**Virtual Exhibitor Instructions**

Hello Exhibitors!

For the 2021 International Test & Evaluation Symposium we will be utilizing **Accelevents** for the exhibitor portion of the conference. Here is a link of a quick overview of the platform and what to expect as an exhibitor.

https://www.loom.com/share/c3b059c51a8349cf9ce11c1ad28778d5

Please provide me the name and email of the person who will be the admin of the booth. Admin can update the booth information, download leads and add other staff members.

* + Once you receive access to the site via email, click the **Access the Account** button found in your email to finish signing up & setting your password. If you do NOT have a password yet, just create one. Don’t worry, if you ever forget your password there is a reset password option.
  + Once logged in, the My Booth tab will open in the virtual event hub. Here is where you can begin updating your booth information, access leads, chat with leads, and assign additional booth personnel. More detailed information can be found [here.](https://support.accelevents.com/en/articles/4009021-i-m-an-exhibitor-at-a-virtual-event-what-do-i-do)

Below are the items that we will need for your virtual booth. You can either send me this information so I can build the booth for you and/or you can access the site and enter this information on your own.

1. **Company Logo:** Required file formats are PNG or JPG, sized 700x350..
   1. Optional Expo Card Image: This will be the background image of your booth (what attendees first see when they enter the expo). When added your booth logo will appear on the lower left corner of your booth image. Size 540x256px (Note: When designing the expo card keep in mind that your logo that you upload will appear. You can upload a transparent image and create the expo background with the logo as well)
   2. Optional Expo Banner Image: This will be the banner image that will appear when someone *enters* the booth. When added it will appear on top of the page and in the center the booth logo will appear. The required formats are PNG or JPG at 1100 x 234 pixels.
2. **Live streaming** will be provided to all exhibitors. Simply click “Launch Live Stream” to access the Studio. You will be asked to setup your audio and video device before going live. As attendees are joining, you will be prompted to accept them into your live stream by clicking the gear icon and then clicking accept next to the attendee’s name. **\*\*\* Please note that it is very important to use Chrome as your web browser and to allow Accelevents to use your microphone and camera. If possible we suggest that you use a personal computer. Government or work devices often have security measures in place that will not allow access.**

3.      **Promo video**: Share a pre-recorded video with attendees visiting your booth. Common options are a   
 company overview, a product demo, or a recording of a previously hosted live session. Please note,   
 the video must be hosted on YouTube or Vimeo (provide URL).

4.     **Exhibitor description**: Who are you? What do you provide? Unlimited characters!

5.     **Social Links**: Add links for Facebook, twitter, and LinkedIn.

6.     **Offer & Offer link:** In the Offer area, add a special deal, discount, or reward for booth visitors. A common option here would be a discount on a product or service for event attendees. This tab can be renamed as well. Instead of offers you upload photos with links to pages or just descriptions of a product or service.

7.     **Collateral Material:** Provide any resources for attendees visiting your booth to view & download. Files here must be a PDF, DOC, DOCX, or DOCXX format. File size can be up to 10mb and up to 20 files.

8. **Call to Action button text:** In your booth, you should see a Request a Meeting button, if an attendee clicks that, they will be added to your lead list. When someone clicks that button, it simply adds the attendee to your leads list and the attendee gets a notification that says "Your Request Has Been Received. We Will Be In Touch!" There is no notification sent to exhibitors if someone clicked that button. This feature lets you edit the text on that button, you can rename it to something like "drop your name card" as that's what it does. If your call to action button is not there, you may ask your event organizer to enable it.

9. **Products:** You will be able to add your products, a description, pricing, and images that will be visible to your booth visitors!

10. **Unlimited booth personnel!** The price of your booth includes 2 free conference registrations. However, you can have as many booth personnel working the booth. The Admin of your booth can add additional admins or lead retrievers. Both act as company representatives & are available to live chat from within the booth. However only the Admins can update/change booth details.

If you have any questions please feel free to contact me at [Lena@itea.org](mailto:Lena@itea.org) or 951-219-4817.