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RAU

Annual Users Meeting

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VIRTUAL PLATFORM MANUAL

Customization of Exhibitor and Sponsor Pages

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30th Annual Users' Meeting 2020
Whova Virtual Platform Manual

Customization of Exhibitor and Sponsor pages

The 30th Annual Users' Meeting 2020 virtual platform is based on the Whova platform, which segments Exhibitor and Sponsor as two separate roles. However, the 30th RAU organizers decided to give all exhibitors both roles by default. This will give you the opportunity of interacting with delegates via virtual booths on the Exhibitor page and expose your brand in banners spread over the virtual platform as a Sponsor, both in web and mobile views.

To edit your Exhibitor and Sponsor pages you will receive two Whova links by e-mail, giving access to the pages' customization forms. This manual will guide you through these forms and describe the recommended usage of each of their fields.

> **Please beware that the customization forms do not require any login to be editable. Only share the links with people who are meant to manage your Exhibitor and Sponsor pages.**
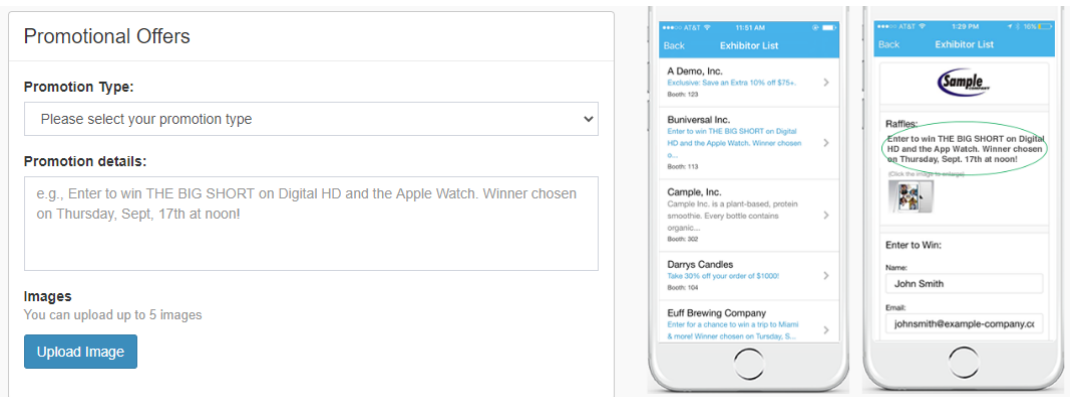
Exhibitor Page Customization

The Exhibitor page works as a virtual booth. It is dedicated to the interaction with the delegates: chat, live stream and promotions.

Promotions

We recommend you consider using two types of promotions: coupons or giveaways. They will allow you to offer some benefit to the delegate in exchange of his/her contact information. Using the mobile app, you can collect the delegate leads (contact info).

Coupons and giveaways work very similarly. The major difference is that you can limit the total number of coupons you will be distributing, while giveaways are always unlimited. Limiting the number of coupons may be desirable when offering discounts or gifts.

To create a promotion, you must use the first section in the customization form "Promotional Offers".

If you do not want to offer any promotion, you can click on the "Take down the promotion" button at the end of the form.

You might also insert up to 5 images to illustrate your promotion. For more information about the promotions you can also look at the "Frequently Asked Questions" on the box at the right-side customization form.

Live Stream

The link to the live stream will give you the chance to interact with the participants by video during the event. The participants will be able to join the live stream when browsing through your virtual booth (Exhibitor page).

You will be able to use your own video conference meeting room (Zoom, Microsoft Teams, Google Meet, Cisco WebEx or similar) and have full control to moderate it. You must add the link to your live session in the "Live Showcase Link" field and schedule the date and time of the stream.

For best interaction with the participants on RAU, it is recommended to schedule a live stream during the break periods. This will allow the participants to look for your company in predefined times, which can be especially important when trying to cover different time slots on the event agenda.

The time when the bulk of attendance is expected to occur is during the **coffee breaks and lunch time** at the four days of events, from **9 to 12, November 2020**. We recommend having at least one company representative online each day of the event on the respective break times according to the 30th RAU Agenda, available on the [website](#).

In addition, the organizers of the 30th RAU are offering a **new feature** for the sponsoring companies: **publishing one sponsor live stream session within the official agenda of 30th RAU.**

- Each company can hold one live stream session during the lunch break, with a maximum duration of 30 minutes.

- The sponsor's live stream session will be published once on the official agenda of RAU. In other words, sponsors might choose 1 of the 4 lunch breaks of the event and schedule the 30-minute session to be highlighted within the official agenda.
- The live stream session link must be generated by the sponsor and sent to the organizers to be included on the official agenda.
- Sponsors live streams may occur simultaneously depending on the number of sponsoring companies for the event.
- Companies may carry out other live stream sessions in their exhibit areas without official publishing on the agenda.

Company Video

Besides the live stream, a link to a company video can also be provided in the Exhibitor page. However, we strongly suggest you keep the "Company Video" field unfilled and set the prerecorded company video in your Sponsor page only. This will be more straightforward for participants browsing over the virtual platform. You can experience it by yourself and check the results to decide if you want to use this field.

Company Video:

    https://

Services recommended: Youtube, Vimeo, Zoom, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, VeritasTV, Crowdcast, and Wix Video

Other information

You can customize your company information such as website URL, company description, etc. and upload your logo. This logo will only be visible in the virtual booth. For setting the company banner, which will be displayed throughout the virtual platform on the web and mobile app, use the Sponsor customization form.

Exhibitor Page Customization

You can simply ignore the "Primary Contact" and "Booth Staff" fields. They will be already set up by RAU organizers based on the information sent upon registration. If you do need to change those fields, please contact **eventos@cnpem.br** .

Once you are done, you can submit your form after checking the Terms of Use and Privacy Policy agreements. You may use this form as many times as you want to refine your virtual booth and reschedule live streams.

Sponsor Page Customization

The Sponsor page can be used as a showcase, sharing advertisement videos and the company banner. This area is intended to expose your brand, and you may use up to two videos to showcase and advertise your company's offerings.

> We suggest you leave the "Live Showcase" field unfilled. Interactive live stream sessions are best suited in your Exhibitor page. Alternatively, you can simply fill the "Live Showcase" field with a secondary video link. When asked for entering the stream date and hour, you can simply ignore it or enter the whole time period of the event. The scheduled hour affects only live streams, not videos.

The link to the company video (Youtube, Vimeo, Zoom, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, VeritasTV, Crowdcast, and Wix Video) must be added in the "Company Video" box.

Next, you may insert the company information, upload and edit the logo (banner) and submit your form.

Tutorial

Whova app provide some video tutorials where you can watch beforehand to have an idea of the expected results of the Exhibitor and Sponsor pages customization. Here you can find some instructions, pieces of advice and information to take the most advantage of the sponsoring functionalities at Whova virtual platforms:

- LeadGen Tutorial for Exhibitors and Sponsors: Generate More Leads and Conveniently Retrieve Them:

  https://whova.com/resources/how-to-guide/leadgen-tutorial/

- Whova APP Exhibitor Guide:

  https://whova.com/pages/whova-app-exhibitor-guide/

- 12 Ideas to Help Exhibitors Get Great ROI at Your Virtual Events:

  https://whova.com/blog/12-ideas-to-help-exhibitors-get-great-roi-at-your-virtual-events

- Maximize Benefits of Event Sponsorship with Whova:

  https://www.youtube.com/watch?v=a_lr0kR4nOU&feature=emb_logo

Frequently Asked Questions

1. **Is this just an event app – or will there be an opportunity for individuals to visit a virtual booth through a live chat function?** It is an event app, but they have an exhibit hall section. Exhibitors will be able to set up their own exhibit booth in the app. We will input basic information and then send you a link to set up your booth. You will be taken to a webpage that will allow you to add a logo, promo offers, a live stream and/or pre-recorded video link, company information (email, address, phone number, and description). The livestream link is compatible with many different hosts, i.e. Zoom, WebEx, etc. You can put a link in there and set up a time that people could meet you on a call.

2. **It looks like there will be an opportunity for a "group chat" – but that has to be initiated by the exhibitor?** There are many ways to communication with attendees in the app, i.e., the community board, private messaging, and a group chat feature. Your booth staff member(s) will be able to post in the community board to try to get people to visit their exhibit booth, or privately respond to a comment that an attendee made in your booth. In-booth comments are visible to everyone, but it is a good way to start a conversation that will continue via private message, group chat, video call, or email. Your booth staff member will have an attendee profile as well, so attendees can initiate a conversation also.

3. **Will the exhibitor be able to upload brochures, data sheets, etc…?** Yes, you are able to upload any content in .pdf or .jpeg format files.

4. **How does the contact information exchange component work?** There is an Attendees tab in the app; here you will be able to see all registered attendees, including exhibit booth staff. We are going to ask all attendees to fill out their attendee profile when they sign in for the first time. An attendee will be able to input interests, affiliation, education, location, biography, and other categories. When viewing a profile, you will have the opportunity to open a chat with someone, suggest a meeting time via video chat, take private notes, and exchange contact information. All attendee contact information is private until they approve it to be exchanged in the app. All exhibit staff and attendees can request contact information from other attendees.

5. **If someone visits our virtual booth space – will we receive a list of those individuals?** Unfortunately, we are not able to track who visits your booth in the app.

Exhibitor Code of Conduct Policy

All postings in the Whova App will be monitored, please be respectful and refrain from commenting on any competitor postings. Please use the community board for its intended purpose and not as a virtual exhibit booth. Excessive commercialism is discouraged and will be removed at the discretion of the Organizing Committee.

Contacts

If you have any further queries do not hesitate to contact **Priscila Alves** via priscila.alves@lnls.br.

For issues nonrelated to sponsoring, please contact eventos@cnpem.br.

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