



30th Annual Users' Meeting 2020

31st RAAU

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VIRTUAL PLATFORM MANUAL

CUSTOMIZATION OF EXHIBITOR
AND SPONSOR PAGES



MINISTRY OF
SCIENCE, TECHNOLOGY
AND INNOVATIONS



Whova Virtual Platform Manual

Customization of Exhibitor and Sponsor pages

The 31st Annual Users' Meeting 2021 virtual platform is based on the **Whova app**, which segments Exhibitor and Sponsor as two separate roles. However, the 31st RAU organizers decided to give to the interested companies both roles by default. This will give you the opportunity of interacting with participants 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 personalize 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 representatives who are meant to manage the Exhibitor and Sponsor pages.

Exhibitor Page Customization

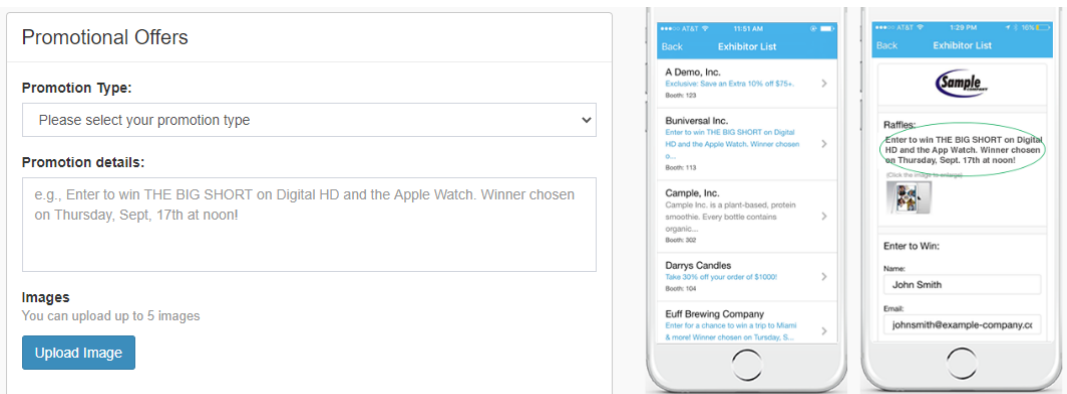
The Exhibitor page works as a virtual booth. It is dedicated to the interaction with the delegates: chat, live stream and promotions.

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”.



The image displays the 'Promotional Offers' form and two mobile app screens. The form includes a 'Promotion Type' dropdown menu, a 'Promotion details' text area, and an 'Images' section with an 'Upload Image' button. The mobile app screens show the 'Exhibitor List' with a list of exhibitors and a 'Raffles' section with a 'Enter to Win' form.

Promotional Offers

Promotion Type:
Please select your promotion type

Promotion details:
e.g., Enter to win THE BIG SHORT on Digital HD and the Apple Watch. Winner chosen on Thursday, Sept, 17th at noon!

Images
You can upload up to 5 images
Upload Image

Exhibitor List

- A Demo, Inc.**
Exclusive Save an Extra 10% off \$75+.
Booth: 123
- Buriversal Inc.**
Enter to win THE BIG SHORT on Digital HD and the Apple Watch. Winner chosen on Thursday, Sept. 17th at noon!
Booth: 113
- Cample, Inc.**
Cample Inc. is a plant-based, protein smoothie. Every bottle contains organic.
Booth: 302
- Darys Candies**
Save 20% off your order of \$1000!
Booth: 104
- Euff Brewing Company**
Enter for a chance to win a \$250k Miami & more! Winner chosen on Tuesday, S...

Raffles
Enter to win THE BIG SHORT on Digital HD and the App Watch. Winner chosen on Thursday, Sept. 17th at noon!

Enter to Win:
Name: John Smith
Email: johnsmith@example-company.ci

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. 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 (Preferred by Whova: Zoom Meeting/Webinar, Vimeo Livestream, Youtube Live) 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 session.

Title *

Live Showcase Link *

Preferred Stream Partners: Zoom Meeting/Webinar, Vimeo Livestream, Youtube Live

Other Recommended Services: Google Hangouts Meet, WebEx, Microsoft Teams, Skype for Business, GoToMeeting, UberConference, Jitsi, Blue Jeans, GlobalMeet, CenturyLink, EasyWebinar, ClickMeeting, LiveStorm, Wowza, Adobe Connect, Twitch, Facebook Live, Periscope, Younow, Bambuser, Ustream, Dacast, Crowdcast, and Brightcove

Stream Time *

Timezone:

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 **8 to 11, November 2021**. We recommend having at least one company representative online each day of the event on the respective break times according to the 31st RAU Agenda, soon available on the [website](#).

In addition, the organizers of the 31st RAU are offering an **optional feature** for the sponsoring companies: **publishing one sponsor live stream session within the official agenda of the event**.

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



- The sponsoring company might choose 1 of the 4 lunch breaks of the event and schedule a 30-minute session to be highlighted within the official agenda.
- The live session speaker does not have to be one of the representatives registered into Whova. However, only the members registered to Whova have the full access to the interactive tools of the platform.
- The live stream session link must be generated by the sponsor and shared with the organizers to be included at the official agenda.
- Sponsors live streams may occur simultaneously depending on the number of sponsoring companies for the event.
- Companies may set and 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 a company video at 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.

Recorded Video URL

Preferred Video Hosting Partners: Youtube, Vimeo, DailyMotion, SlidesLive


Other Recommended Services: Zoom Recordings, 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.

Company Information



Upload Logo

Phone Number:

Website:

Address:

Company Description:

Primary Contact

Contact_Name

Booth Staff

You can invite any additional staff that will be at the booth collecting leads in the Whova app.

By selecting this box, you agree to Whova's [Terms of Use](#) and [Privacy Policy](#). Whova is not responsible for any disputes between you and individuals who sign up for the offers. Whova is also not responsible for any misconduct from individuals who sign up for your offers. While this service is designed to help exhibitors get more booth traffic, Whova is not responsible for the final result. You agree and acknowledge that Whova is entitled to modify, improve or discontinue any of its services at its sole discretion and without notice to you even if it may result in you being prevented from accessing any information contained in it.

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 [sponsor registration](#) form.

If you do need to change those fields, please contact eventos@cnpem.br .

Once you are done, you can submit your Exhibitor 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 main company video link - preferred hosted at Youtube, Vimeo, DailyMotion, SlidesLive - must be added in the "Company Video" box.

Company Showcase

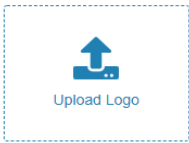
Live Showcase Link:

Stream Time: **Timezone:**

Company Video:

Next, you may add up to two pdf files, insert the company information, upload and edit the logo (banner) and submit your form.

Company Information

**Phone Number:**

Website:

Address:

Company Description:

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:

- Whova Exhibitor Guide:
<https://whova.com/pages/whova-app-exhibitor-guide/>
- Whova Sponsor Guide:
<https://whova.com/pages/whova-sponsor-guide/>
- LeadGen Tutorial for Exhibitors and Sponsors: Generate More Leads and Conveniently Retrieve Them:
<https://whova.com/resources/how-to-guide/leadgen-tutorial/>
- 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.

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.

