

Understanding YOUR BOOTH

eshow

This virtual booth mimics a physical event with booth space, sponsorship opportunities, networking, webinars, and much more. Booths come in small, medium, and large. Custom booth offerings are available as well.



THE DIFFERENT PARTS OF YOUR BOOTH

- 1 **Branding Options:** Banners, banner stands, TV display, etc.
- 2 **Media Display:** Display products/services, training, or marketing videos
- 3 **About Us:** Full company information
- 4 **Press Release:** Add your company's press releases for attendee consumption and education
- 5 **Videos:** Catalog of product/services and/or marketing videos
- 6 **Products:** Product documents showcasing new or current products/services
- 7 **Webinars:** List of webinar schedules where attendees can join in real time
- 8 **Documents:** Documents, sign up forms, etc. that attendees can view or download
- 9 **Social Media links**
- 10 **Exhibitor Chat:** Real time chat with booth staff
- 11 **Appointment:** Attendees can see the exhibitor appointment schedule and be able to request for an appointment
- 12 **Scan Badge:** Attendees click this to scan their badge, sending their contact information to the exhibitor
- 13 **Contacts:** Available booth staff from the company with the ability to add them to eBag
- 14 **eBag:** Attendees can add the exhibitor to their eBag for later reference

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EXHIBITOR
BRIEF

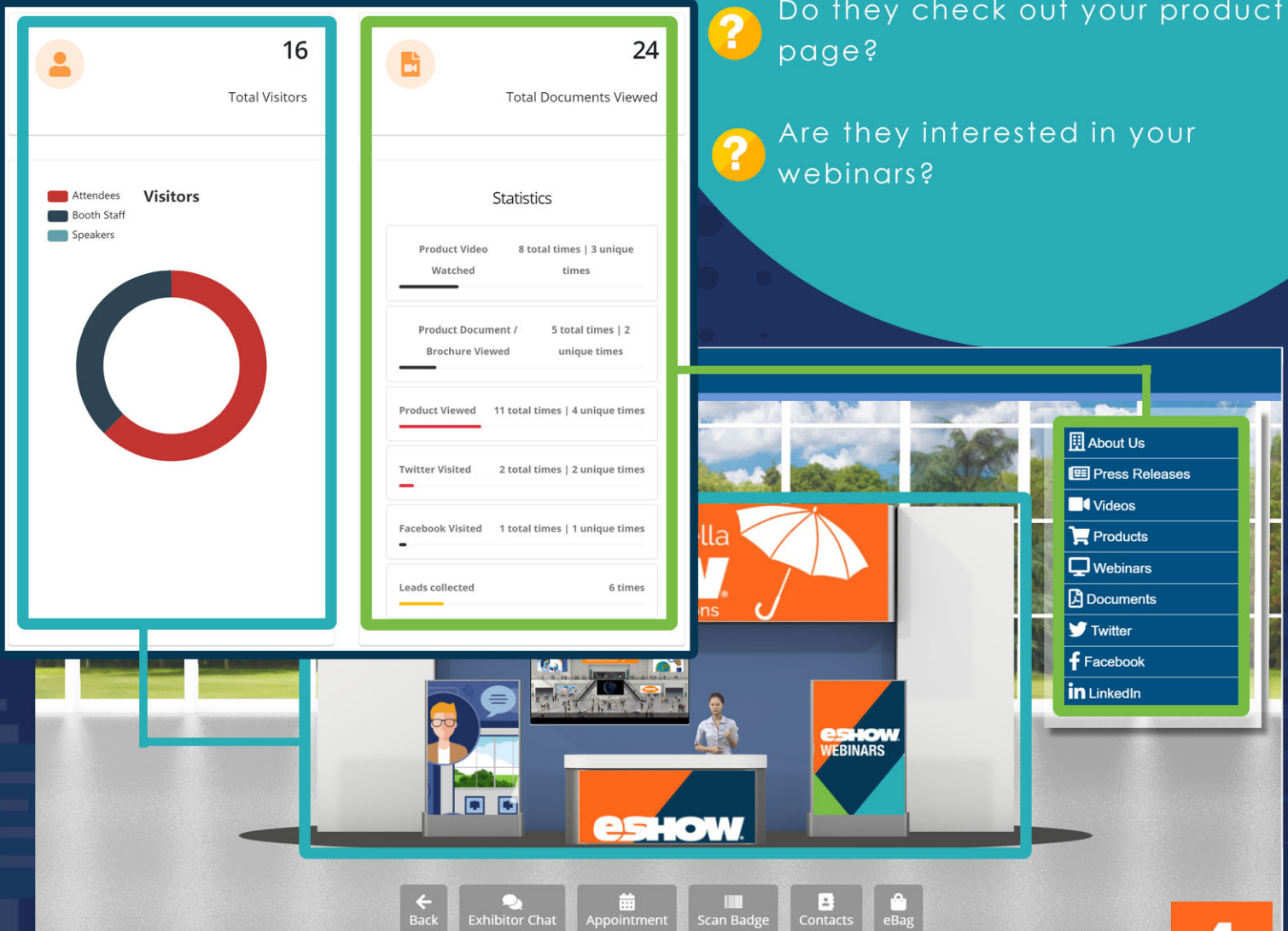
EXHIBITOR ANALYTICS

why is it relevant?

With analytics data, exhibitors can see how effectively their booth is performing. Useful information is displayed, including but not limited to, how frequently the booth is visited and details on which type of attendee visits the booth.

Reports also includes information on how often uploaded materials are being accessed. Exhibitors can use this information in deciding how to best make use of the booth. Which items/materials do you need to promote more.

- ? Where does your audience go to learn more about you? Twitter? Facebook? LinkedIn?
- ? Which materials do your audience find most interesting?
- ? Do they access your uploaded documents?
- ? Do they check out your product page?
- ? Are they interested in your webinars?



ENTERING YOUR BOOTH

Click on the **Lounge** tab and then on the **Booth Staff Lounge** navigation

Click on **Enter Booth Chat** to open the Unified Communication dashboard

Your exhibit booth thread opens by default

You are now listed under the staff tab on the right for attendees to view

Chat publicly and/or chat privately with participants

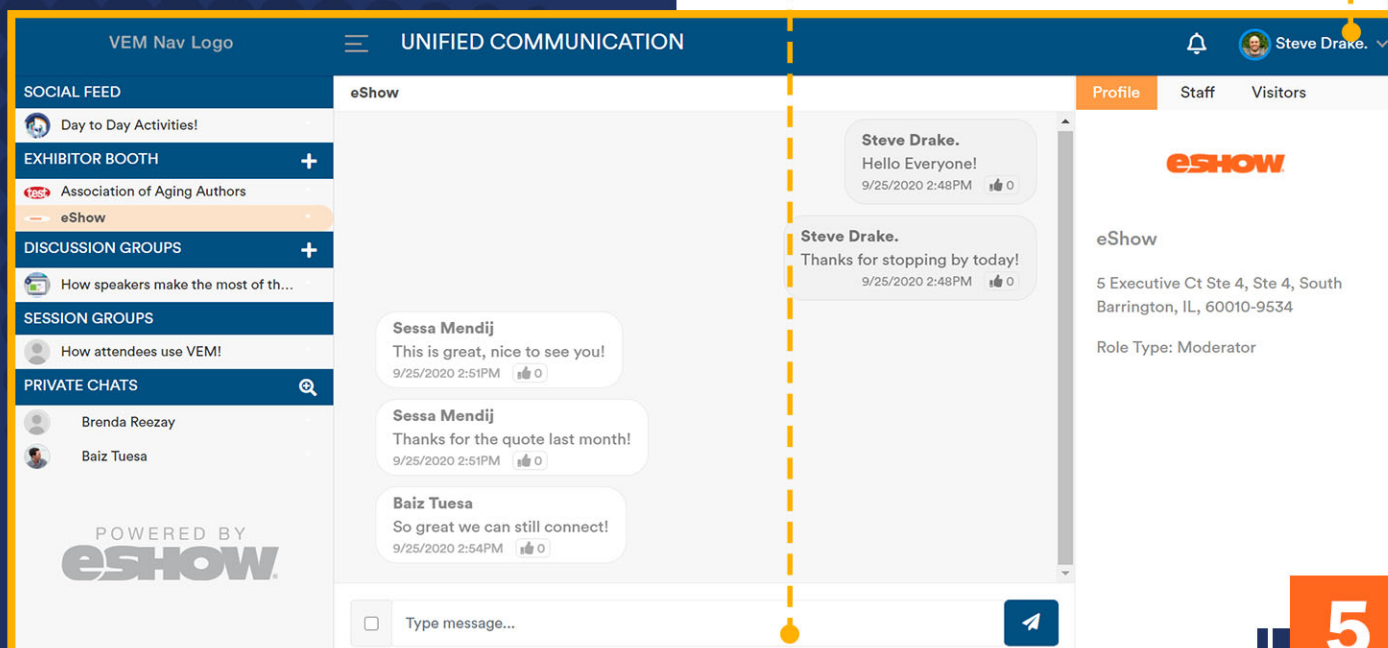
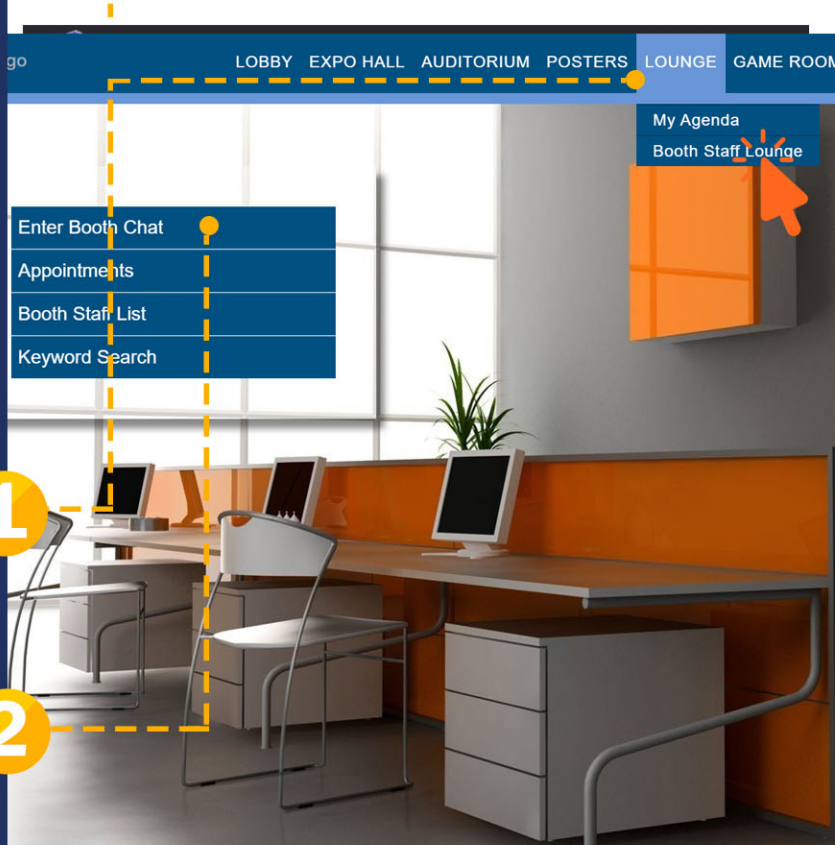
1

2

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4

5



chatting with your BOOTH STAFF TEAM

The screenshot shows the VEM Nav interface with a navigation bar at the top containing: VEM Nav Logo, LOBBY, EXPO HALL, AUDITORIUM, POSTERS, LOUNGE, GAME ROOM, STORE, EBAG, HELP DESK, and STEVE. The LOUNGE menu is expanded, showing options: My Agenda, Speaker Lounge, and Booth Staff Lounge. A red arrow points to Booth Staff Lounge. On the left, a sidebar menu is visible with options: Enter Booth Chat, Appointments, Booth Staff List (highlighted in orange), and Keyword Search. Below this, a 'Lounge' window is open, displaying a table of booth staff.

Booth Staff		Task
	Haila Nimsze	Chat
	Steve Drake	

Click **Booth Staff Lounge**.

1

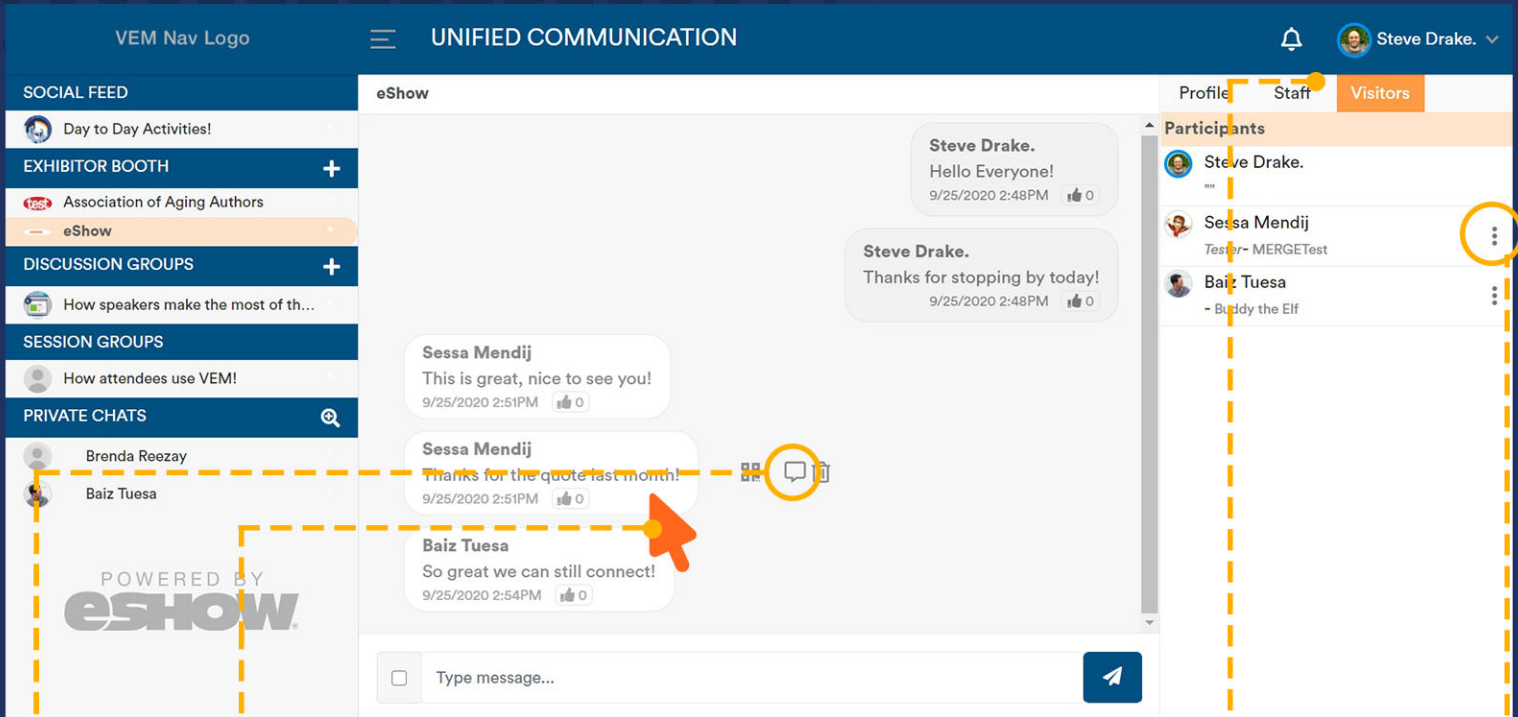
2 Click the **Booth Staff List** navigation.

Click the **Chat** button to start chatting in the Unified Communication dashboard.

3

how to send a

PRIVATE CHAT REQUEST



1

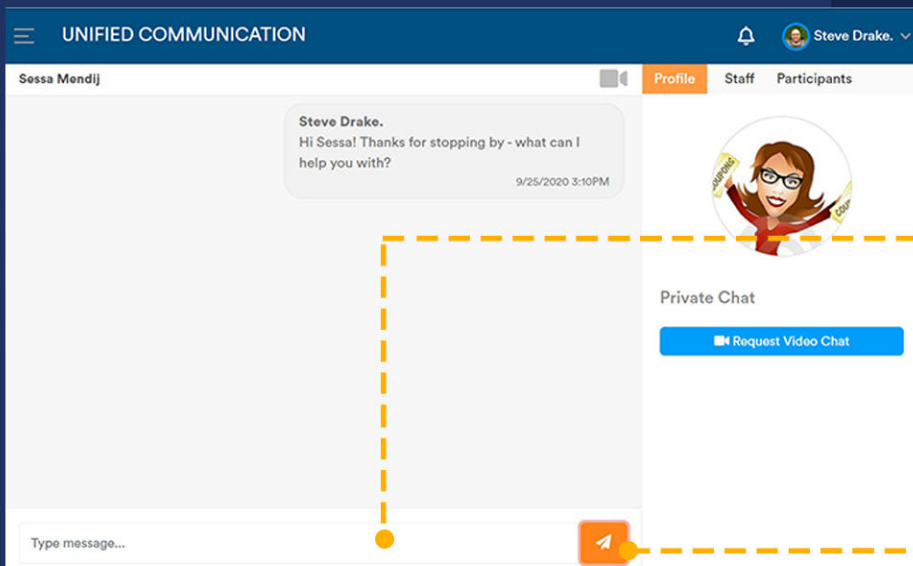
START with either

2

Hover over the chat bubble of the person you want to chat with. Click on the private chat button that will appear beside the bubble.

Click on VISITORS to pull up a list of attendees. Click on the three dots, and then the private chat button.

3



To send your message, type your message in the Message Box and click on send.

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EXHIBITOR BRIEF

how to request to VIDEO CHAT

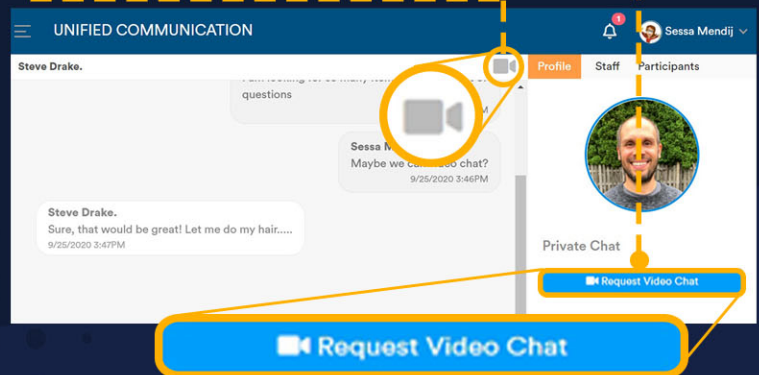
REMEMBER:

You have to open a private chat with the person you want to video chat with to access the camera or request video chat buttons.

SENDER'S VIEW

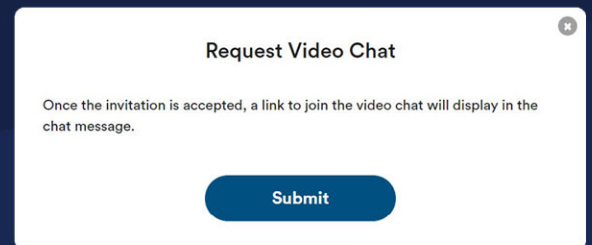
1

Click the **Camera** button or **Request Video Chat** button.



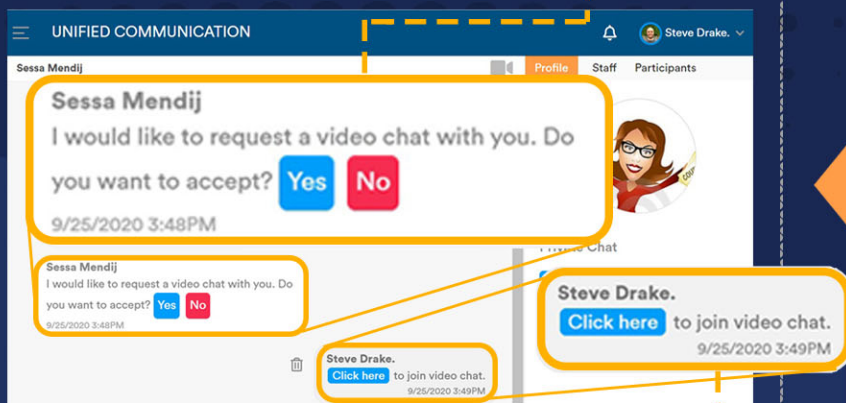
2

Pop up appears after clicking on either button.



3

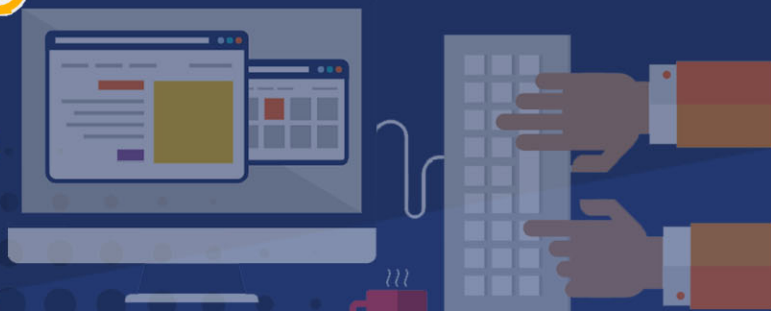
The other user will receive a message to accept **Yes/No**.



RECEIVER'S VIEW

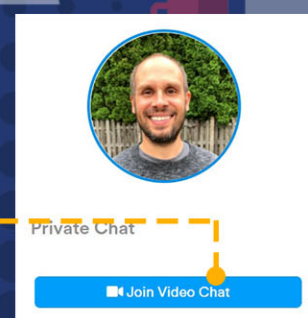
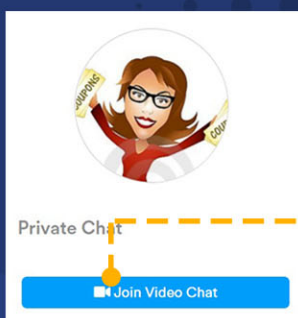
4

When **Yes** is clicked, the other user receives a message with a **Click Here** to join button.



5

The Request button now changes to **Join Video Chat** for both sender and receiver.



how to VIDEO CHAT

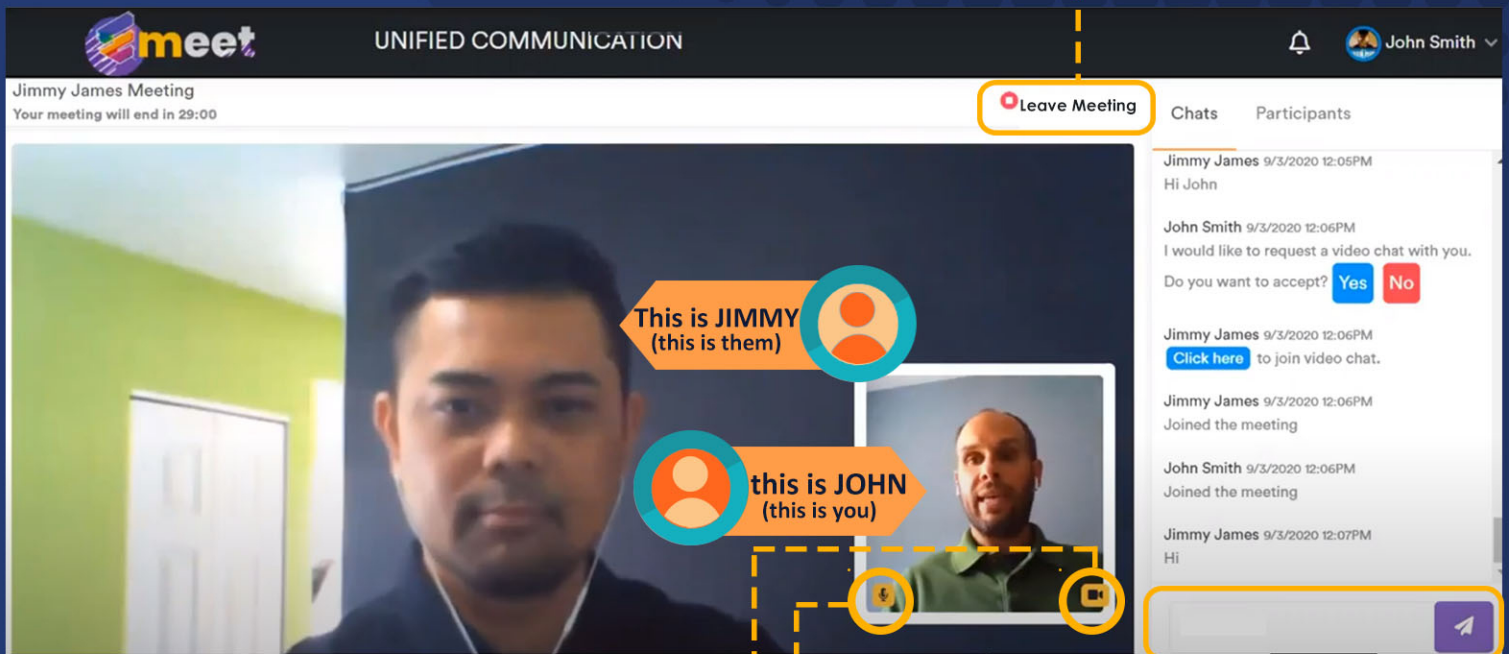
after clicking on

 Join video chat

the video connects
automatically

LEAVE MEETING Button

click on this button to
exit the meeting



always **REMEMBER** to:

- ✓ Enable your webcam on your browser.
- ✓ Check your internet speed.
- ✓ Have your IT confirm your VPN allows video streaming.



MUTE Button

to switch your
mic on/off



CAMERA Icon

to switch your
camera on/off

CHAT BOX

use this to send
additional information