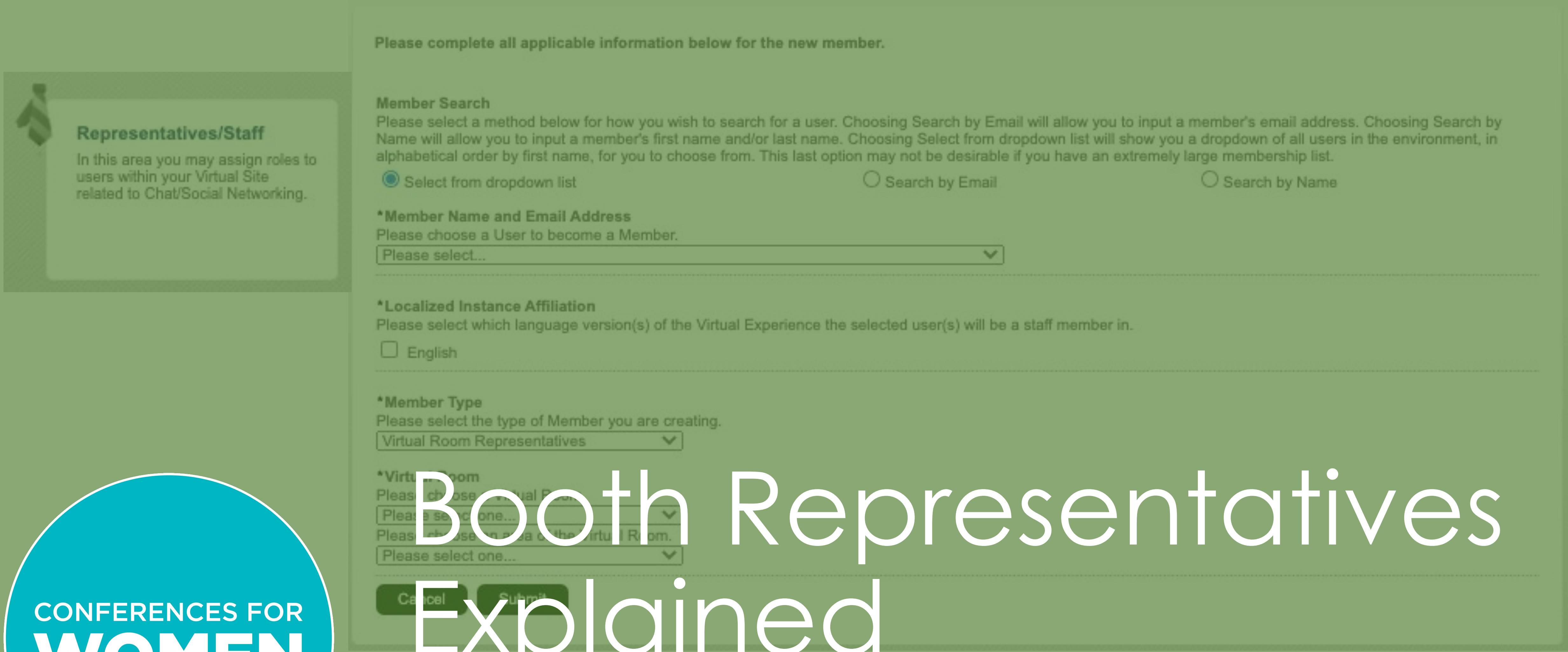


CONFERENCES FOR WOMEN

Booth Representatives Explained

How to staff your booth and communicate with attendees – on Conference day and beyond

Booth Representatives Explained

Booth Reps FAQs

Do I need to assign booth reps? If you want to have the ability to chat with attendees, either via private 1:1 chat or public chat, then yes. If you do not wish to have chats in your booth, then no.

If I do choose to assign reps, what hours should our booth be staffed? The exhibit hall will be busiest between ~8-10AM and 3-5PM (when attendees are not in sessions). You are welcome to staff for as much or as little of the day as you like.

If I don't choose to assign reps, can I still encourage attendees to email us with inquiries, connect with us on social, etc.? Yes, so long as you have an Info Card element in your booth, and so long as the Info Card is Enabled, and you've created a message via an Info Card Description in the "When no Room Reps Are Assigned" space (under the "Extras" tab).

Can fully-registered attendees also be booth reps? Yes. In some cases, we recommend creating a separate, designated booth rep login for attendees with dual roles so that they can more easily toggle back and forth between their full Conference experience and their booth rep duties (please ask the CFW team how).

Will my chat history be available post-Conference? Yes, so long as your reps have utilized the "Watch List" feature (explained within booth rep dashboard details in this training).

Booth Representatives Explained

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

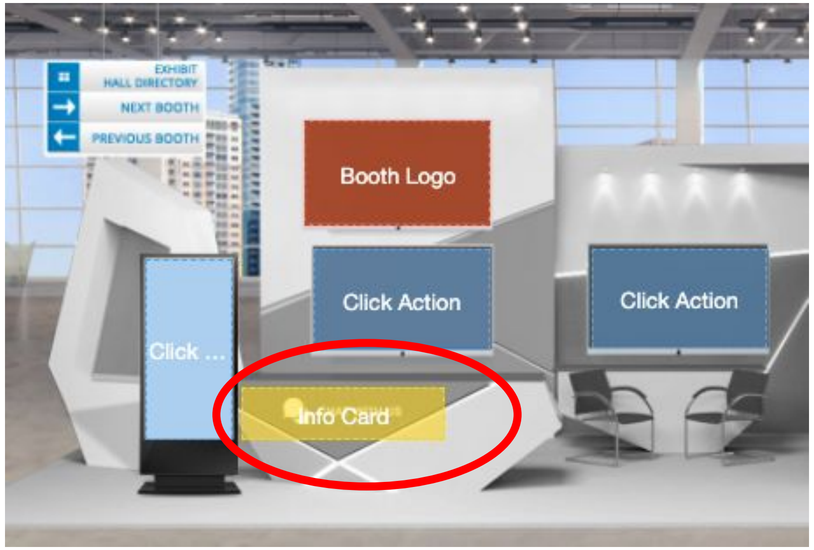
- Customize your Info Card – whether you plan to have 1:1 chats or not
- Add booth reps to your room
- Understand what reps will see on Conference day/chat stacking
- Change active booth rep on Conference day
- Log in on show days
- Understand key uses for the rep dashboard
- Set up and monitor a public chat
- **[SPONSORS ONLY]** Set up and use broadcast messages

Booth Representatives Explained

How to customize your Info Card

First, make sure that you have included an Info Card element in your template

Next, if you intend to invite attendees to have 1:1 chats, make sure that there is also a Graphic Image element stacked on top of the Info Card element. The graphic should be a compelling, curiosity-stoking, guided call to action that compels attendees to click and engage with you.

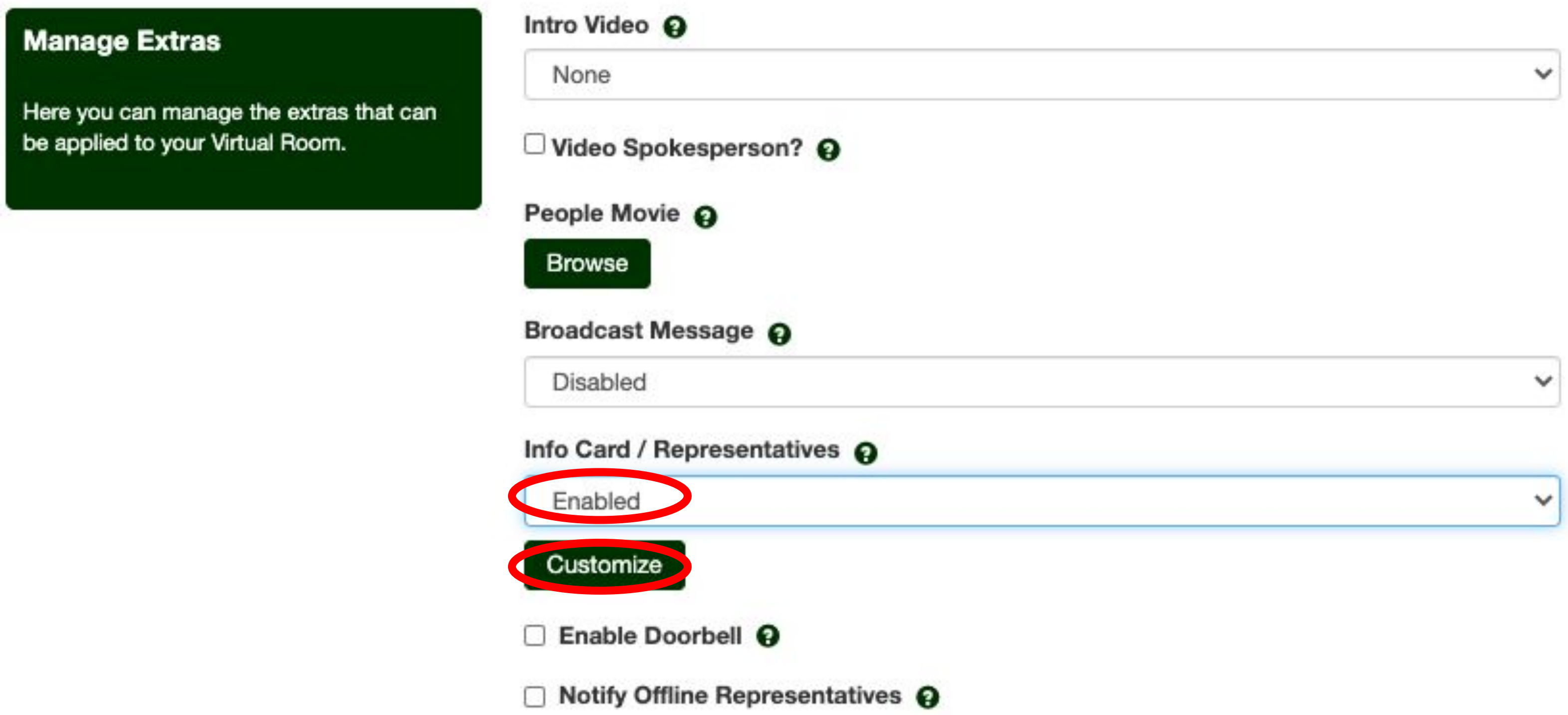


An Info Card must be set up on the back end so that attendees see either the opportunity a chat with you (if you are planning on chats) or your message (if you are not planning on chats) on Conference day.

Booth Representatives Explained

How to customize your Info Card (cont'd)

- On the Virtual Builder screen, click "Extras" in the upper right-hand corner
- On the next screen, under "Info Card/Representatives," make sure that "Enabled" is selected
- Then click the green "Customize" button just underneath

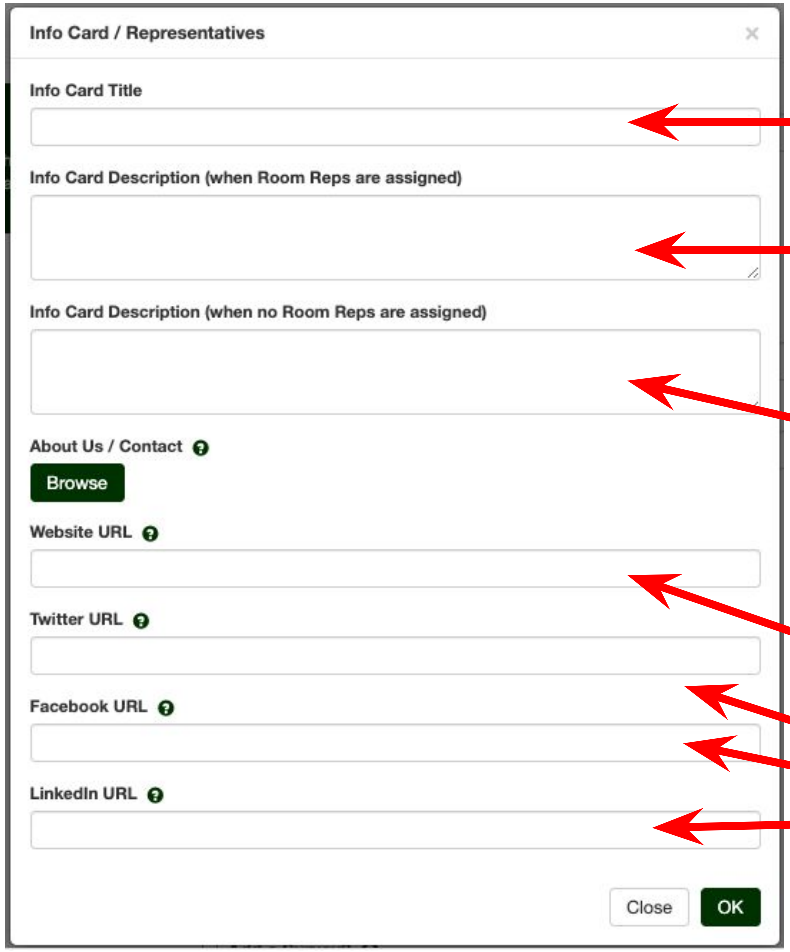


CONFERENCES FOR WOMEN

Booth Representatives Explained

How to customize your Info Card (cont'd)

What you set up on the back end:



Info Card Title: This is the first line that attendees will see when your chat box opens. You may choose to enter a simple greeting ("Hi!", "Chat with us!", "Have a question?"), your company name, etc.

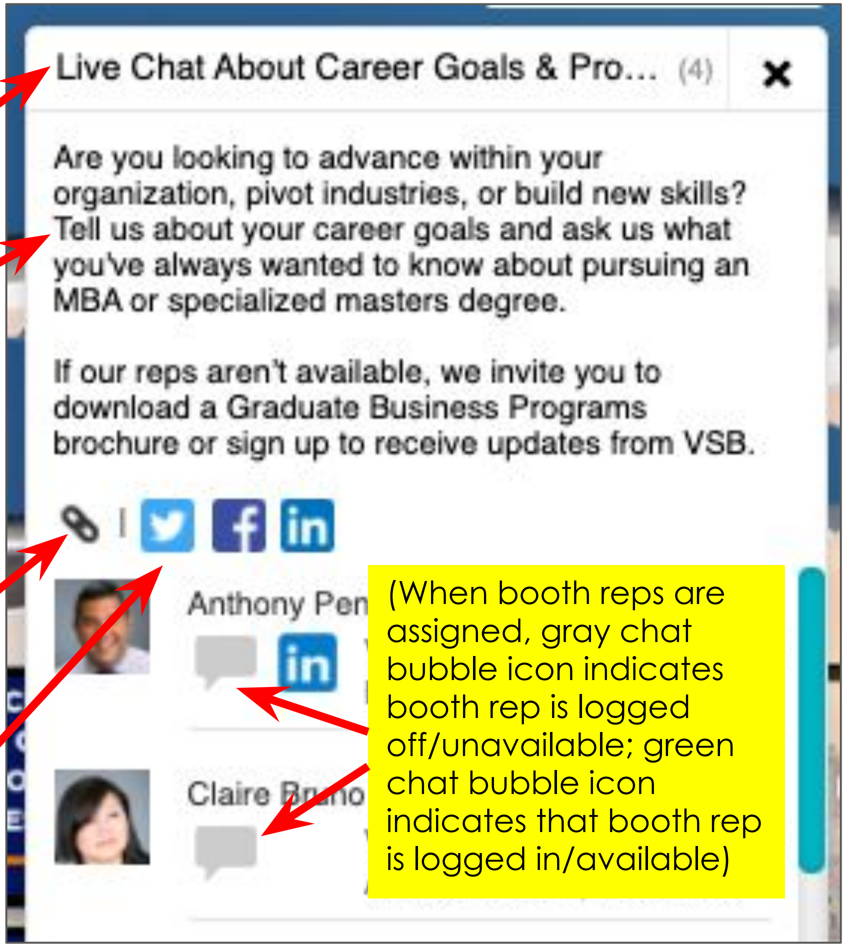
Info Card Description (if staffing): A note that attendees will see at the top of your chat box

Info Card Description (if NOT staffing): A note that attendees will see if there are no reps in the booth (i.e., "Thank you for reaching out! We'd love to connect - please send an email/ connect with us on social/etc. instead")

Website URL: The place to enter your corporate website

Twitter, Facebook, and LinkedIn URLs: The place to enter your corporate social media information

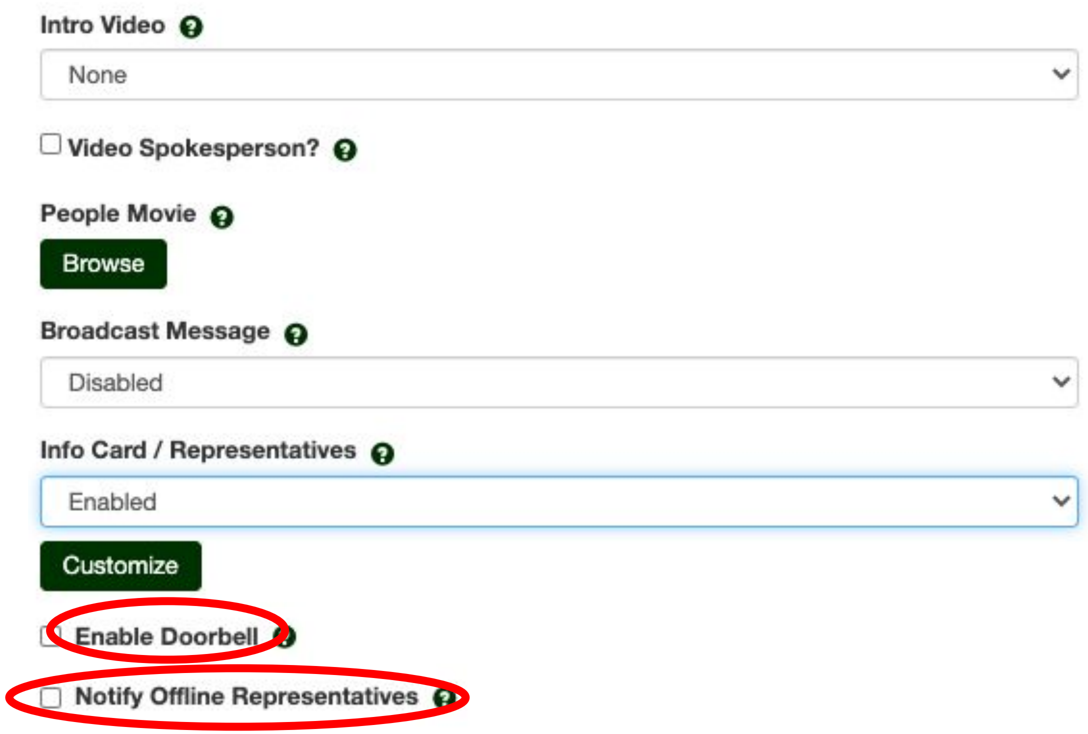
What attendees see in your chat box on the front end:



(When booth reps are assigned, gray chat bubble icon indicates booth rep is logged off/unavailable; green chat bubble icon indicates that booth rep is logged in/available)

Booth Representatives Explained

How to customize your Info Card (cont'd)



On the "Extras" tab, you also have "Enable Doorbell" and "Notify Offline Representatives" options:

- <u>Enable Doorbell</u> sets a doorbell to chime every time an attendee enters your booth. *This is different from the 'ding' sound that booth reps who are logged in will hear when an attendee wants to chat.* Experience proves that this is an annoying feature, as reps do not know who has entered their booth/do not have a means for engaging them, so the Conferences team does <u>not</u> recommend selecting this option!

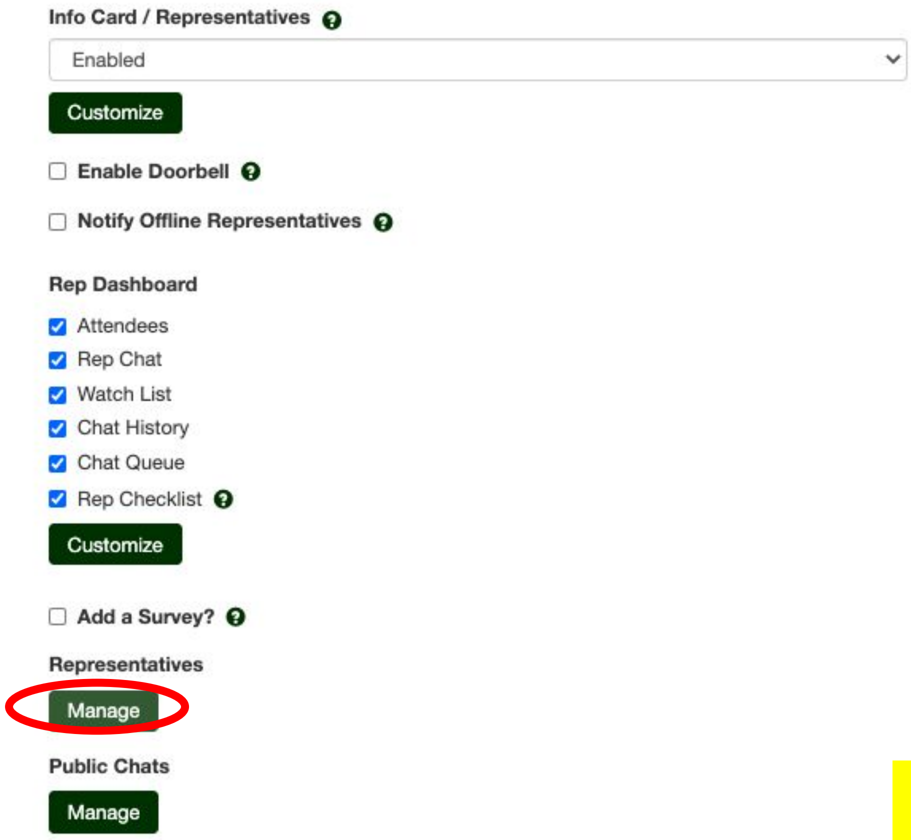
- <u>Notify Offline Representatives</u> sets an email to be sent out when an attendee enters the room to all booth reps who have logged off. Again, experience proves that this is an annoying, unactionable feature, and the Conferences team does <u>not</u> recommend selecting this option!

CONFERENCES FOR WOMEN

Booth Representatives Explained

How to add booth reps to your room

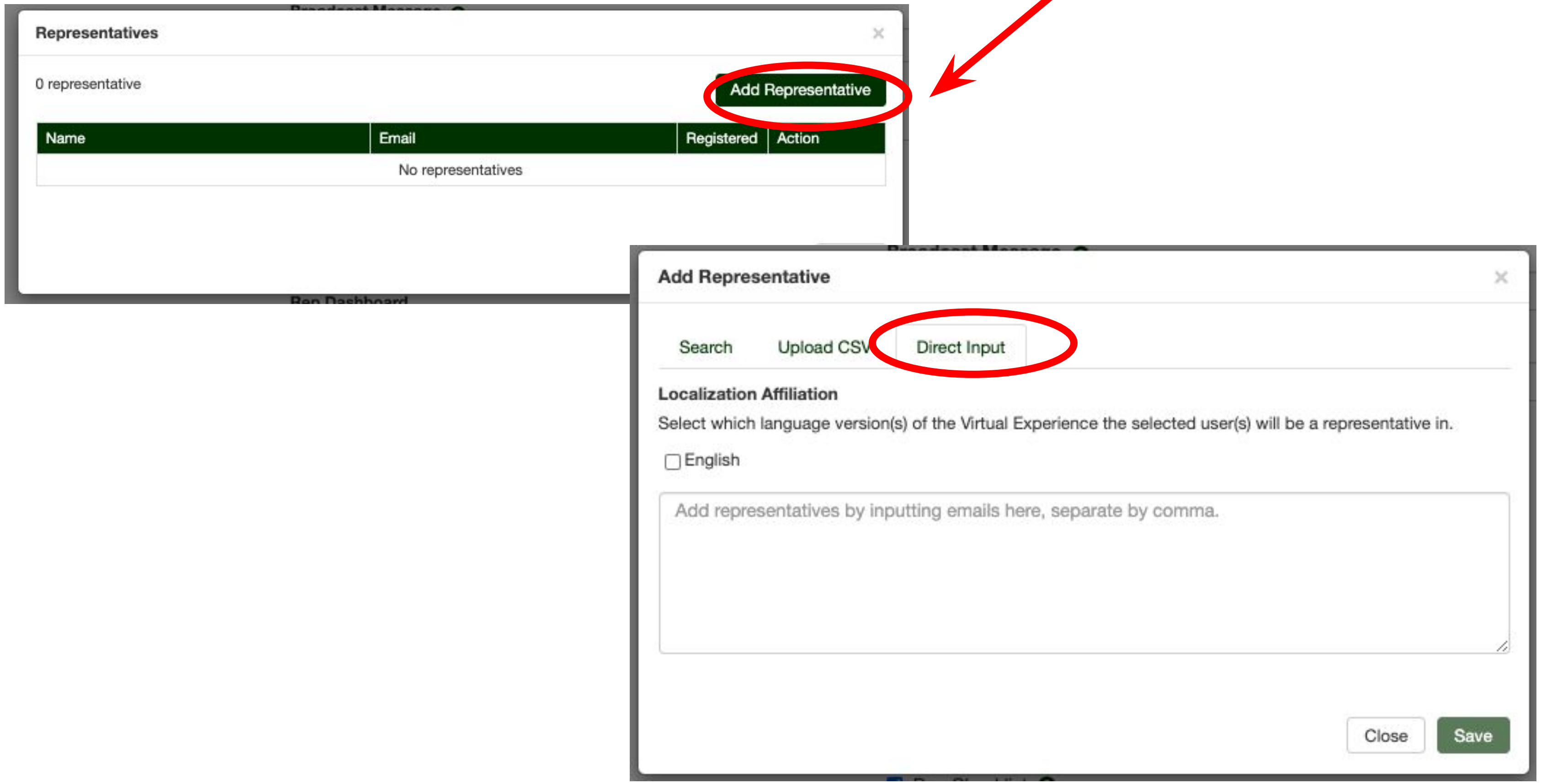
- Click "OK" to close out the pop up screen and go back to the main "Extras" page
- Click "Save" in the upper right hand corner to save your work
- Next, while still on the "Extras" page, under "Representatives", click "Manage"



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

Booth Representatives Explained

How to add booth reps to your room (cont'd)



1. On the pop up screen, click the green "Add Representative" button
2. On the next pop up screen, select the "Direct Input" tab
3. For "Localization Affiliation", click the box next to "English", then enter your reps' email address(es), separating multiple email addresses with commas but no spaces
4. Click "Save"
5. On the screen that pops up, you'll see the new representatives that you just entered as well as the names of any team members who may have already been in the 6Connex system building your booth/who are already registered. A "no" next to their email address means that they have not yet set up their profile in the system; a "yes" means that they have.

We will send one email to your company's main point of contact containing a different URL and instructions for setting up your reps' profiles separately. This is sent a few days before Conference day.

CONFERENCES FOR WOMEN

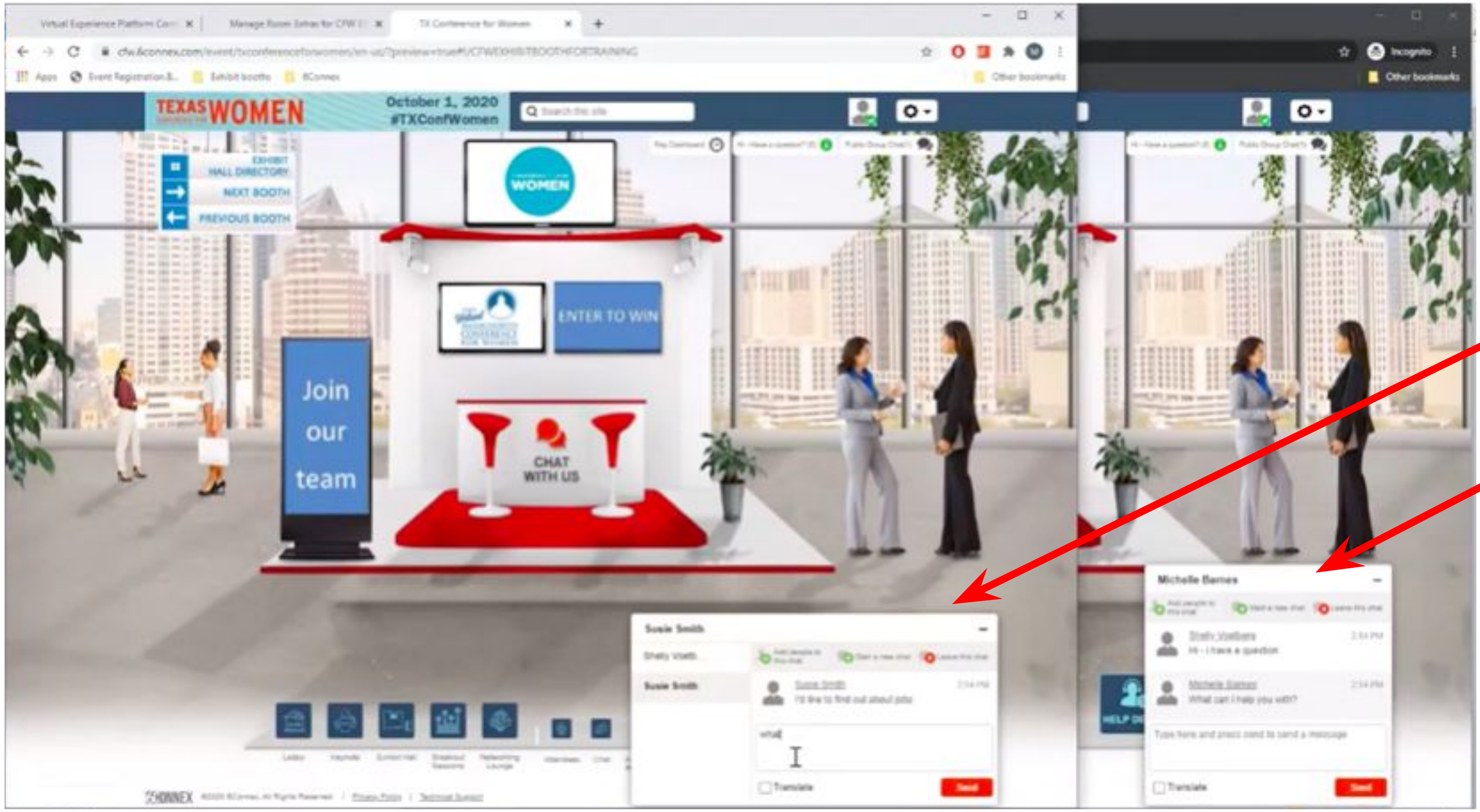
Booth Representatives Explained

What your reps will see on Conference day: “chat stacking”

Chat stacking is the default setting. This happens when more than one attendee clicks to chat with a booth rep but that rep is already chatting with another attendee. Please see “Booth Representatives Explained” training video, beginning at 06:00, to see how 1:1 ’chat stacking’ happens and what it looks like for both booth reps and attendees.

<u>The ‘ding’ sound:</u>

Booth reps who are logged in will hear a ‘ding’ sound when an attendee wants to chat.



What your booth reps see on show day

What attendees see on show day

Booth Representatives Explained

What your reps can expect: “chat stacking” (cont’d)

There is a way to let attendees know that a rep is tied up and will be with them in a moment, so that attendees form a line instead. This is called the Chat Queue .

We do not recommend the Chat Queue for a few reasons, but are happy to have a conversation if you wish to discuss in more detail.

CONFERENCES FOR WOMEN

Booth Representatives Explained

How to change your active booth rep on Conference day

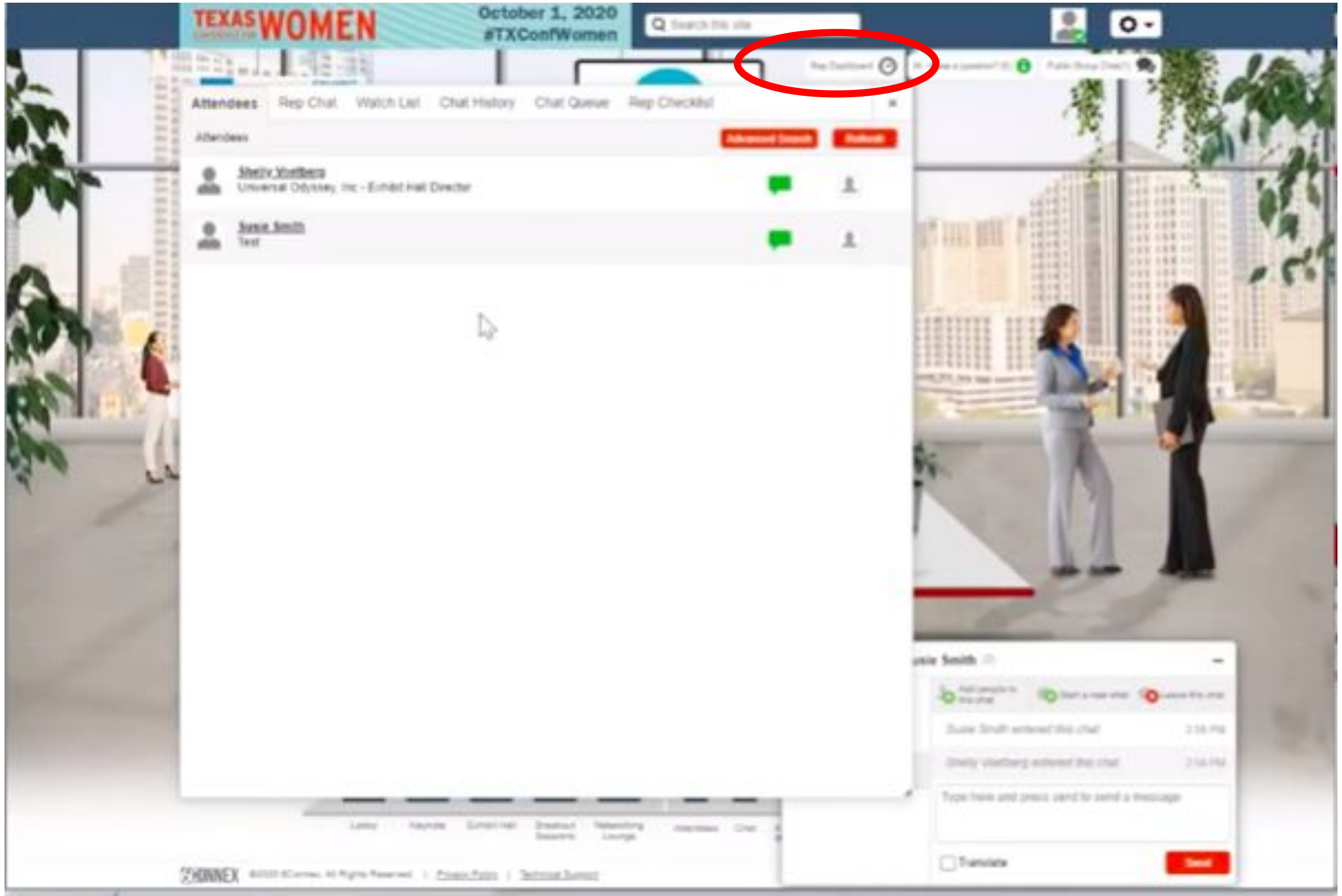
- If one of your reps is changing shifts on Conference day, click on the Settings wheel at top right to update your rep information
- Click on "Edit Registration Info" on the drop-down menu
- On the Profile screen, fill in a new name and title for your rep, then click "Submit"
- When you click back to your booth, you will see that the name and title of your rep have changed in the 1:1 chat box

This is an especially helpful option if you have a small number of booth rep slots and do not want the same people 'on duty' the entire day.

CONFERENCES FOR WOMEN

Booth Representatives Explained

How to use your Rep Dashboard



Your rep will log in on Conference day to enter your booth, and will have several options within the Rep Dashboard. Here are the two key functions:

- Use “Rep Chat” tab to talk to other reps who are in your booth (private messages between reps)

- Use “Watch List” tab to add an attendee to a watch list that will be saved after the Conference so you have a record of who you chatted with (we recommend that booth reps add all those they have chatted with to the Watch List)

After the Conference, the Conferences team can help to provide you with a transcript of chats, if needed.

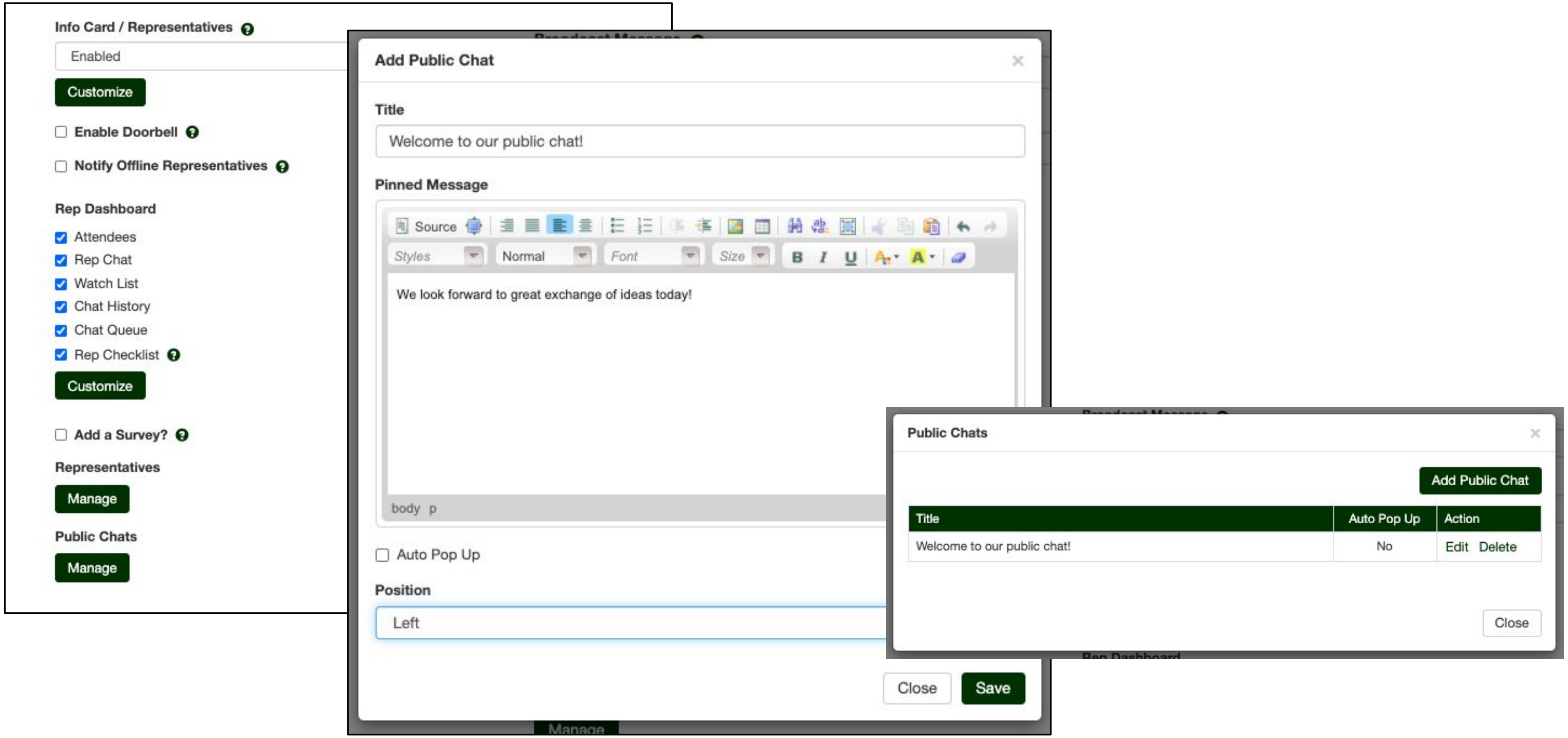
CONFERENCES FOR WOMEN

Booth Representatives Explained

How to set up and monitor a public chat

Public chats can either be "always on", or can be opened via a Click Action. There are 3 ways to set them up:

1. Use the "Extras" menu in Virtual Booth Builder
   - Under "Public Chat", click "Manage"
   - Click the green "Add Public Chat" button
   - Give it a title
   - Pin a message that will appear at the top of your public chat to guide the conversation
   - Click "Save"

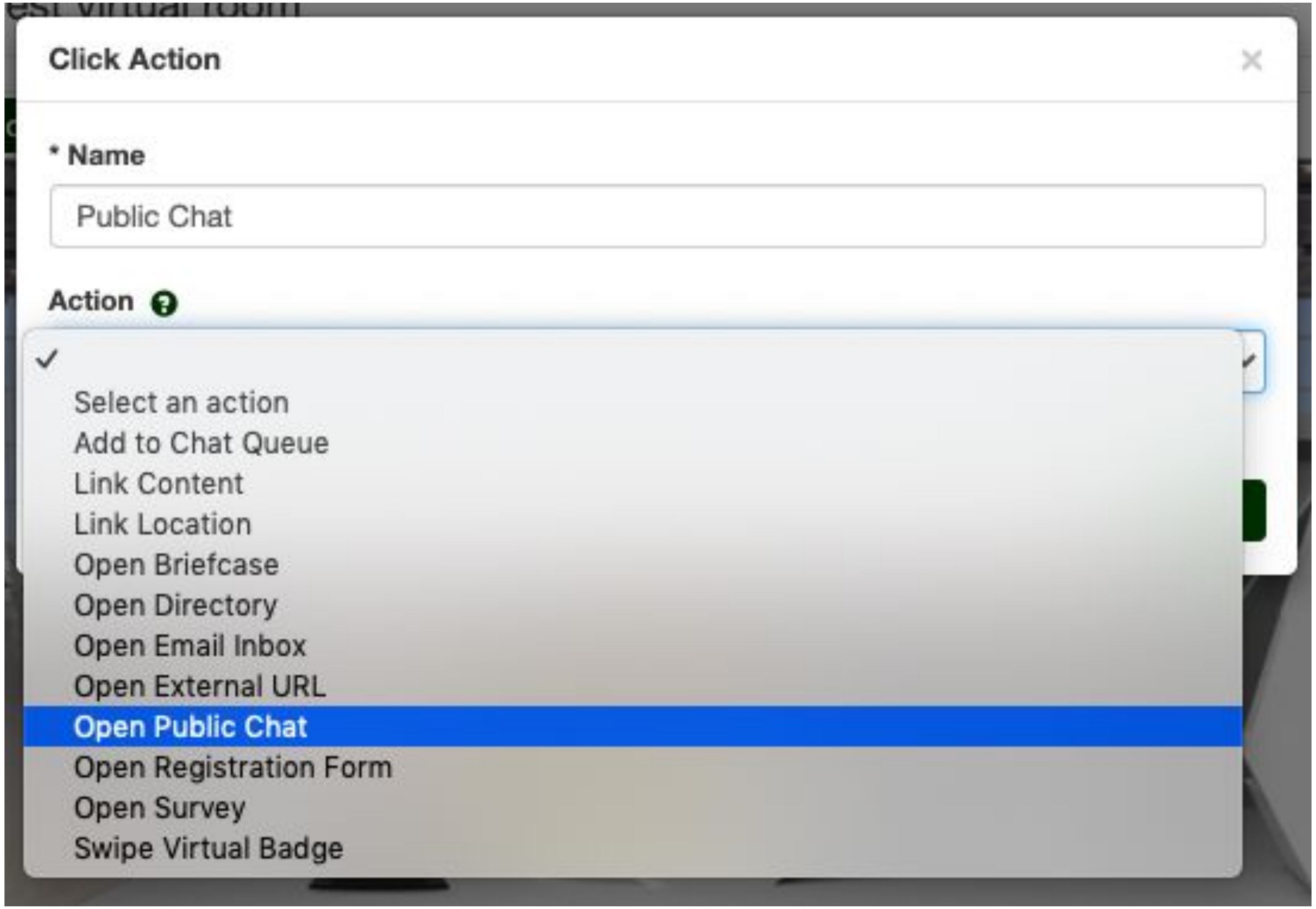


CONFERENCES FOR WOMEN

Booth Representatives Explained

How to set up and monitor a public chat (cont'd)

2. Use the "Manage Template"/"Edit Template" options within Virtual Booth Builder to add a Click Action to a hot spot
   - Click "Save" after editing your template
   - Then, under Manage Room Elements, click on the Click Action that you wish to be your public chat
   - Name it
   - Then select "Open Public Chat" from the drop-down menu
   - Click "Save"

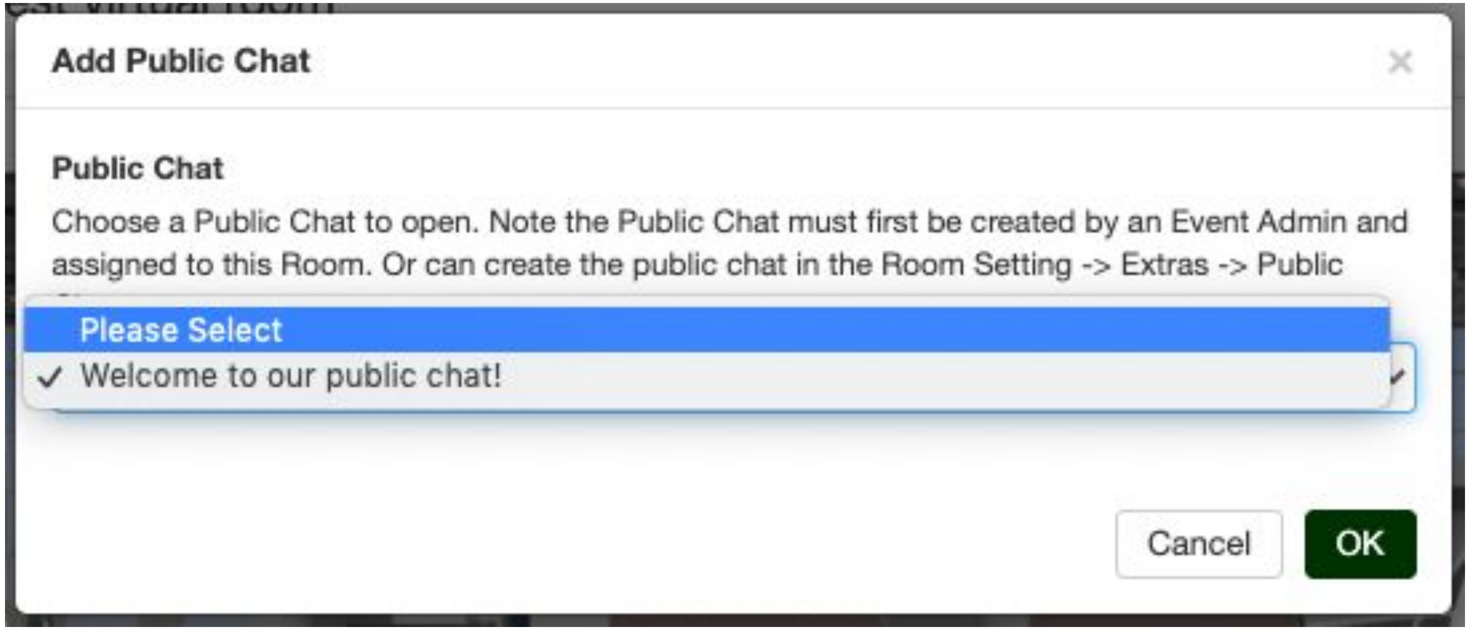


CONFERENCES FOR WOMEN

Booth Representatives Explained

How to set up and monitor a public chat (cont'd)

3. Use the "Manage Template"/"Edit Template" options within Virtual Booth Builder to add a Static Public Chat *[Please note: Static Public Chat is only an option if you have gone through the steps of using the "Extras" menu in Virtual Booth Builder]*
    - Click "Save" after editing your template
    - Then, under Manage Room Elements, click on the Static Public Chat area that you just created
    - Use the drop-down menu to select your Public Chat
    - Click "Save"



Important to remember: A Static iFrame will always be open in your booth, so be sure that you set it up A) with the Safe Zone, B) large enough to be legible, and C) so that it is not covering any other elements!

Booth Representatives Explained

How to set up and monitor a public chat (cont'd)

Things to remember:

- No matter how you set up a public chat, there will always be a small box in the upper right of your booth screen to let attendees know that the option is available
- It is up to each exhibitor to take responsibility for monitoring your public chat, including removing any inappropriate comments. The Conferences for Women does not provide monitoring services.

Booth Representatives Explained

Set up and use broadcast messages **[for sponsors only]**

Please note: This option is for Champions and Sponsors only.

A Broadcast Message enables an exhibitor to make a pop-up announcement to all attendees who are in their booth at a given time – either right away, or at a set time. Broadcast Messages are only open for a set amount of time, and are a great way to raise awareness around things happening in other areas of the Conference (i.e., "Join our CEO as she welcomes [breakout session speaker] to the stage at 12:30!") or things happening right there in your booth (i.e., "Ready for a quick and delicious afternoon treat? Check back in with us at 2:30PM for the perfect 5-minute recipe!").

Here is how to set up a Broadcast Message:

1. Use the "Extras" menu in the top right
2. Select "Broadcast Message"
3. Select "Enabled" then click "Save"

Here is how booth reps can create messages on Conference day:

1. Click on the Settings wheel at top right
2. Click on "Broadcast Message" on the drop-down menu
3. Add your message text
4. Select to send your message now or "Schedule" to send at a specific time (be sure to select the appropriate time zone!)
5. Choose how long you'd like your message to display with "Message Duration"
6. Decide which Click Action you'd like, if any
7. Click either "Send" or "Schedule Broadcast" (depending on when you opted to send your message)

Contact Information

Sponsors:
General booth building questions: kgray@conferenceforwomen.org

Booth preview: istamour@conferenceforwomen.org

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

Texas: exhibitors@txconferenceforwomen.org
Pennsylvania: exhibitors@paconferenceforwomen.org
Massachusetts: exhibitors@maconferenceforwomen.org