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Powerfully customizable online events

Setting up Exhibitor Booth(s)

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See list of updates here.

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General Notes

1. As the booth is being built, please double check all work by clicking “Preview” on the row for the exhibitor that is being worked on. Changes in text lengths or formatting may cause distortion in other areas on the exhibitor booth. There may be some trial and error based on formatting and length of text to determine what works best for that specific exhibitor booth!
2. There are some example screenshots of successful booths at the end of this document. You can view them under Example Booth Screenshots.
3. For questions, please reach out to the support team by using the Support Portal at https://bitsonthewire.freshdesk.com/support/tickets/new
4. Please have your booth completed 5 business days before the event. This will allow our production team the ability to best help you out. While our target response time is 1 business day or less, we often respond more quickly; however we want to make sure your booth is a success, so we recommend the lead time outlined here.

Building your Booth

General Tips and tricks

1. A large number of the fields are HTML enabled. Below are some common codes that can be used. We recommend that each item is tested thoroughly before the event using an HTML sandbox editor such as https://html-online.com/editor/
2. Please use <p> instead of , <h1>, <h2>, <h3> or other formatting. If you choose to use html formatting that is not <p> your booth may not display as expected on all browsers for all attendees.
3. When uploading images, please ensure that your file name is shorter than 50 characters and double-check your image sizing. You can check this by finding the file on your computer, right-clicking on it, and selecting “Properties.” The details here will provide you with the correct dimensions for this file.

Resizing Images

A tool similar to Canva.com is recommended to resize images so that they match to the specifications noted in this document and throughout the VME. Follow the steps below to resize an image using Canva.com

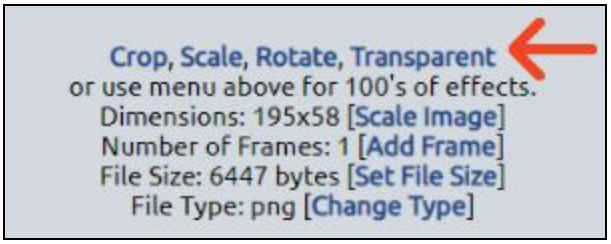
1. Navigate to https://www.canva.com
2. Select “Create a design” in the upper right corner.
3. Click “Custom Dimensions” and enter the desired dimensions of the image.
4. Click “Create new design”

5. Click “Uploads” on the far left side of the screen and then click “Upload an image or video”
6. Select the desired image and upload it to the site
7. Once uploaded, select the image in the bar on the left side of the screen
8. Drag the image using the corners or the sides of the image to match the image to the expected size shown
9. Once complete, click “Download” in the upper right corner
10. Select the File Type of PNG or JPEG and mark if a transparent background is requested, then click Download.

How to make an image background transparent

There are many tools out there to ensure that the background for images is transparent. This includes the pro (paid) version at https://www.canva.com, but it is also useful to have a free tool. Below are the steps for using the online tool LunaPic

1. Navigate to https://www8.lunapic.com/editor/
2. Click “Upload” in the upper left corner of the screen of the home page.
3. Once the image is uploaded, click “Transparent”



   a. The site will automatically select the background color to make it transparent.
4. Click “Apply”
   a. If the site did not make the entire background transparent click on the part(s) that need to be adjusted and apply the changes each time another portion is adjusted.
5. Once satisfied with the background click “Save” below the image to download.

Embed a video

1. Please try both of the below codes to select which one you prefer the experience of.
   a. <iframe width="515" height=”290” src="VIDEOURLHERE" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
      i. Replace VIDEOURLHERE with the URL of the video. Make sure to keep the quotations around the URL.

b. <video width="515" height=”290” allow="autoplay;" controls><source src="VIDEOURLHERE" type="video/mp4"> Your browser does not support the video tag.</video>
    i. Replace VIDEOURLHERE with the URL of the video. Make sure to keep the quotations around the URL.

Embed an image

1. Use the below code to embed an image with optional resizing
    a.
        i. Replace the IMAGEURLHERE with the URL for the image. Make sure to keep the quotations around the URL.
        ii. Update the ### following width to set the desired width. This is optional and can be removed.
        iii. Update the ### following height to set the desired height. This is optional and can be removed.

Embed an image that is linked

1. Use the below code to embed a clickable image with optional resizing.
    a.
        i. Replace LINKTOTHISURL with the URL for where the attendee will be directed to when the image is clicked. Make sure to keep the quotations around the URL.
        ii. Replace the IMAGEURLHERE with the URL for the image. Make sure to keep the quotations around the URL.
        iii. Update the ### following width to set the desired width. This is optional and can be removed.
        iv. Update the ### following height to set the desired height. This is optional and can be removed.

Exhibitor-Edit screen

1. Login into the Content Submission Link for Booth Admin that was provided by your event administrator with the email and password supplied.
    a. If needed, use the “Forgot Password” function on the login page to retrieve an unknown password.
2. Click on the “edit” in the Edit column for the booth that is being worked on. This will bring up the “Exhibitors - Edit” screen. Verify or enter the following information in the below fields on the “Exhibitors - Edit” screen.
    a. Exhibitor/Sponsor Name:
        i. Verify the name of the exhibitor is showing as expected

b. URL of Exhibitor's Web Site: (linked to logo)
    i. Enter the URL of the exhibitor's website. This will be linked to the logo in the upper left corner of the exhibitor booth. **NOTE:** Begin this link with HTTP:// or HTTPS://
c. Contact Us URL for post event attendee inquiries
    i. Enter the URL for the exhibitor's "Contact Us" page on their website.
    ii. Alternatively, enter the email address provided as a contact email address preceded by "mailto:"
d. Background Type
    i. If a custom background image is being loaded, this field can be ignored. The loaded image will overwrite this default.
    ii. If a custom background image is **not** being loaded, select one of the pre-configured options for the booth background. These can be found following the "View them here." link on the Exhibitors-Edit page in the VME or by clicking here.
e. Background Image
    i. If a custom background image is being loaded, load the file here by clicking "Choose File". Please keep in mind the following items for the background image:
        1. The background image should be a 16:9 ratio and is **not** good advertising space. Large amounts of the background image will not be visible to attendees depending on the attendee's screen resolution.
        2. This image file name should be less than 50 characters.
        3. If a custom background image is **not** being loaded, this field can be ignored and the selected Background Type will appear.
f. Sponsor Image (200px wide x 300 px tall)
    i. Verify with the event administrator if this image is necessary. This image will show if you have sponsored a session.
        1. This image should be less than 200x300
        2. This image file name should be less than 50 characters.
g. Header Image (exhibit hall booth selector image - 150x150):
    i. This image will appear in the exhibition hall for the attendees to select which exhibitor booth that they want to enter.
    ii. This image should be 150x150
    iii. This image file name should be less than 50 characters.
h. Logo (Max width 200px, height 300px)
    i. This image will appear on the upper left corner of the exhibitor booth and will be linked to the site that was linked to in the URL of Exhibitor's Web Site: (linked to logo) field above.
    ii. This image should be no larger than 200x300
    iii. This image file name should be less than 50 characters.

i. No Chat: (Will disable chat, activate email contact option if applicable)
    i. This will turn off the chat in the exhibit booth. During the event, this will allow a booth admin to turn off the chat functionality if there will not be a booth attendant available to answer live chat and will allow the system to activate the email contact option, if you have information in the Contact Us URL field.
j. Sponsor Description
    i. Verify with the event administrator if this field is necessary; this information shows on a specific type of registration page.
    ii. This describes who the exhibitor is and what the company does. This can include contact information such as email address and social media links.
    iii. There is no text length maximum, but please keep attendee usability in mind.
k. Booth Welcome Description
    i. This will often be very similar to the Sponsor Description, when applicable.
    ii. This describes who the exhibitor is and what the company does. This can include contact information such as email address and social media links.
    iii. There is no text length maximum, but please keep attendee usability in mind. We recommend that this field not have a height greater than 750px so as to prevent any inadvertent stretching of other booth aspects.

Setting up Sections for booth

1. This is where the different tabs on the side of the booth will be created.
2. There are no programmatic limits to the number of tabs, but please keep attendee experience in mind.
3. These must be created prior to the addition of trackable Items for your booth.

Create a new section

1. Click “view” in the “Sections” column for the exhibitor booth.
2. Enter the text that will appear on the booth tab in the “Section Name:” field.
3. Enter any text that will appear on that tab in the “Section Text (Optional):”
    a. This text will appear before any items that are loaded.
    b. This field can accept HTML and various formatting.
    c. There is no text length maximum, but please keep attendee usability in mind. We recommend that this field not have a height greater than 750px so as to prevent any inadvertent stretching of other booth aspects.
4. Set the order from top to bottom that this tab should show in the “Sort Order:” drop down. A Sort Order of 1 means that the item will appear at the top of the tabs under the “Welcome” tab.
5. Click “Save Section”.

Modify an existing section

1. Click “view” in the “Sections” column for the exhibitor booth.
2. Click “edit” in the line that contains the section that is to be modified.
    a. If a Section is being deleted, click [Delete]. Any items previously assigned to that section will need to be assigned to a new section to prevent any errors on the exhibitor booth.
3. Update the text that will appear on the booth tab in the “Section Name:” field as needed
4. Update any text that will appear on that tab in the “Section Text (Optional):” as needed
    a. This text will appear before any items that are loaded.
    b. This field can accept HTML and various formatting.
    c. There is no text length maximum, but please keep attendee usability in mind. We recommend that this field not have a height greater than 750px so as to prevent any inadvertent stretching of other booth aspects.
5. Update the order from top to bottom that this tab should show in the “Sort Order:” drop down as needed. A Sort Order of 1 means that the item will appear at the top of the tabs under the “Welcome” tab.
6. Click “Save Section”.

Setting up Items for booth

1. Click “view” in the “Items” column for the exhibitor booth.
2. Enter the name that the booth attendee should view in the “Hyperlinked Text (often referred to as “File Name”):” field.
    a. For documents that are loaded, this will appear next to the document image as part of the link.
    b. For MP4 files that are loaded, this will appear next to the video image as part of the link.
    c. For URLs that are loaded, this will appear as the clickable text for the URL.
    d. Note: if you do not include text here, it may not appear in the section.
    e. **Note:** Keep the File Name under 50 characters for ease of reference. File Names over 50 characters may cause formatting errors on the VME side and cause confusion.
3. Enter the “Item Description”
    a. For documents that are loaded, this will appear as text under the document image.
    b. For MP4 files that are loaded, this will appear as text under the video image.
    c. For URLs that are loaded, this will appear as text under the clickable text for the URL. This will not be clickable.
4. Enter the URL for the file if it is already uploaded or is stored on an external site in the “URL Source (if already uploaded or off site):” field.

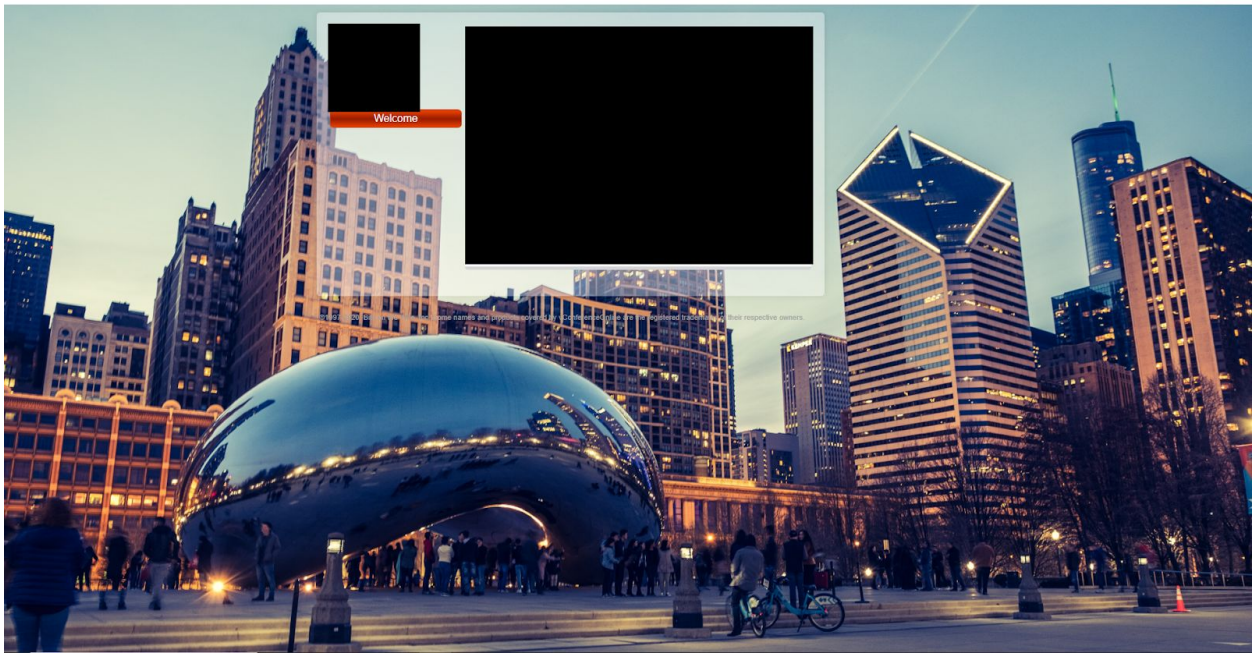
5. Select the file using the Choose File option in the “Upload File” field if the file is stored on a local machine.
6. Select the section that this Item will appear in.
7. Click “Save Item”.

Preview

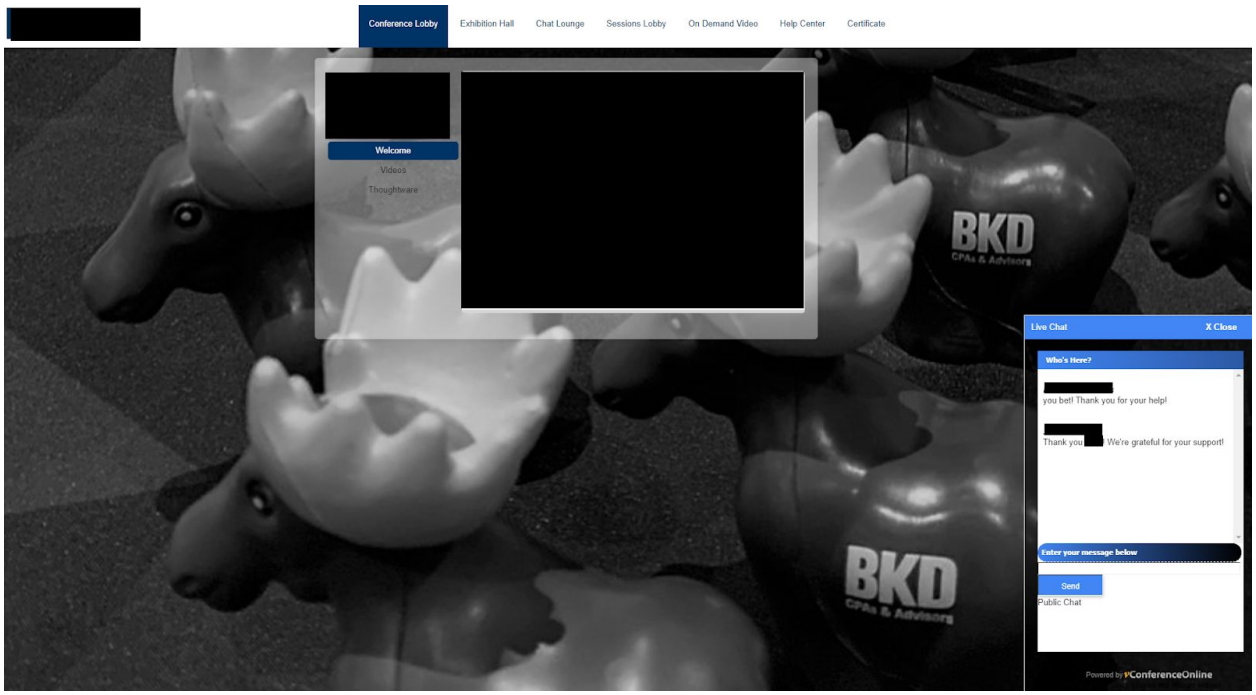
1. As the booth is being edited and once the booth is complete, click “Preview” to see a look at what the attendee will see. This “Preview” option will provide an exact replica of what the live booth will look like minus the following items.
    a. Chat
        i. The chat will appear on the lower right corner of the screen.
    b. Booth Admin tools
        i. These admin tools will be available in the lower central area of the screen only for booth admins.

Example Booth Screenshots

[redacted]



[redacted]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Exhibition Hall
Chat Lounge
Sessions Lobby
On Demand Video
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Certificate
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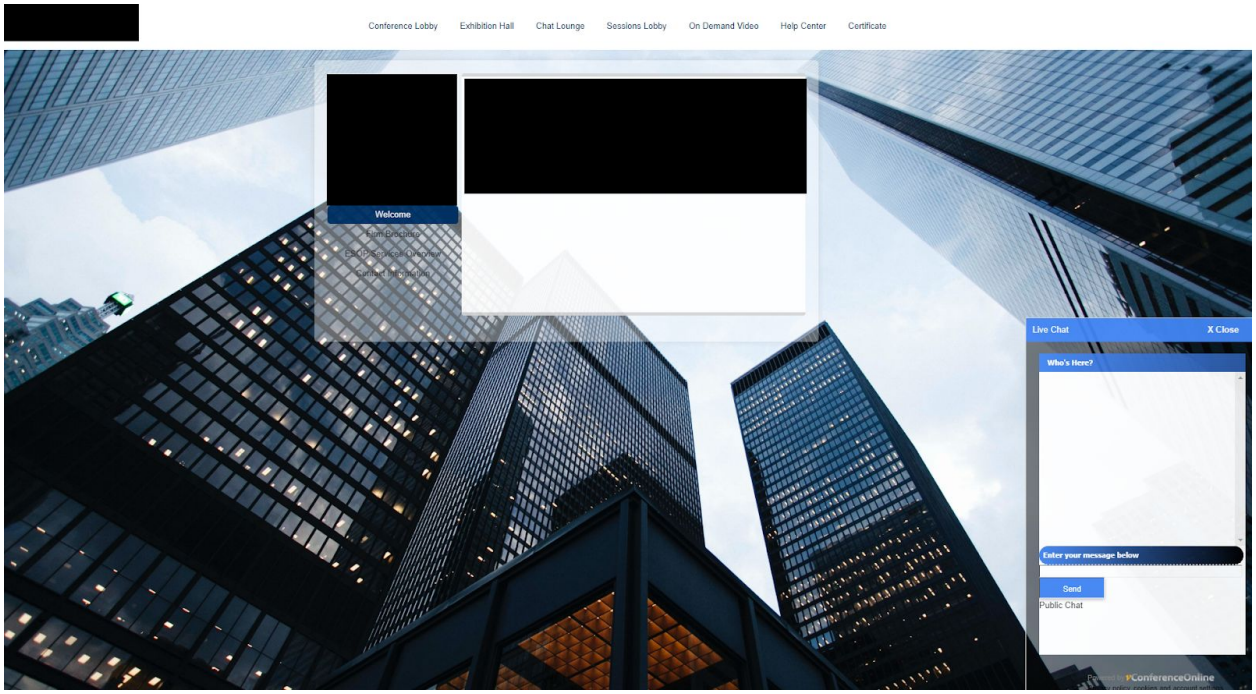
[redacted]
Welcome
Videos
Thoughtware
BKD
CPAs & Advisors
Live Chat
X Close
Who's Here?
[redacted]
you bet! Thank you for your help!
[redacted]
Thank you [redacted] We're grateful for your support!
Enter your message below
Send
Public Chat
Powered by vConferenceOnline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Conference Lobby
Exhibition Hall
Chat Lounge
Sessions Lobby
On Demand Video
Help Center
Certificate
[redacted]
[redacted]
Welcome
Live Chat
X Close
Who's Here?
Enter your message below
Send
Public Chat

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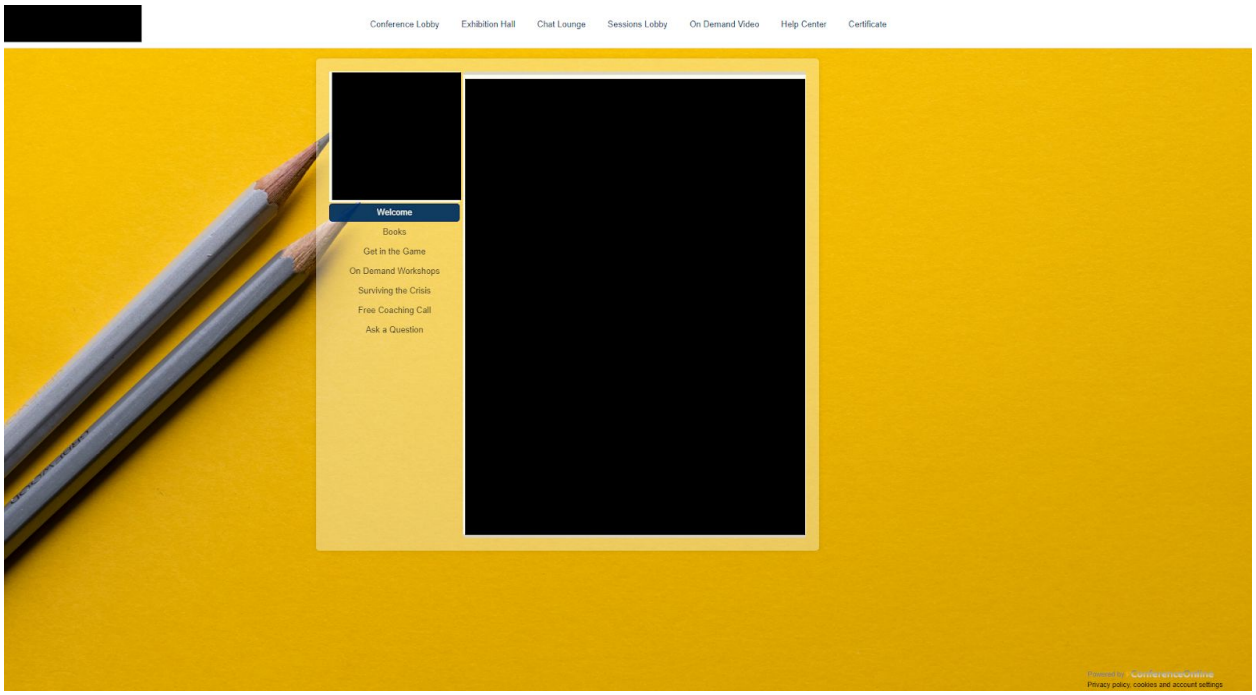

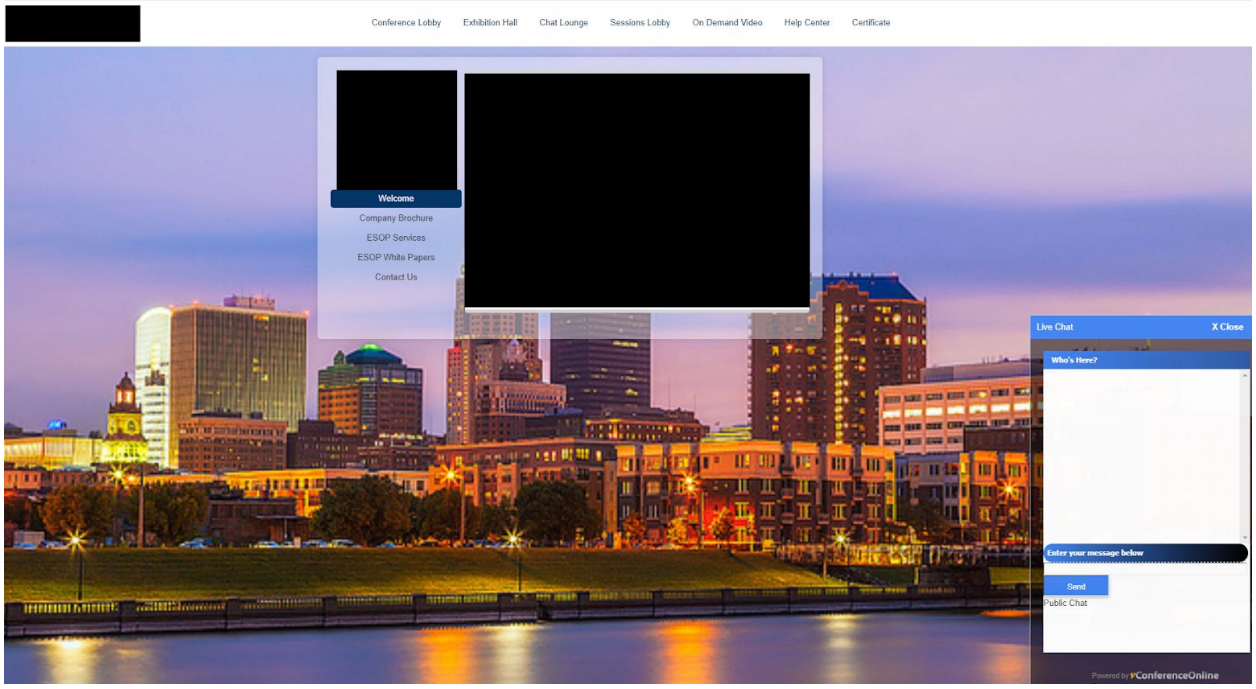

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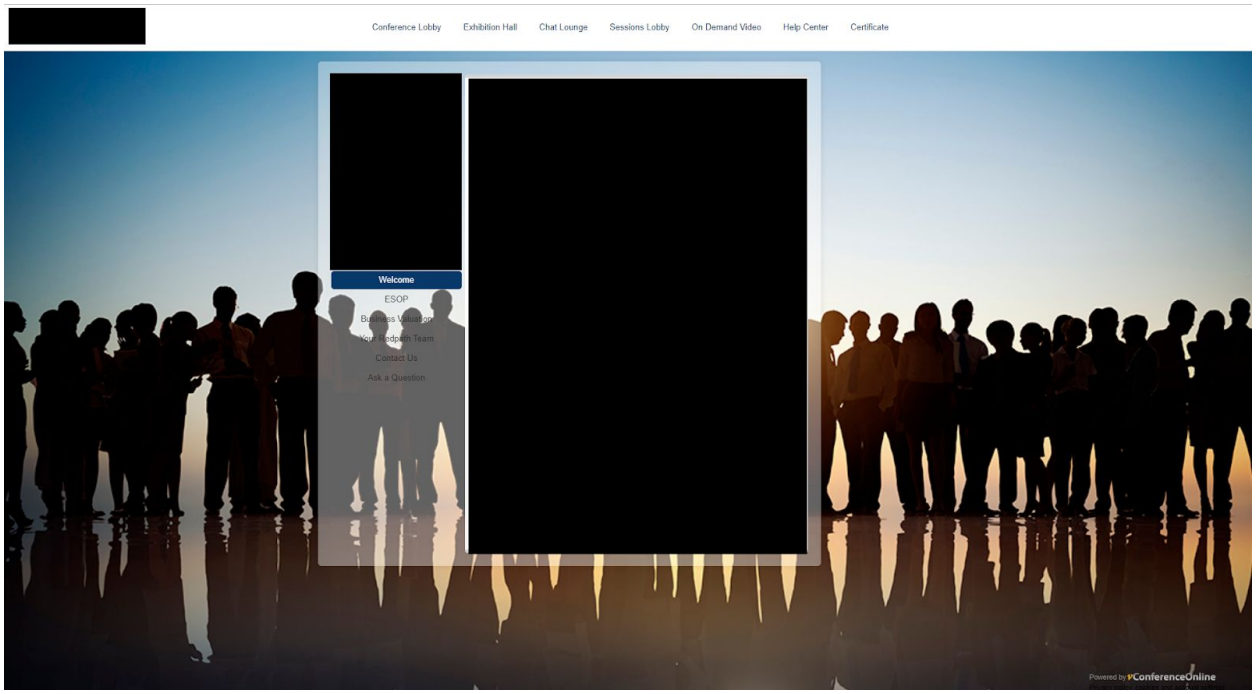

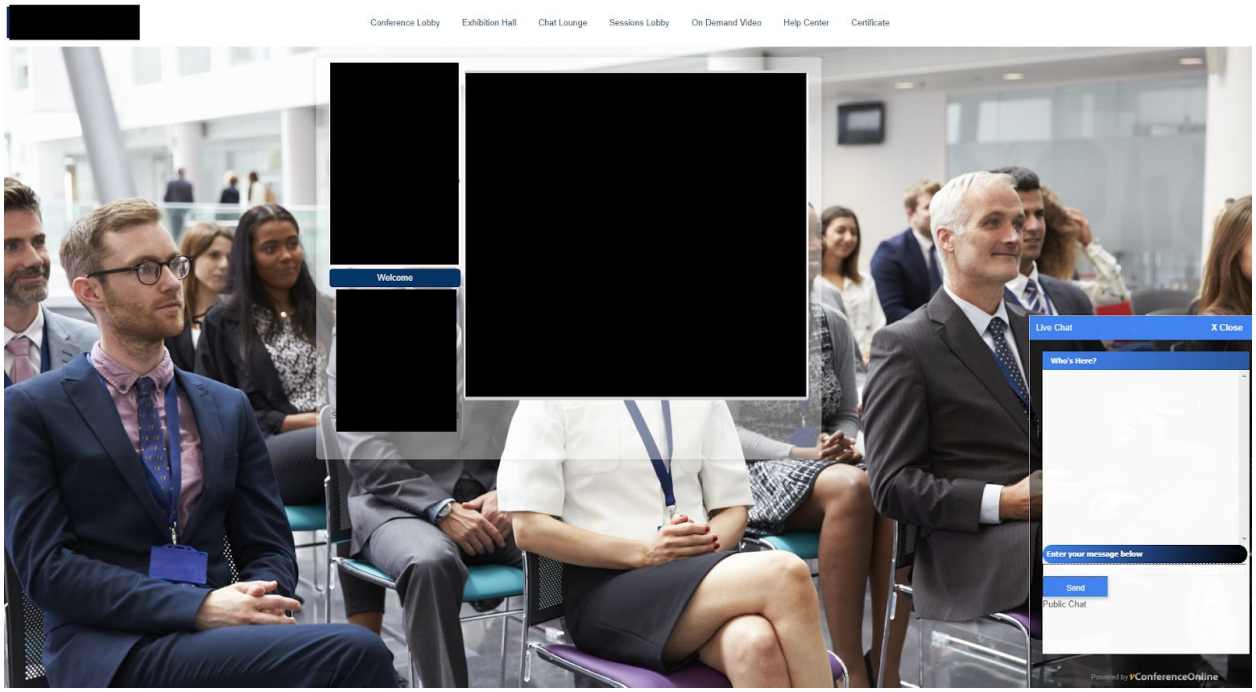

Updates

10/8/2020: Updated the embedding a video code to include the proper height. BJ
9/17/2020: Minor clarification regarding background image. BJ
8/26/2020: Image file name character length added KM
8/18/2020: Minor text revisions, updated references to the Support Portal, and added “How to make an image background transparent” section. BJ
8/12/2020: Resizing Images added BJ