

EXHIBIT HALL
NEXT
PREVIOUS

Booth Logo

Content ...

Grap ...

CHAT
Info Card



Getting started: Building your virtual exhibit hall booth



Before you begin

Make these decisions before you begin:

CONTENT

What are the primary actions that you wish for attendees to take when visiting your booth? Ideas include:

[Within 6Connex platform]

- View eye-catching graphics and rotating banners
- Open an external URL
- 1:1 chat
- Open public chat
- Swipe virtual badge to collect contact information
- Add items/offers to virtual registration bag
- Watch a video

[Outside of 6Connex platform]

- Link to external content on your website
- Take a survey or play a game
- Open an email inbox
- Schedule a 1:1 meeting

Which logo and graphics will you feature?

How do you want your company description to read when attendees scroll over your booth logo? (240 characters or less)

IMPORTANT NOTE:

This document covers the basic booth set up. Many of the actions listed here are enhanced elements and are covered in a separate training document.

AESTHETICS

Select your booth template design. Please see options, based on level of participation, on the following slides.



Booth Template Options For Champion Booths

CHAMPION LEVEL

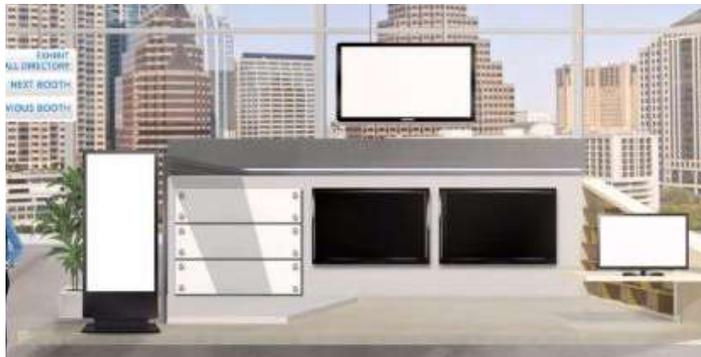
Please select from all template option choices,
or from one of the following 2 exclusive options:



Champion 1 - White



Champion 1 - Blue



Champion 3 - White



Champion 3 - Blue



Booth Template Options For Sponsor Booths

SPONSOR LEVEL

Please choose one of the following 2 options:



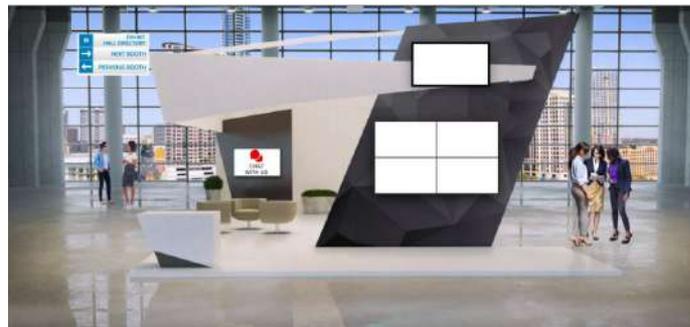
Sponsor 1 – Blue



Sponsor 1 – White



Sponsor 2 – Blue



Sponsor 2 – White



Booth Template Options For Premium and Standard Exhibit Booths

PREMIUM LEVEL



Premium – White

STANDARD LEVEL



Standard – White



Premium – Blue



Standard – Blue



Building your booth

Now you're ready to begin!

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

- **Step 1:** Login to the virtual exhibit hall platform (6Connex)
- **Step 2:** Create your virtual booth and select your template
- **Step 3:** Add your booth logo
- **Step 4:** Make edits to your booth design and elements
- **Step 5:** Save changes



Step 1: Login to the virtual exhibit hall platform (6Connex)

URL:

<https://cfw.6connex.com/controlpanel/caconferenceforwomen/login>

Username and password:

These were emailed to the main booth contact at your organization from exhibitors@caconferenceforwomen.org

** Please note: username and password are case-sensitive*

6CONNEX
Virtual Exhibitions. Real Business Solutions

Control Panel

Welcome to the VE Platform
Control Panel!

Login
Please enter your credentials below to get started.

User Name

Password

Logging into the VE Platform Control Panel means that you agree to these [Terms](#).

Forgot Your Password?

Remember Me

Need Help? [Click Here](#) to contact us.



Step 2 : Create your virtual booth and select your template

You will be brought to the Control Panel

Content Library: This is where your images, videos and documents will live if you used enhanced features – NOT needed for basic booth building

Tracking & Metrics: This feature is currently turned off

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Virtual Destinations. Real Business Solutions.

Welcome to the Virtual Experience Platform
Control Panel!

Using the Control Panel you may control all aspects of your Virtual Site, from who may access it, to what kinds of content, virtual rooms and spaces it will contain, to how you will drive traffic to certain areas through promotions and mailings. After your Virtual Site has launched, you can even track user behavior and the performance of certain areas and content. Please choose an option from the dashboard below to get started!

Welcome,

- Content Library**
In this area, you may create, edit, and manage content items and library.
- Virtual Rooms**
In this area, you may create, edit and manage Virtual Rooms.
- Chat Sessions**
In this area you may create chat sessions which may take place in certain areas or during presentations.
- Tracking & Metrics**
In this area, you may track user behavior and performance of content and areas of the Virtual Site.
- Surveys**
In this area, you may create surveys which may be presented to Users in different areas of the Virtual site.
- Help**
Click here to contact us with questions about the Control Panel.

Virtual Rooms: A Booth is considered a “virtual room”. Click this area to start building your booth

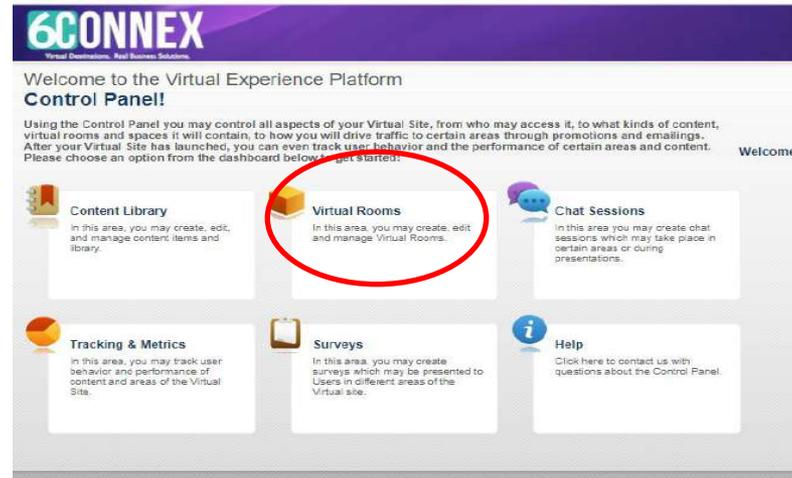
Chat Sessions: This is where you create **moderated** chats. This is not a feature you should use. There is an easier place to create public and 1:1 chats within your booth.

Surveys: This is not currently an active feature within 6Connex

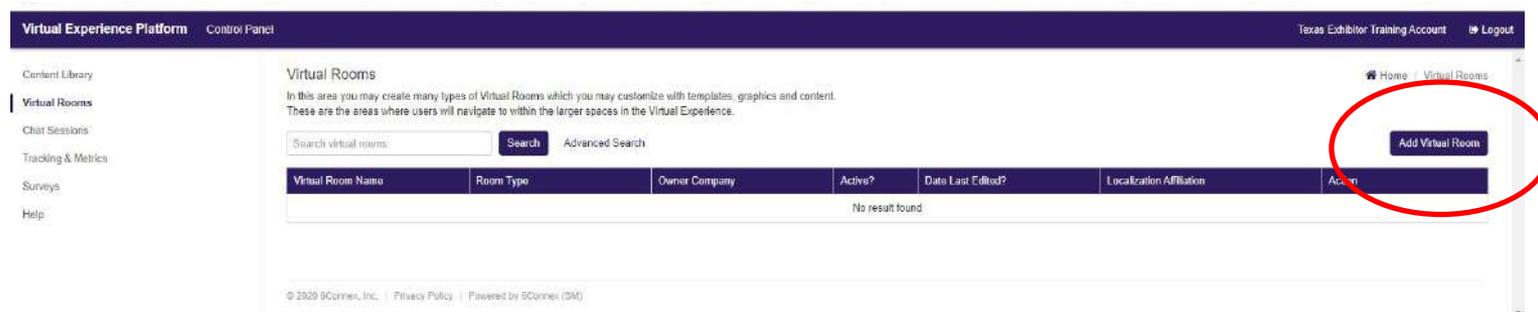


Step 2 (cont'd): Create your virtual booth and select your template

First, click “Virtual Rooms”



Then click “Add Virtual Room”





Step 2 (cont'd): Create your virtual booth and select your template

This will open a new tab in your browser, and you will be asked to answer the booth set up questions:

Welcome to Virtual Builder

Here you can easily setup each room or space in your virtual experience.

Virtual Builder allows you to:

- Choose new templates or edit existing templates
- Change background design
- Add images and graphics
- Assign click actions
- Assign content from content library

Once your room is setup, you can come back at any time to assign content or make adjustments.

* Type 
Select

* Name  (0/80)

* Description  (0/240)

* Location Key  (0/80)

* Language Affiliation 
 English

Time Bracket? 

Active? 
Yes

Next

Type – select “Booth”

Name – Your company name as you want attendees to see it

Description – 240 characters or less; can be description of your company that attendees will see OR an invitation for attendees to come into your booth

Location Key – enter your company name as you entered it above, *but without any spaces*

Language Affiliation – click English

Time Bracket – leave blank

Active – select “Yes”

Click “Next” to continue



Step 2 (cont'd): Create your virtual booth and select your template

Select your template, then press "Create Booth"

Select Your Template

In this step, you can choose from existing templates, or you can create your own template by starting with a background design.

Each Virtual Room includes:

- A background design
- Images on top of the background design
- Specified click states and associated actions

Images and click states are Elements that can be managed on the next step.

Note: Within Virtual Builder, all existing templates can be modified for use in your specific virtual environment.

Choose an existing template from the library



Create Booth

Cancel

<< Previous Step



Step 2 (cont'd): Create your virtual booth and select your template

Your booth template will now open in a separate tab.

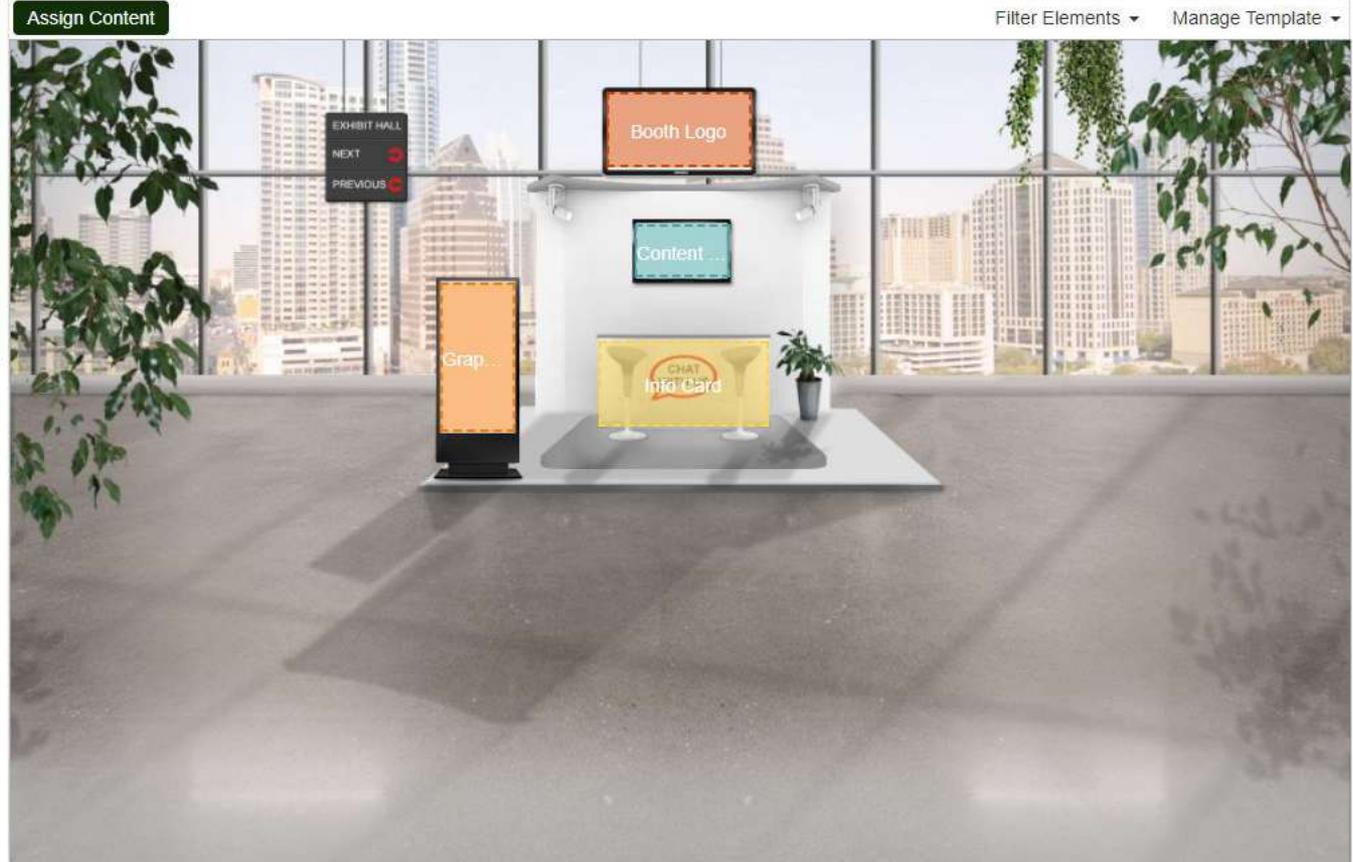
Manage Room Elements

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.

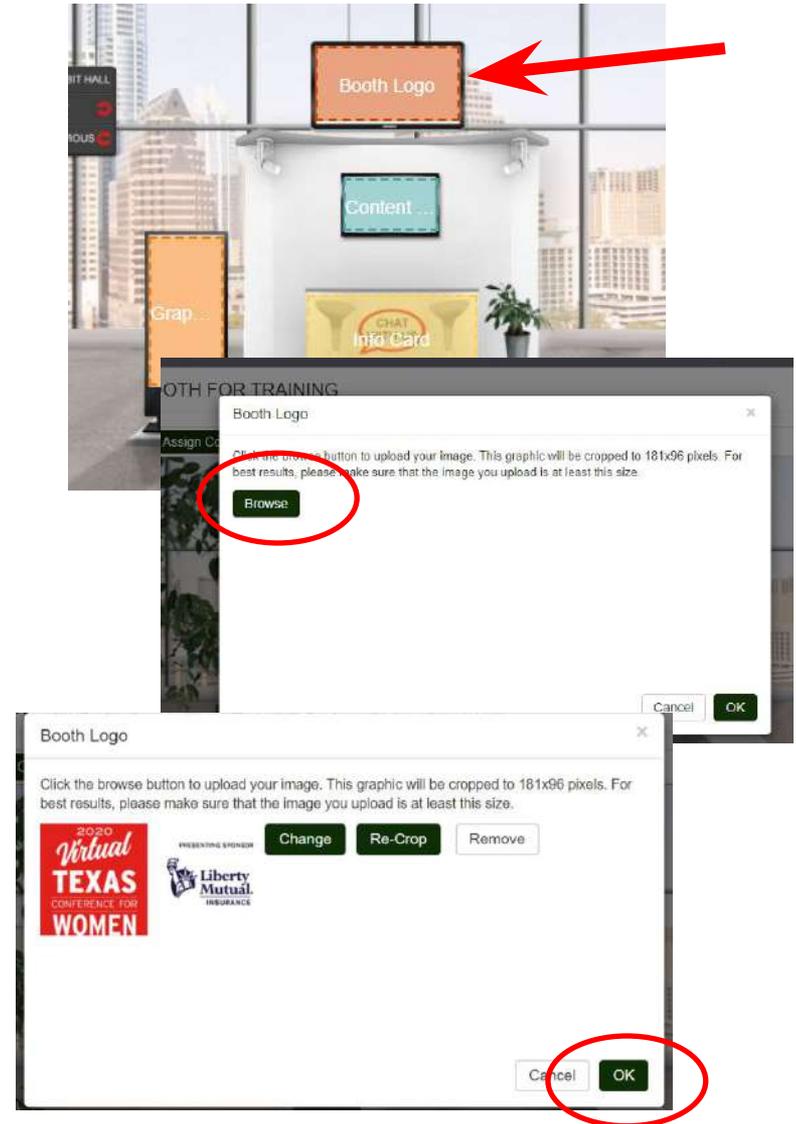
for a detailed explanation of Rooms and definitions of each Element.





Step 3: Add your booth logo

- Click on the area that says “Booth Logo”
- A pop up will appear. Click “Browse” and select the logo from your computer that you want to use. Please note:
 - Your logo must be a rectangle (i.e., if your logo is a different shape, you will need to choose a version of your logo that has a rectangular background – either transparent or color)
 - The size of your booth logo will be 180x100 pixels, but a cropping tool is available in the system if you are unable to re-size prior to uploading
- Once you upload your image, you will have the opportunity to crop it using the dashed grid. Click “Crop” on the bottom right once set.
- View the cropped logo. If you need to make changes, click “Change” or “Re-Crop”. *This logo will be used in a number of places, so it is important that you get it just right in this phase!* When you like it, click “OK”.

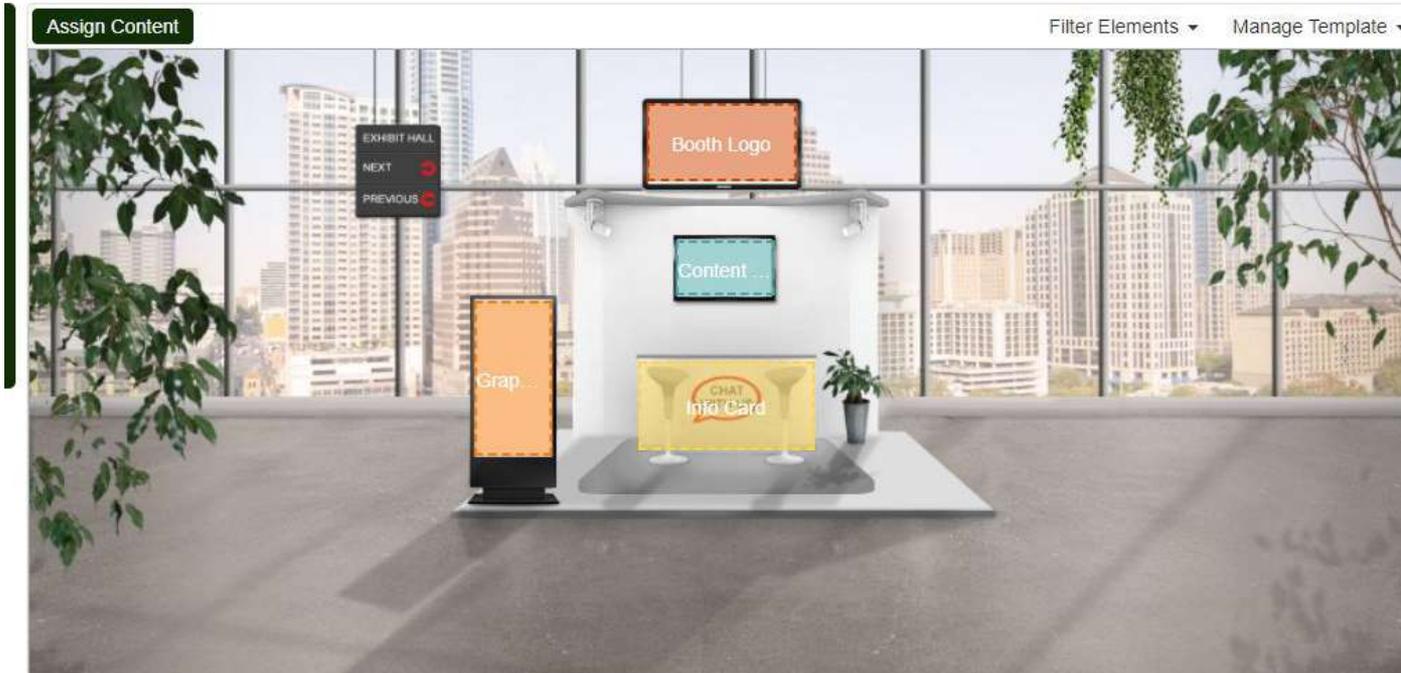




Be sure to click “Save” in the upper right corner **EVERY TIME** you make a change

1 - White

Elements Settings Extras **Save ***



Tip: When you see an asterisk next to the word “Save” on the green button, that indicates that you have unsaved work and need to Save!



Step 4: Making edits

The next time you log into the 6Connex system, you will see your booth listed under “Virtual Rooms”. Click “Edit” on the right-hand side to return to your booth template view.

Virtual Rooms

[Home](#) / [Virtual Rooms](#)

In this area you may create many types of Virtual Rooms which you may customize with templates, graphics and content. These are the areas where users will navigate to within the larger spaces in the Virtual Experience.

test [Advanced Search](#)

Virtual Room Name	Room Type	Owner Company	Active?	Date Last Edited?	Localization Affiliation	Action
Kelly's test virtual room	Booth	Conference for Women	Yes	09/22/2020 22:31:36	English	Preview Edit Delete

Total Virtual Rooms: 1

To make edits, use the following buttons:

Elements – To change booth elements/functions design

Settings – To change booth description

Extras – We will go over this functionality in a subsequent training

**Remember to click “Save” in the upper righthand corner after all changes!*

1 - White





Building your booth

You should now know how to:

- Login to 6Connex
- Set up your booth name & description
- Select your booth template
- Add your logo
- Make edits to your booth design and elements
- Save changes



Additional Resources

For information on how to add enhancements to your booth, including certain actions and design elements for Champions and Sponsors, please see our document and video:

“Booth Building Details”

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

“Booth Reps Explained”

Information on how to set up profiles for your assigned booth representatives will be provided by the Conferences for Women closer to Conference day.



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

California: exhibitors@caconferenceforwomen.org