

SPONSOR/EXHIBITOR FAQs

HOW DO I ACCESS THE LIVE PLATFORM IF I AM AN EXHIBITOR?

Exhibitors can login using their Booth Rep Account credentials created in step 5 of their Booth Setup Form. Login at workshop.njsba.org.

CAN MY CLIENTS ACCESS THE VIRTUAL WORKSHOP PLATFORM?

Only registered attendees can access the Virtual Workshop platform during both the live event days and 30 days after. We recommend encouraging your clients to register for the event and visit your booth! Attendees can find your booth using the search function, the Exhibitor Directory (ABC order), or going to the Exhibit Floor.

CAN I HAVE CONTESTS OR GIVEAWAYS AT MY BOOTH?

Yes, keep in mind that there is a \$50 value limit per individual. If the prize is given to a school district, rather than an individual, there is no limit. If you are holding a raffle in your booth, please notify the prize winners directly.

WHAT ARE THE EXHIBIT FLOOR HOURS?

The Exhibit Floor is virtually accessible 24/7 after the initial launch on Monday, Oct. 25, at 9 a.m. At this time, exhibitors can view the Attendee Directory and begin scheduling appointments. However, it is strongly recommended that a representative be present between the hours of 8:30 a.m. - 4p.m. on each day of the live streaming event, October 26-28. Meetings and chats can be scheduled after hours. There will also be exclusive exhibit floor hours from 8:30 - 9 a.m. and 12 - 1:30 p.m. on each live day.

CAN BOOTH REPRESENTATIVES CHAT WITH ATTENDEES?

Yes. While the event is live, you will have the option to text, audio and video chat with attendees. This will happen within the chat area in a pop-up screen, like a "FaceTime" call, meaning that you cannot share documents or your screen. Attendees cannot initiate a direct message with booth representatives. Chat rooms will only be enabled on live streaming dates - October 26-28.

HOW DOES THE CHAT FEATURE WORK?

An attendee can enter your chatroom from your booth. Once they are in, they can "direct message" with a booth representative who is logged on, or leave a message in your public chat. With direct messaging, the booth representative can talk with the attendee privately, and the public chat is available for all to see.

HOW DO I ADD BOOTH REPRESENTATIVES?

Exhibitors created Booth Rep Account credentials when creating their booth using the Booth Setup Form. This is the username and password used to access Virtual Workshop 2021. Exhibitors can add as many Booth Rep Accounts as needed. You must include yourself as a Booth Account Rep if you want access to the live platform, even if you are not planning to chat. Please refer to Step 5 of the Booth Setup Form or the final confirmation email you received after submitting your booth. This will include all usernames and passwords already created for your booth. Booth Account Reps have access to the entire live platform but can only access the chat feature of their own booth.

HOW AM I CONTACTED IF SOMEONE WANTS TO SPEAK WITH ME?

When you are logged in and have the chatroom open, you will be dinged when someone starts a chat with you. Be advised that there is no email notification that a chat has been started. If you are logged off or during off-hours, an attendee can leave a message in your public chat. When you log back in, you will be able to see the message.

CAN I ATTACH DOCUMENTS TO A CHAT?

No. Documents cannot be attached to a chat. You can direct the attendee to the "Documents" section in your booth or request their email and send them the document as an email attachment.

CAN BOOTH REPRESENTATIVES VISIT CHAT ROOMS AND SPEAK WITH OTHER VENDORS?

No, booth representatives receive full access to everything, but can only "public chat" and direct message with attendees in their booth and may not visit other vendor's chat rooms.

CAN I LEAVE AN ANNOUNCEMENT IN THE CHATROOM WITH A MESSAGE WHEN THERE IS NO BOOTH REPRESENTATIVE ASSIGNED?

Yes. You may leave a "sticky note" with your message.

HOW ARE ACTIVITIES AND ATTENDEE INTERACTIONS CAPTURED IN MY BOOTH?

The ROI reports will capture an overall view of all activity with attendees, including a chat log. These reports are generated daily from the exhibitor dashboard, which allows booth admins to pull reports in real-time.

WILL I BE ABLE TO CHAT WITH GUESTS AFTER THE EVENT?

No. The chat feature is only available during the event. We suggest you add a "contact us" link to your contact link section so attendees can follow up for further conversation.

IS THERE A LIMIT ON THE NUMBER OF BOOTH PERSONNEL WHO CAN REGISTER FOR WORKSHOP?

No. There is not. The booth rep account created for each exhibitor will also be their login to the live platform. As a booth representative, you have permissions to view the entire Virtual Workshop platform, which includes exhibit halls and events.

CAN I CHANGE MY BOOTH AVATARS?

No. We cannot add/change avatars. Avatars are built into the layout of the booth. You would need to select a layout with the avatar you prefer, or there may be a booth layout without avatars (depending on your booth selection).

WHAT IF I NEED TO CHANGE MY COMPANY LOGO ON THE WEBSITE?

You can request to change your logo at WSPrograms@njsba.org.

WHO DO I CONTACT FOR TECHNICAL SUPPORT IF I AM AN EXHIBITOR OR VENDOR?

If you need technical support during the live event, please contact workshop.njsba@getvfairs.io. To access the Help Desk Chat Room for exhibitors, please click 'Help Desk' in the main lobby.

HOW DO I BECOME A CORPORATE MEMBER?

NJSBA's Corporate Membership Program focuses on the collaboration of businesses, non-profit organizations, and the educational community working together toward a strong future for New Jersey's children. The program is open to qualified companies and professional organizations that support the mission of NJSBA. Please visit our website at www.njsba.org/about/corporate-partnerships-opportunities.

HOW CAN I FOLLOW NJSBA'S VIRTUAL WORKSHOP 2021 ON SOCIAL MEDIA?

Use the hashtag **#NJSBAWorkshop** to participate in the Virtual Workshop conversation on social media, and follow NJSBA's social media sites: www.facebook.com/njsba - www.twitter.com/njsba - www.instagram.com/njschoolboards

IS THERE A VIRTUAL WORKSHOP APP AVAILABLE FOR DOWNLOAD?

No, however, the conference is accessible via any mobile device.

HOW LONG WILL THE VIRTUAL WORKSHOP 2021 PLATFORM BE AVAILABLE?

All registrants will be able to watch all NJSBA's Virtual Workshop sessions on demand for 30 days after the event, and access to the virtual exhibit floor and all conference resources. The platform will be removed on November 27, 2021, but we will notify all exhibitors beforehand.

DO I NEED TO DOWNLOAD OR INSTALL ANY SOFTWARE TO BE ABLE TO ATTEND?

No. You do not need to download or install any software to participate. You only need access to the internet. Enable pop-ups in your web browser to ensure you are able to view all features of the platform.

WHAT IS THE EDUCATIONAL LEADERSHIP FOUNDATION OF NEW JERSEY (ELFJ)?

The Educational Leadership Foundation of New Jersey advances public education governance through training, research, and attaining grants to further professional development. Formed in 2008 and approved under the Internal Revenue Code of 1954 as a 501c(3), the Foundation serves New Jersey's local boards of education, public charter school boards of trustees, other public entities, and non-profit organizations. Learn about the benefits of becoming a Contributor to ELFJ elfnj.org/contributors/become-a-contributor.

If you have further questions about the platform that are not on this FAQ, please use [this link](#) to access even more frequently asked questions about the platform.