

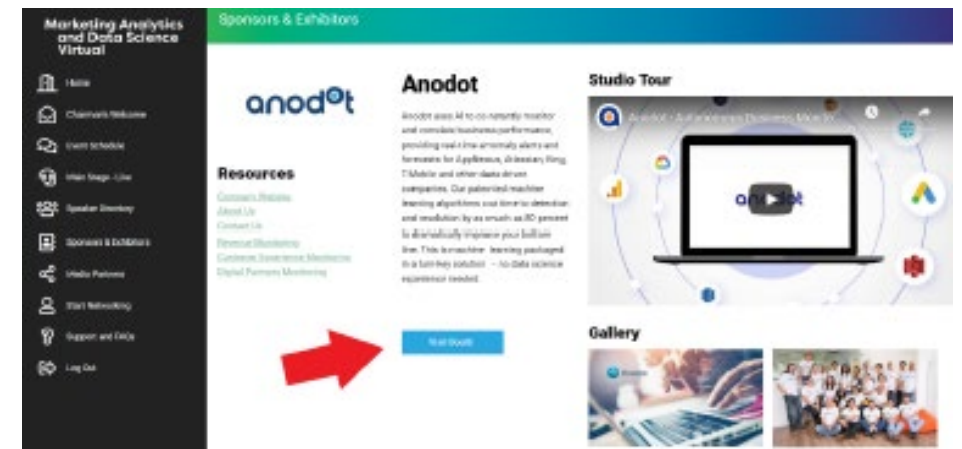
Virtual Booth Best Practice & Information for Sponsors/Exhibitors

October 14-16

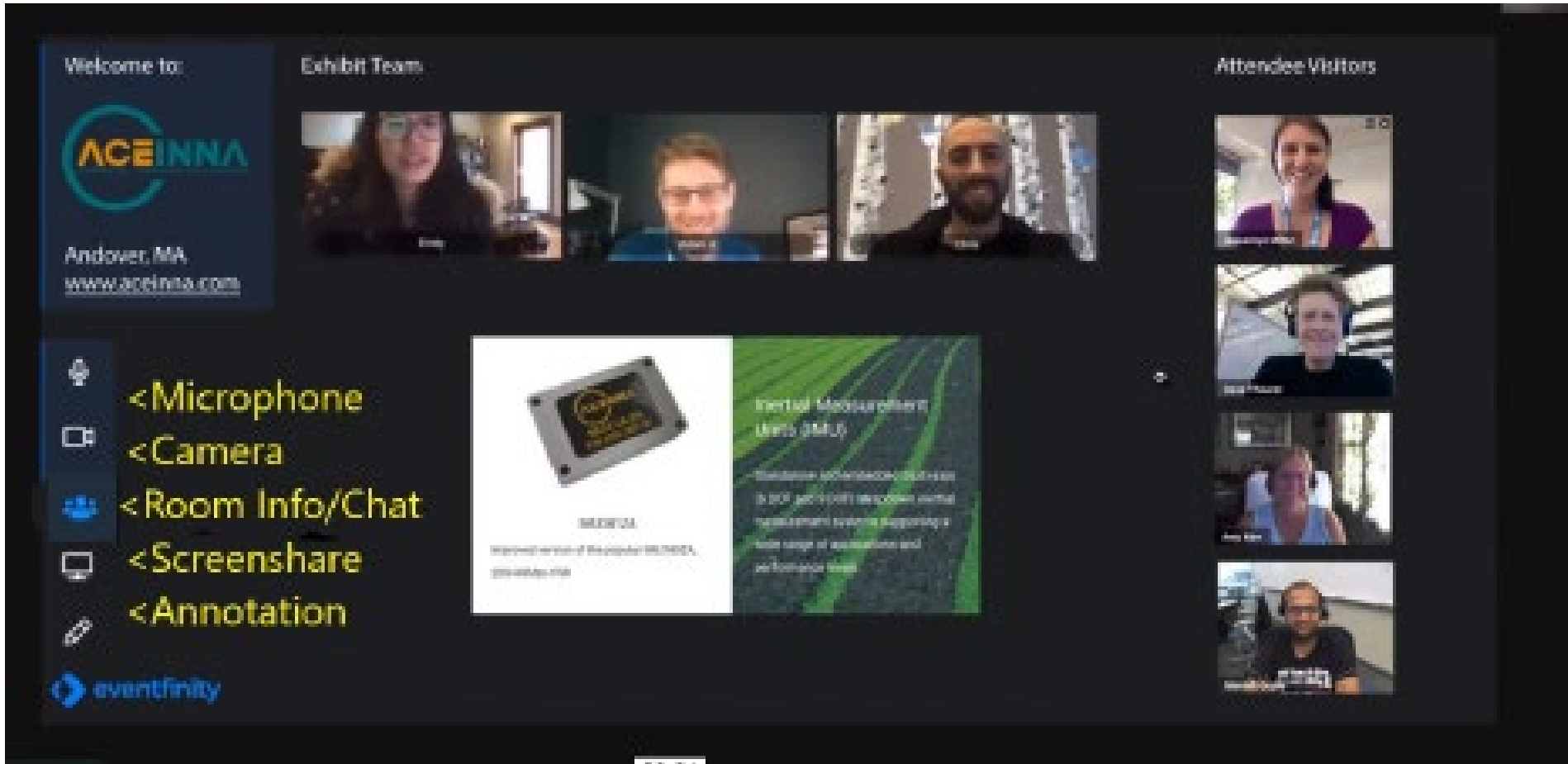


Virtual Booth Layout & Instructions:

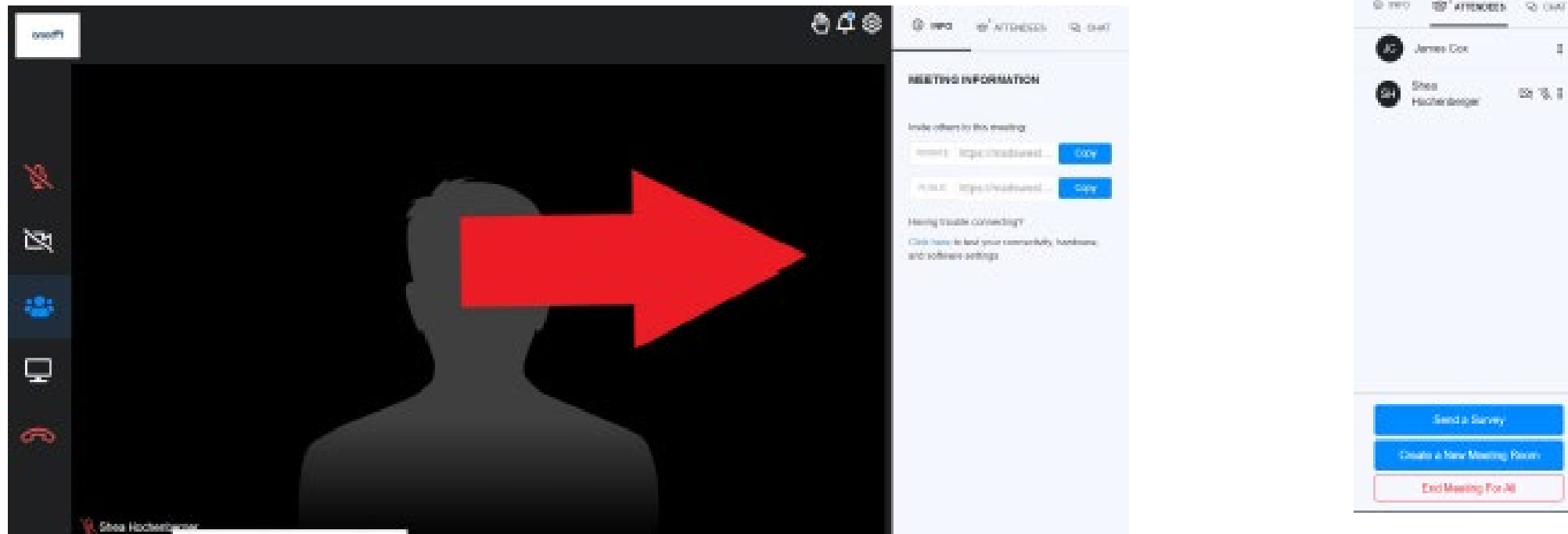
- Access your virtual booth by clicking the “Sponsors & Exhibitors” tab
- Once you’ve clicked into your sponsor listing, enter the virtual booth by clicking “visit booth”: Both attendees and sponsor/exhibitor staff access the booth this way; exhibitors are categorized on the backend to have more permissions within the booth
- Once you have selected your booth you will see your company profile, resources and gallery.
- Click the ‘Chat with company’ to enter your meeting room
- As a sponsor you are the director of your booth’s meeting room, and only you and allocated colleagues have the power to direct the room.
- You can mute/unmute others, screen share, create separate breakout rooms, and manage any assets you want to present to people who enter. Please note this functionality is only available within your booth and not the rest of the platform.
- If you are not available in your video room, delegates can click the ‘request a call back’ button on your booth page, and your nominated email address will receive an email.



Example of booth layout (utilizing screenshare function); icon key in yellow

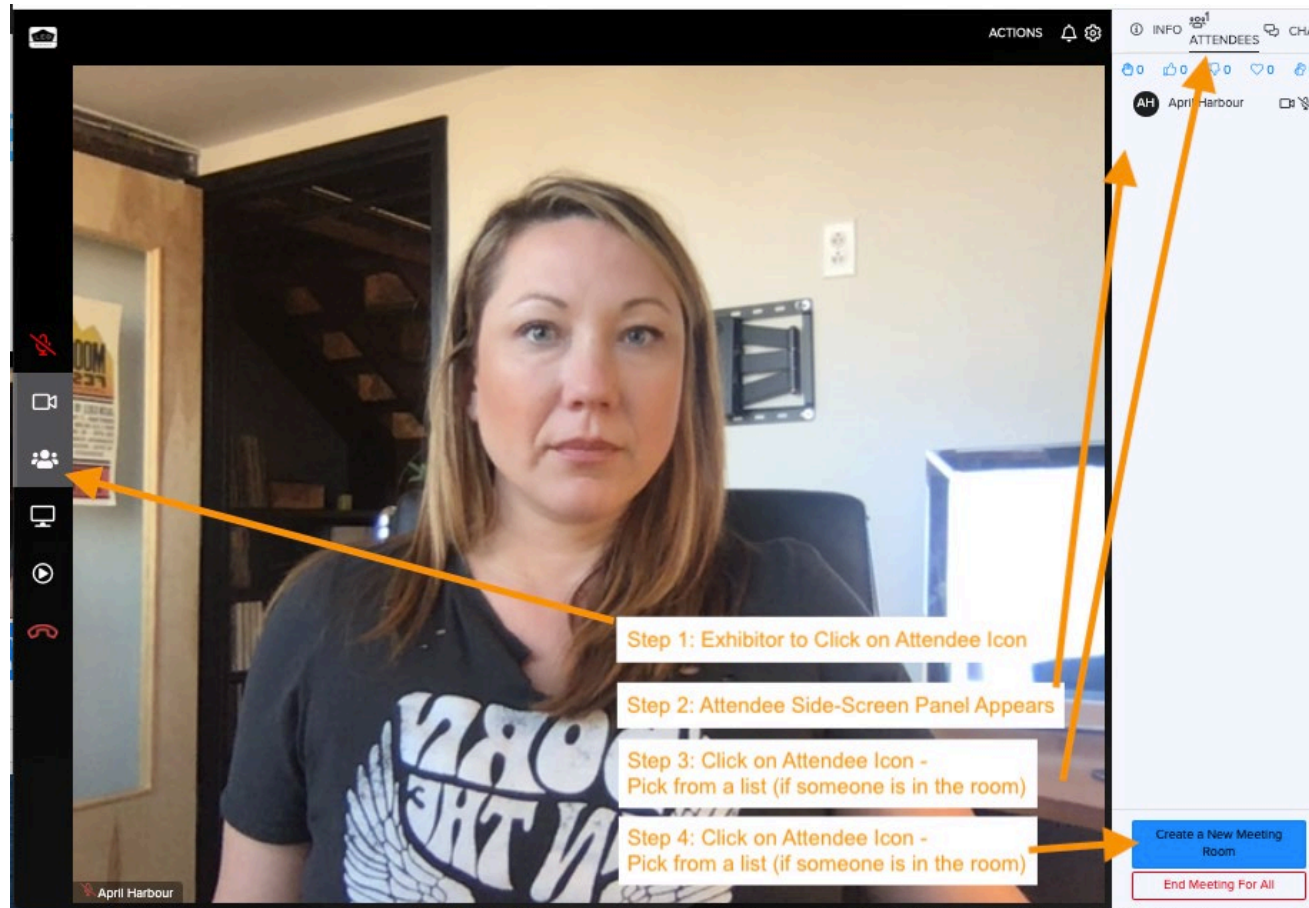


The Room Info/Chat icon opens a panel that includes options to invite others to the booth, create new meeting rooms for breakout conversations, send surveys, or chat



How to create a new room within your booth.

This is a feature which can be used if you wish to have a private conversation with a booth visitor.



Virtual Booth Best Practices & Tips...

- Attendees will be encouraged to visit virtual booths during the below times; this is when we would highly suggest that you to have at least one staff member manning the booth
 - Wednesday, October 14 – 10am -5pm,
 - Thursday, October 15– 9am – 5pm
 - Friday, October 16– 9am – 5pm
- If you are planning to screenshare to present materials, please have your content open on your computer for ease of use when activating the share; you can share Internet tabs or other applications such as PowerPoint and Excel
- There is no limit to how many exhibit staff you can have in your booth at once
- There is no limit to how many breakout rooms you can create from your booth (attendees newly entering the booth will not be able to see these)

Please reach out if you need any help!

- Laura Denne, Operations Manager: Laura.Denne@informa.com
- Alicia Condon, Marketing Manager: Alicia.Condon@informa.com
- Thomas Martins, Commercial Manager: Thomas.Martins@informa.com

Thank you

