EXHIBITOR'S INSTRUCTIONS

PROCEDURE FOR PREPARING A VIRTUAL STAND
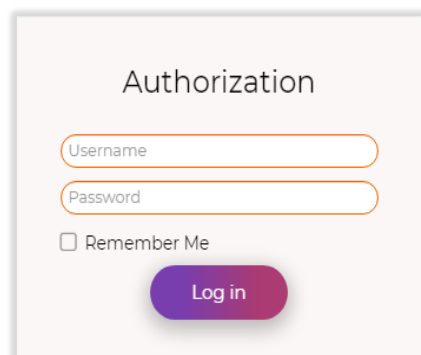
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Login to the Exhibitor Account

It is recommended that you carry out the configuration on a personal computer. Start the Internet browser on your computer and enter the events website in the address bar.

On the home page, find the authorization panel containing the fields for entering the user's LOGIN and PASSWORD. Enter your login codes given to you by the event supervisor and click on "**Login**".
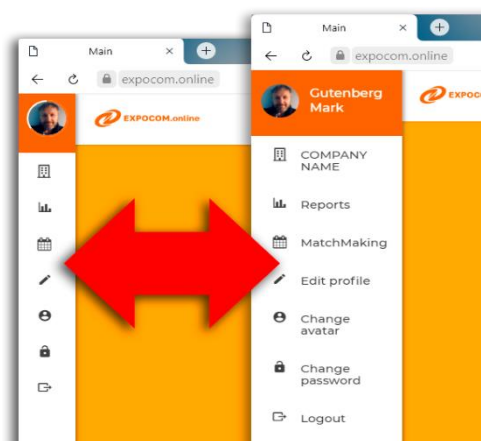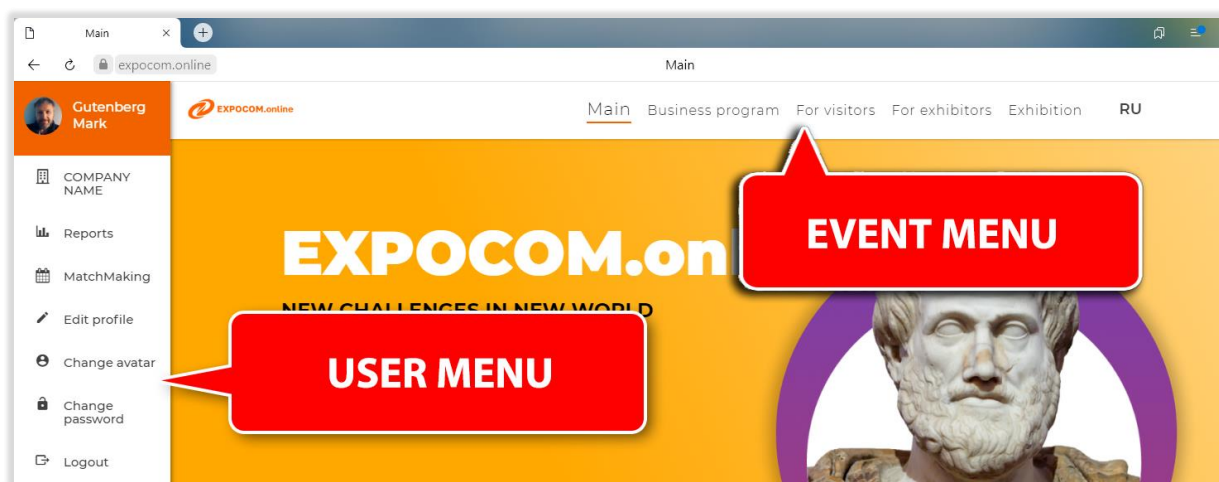
After pressing the "**Login**" button, you will be taken to your Personal Area. Along the left-hand edge of the screen are the user Menu modes. By default, the home page of the event opens.

Depending on your screen resolution, the 'user menu' can be reduced and you will only see the menu icons. When you move the mouse cursor over an icon, a tooltip with the name of that menu item will be displayed.

Company page design (carried out by the Stand Administrator)

As the exhibition preparations progress, the organizer creates its own page for each exhibitor, which is essentially a virtual stand. When such a page is created, it is filled with a minimum amount of information. It is up to the exhibitor to fill the page with all the necessary content. This preparatory work must be carried out <u>one week before</u> the start of the exhibition.

A link for a quick link to your company page can be found in the user menu:

Clicking on your company name in the menu will open your company page. As already mentioned - the page initially created contains the minimum necessary data. To fill in (correct) your company details in more detail, use the "**Edit company**" command on the right side of the screen, in the "**ADMINISTRATION**" panel:
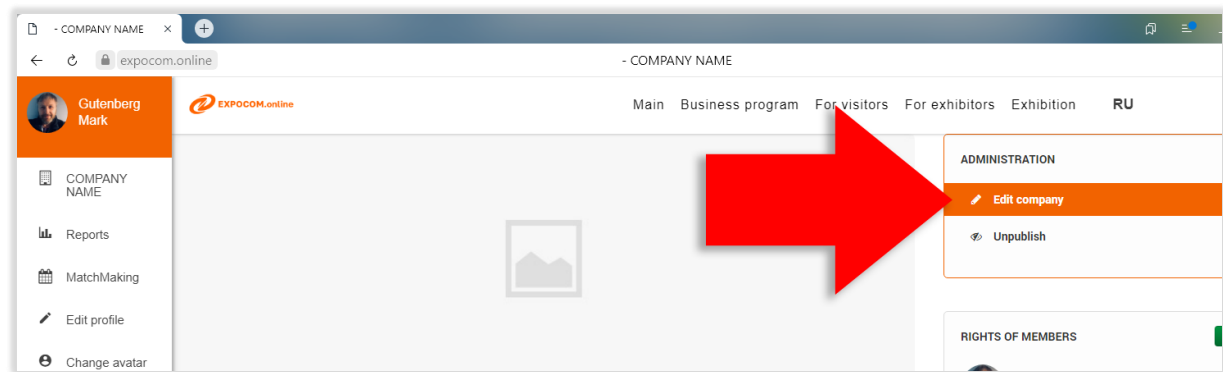
It is compulsory to fill in the fields in order to save the company card data:

- "Short name" - will be used in the list of exhibitors. It is with this name that visitors will associate your company (as a rule, it corresponds to the brand presented at the exhibition);
- "Name" - enter the name of the exhibiting company's legal entity;
- "Company short description" - specify in the form of an optional text the main activities or categories of goods to be presented. Together with the name, the specified value will be used in search algorithms for the list of exhibitors. (the field size is up to 1000 symbols).

When filling in the fields of your company card, please follow these rules:

| Field	Filling in rule
Organization logo	Download the image containing the company logo.
Cover	Upload the image displayed at the top of the company page. If it is not uploaded, the field on the company page will be hidden.

Company detailed description	Detailed description "about the company" to be displayed on the company page.
Language of the company	Select an acceptable value from the drop-down list.
Territorial activity of the company	Select an acceptable value from the drop-down list.
Country	Select an acceptable value from the drop-down list.
Company website	Specify the address of the company's website, passing on which the visitor can get more detailed information about the company's activities and products presented.
E-mail of the organization	General corporate email address to which the visitor can send correspondence or requests for more information about the company.
Contact details	Phones and addresses of the company (its territorial subdivisions), which will be indicated as contact information on the company page.
Link to the video translation	Adding a window with an embedded video to the company description page. The procedure of adding a link is described below.
Text colour	Sets the text color in the menu on the company page. If not specified, black is used.
Background colour	Defines the background color in the menu on the company page. If not specified, white is used.
Rubrikator (optional, not included for all events)	"Filter criterion" for the search through the exhibitor list (applies to all products that you represent, it is possible to mark several data)

Mandatory fields are marked with *(asterisk) in the title.

Adding a link to a video or broadcast

You have the option to place a video on the company description page. When adding a link to the video, you must specify "embed link". To get the embedded link, for example, on YouTube, proceed as follows:
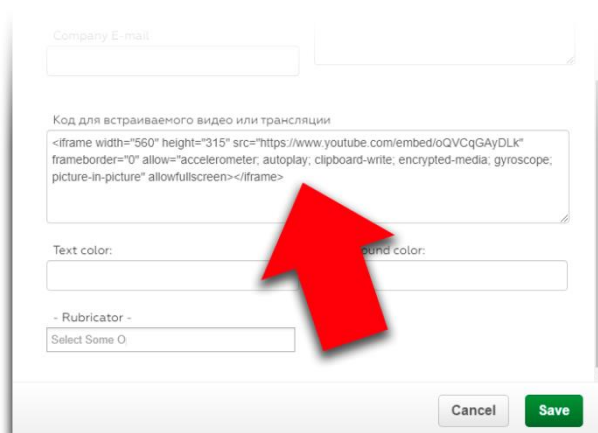
Open your video on YouTube site, press the "SHARE" button. (1). In the window that will open, select "EMBED" (2).
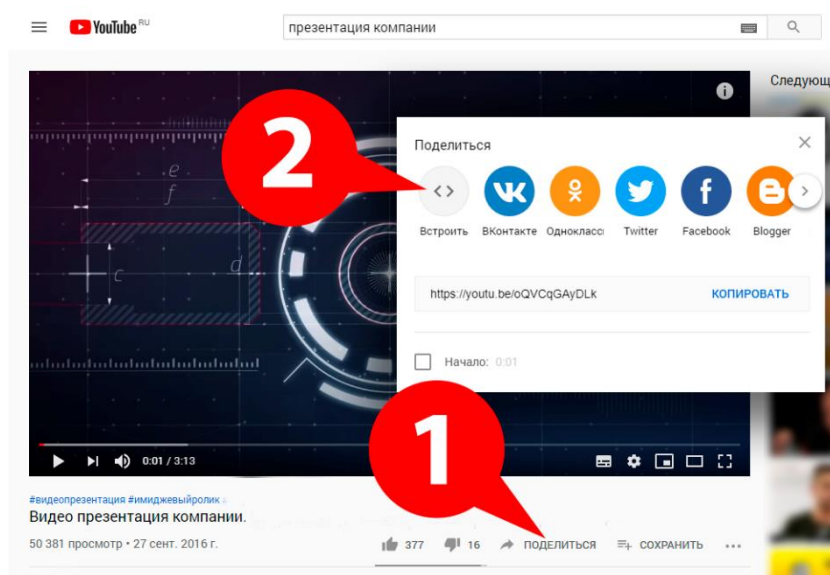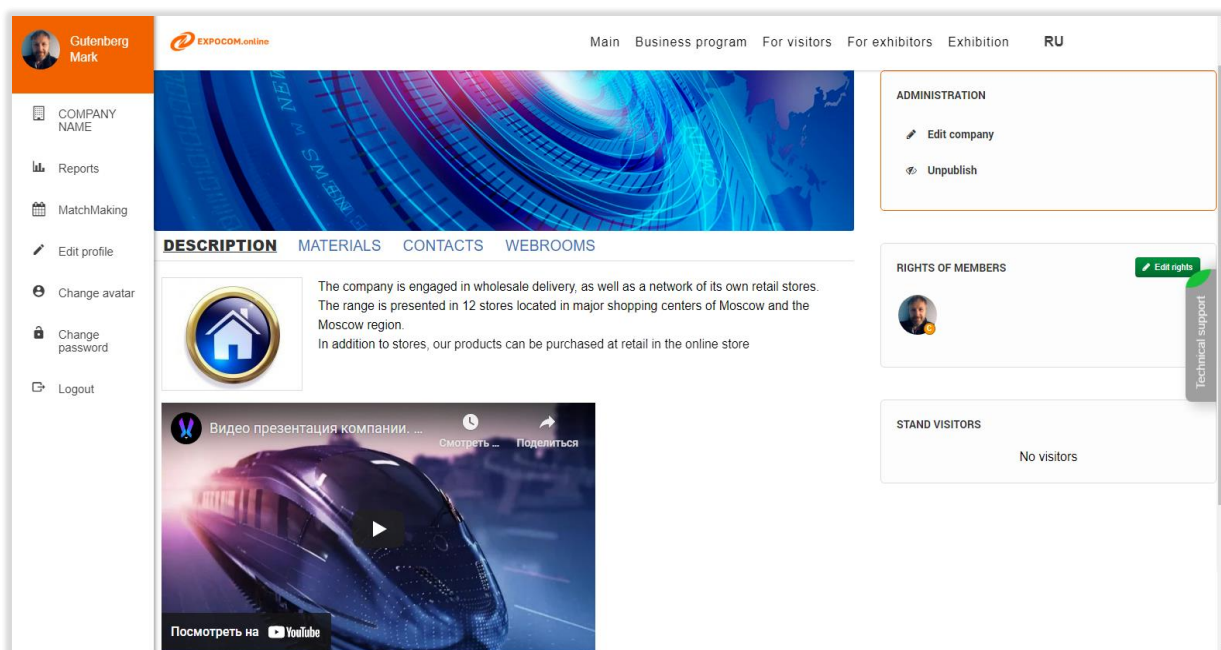
Then copy the link in the embed script as shown in example (3):
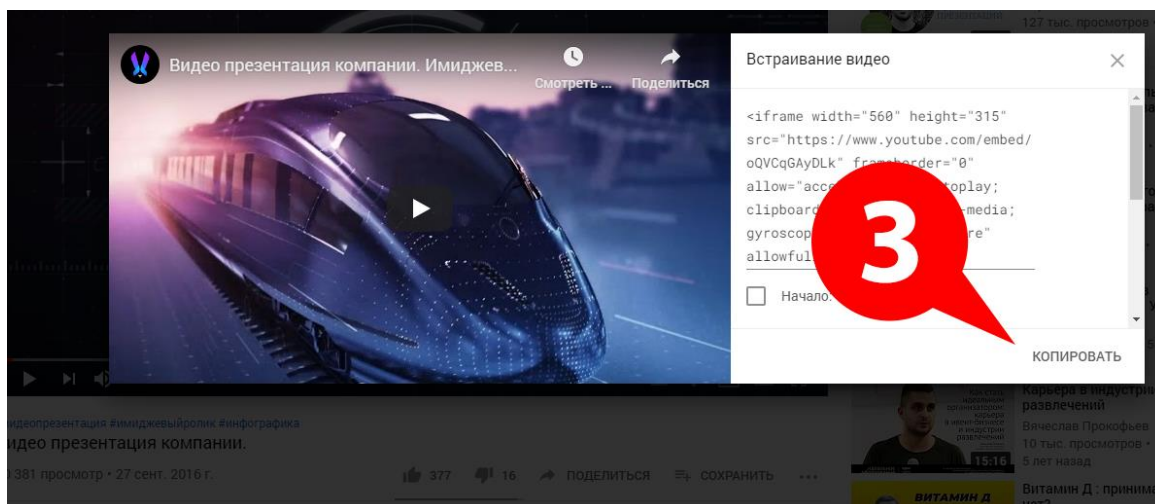
Insert the copied link in the "Video clip link" field in the company editing window.

If you did everything correctly, after saving the
link on the company description page, the player window will appear with a video as shown in the picture below:

Adding information materials

Uploading photos/files of the exhibitor's products, video files with reviews, as well as detailed and informative descriptions of these products, uploading price lists is one of the most important points influencing the positioning of your stand at the exhibition part of the event.

The platform allows you to upload materials in a convenient and intuitive format. If necessary, rank them by category or present them in a simple list.

An important point is the correct naming of each Object and Category, as well as an informative description, as they will influence the visitor's search results.
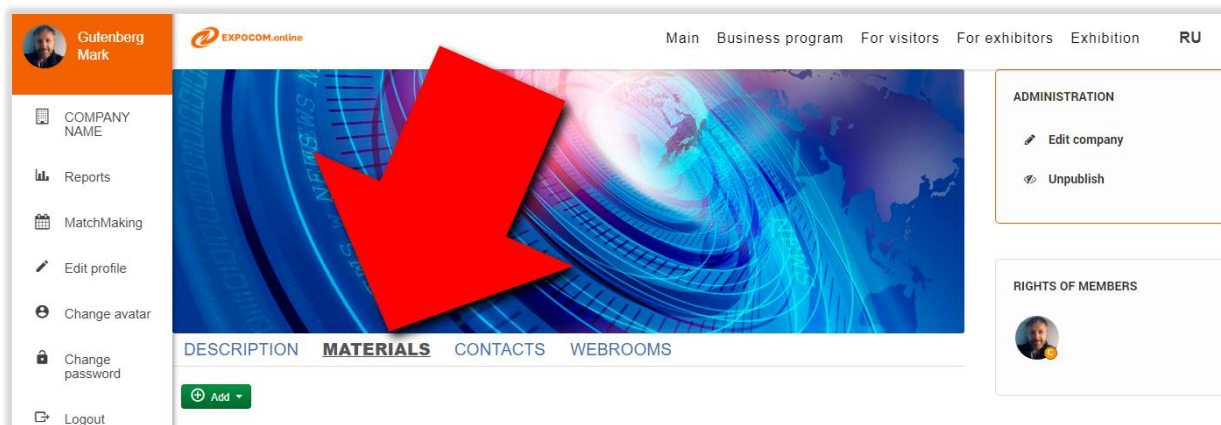
Technical parameters

1) For uploading images and photos (ITEM and CATEGORY):

- ✔ Formats: jpg, png, gif
- ✔ Optimal size: 240x154 px,
- ✔ Weight: up to 2 Mb

2) To upload files to each Item:

Maximum file size: **200 Mb.**

Viable file formats: png, jpg, jpeg, gif, zip, rar, doc, docx, xls, xlsx, pdf, ppt, pptx, txt, 7z, gz, wav, mp3, avi, mpeg, mpg, mp4.


To add electronic materials, open the "**Materials**" tab in your company's personal office:
Click the "**Add**" button and select the "**Add item**" command:

In the "**Add item**" window, fill in the fields "**Item name**", "**Item description**". Using the "**Upload**" button, add an image of the object, which along with the name will be displayed on the stand.

The data specified in the "GENERAL INFO" tab will be displayed for users using the interface in Russian. Use the "ENGLISH INFO" tab to enter the item descriptions that will be displayed in the English interface:
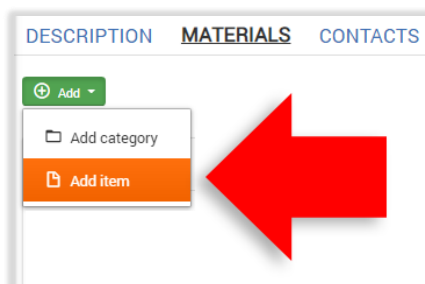
Press the "**Save**" button to save the information in the database.

Additional facilities for managing Items

If you want to change the item description or modify the picture, use the "**Edit**" command (1) in the toolbar:

For each item created, you are given the option of attaching one or more files. Use the "**Add files**" button (2) to do this.

Maximum file size: 250 MB. Acceptable file formats: png, jpg, jpeg, gif, zip, rar, doc, docx, xls, xlsx, pdf, ppt, pptx, txt, 7z, gz, wav, mp3, avi, mpeg, mpg, mp4.


The "**Hide**" command allows you to change the status of the object - it becomes invisible to all site visitors except you (and your colleagues with company content management authorization). To reverse

the operation, use the "Publish" button that appears in the same place in the toolbar for unpublished items.

To better understand the purpose of the "Item" description fields, let's illustrate how the collected materials will be visible in the Visitor's personal area. In the example below, the Exhibitor materials widget:

1. Item name
2. Item description
3. Item image
4. Attached files

Using the Item's Category

A **category** is essentially the equivalent of a "Folder". A category is used to create groups of items united by some criterion. For example, it could be a subset of the product line or the purpose of the published documents: catalogues / presentations, etc. Nesting of Categories is limited to one level (limited by the platform).
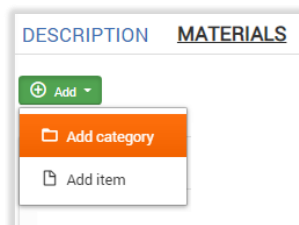
To add a category, proceed in the same way as when adding an item, but select the "**Add category**" command

When creating a new object, simply specify the Category in the Add Object window.

To include a previously created item in a Category - enter the item's editing mode and select a previously created Category from the list in the "Category" field.
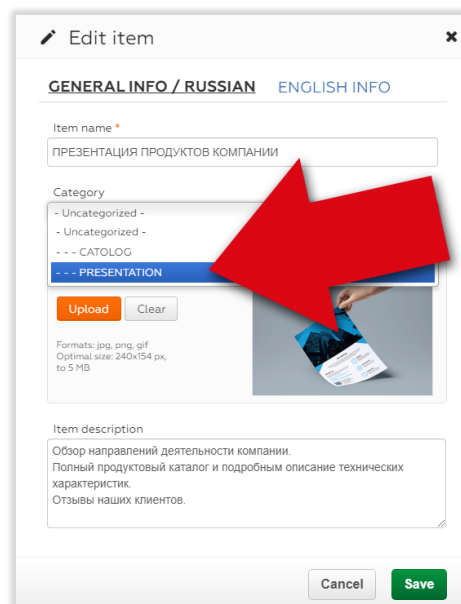
How does the visitor receive information materials?

The content you add is placed in the platform's cloud storage and can be accessed by all visitors to the event.

ATTENTION:

Materials are transmitted not by sending them to the user's email address, but by adding objects to the User's Personal Account.

During the event, visitors work in the Personal Cabinet created for them. They "visit the stands" of the exhibitors in the exhibition section - by browsing the pages of the exhibiting companies. Visitors can take a look at prepared electronic material on the exhibitor's website and mark it as a "Favourite". In this way, they build up a collection of materials to which they can quickly access via the 'Favourites' menu item.

Favourite materials are presented on the relevant page as widgets with the graphic images you have prepared and the data of the exhibitor. By opening the marked item, the visitor sees the materials attached to it - attachment files that they can save to their computer.
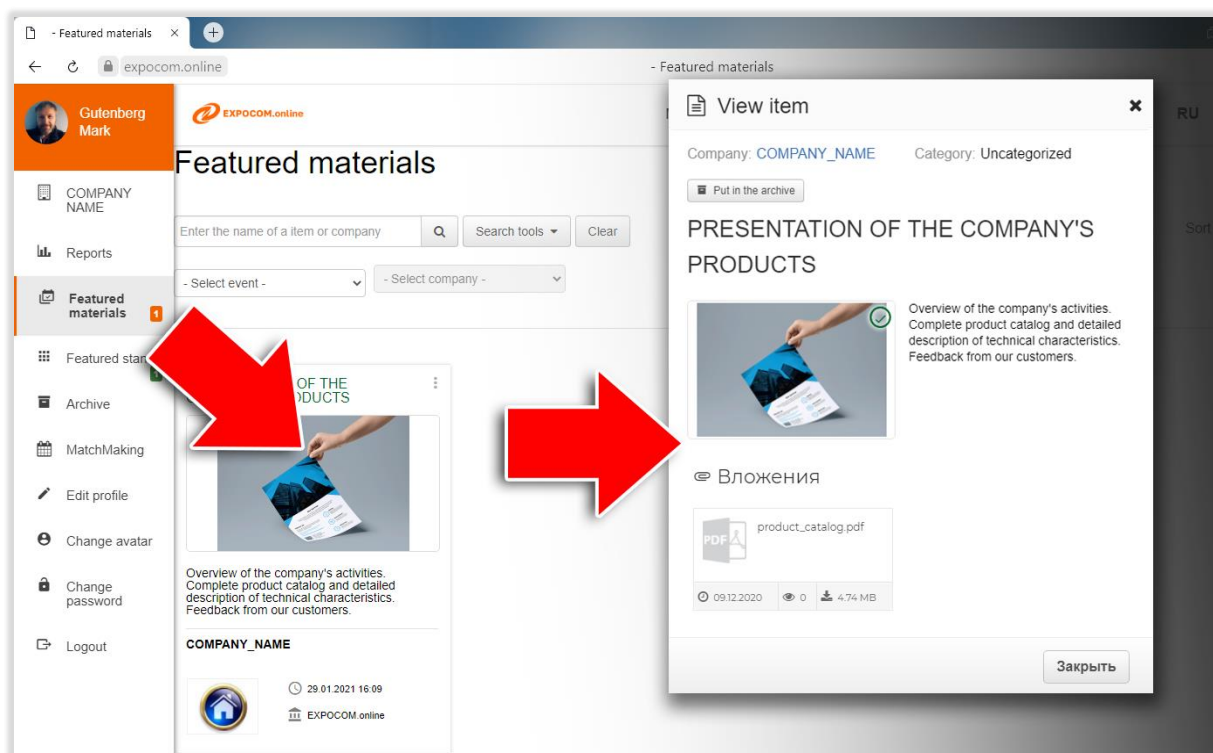
Providing access for other staff members of the exhibitor

Employees of the exhibitor company who need to access the content configuration on the company page, will be working at the virtual booth or analyzing reports from the event must be added to the company's list of exhibitors. The **Stand Administrator** performs this procedure.

A prerequisite for adding an employee is the prior creation of a user account. You can order the creation of an account by:
- by submitting a list of the company's employees to a representative of the organizer;
- independently.

To create a user account yourself, you need to register as an event participant as a visitor. There is a panel on the event home page:

Go to the registration page by clicking on the "REGISTRATION" button. Fill in the registration form. As a result of the registration, a user account will be created and an email will be sent to the email address you provided with the LOGIN and PASSWORD to the participant's personal account.

Once a user account has been created, it can be 'linked' to the company page. This is done in the "Participant rights" panel on the right side of your company page.

To grant access to new users, use the "Edit" button in the "Member rights" panel.
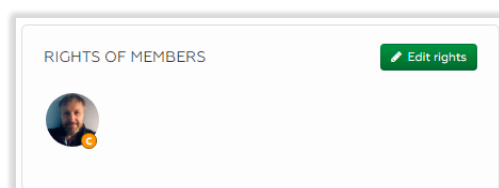
The procedure for adding a user is as follows:

- Enter an email (aka login) in the search box (1)
- press the "Search" button (2)
- the "Search results" field will display the data of the found user.
- press the "Add a member" button (3)
- the new user will be added to the list "Members of the organization".
- in the "Permissions" column, select the category* of user permissions from the list.
- click "Save" to finish.

Available categories of user rights:

- Creator of the organization - a user who has maximum rights to manage the company's page (gets these rights when creating a company)

- Administrator of the organization - the user who has the rights to edit the page of the company

- Company Supervisor - line employee with the right to view company data only

If the user will work directly with the visitors of the stand (using communication channels provided by the information platform of the online exhibition), then in the settings of the rights of exhibitors should check the "**Contact person**" field and enter the appropriate value in the "**Position**" field.

NOTE: The "RIGHTS OF PARTICIPANTS" panel is visible to you as an employee, but not to all other users of the site. The "CONTACT-PERSONS OF THE ORGANIZATION" panel - is intended to show the employees who will be working with the visitors of the booth.

It is via the "CONTACT-PERSONS OF THE ORGANISATION" panel that you contact this employee: open a personal chat window and make a video call in Peer-To-Peer mode.
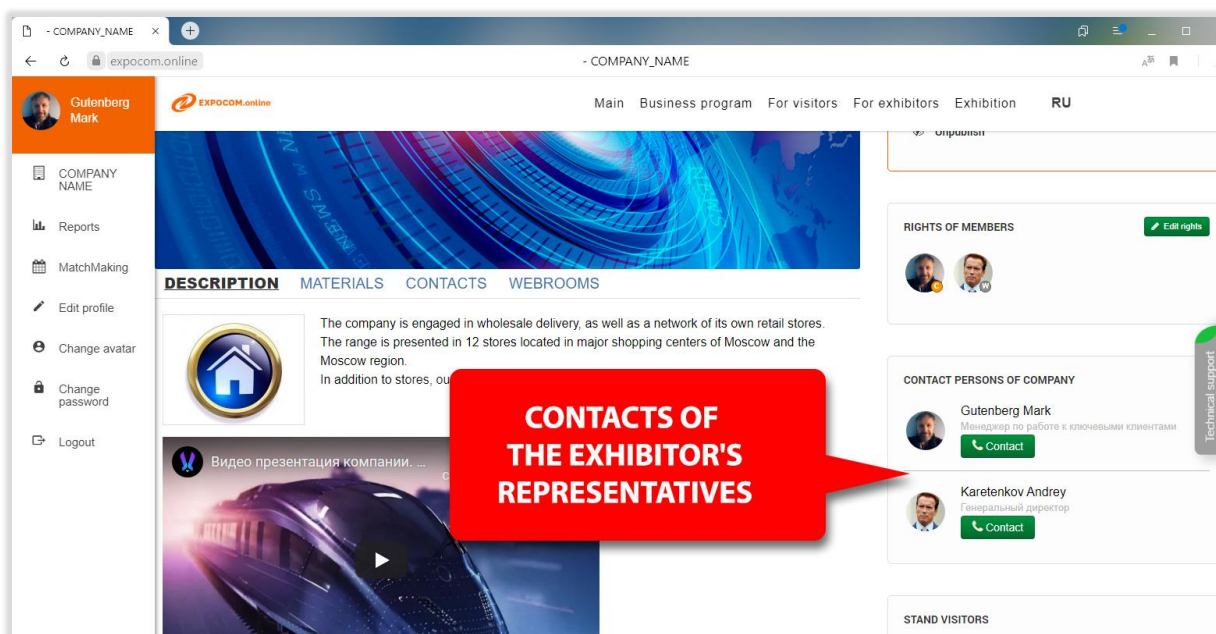
Viewing the results of the exhibition

The data collected using the service is stored on the service server and will be available in the form of reports during the event.

Use your personal office and the 'Reports' user menu item. To view the collected database of visitors to your stand, generate a 'Catalogue report'. To generate a report, click on the appropriate widget and wait for data to be submitted.
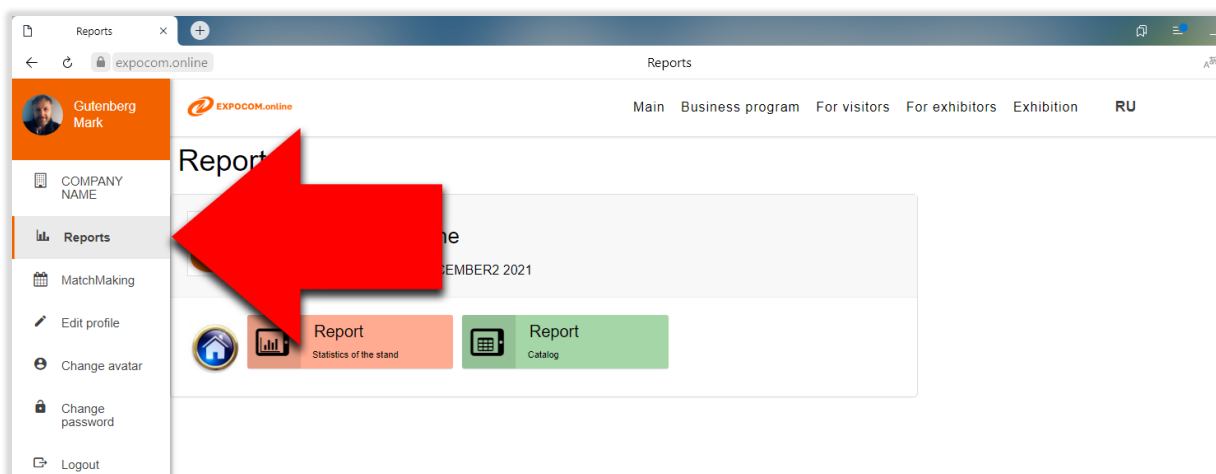
Collected data is presented in a table where each entry corresponds to a visitor's visit to your stand. For a compact presentation, the visible row of the report contains the minimum amount of information about the visit.

		ФИО	Контакты	Дата ответа ⇕	Встречи	МЕТК
1	▸	Morozov Denis	dem-s@dems.com	03.07.2019 в 08:07	Даньшин Андрей	
2	▸	Гужвин Вадим Юрьевич	oir1@kcp.kz	21.06.2019 в 12:31	Даньшин Андрей	
3	▸	НАХОДИТСЯ В ОБРАБОТКЕ	-	19.06.2019 в 13:23	Ситов Сергей	
4	▸	Chashnikova Marina Sergeev	Marina.Chashnikova@metacl	18.06.2019 в 13:27	Даньшин Андрей	
5	▸	Даньшин Владимир	danshin@gmail.com	17.06.2019 в 16:30	Даньшин Андрей	
6	▸	Asdassadas Dsad	-	15.06.2019 в 14:15	Константинопольский Конст	
7	▸	НАХОДИТСЯ В ОБРАБОТКЕ	-	15.06.2019 в 13:56	Krasovsky Леонид	
8	▸	Frew Serg	hin@mail.ru	15.06.2019 в 12:45	Константинопольский Конст	
9	▸	НАХОДИТСЯ В ОБРАБОТКЕ	-	15.06.2019 в 12:09	Константинопольский Конст	
10	▸	Рыбина Наталья	rybina.n@mega.ru	14.06.2019 в 12:26	Expodat	
11	▸	Каретенков Андрей Алексее	karetenkov@ya.ru	14.06.2019 в 11:58	Expodat	

For more detailed information, click on the line - it will open and add new fields.

Export the report to a spreadsheet file to maximize the information collected. To do this, click on the 'To Excel' button next to the report header.