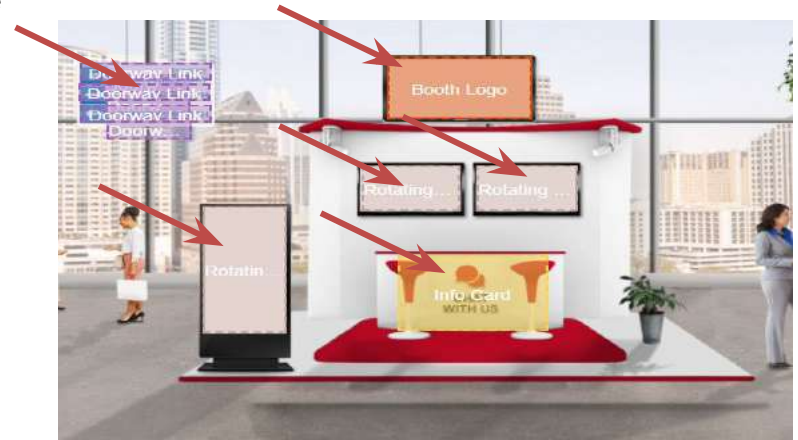
# Step 1: Understanding your options for booth elements and enhancements

Once you have established your basic booth template by following the steps provided in the “Getting Started: Building Your Virtual Exhibit Hall Booth” training materials, you are ready to further customize your booth elements.

Booth elements are the ‘hot spots’ within your booth that make it interactive rather than static (indicated in this example by colored screens/banners).

Customization options center on three basic things:

1. How many elements (defined by both your level of partnership as well as the template you select)
2. How the elements are sized and positioned
3. How attendees interact with these elements



**Please note:** Champion and Sponsor partners also have the option of enhancing their booths with a customized, pre-approved booth template image rather than selecting from the designs provided by the Conferences for Women. Please contact the Conferences team for more information if you are interested in this option.



# Step 1: Understanding your options for booth elements and enhancements (cont'd)

**Initial FAQ's, answered based on best practices and experience:**

- 1. Where do I begin figuring out what to include in my booth?** You should be able to name your top 1-3 KPIs before your log in to start building your booth. This way, you will be ready to set up each hot spot so that it drives towards your KPIs. The system offers endless possibilities, but without a clear focus, attendees will not immerse in your KPIs, and your messages may come across as diluted
- 2. Can I add or delete hot spots in my booth?** Yes, so long as all hot spots A) drive towards your KPIs, and B) are placed within the Safe Zone
- 3. Can I enlarge the size of a hot spot?** Yes, so long as A) your graphic image includes something that looks like a frame around it when you upload it (since you will have covered up the frames in your template when you enlarge, and so your image doesn't appear to be 'floating' in your booth), and B) it remains within the Safe Zone
- 4. How come this step isn't working for me????!!!!** The 6Connex system can be sensitive. For best results, make sure that A) Only one person is logged in to your booth build at a time, B) That person only has 6Connex open in one tab, C) You've tried logging out and logging back in, and D) You've tried switching browsers. These are the most common fixes when things are not working



## Step 2: Defining booth elements



**Graphic Image:** Displays an uploaded image

**Doorway Link:** Sends attendees to other areas of the Conference

**Info Card:** Enables communication (chat, email) between booth reps and attendees

**Content Window:** Opens content items (video, documents, links, etc.)

**Rotating Banner:** Displays one or more uploaded images in rotation. Images may be time-coded and may each elicit a separate action.

**Booth logo:** Features static logo at the top of your booth. Also shows as a thumbnail in other areas of the Conference.

**Click Action:** Launches action when clicked (i.e., plays a video, links out to a website, opens a chat, etc.)

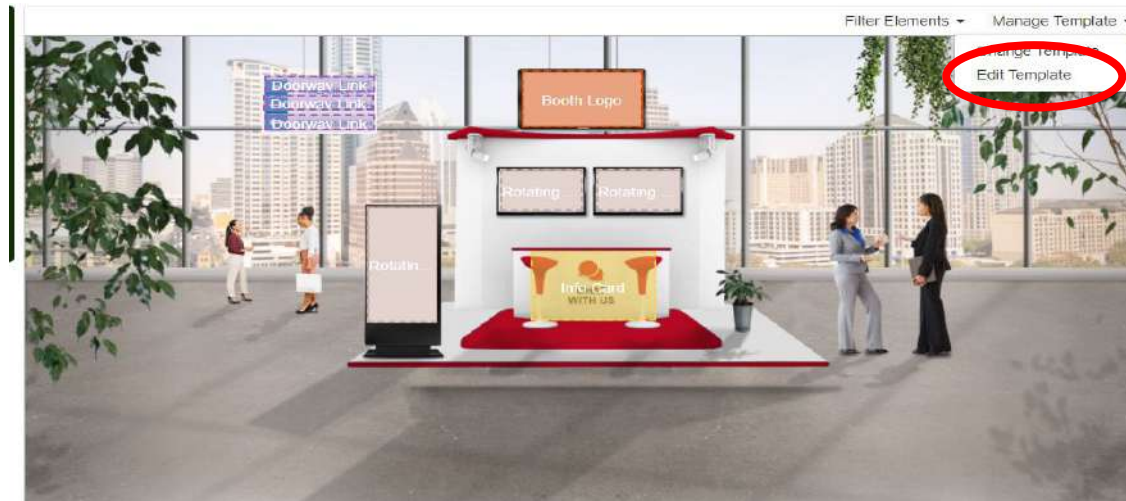
**Static Public Chat:** Provides non-closeable screen for your booth's public chat

**Static iFrame Window:** Creates a non-closeable screen with another website embedded



## Step 3: Changing overall booth elements

All changes are initiated via the “Manage Template” tab in the upper right, followed by the “Edit Template” option in the drop-down menu.







## Step 3 (cont'd): Changing overall booth elements

First, remove any current element in the space you want to change. Click the element that you want to remove, see a small white box appear around it, then click “Remove” from the upper left.

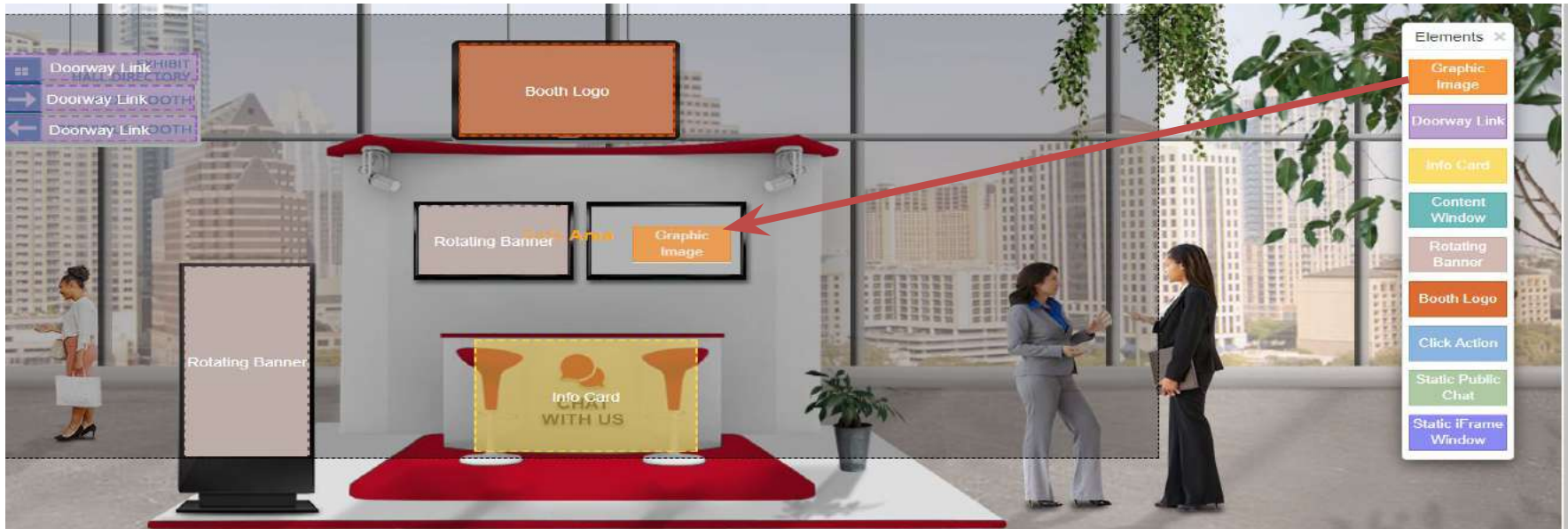




## Step 3 (cont'd): Changing overall booth elements

Next, select the element that you wish to add to that hot spot instead from the right-hand menu by clicking that element, then dragging it to the hot spot where you want it to live. Use the corners to re-size the element so that it fills the hot spot space.

*Please note: Elements can live on top of each other. This will be important to remember when adding click actions.*

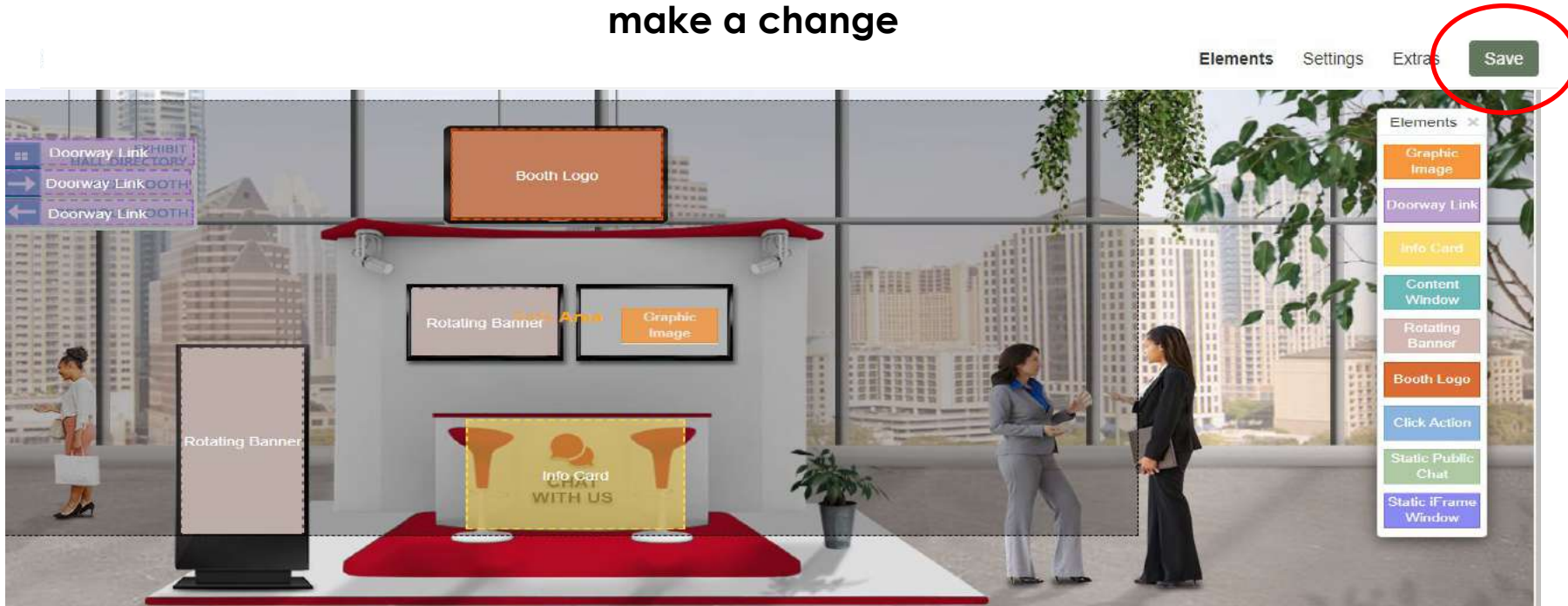






## Step 3 (cont'd): Changing overall booth elements

Be sure to click “Save” in the upper right corner **EVERY TIME** you make a change





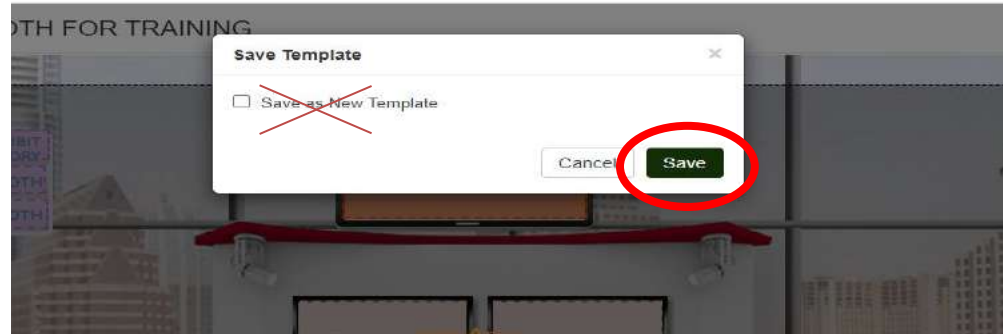
## Step 3 (cont'd): Changing overall booth elements

*Please note: When you make a change to your template, do not check the “Save as New Template” box. Only press the “Save” button.*

Elements Settings Extras

Save

ym/39993/edit-template





## Step 4: Changing each specific booth element

*\*\*In order to move forward with changing specific elements that were either included in your template or that you just added/edited, you need to be on the "Manage Room Element" page.*

*To get to this page when you are finished adding/editing elements, press "Save" and you will be brought back here. Click "Elements" in the menu bar to get started with making your changes.\*\**

Virtual Builder: Manage Room Elements for Sample Booth

Elements Settings Extras Save

### Manage Room Elements

In this step you can manage all the elements in your Room template.

Assign graphics, content, logos, links  
Select a new template or manage the existing template.  
Select "Filter Elements", then check the box for the specific element you want to manage.

for a detailed explanation of Rooms and definitions of each Element.

### Assign Content

Filter Elements

Manage Template



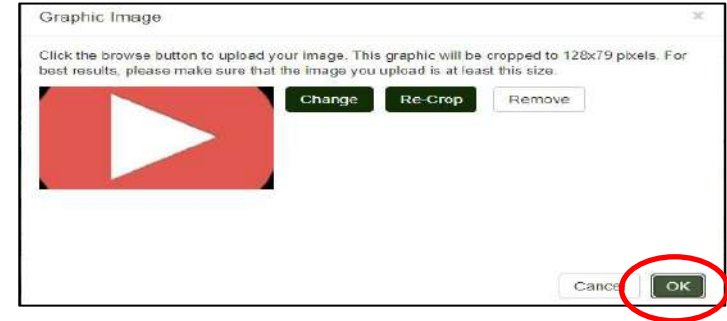


## Step 4: Changing each specific booth element

### *How to add a Graphic Image*

**Graphic Image:** Displays an uploaded image

- First, click on the hot spot that you have designated for Graphic Image.
- A pop-up will appear allowing you to browse your computer for the image you wish to use. You can either size the image before you upload, or you can upload then use the crop feature provided. Be sure to check to make sure the image appears correct and then click "OK".
- Please note: You will not see the image that you just uploaded right away. Sometimes, you will see the image underneath the text "Graphic Image". Don't worry – this is not where you will check your changes. Changes can only be viewed correctly in Preview Mode (as described in "Getting Started: Building Your Virtual Exhibit Hall Booth" training).



*Please note: Each Graphic Image should be accompanied by an action to maximize engagement with attendees! More on how to add an actions later in this training.*

**Reminder: Be sure to click "Save" in the upper right corner EVERY TIME you make a change**





## Step 4: Changing each specific booth element

### *How to add a Doorway Link*

**Doorway Link:** Sends attendees to other areas of the Conference

**This is not an element that you will edit.** Rather, show management has added Doorway Links in each booth so that we can allow attendees to move between booths as well as easily navigate back to the pavilion page.

In addition, show management will be adding Doorway Links over your Booth Logo. This will allow attendees to see your company description in two separate places: both when they hover over your Booth Logo while in the Pavilion view within the virtual exhibit hall, as well as when they are viewing your booth alone.

Please do not move or change either of the Doorway Links elements.





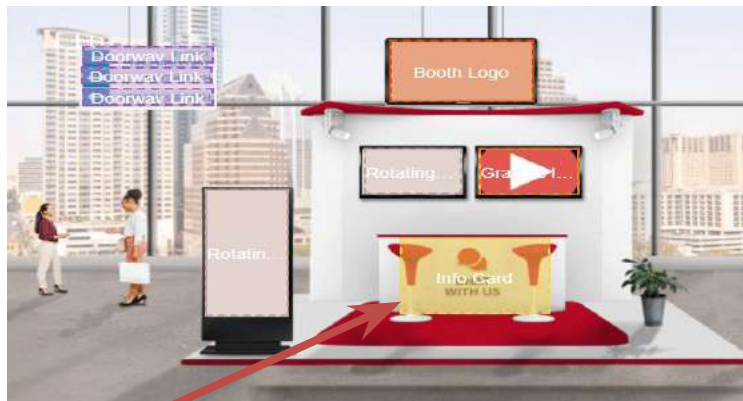


## Step 4: Changing each specific booth element

### *How to add an Info Card*

**Info Card:** Enables communication in the form of chats between booth reps and attendees

If chats will be an important part of your activation, then you need to designate one of your hot spots as an Info Card, or else create a new hot spot within the Safe Zone for your Info Card. When attendees click on this hot spot, a chat box will open, they can see which booth reps are available, and start a 1:1 chat.



Info Card layered over sample graphic image as it looks when building your booth. Be sure to layer an Info Card element with a Graphic Image element when setting up.



Info card as it looks when attendees click "Chat With Us"

**Reminder: Be sure to click "Save" in the upper right corner EVERY TIME you make a change**

Save





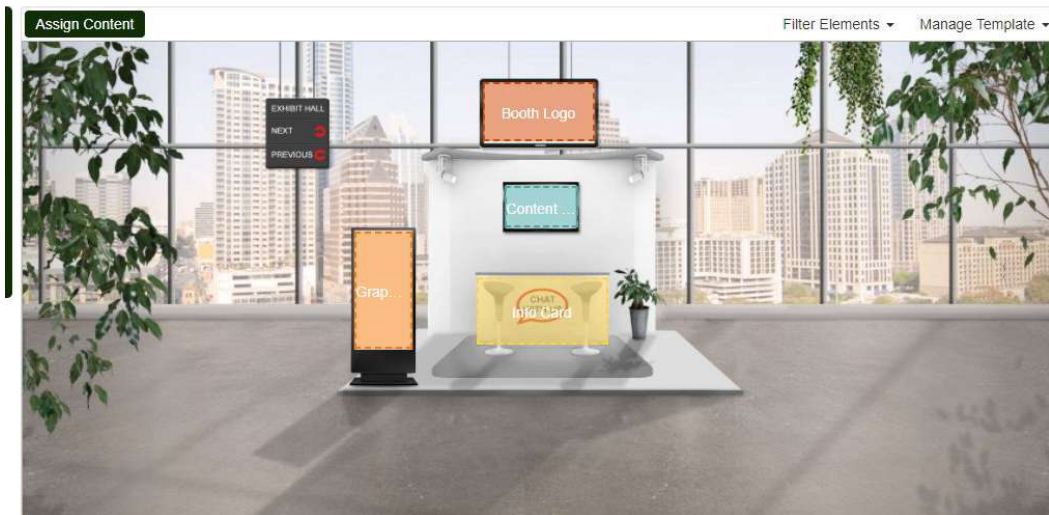
## Step 4: Changing each specific booth element

### *How to add an Info Card (cont'd)*

- If you plan to engage attendees through 1:1 chats or public chats – on Conference Day and/or on any of the On Demand playback days – you will need to do 2 things:
  1. Assign booth reps in the Booth Builder 6Connex system (please see next slides)
  2. Register booth reps in the Conference day 6Connex system so that they can set up their profiles (*Information on how to set up booth rep profiles will be provided by the Conferences for Women at a later time*).
- To get started with adding booth reps, click “Extras” in the upper right-hand corner

1 - White

Elements Settings **Extras** Save





## Step 4: Changing each specific booth element

### *How to add an Info Card (cont'd)*

Scroll down until you see the "Representatives" option, then click the "Manage" button

- Click "Add Representative" on the next pop up
- Click "Direct Input" at the top, click "English" and enter the rep's email address

The screenshot shows the 'Info Card / Representatives' section. The 'Manage' button is circled in red. The 'Add Representative' pop-up is also shown, with the 'Direct Input' tab and the 'English' language selection circled in red.

**Representatives**

0 representative

**Add Representative**

Name	Email	Rep. ID	Active
No representatives			

**Add Representative**

Search Upload CSV **Direct Input**

**Localization Affiliation**

Select which language version(s) of the Virtual Experience this selected user(s) will be a representative in.

☒ English **Click English**

Add representatives by inputting emails here, separate by comma.

**Enter email address here**

**If adding more than one, separate by ONLY a comma, do not add a space.**

**Close Save**



## Step 4: Changing each specific booth element

### *How to add an Info Card (cont'd)*

#### **IF YOU DO NOT PLAN TO STAFF YOUR BOOTH FOR CHATS:**

- Under “Extras”, make sure your Info Card is set to “Disabled”
- Click the green “Customize” button underneath, and add text to the “When No Room Booth Reps Are Assigned” box to take advantage of the opportunity to let attendees know that you’re sorry you missed them, and that you would love to hear from them via email or social instead!

The screenshot shows a web interface for configuring a booth. On the left, a sidebar lists various booth elements with checkboxes. The main area displays settings for 'Intro Video', 'Video Spokesperson?', 'People Movie', 'Broadcast Message', and 'Info Card / Representatives'. The 'Info Card / Representatives' dropdown is set to 'Disabled' and is circled in red. Below it is a green 'Customize' button, with a red arrow pointing to it from the text 'Click the green “Customize” button underneath'. To the right, a modal window titled 'Info Card / Representatives' is open. It contains two text input fields: 'Info Card Title' (with the placeholder text 'Thank you for your interest!') and 'Info Card Description (when Room Reps are assigned)'. Below these is another text input field for 'Info Card Description (when no Room Reps are assigned)', which contains the text: 'We're sorry that we missed you, but would love to hear from you! Please send any questions to abc@defghij.com, or connect with us on LinkedIn.' A red arrow points from the text 'add text to the “When No Room Booth Reps Are Assigned” box' to this bottom text field.



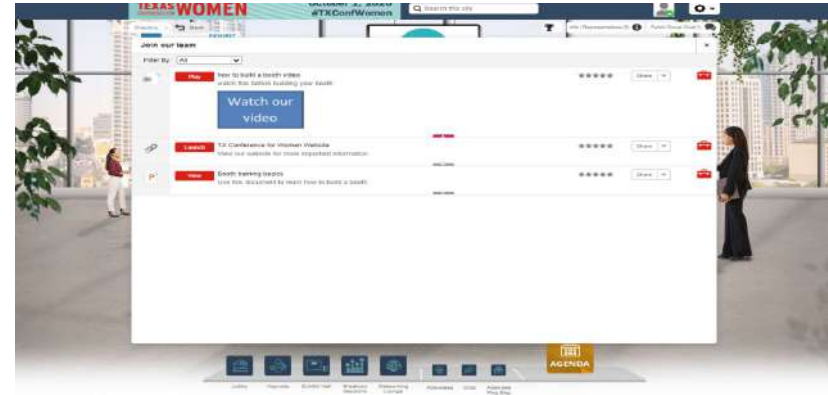
## Step 4: Changing each specific booth element

### *How to add a Content Window*

**Content Window:** Opens content items (video, documents, links, etc.)

Content Windows require a graphic image to show attendees where to click to access information.

In the below example, the “Join our team” graphic image is overlaid onto a Content Window. When an attendee clicks this image, a Content Window opens (large, and on top of the booth) to reveal available items (in this example, a video, a link, and a downloadable pdf).



*Please note: In order to add a Content Window, you must first add all content to the Content Library. Please see the next slides for guidance.*

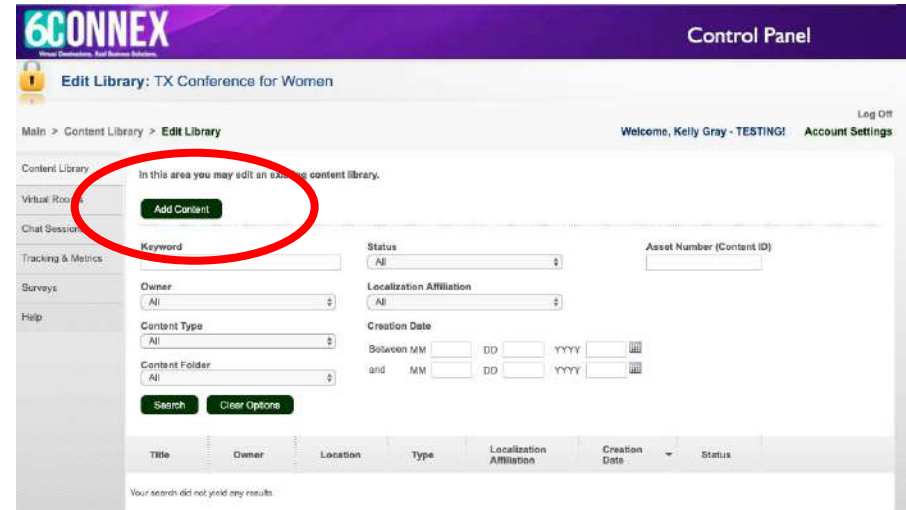
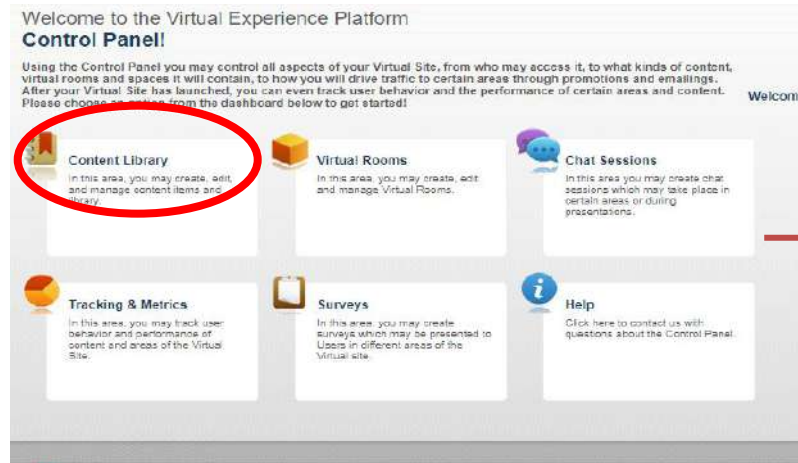


## Step 4: Changing each specific booth element

### *How to add content to the Content Library*

Step 1: Select "Content Library" from the Control Panel home page

Step 2: On the new page that opens, click the green "Add Content" button





## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*

Step 3: On the new page that opens, fill in the fields (mandatory fields are marked with an asterisk):

- **Content Title** = the *internal* title that you will see in your metrics reporting [your company name, followed by any descriptors (i.e., "Company ABC careers PDF") - this will not be seen by attendees]
- **Display Name** = a short *external* title that attendees see in the virtual environment
- **Description** = will be displayed under the Display Name in the listings of Content items.
- **Searchable** = leave box unchecked.
- **Localized Instance Affiliation** = Tick the localization you are using (even if there is only one box for Localization)
- **Content Folder** = Do not check a box
- **Language** = Select "English"
- **Time Bracket** = Select "None"

**\*Content Title**  
Name your content item for internal use (80 characters max including spaces).  
 0 of 80

**\*Display Name**  
Name for your content item for external use (inside the virtual environment (80 characters max including spaces)).  
 of 80

**Description**  
(500 characters max including spaces)  
 0 of 500

**Searchable**  
Check box to hide this content item from search.  
☐ Not searchable

**\*Localized Instance Affiliation**  
Select at least one language version for each content item.  
☐ English

**Content Folder**  
Content can be grouped by Folder. Select a content folders) for this content item, if available.  
☐ Amanda's Booth  
☐ Keynotes  
☐ testing-dummycontent

**\*Language**  
Select the primary language that applies to this content item. For instance, if the document is in English, choose English.  
 English

**Time Bracket**  
Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.  
 None





## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*

Step 4: Select the appropriate Content Type from the drop-down menu.

Different Content Types have different formats and use cases:

- Audio = Audio file that plays in the environment
- Download = Any file that can be downloaded by the attendee (you must upload the file into the Content Library)
- Link = Link to a website
- Video = Video file that plays in the environment
- Webinar = Link to a webinar platform
- Moderated Chat Session = Opens up a moderated chat session (requires the moderated chat to be setup beforehand)
- HTML window = Opens an iFrame with HTML code

*Once you select your Content Type, additional fields will pop up accordingly for you to complete.*





## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*



Step 4 (cont'd):

*Please note: One of the fields that will pop up according to the Content Type that you have selected is the “**Target**” field.*

The “Target” is how a content item opens: either “iFrame” (within the virtual experience) OR “Normal” (in a new tab).

You can set the size of the iFrame OR leave the fields blank for “auto-sizing.”

Depending of the content type, we recommend the following:

- Audio: either iFrame or Normal
- Download: ONLY PDFs will open in an iFrame; everything else must be set to Normal, which will initiate a download to the user's desktop
- Link: either iFrame or Normal
- Video: either iFrame or Normal
- Webinar: Some platforms such as Webex, GoToMeeting require the webinar to open up in a separate tab (window).

*Be sure to test each Content item and the Target that you selected to ensure functionality on the attendee side in Preview Mode!*



## Step 4 (cont'd):


How to add an  
**Audio** piece of  
content

# Step 4: Changing each specific booth element

## *How to add content to the Content Library (cont'd)*

\*Content Type  
Please select what type of content you are creating.

\*Please select a media type.  
Please Select  
☒ Please Select  
☐ Upload  
☐ YouTube  
☐ Vimeo  
☐ Ustream.tv  
☐ Pre-populate in broadcast

\*Please select a media type.  
  
Please select a file, then select Upload.  


Logo/Image:  
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).

Audio can be added  
to the environment by  
either uploading it  
directly or by using  
and embed code  
("YouTube" "Vimeo"  
"Ustream.tv" audio)

\*Please select a media type.

\*Media Embed Code:

Logo/Image:  
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).

Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and click Open in the lower left corner

**TIP: if you don't see the icon you'll need to enable Flash in your browser)**



## Step 4 (cont'd):

How to add a  
**Download**  
piece of  
content

# Step 4: Changing each specific booth element

## *How to add content to the Content Library (cont'd)*

**1**

\*Content Type  
Please select what type of content you are creating.  
Download  
Please select a file, then select Upload.

Upload Cancel Upload

1.- Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and then click Open in the lower left corner

**TIP:** if you don't see the icon you'll need to enable Flash in your browser)

2.- Now your document appears for upload, Click **UPLOAD**

**2**

\*Content Type  
Please select what type of content you are creating.  
Download  
Please select a file, then select Upload.

1.QuickLinks.rtf (4.60KB)

Upload Cancel Upload

3.- Once the file is uploaded you'll see a the message "1.Doc Name Finish". Your content has been uploaded  
Proceed to the next step.

**3**

\*Content Type  
Please select what type of content you are creating.  
Download  
Please select a file, then select Upload.

1.QuickLinks.rtf (4.60KB) - 100%

1.QuickLinks.rtf Finish

Upload Cancel Upload



Step 4  
(cont'd):

How to add a  
**Link** piece of  
content

## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*

#### 1. Add the URL link

#### 2. Specify how the link opens:

- Normal = in a new tab (window)
- iFrame = inside the virtual environment

**TIP:** Not all webpages allow you to link to their content within an iFrame (ie Facebook, LinkedIn and all HTTP websites block this functionality). Choose the appropriate method for the content you are sharing (website = Normal (new tab), PDF document = iFrame) and test to confirm the intended functionality.

3. Pass User Data: by default this will remain unchecked.

***This feature is used in very specific settings, please check with your Project Manager if have questions about this option.***

**\*Content Type**  
Please select what type of content you are creating.  
Link

**\*URL**  
Please enter the complete URL you wish to link to. Example: <http://www.6connex.com/index.html>  
Please enter a URL

**Target**  
Normal will open the URL in a new browser tab; iFrame will open the URL in a virtual environment.  
Normal  
iFrame

☐ Pass User Data To Target  
Use this option if you need to pass user data to the target specified by the URL for this Link content predetermined API. Please consult your 6Connex associate for more details.



## Step 4 (cont'd):

How to add a  
**Video** piece of  
content

# Step 4: Changing each specific booth element

## *How to add content to the Content Library (cont'd)*

\*Content Type  
Please select what type of content you are creating.

Video

\*Please select a media type.

Please Select

Please select a media type.

✓ Please Select

Upload

YouTube

Vimeo

Ustream.tv

Pre-published in Briefcase

\*Please select a media type.

Upload

Please select a file, then select Upload.



Upload

Cancel Upload

Logo/Image:

Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).

Browse...

For embed videos  
(YouTube, Vimeo,  
Ustream.tv) To embed a  
youTube video you go to  
the video, click >SHARE  
and then  
>EMBED. Copy-paste the  
code.

\*Please select a media type.

YouTube

\*Media Embed Code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/G-zyT2QYpE" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Logo/Image:

Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).

Browse...

You need to upload a  
thumbnail image to  
represent the video clip: .jpg  
165x84

Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and then click Open in the lower left corner. After your document appears for upload, Click UPLOAD.

**Accepted formats:** Quicktime, MP4, WMV etc, our preferred format is H264 for MP4 and 604x340 window size encoded at 500kbit.

**TIP:** if you don't see the icon you'll need to enable Flash in your browser)







## Step 4 (cont'd):

How to add a  
**Webinar** piece  
of content

# Step 4: Changing each specific booth element

## *How to add content to the Content Library (cont'd)*

**\*Content Type**  
Please select what type of content you are creating.  
Webinar

1.- 6Connex is integrated with a number of webinar platforms. If your webinar platform is not on the list, leave the default option.

**\*Webinar Type:**  
Please select a Webinar Type.  
Please select a Webinar Type

**\*Icon:**  
Please select an icon to represent this item.  
This will be the icon that users of the Virtual Site will see when they access it in a content menu.  
Select icon

Click the button below to choose an

2.- Select the icon you would like to represent the webinar

**Logo/Image**  
Please select an image/logo which will represent the webinar (jpg or .png format only).  
Browse...

3.- Select the image you would like to represent the webinar as a thumbnail

**\* Pass User Data To Target**  
Use this option if you need to pass user data to the target specified by the URL for this Link content item. The target site must be set up to receive the data using a predetermined API. Please consult your 6Connex associate for more details.

4.- Pass User Data: Certain webinar platforms can receive attendee data from 6Connex.

*\*Please verify if this is applicable to your content before you check this box*



Step 4  
(cont'd):

How to add an  
**HTML Window**  
piece of  
content

## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*

The HTML content item  
opens up an iFrame  
within the virtual  
environment.

You can apply the HTML  
code or a link to an  
HTML page.

\*Content Type  
Please select what type of content you are creating.  
HTML Window

\*Please select a HTML Window type  
Please Select

- ✓ Please Select
- Link
- HTML Code



## Step 4: Changing each specific booth element

### *How to add content to the Content Library (cont'd)*

Step 5: Finish up your selections for this piece of content

- “Use Survey?” = Please do not check this box – this survey function is turned off for the Conference.
- “Tags” = The Tag system allow you to assign keywords to your VIDEO content (this only works with video content type). Related content items are displayed next to the video item while playing.
- Click “Submit” to save your changes to the system. The content item should now be displayed within the Content Library.

☐ Use Survey?

**Tags**  
Enter keywords that you would like to associate with this piece of content. Using words which appear in the Preferences Tags list can make your content more likely to show up in visitor's content recommendations. Separate keywords with a line return.

Choose Preference Tags

Cancel Submit

**You have just added a piece of content!**

**You will repeat this process to add as many pieces of content as needed.**



## Step 4: Changing each specific booth element

### *How to add a Content Window (cont'd)*

**Content Window:** Opens content items (video, documents, links, etc.)

**Now that you have added content items to your Content Library, you are ready to add these items to your Content Window!**

1. Fill in the Content Window Name [Ideally your company name, followed by a few descriptive words – this will be seen by attendees]
2. Add a Category
3. Add the Content, and be sure to select the Category of the Content
4. Click on the checkbox to select the content item you want to include.
5. Click “Add Selected Content”
6. Click “OK” to be taken back to the Virtual Builder screen

**Reminder: Be sure to click “Save” in the upper right corner EVERY TIME you make a change**

Save

The screenshots illustrate the process of adding content to a Content Window. The first screenshot shows the 'Manage Content Window' dialog with the 'Content Window Name' field (1) and the 'Assign Content' section (2) containing 'Add Category', 'Add Content', and 'Add Course' buttons (3). The second screenshot shows the 'Select Content' dialog with a search bar (4) and a list of content items with checkboxes (5). The third screenshot shows the 'Manage Content Window' dialog again, now with 'CFC' in the 'Content Window Name' field and the 'Add Selected Content(s)' button highlighted (6).



## Step 4: Changing each specific booth element

### *How to add a Rotating Banner*

**Rotating Banner:** Displays one or more uploaded images in rotation. Images may be time-coded and may each elicit a separate action.

- Select the “Rotating Banner” area where you would like to add a graphic.
- Click on that area, see a pop up, and click “Add Rotating Banner”.





## Step 4: Changing each specific booth element

### *How to add a Rotating Banner(cont'd)*

The template calls each opportunity for a graphic “Rotating Banner”, but you have the option of only adding just one [non-rotating] graphic if preferred. *Because each graphic within your Rotating Banner area is considered a separate “banner”, you’ll need to add each graphic separately – process will be the same each time.*

- Name your banner/graphic [your company name, followed by any descriptors (i.e., “Company ABC banner 1”) - this will not be seen by attendees]
- Leave “Time Bracket” empty (if you have a reason to want it for only a certain time, reach out to the team and we will walk you through the process)
- Browse your computer for the image you want to use, select, and crop.

The screenshot shows a web form titled "Add Rotating Banner". It contains the following fields and options:

- \* Banner Name**: A text input field with a red annotation "Name your banner/graphic here" pointing to it.
- Time Bracket**: A checkbox with the label "Time Bracket" and a red annotation "Leave check box blank" pointing to it. Below the checkbox is the text: "If desired, you may choose when and for how long your banner will be visible in the Virtual Experience."
- \* Graphic**: A section with the text "Please choose a graphic for your banner." and a green "Browse" button. The "Browse" button is circled in red, with a red annotation "Find the graphic you want to use and crop it to size" pointing to it.
- Action**: A dropdown menu with the text "Choose an action that will be performed upon users' click." and a "Select an action" placeholder.
- Buttons**: "Cancel" and "OK" buttons at the bottom right.





## Step 4: Changing each specific booth element

### *How to add a Rotating Banner(cont'd)*

Add an Action to your banner/graphic

- For each rotating banner within an area, you'll need to designate an action – i.e., how you want attendees to interact with that banner.
- Choose your action from the drop-down menu. *(Please note: if you select "Open External URL", be sure to use the FULL website address - including http:// or https:// - when entering the URL.)*
- Repeat these steps for as many graphics as you would like to rotate within this area.
- Then, select a different "Rotating Banner" area within your booth and repeat the process.





**Add Rotating Banner**

**\* Banner Name**  
Please name your promotion. This name will only appear in the list of Rotating Banners in Control Panel. It will not appear to end users in the Virtual Experience. (14/80)

Booth banner 1

☐ **Time Bracket**  
If desired, you may choose when and for how long your banner will be visible in the Virtual Experience.

**\* Graphic**  
Please choose a graphic for your banner.

  **Change** **Re-Crop**

**Action**  
Choose an action that will be performed upon users' click.

Open External URL

**URL** ⓘ  
Please use a complete URL including http:// or https://.

<https://www.txconferenceforwomen.org>

**Cancel** **OK**



## Step 4: Changing each specific booth element

### *How to add a Booth Logo*



**Booth logo:** Features static logo at the top of your booth. Also shows as a thumbnail in other areas of the Conference. Image must be 16:9 ratio.

The process for setting up the Booth Logo element is detailed in the Booth Building Basics document and video, which may be accessed via this link:  
<https://www.conferencesforwomen.org/exhibitor-booth-training/> .



## Step 4: Changing each specific booth element

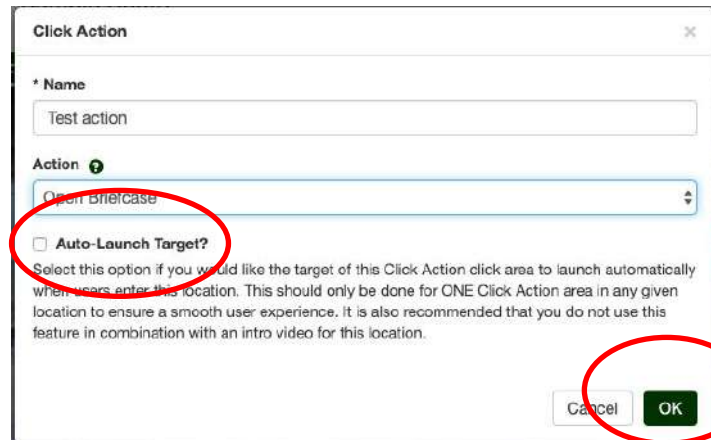
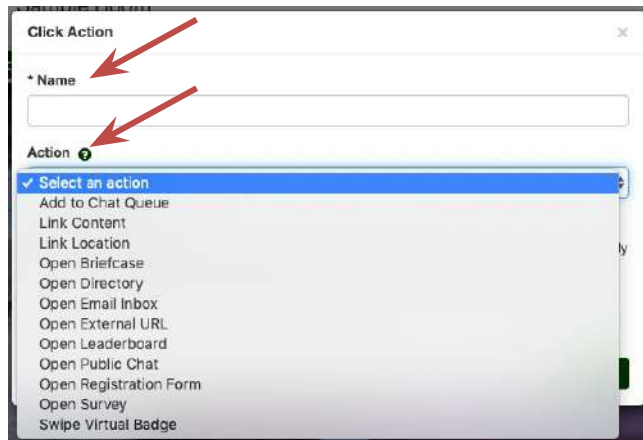
### *How to add a Click Action*

**Click Action:** Launches action when clicked (i.e., plays a video, links out to a website, opens a chat, etc.).

Click Actions require a graphic image to show attendees where to click. This is achieved by layering elements.

Click once on your "Click Action" hot spot. In the pop-up box, first name the Click Action [your company name, followed by any descriptors (i.e., "Company ABC badge swipe")] - this will not be seen by attendees], then select a specific Action from the drop-down menu. Click "OK".

*Please note: You have an option to Auto Launch, but actions that are set to happen automatically when attendees enter the booth may block the rest of your booth from being viewed until/unless the attendee closes it. Only ONE action, if any, should be set to happen automatically, and this feature should not be used if you are using an intro video (more details later).*





## Step 4: Changing each specific booth element

### *How to add a Click Action (cont'd)*

#### **Most frequently-used actions:**

**LINK CONTENT:** The Click Action will open specific content (i.e., video, image, downloadable pdf, etc.)

**OPEN EXTERNAL URL:** The Click Action will link to an outside website. When adding your URL/website, be sure to add the FULL website name (including http:// or https://).

You have the option of opening either a separate browser or in iFrame. An iFrame is a window that opens on top of your booth, and that can be expanded or closed. We recommend iFrame, so long as your website allows for iFrames, because this will make it possible for attendees to browse your website without having to leave the show environment to do so. When adding an iFrame, you will be asked for the size of the window. You may select a size – a width and height up to 1000 pixels – or you may leave blank and it will open as big a window as possible.

**OPEN PUBLIC CHAT:** The Click Action will open up a public chat box within your booth, which you can utilize to pose questions to attendees who visit your booth.

In order for this Click Action to work, you must first set up a public chat.

- Step 1: On your Virtual Builder screen, select “Extras” on the top right menu bar
- Step 2: Scroll down to Public Chats and select “Manage”
- Step 3: Click “Add Public Chat”
- Step 4: Give your Public Chat a title, choose to either start with a pinned message or leave this blank, and select the position within your booth where it will appear when clicked (either left, center, or right).
- Step 5: Click “Save”

*Please note: Public chats may be added without a Click Action, either as automatically-loaded icons or as a static public chat window that stays open within your booth at all times. More details ahead.*



## Step 4: Changing each specific booth element

### *How to add a Click Action (cont'd)*

#### **Most frequently-used actions (cont'd):**

**SWIPE VIRTUAL BADGE:** The Click Action will provide a mechanism for lead retrieval – a way for attendees to give permission to provide you with their contact information. Just as with other Click Actions, Swipe Virtual Badge requires a graphic image to show attendees where to swipe. This is achieved by layering elements.

When an attendee “swipes” their badge in your booth, an email will be sent to your designated contact(s) with her/his name, email, and any optional information (s)he chose to include in their profile. Just like in person, giving an attendee an enticing reason to share their information is usually the best practice for collecting their information. Ideas include:

- Continuing a chat or conversation around job opportunities
- Providing a giveaway or discount offer
- Offering a chance to enter a sweepstakes
- Committing to donate to a charity for every badge swiped
- Emailing link to a free gift (downloadable book, membership, etc.)



## Step 4: Changing each specific booth element

### *How to add a Click Action (cont'd)*

#### Most frequently-used actions (cont'd):

##### SWIPE VIRTUAL BADGE (cont'd)

Name: Your company name, followed by any descriptors (this will not be seen by attendees; i.e., "Company ABC badge swipe")

Badge Title: Attendees will see this title in a message that pops up after they have swiped (i.e. clicked the hot spot)

Badge Description: Attendees will see this text underneath the Badge Title in the message that pops up after they have swiped

Email: Click "Enable email notifications for Virtual Badge Swipes" to ensure that an email is sent with each swipe, then enter the email address(es) where you want the attendee's contact info sent. Remember, you will receive an email for each swipe.

**Reminder: Be sure to click "Save" in the upper right corner EVERY TIME you make a change**

Save



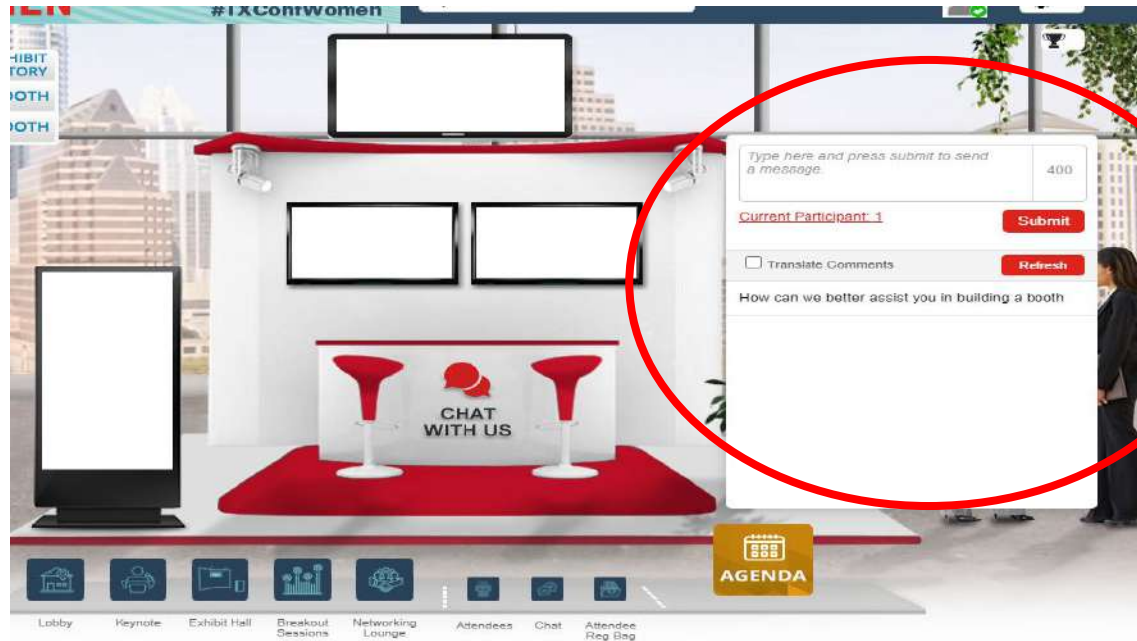
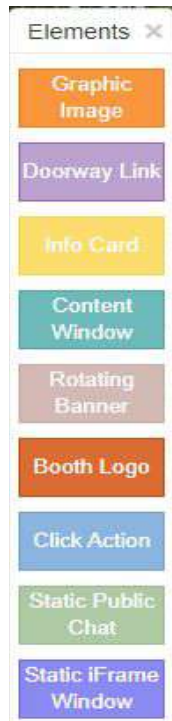


## Step 4: Changing each specific booth element

### *How to add a Static Public Chat*

**Static Public Chat:** Provides non-closeable screen for your booth's public chat

This element will keep your public chat box open at all times, as in the example below.





## Step 4: Changing each specific booth element

### *How to add a Static Public Chat (cont'd)*

To set up your Static Public Chat:

Step 1: Click "Manage Template" on the toolbar on the upper right, then click "Edit Template" in the drop-down menu

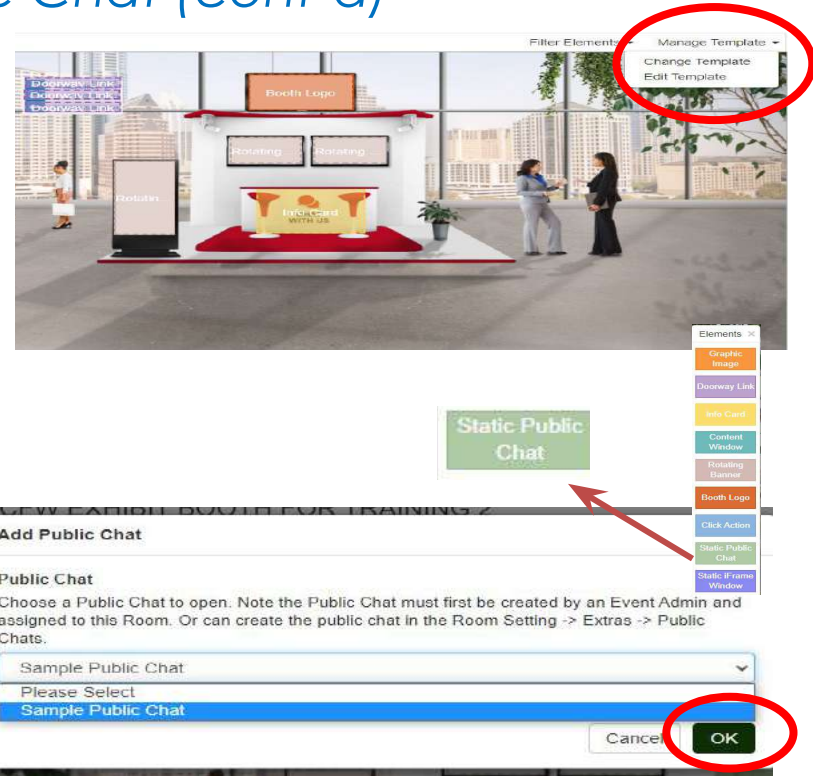
Step 2: Click and drag the Static Public Chat element from the right-hand Elements menu to the place where you want it in your booth. Remember to choose a place within the "safe zone" (indicated by a darkened overlay rectangle)

Step 3: Size the Static Public Chat element as you want it to be seen on the screen for attendees by dragging the outline corners.

Step 4: Click "Save"

Step 5: Click on the Static Public Chat hot spot and select a Public Chat to assign to this area from the drop-down menu, then click "OK"

Step 6: Click "Save"



**Reminder: Be sure to click "Save" in the upper right corner EVERY TIME you make a change**

Save



## Step 4: Changing each specific booth element

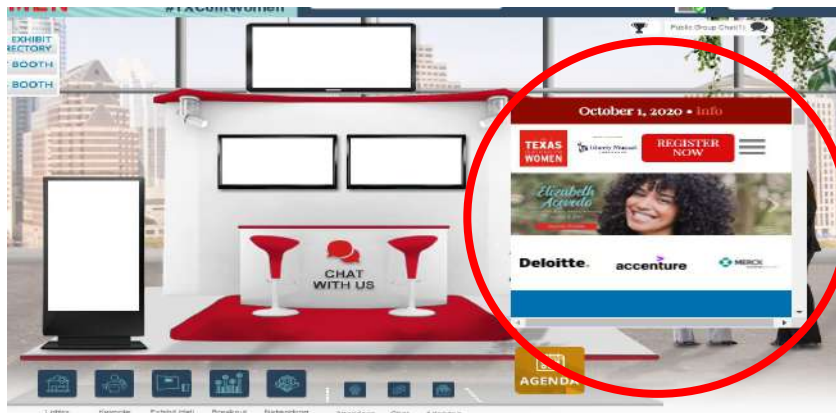
### *How to add a Static iFrame Window*

**Static iFrame Window:** Creates a non-closeable screen with another website embedded

Just like with Static Public Chat, a Static iFrame Window will always be visible to attendees in your booth.

A great use case for a Static iFrame Window would be if you wanted your website to be open and visible always, without requiring a Click Action. Your Static iFrame Window appears as a “picture in picture” image within the booth, and can be scrolled, clicked, etc. by attendees just as they would if they were on your website in a separate tab.

*Please note: With this option, attendees will not have the option of increasing the size of the Window, as they would with the Click Action “Open External URL”. For this reason, you’ll want to make choices that best suit your needs.*





## Step 4: Changing each specific booth element

### *How to add a Static iFrame Window (cont'd)*

To set up your Static iFrame Window:

Step 1: Click “Manage Template” on the toolbar on the upper right, then click “Edit Template” in the drop-down menu

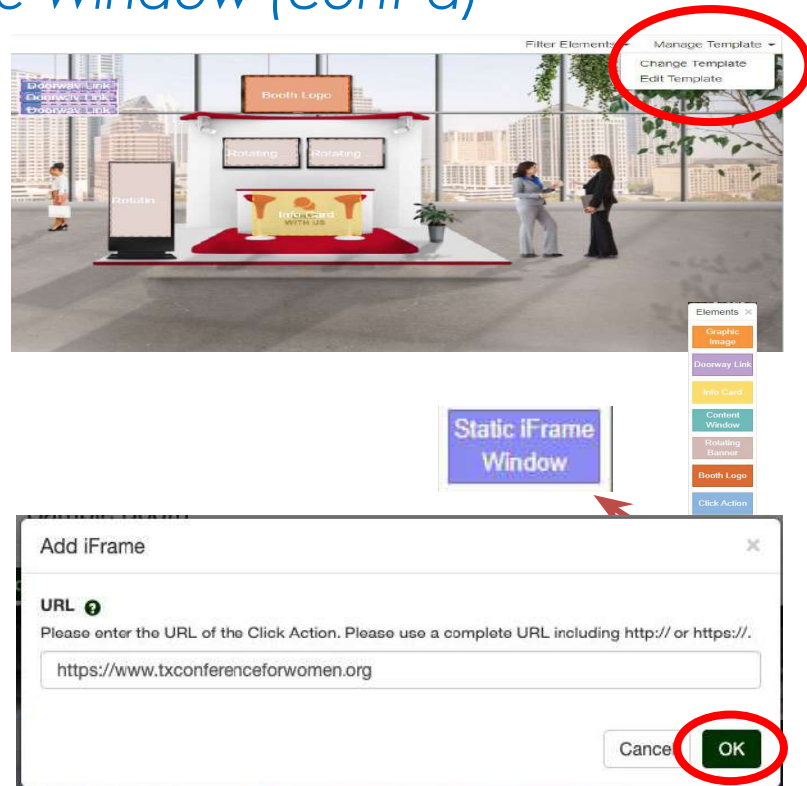
Step 2: Click and drag the Static iFrame Window element from the right-hand Elements menu to the place where you want it in your booth. Remember to choose a place within the “safe zone” (indicated by a darkened overlay rectangle)

Step 3: Size the Static iFrame Window element as you want it to be seen on the screen for attendees by dragging the outline corners.

Step 4: Click “Save”

Step 5: Click on the Static iFrame Window hot spot and assign a URL/website address. Remember to use the full address, including http:// or https://. Then click “OK”

Step 6: Click “Save”



**Reminder: Be sure to click “Save” in the upper right corner EVERY TIME you make a change**

Save



## Step 4: Changing each specific booth element

### *How to add an Intro Video*

Please note: This feature is available to Champion and Sponsor level partners only.

An **Intro Video** is an optional video that can play automatically when attendees enter your booth for the first time.

To activate an Intro Video:

Step 1: Add the desired video to your Content Library

Step 2: Click “Extras” on your Virtual Builder page’s menu bar

Step 3: Using the Intro Video drop-down menu, select the video that you wish to add

Step 4: Add an Intro Video Name

Step 5: Leave the “Video Spokesperson” box blank, and ignore the “People Movie” button

Step 6: Click “Save”

Reminder: Be sure to click “Save” in the upper right corner EVERY TIME you make a change





## Step 4: Changing each specific booth element

### *How to add a Broadcast Message*

Please note: This feature is available to Champion and Sponsor level partners only.

A **Broadcast Message** is an optional message that you can send out to attendees within your booth. The Broadcast Message will be seen by attendees for a specific timeframe OR until the attendee closes the message – you will make this choice during set up.

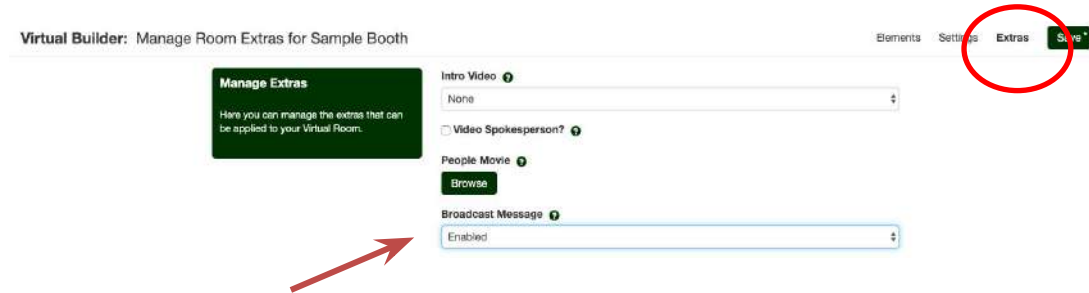
To activate a Broadcast Message:

Step 1: Click “Extras” on your Virtual Builder page’s menu bar

Step 2: Select “Enabled” from the drop-down menu underneath “Broadcast Message”

Step 3: Click “Save”

Instructions on how to set up the Broadcast Message may be found in the Room Reps training materials



Reminder: Be sure to click “Save” in the upper right corner EVERY TIME you make a change







## Step 5: Considering booth enhancements with your goals in mind

The following activation concepts are example 'experiences' for your booth. These concepts are built outside of the event platform and typically only require simple videos, forms, chat functions, or graphics; however, each concept is still integrated directly into your booth experience via iFrame. Please note: Cisco WebEx is our preferred video chat platform and use is requested for any live video executions.

### **Goal: Brand Awareness**

- Utilize the livestream function to host virtual sessions in your booth, like a group meditation or SFH (stretch from home) yoga led by employees from your organization (highlighting work/life balance). Invite attendees to enter the experience, win a free meditation app subscription for a year, collect their contact information, and more. [Here's](#) a recent example produced by the NFLPA.
- Host coffee breaks in your booth with a local coffee shop (support small business to showcase your values!). Share tips and tricks for making the perfect cup at home. CFW can help to pre-promote the experience, including providing menus/shopping lists so that attendees are prepared to support the business. This is a fun way to drive engagement and collect attendee data.

### **Goal: Talent Acquisition / Data Collection**

- Offer a personalized mantra maker within your booth. Create a simple entry form with survey for attendees to select insights about themselves and their work style along with contact information. During follow up, email participants their personalized mantra. Connect the mantra back to your organizational values and provide an invitation to connect with a recruiter
- Provide virtual gifts to attendees that "swipe" their badges in your booth and/or submit their resumes to your recruiters onsite (e.g., playlist of women-led podcasts, digital subscriptions, credits, etc.). Agencies like [Canary](#) can easily execute this for your team

### **Goal: Highlight Employer Brand**

- Showcase your philanthropy while supporting a key community partner (e.g., Girls Who Code). For every badge swiped at your booth, donate \$1 to the organization and have attendees enter your booth by watching a video of an executive talking about the partnership alongside an interview with the non-profit/ community members they support.

*Click here for additional [ideas](#) and sample [pricing](#) from vendor OneChanceMedia. There are many vendors executing similar programs, so we encourage you to explore within your network as well.*



## Step 6: Previewing your enhancements

Once you have completed your changes, it's time to preview it.

Make sure you have clicked "Save", then close the Virtual Builder tab in your browser. Next, log out on the Virtual Experience Platform tab in your browser.

**Your next step is to send us an email to let us know when you are ready so that we can activate your preview function!** *Please be sure to include your booth name when you email. We will reply to you with instructions within one business day.*

[istamour@conferenceforwomen.org](mailto:istamour@conferenceforwomen.org) **(This email is for Preview requests only)**

**Please note:** *Should you opt to login to edit your booth, you may notice a "Preview" option. Please disregard this option – this is **not** where you can see your booth in action. You can only preview your booth after the Conferences for Women have received your preview request and refreshed the system - at which time we will reply to your email and send a preview link. You need to email us **EACH TIME** you change the booth and want to preview it. Please do not be alarmed if you do not see the changes that you have made immediately after editing – you will need to wait to view your booth in Preview mode in order to see the changes!*

All other set up questions should come to:

Kelly Gray [kgray@conferenceforwomen.org](mailto:kgray@conferenceforwomen.org) OR

Michelle Voetberg [exhibitors@conferenceforwomen.org](mailto:exhibitors@conferenceforwomen.org)

**IMPORTANT:** **If you are experiencing any difficulties with any of these steps, the Conferences for Women team is here to help! Please do not hesitate to reach out to us using the contact information above, and we will be happy to team up with you through the booth set up process.**



# Booth Enhancements Explained

You should now know how to:

- Change your overall booth elements and specific enhancements
- Define all booth elements in the Elements menu
- Add and/or remove specific booth elements to your booth
- Change specific booth elements within your booth
- Consider booth element selections that best support your goals
- Preview your enhancements



## Additional Resources

**Exhibitor training site:**

<https://www.conferencesforwomen.org/exhibitor-booth-training/>

**For basic booth building, the precursor to this training, please see our document and video:**

Booth Building Basics

**For guidance/execution details for assigned booth representatives, please see our document:**

6Connex-DS-BoothRepGuide

**Information on how to register your assigned booth representatives will be provided by the Conferences for Women.**



# Contact Information

**Sponsors:**

General booth building questions: [kgray@conferenceforwomen.org](mailto:kgray@conferenceforwomen.org)

Booth preview: [istamour@conferenceforwomen.org](mailto:istamour@conferenceforwomen.org)

**Exhibitors:**

Email the specific Conference exhibit team with booth questions and for previews

Texas: [exhibitors@txconferenceforwomen.org](mailto:exhibitors@txconferenceforwomen.org)

Pennsylvania: [exhibitors@paconferenceforwomen.org](mailto:exhibitors@paconferenceforwomen.org)

Massachusetts: [exhibitors@maconferenceforwomen.org](mailto:exhibitors@maconferenceforwomen.org)