CITY OF
DARWIN

Darwin International Virtual Trade Show 2022
Virtual Booth Setup Guide

This Guide will help the businesses and organisations (exhibitors) set up the booth in the Darwin International Virtual Trade Show 2022 platform.
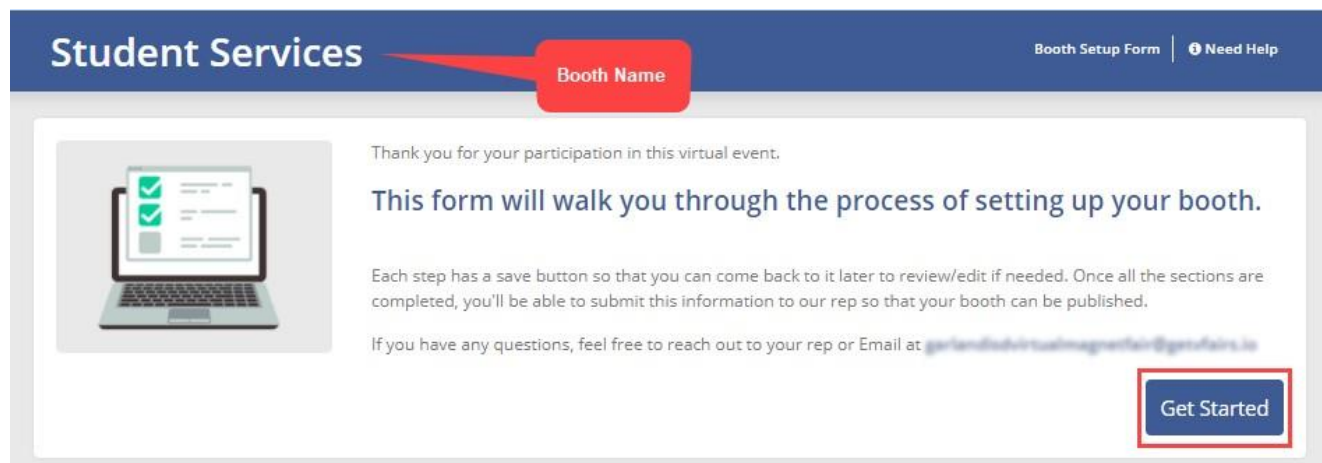
Contents

Filling Up Booth Setup Form

This form must be filled up by the booth exhibitors.

Note: Don't forget to click the Save and Continue button on every step before moving on to the next step.

Booth Setup Form

Click on the link to open the provided booth setup link. Click the "Get Started" button to begin the booth setup process.

Booth Setup Form

Follow the below seven steps:

Step 1: Basic Information

Enter the basic information.

- Booth Name: It is the title of the Booth.
- Booth Description: This information will be on the front page. You can insert images and/or text.

- Booth Logo: It is the logo of your company/brand displayed in the railing banner. Click on the Drag a file here option to upload and choose an image from your local device.
  - The type of image must be either .jpg or .png.
  - The dimensions of the logo image should be 110px(width) and 30px(height).
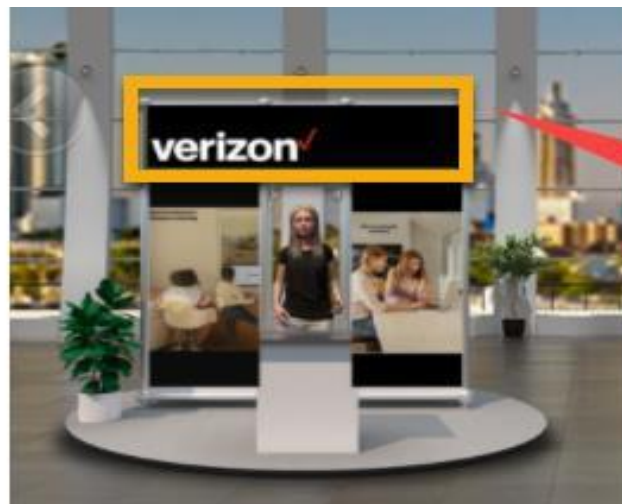
- Click the Save and Continue to Step 2.

Step 2: Booth Graphics

- Select any of the booth layout templates. Please use left and right arrow icons to view different designs. There are more than ten booth templates available.

- Click on the *Use this layout button* and add the images to your Booth.

Note: Different templates have different numbers of image placeholders.
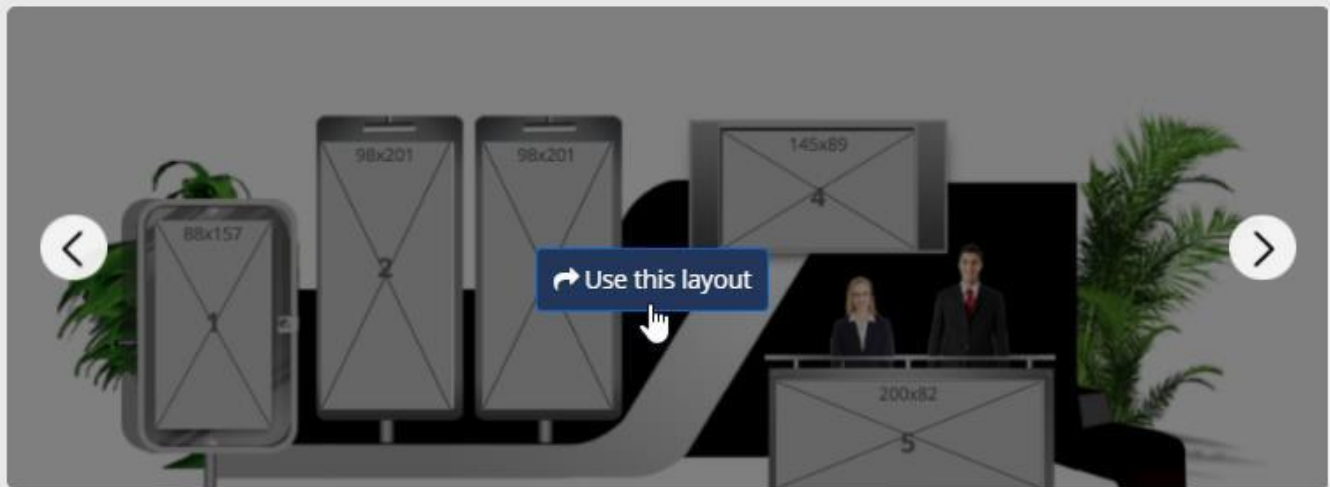
- Use the right and left navigation arrows to select the avatar.

- Upload Banner Images
  - Check the Show Dimensions checkbox to upload the banner images on the selected template.
  - The size (in pixels) required for the banner image is on each placeholder
  - Click on the placeholder to upload a banner image.

  Note: Upload the banner images in ascending order, i.e., a banner labeled as "1" should be uploaded before the banner labeled as "2", and so on.
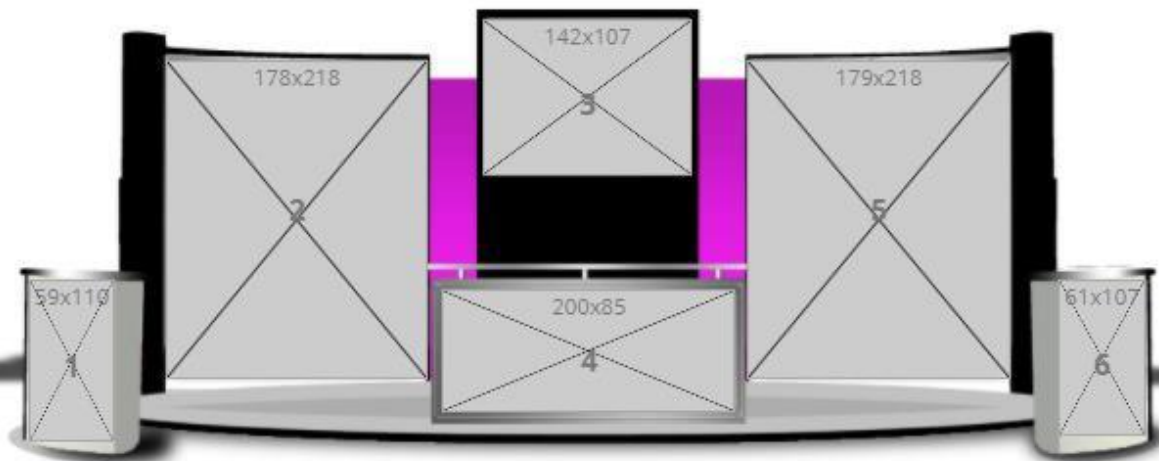
- o On the *Manage Banners* pop-up window, click the +Upload banner image and choose an image from your local device. The selected banner image will appear below the button to preview. A booth banner should be a static banner image.

Note: The file size of each image should not exceed 5MB. Also, the dimension of the image should fit the banner placeholder space, and the banner display will not be distorted.
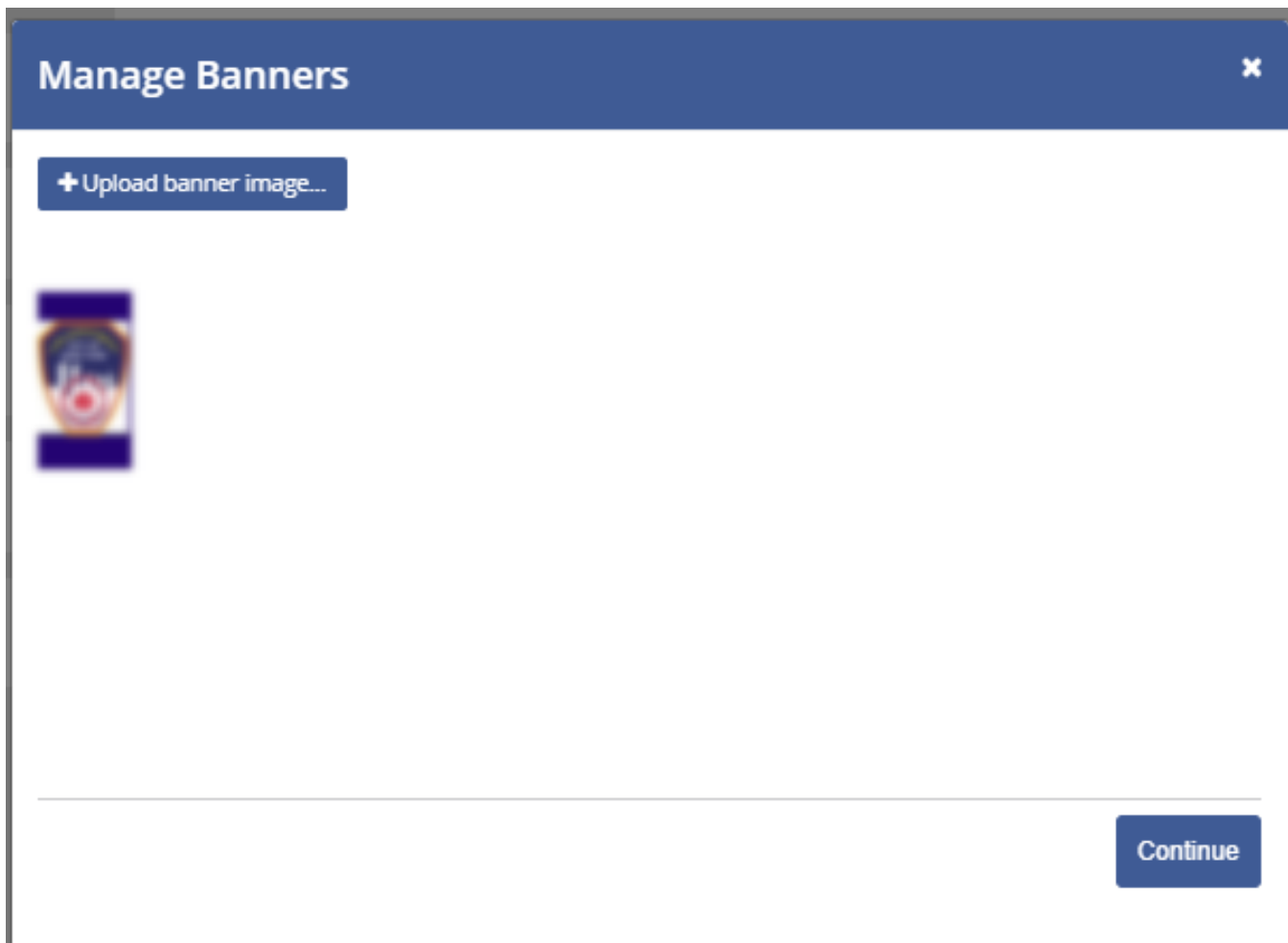
- • Click the Continue to the next step.

- • Select Banner Click Action window:
  - o enter the URL, which should be opened upon clicking the image. This link will open up in a new tab. If you don't want to redirect the attendees to any external link, then leave that blank.

Note: There are 4 banner-click action types that can be implemented:
  - o Open URL (only this is available on the booth setup form)
  - o Open Document (can be implemented from the backend upon request)
  - o Open HTML Content (can be implemented from the backend upon request)
  - o Open Video (can be implemented from the backend upon request)

Note: Only one banner click is allowed per banner image.

- Save the banner image settings.

Manage Banners ✖

Select Banner Click Action (optional)

If you'd like users to be taken to an external URL when someone clicks on this banner, please enter here.

External URL:

[　　　　　　　　　　]

Go Back   Save

- Preview the Booth as shown in the image below.

- Set up Back Panel and Front Panel Colors
  - Use the color selection pallet against these two options
  - you can choose desired colors for thebooth front panel and the back panel, as shown in the image below.

Note: You can change the booth layout by clicking on the Back to layout selection on the left top window and reselect your template from the gallery.
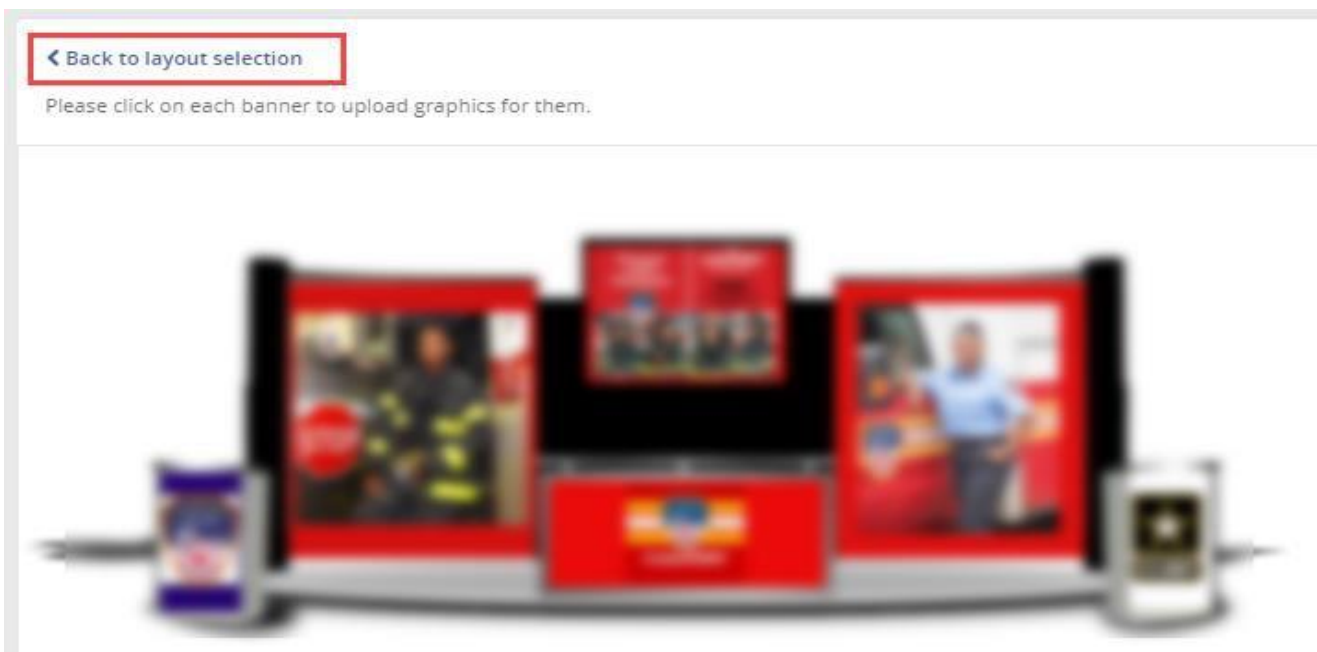
Step 3: Content Links

- Name the tab titles as in the image below:

What You Need to Know about Joining FDNY | Meet #FDNY # Ladder29 Firefighter Sarina Olmo | Chat

- o Link Title: This is the name of the content tab that will appear on the navigation bar on the booth frontend.
- o Url: Enter the external link you want the attendees to be redirected.
- o You can continue adding content links by clicking the Add another link option at the bottom right corner.

Note: Each booth can set up maximum of 11 tabs. It is recommended to add a maximum of 7 content tabs so that the navigation bar does not look busy.
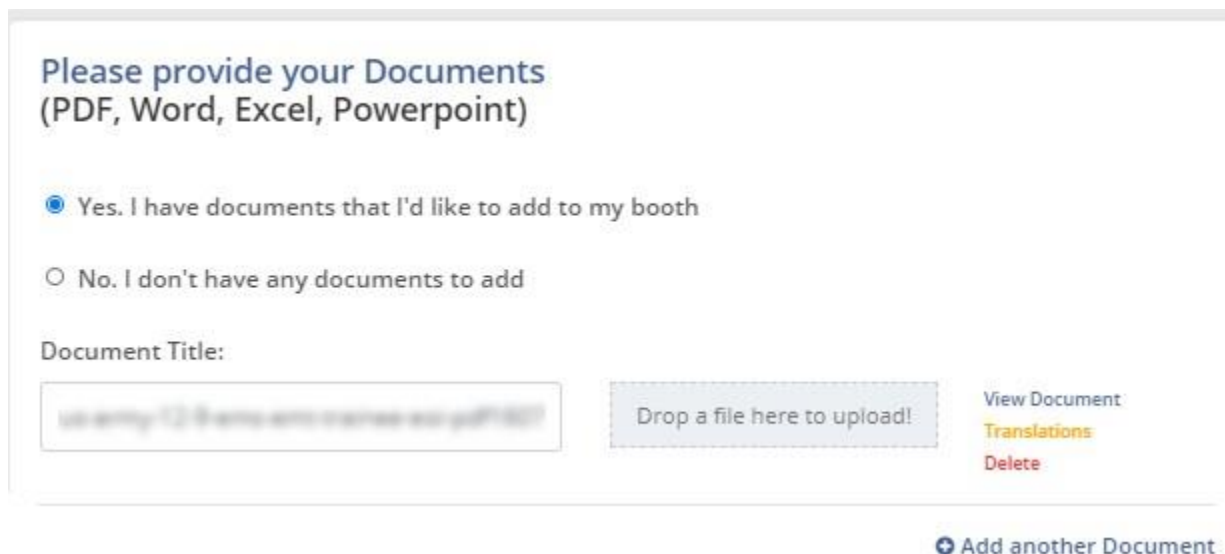
Step 4: Uploading Documents/Videos

- Upload the documents for the attendees to view by selecting the first option

Yes. I have documents that I'd like to add to my Booth and follow the steps mentioned below.
  - o Document Title: It is the document's name that will be displayed on the front.
  - o To upload a document, click on the Drop a file here to upload, and choose a file from your local device.
  - o Once the file is attached, the file name will be populated in the Document Title field to edit. The options of View Document and Delete will become available, indicating that the file has been successfully uploaded.
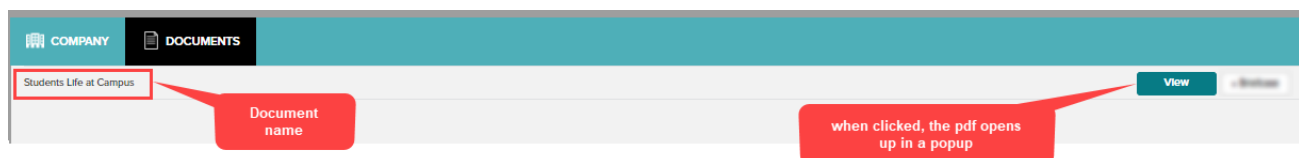 - o Click on Add another Document to continue uploading more documents.

Note: It is recommended to use a pdf file. The size of the pdf file should not exceed 5MB.

Note: Unlimited documents can be attached.

The image below demonstrates how a document filed appears on the Documents tab on the booth frontend.

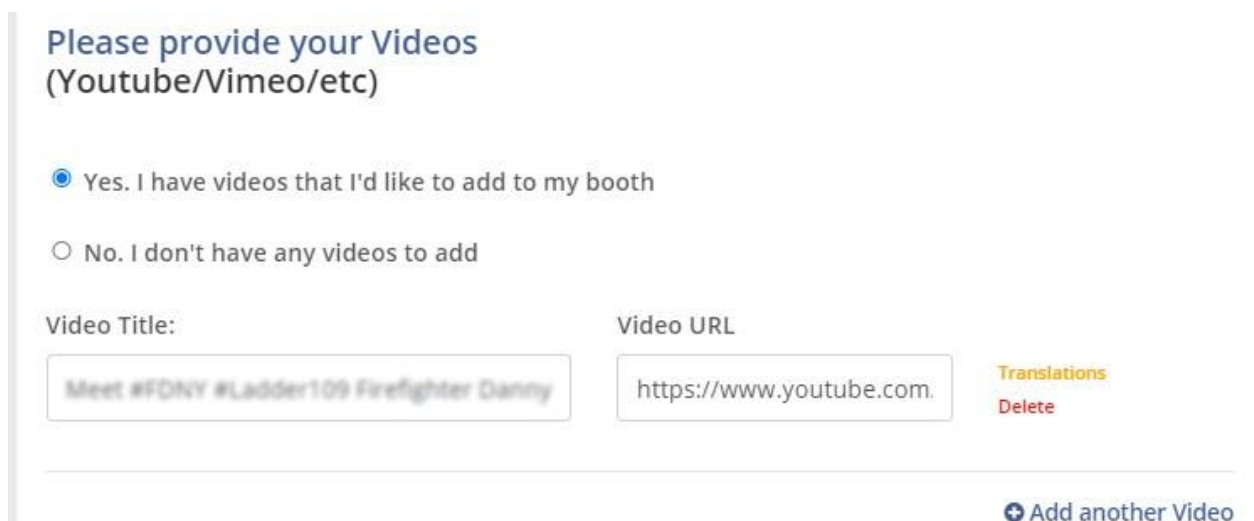- Upload Videos by selecting the first option *Yes.I have videos that I'd like to add to my Booth* and follow the steps mentioned below.
  - Video Title: Enter the name of the Video that will be displayed.
  - Video URL: Provide a YouTube/Vimeo video URL here. The uploaded Video will be opened up in a pop-up window.
  - Click on Add another Video to continue adding videos.

Note: Unlimited videos can be added.

Note: If you want to share a video URL other than YouTube/Vimeo, the Video will not be opened in a pop-up on frontend. Instead, it will be opened in a new tab.

The image below shows how a video appears on the Videos tab of the Booth on the front. Also,the video pop-up is displayed in the image below.
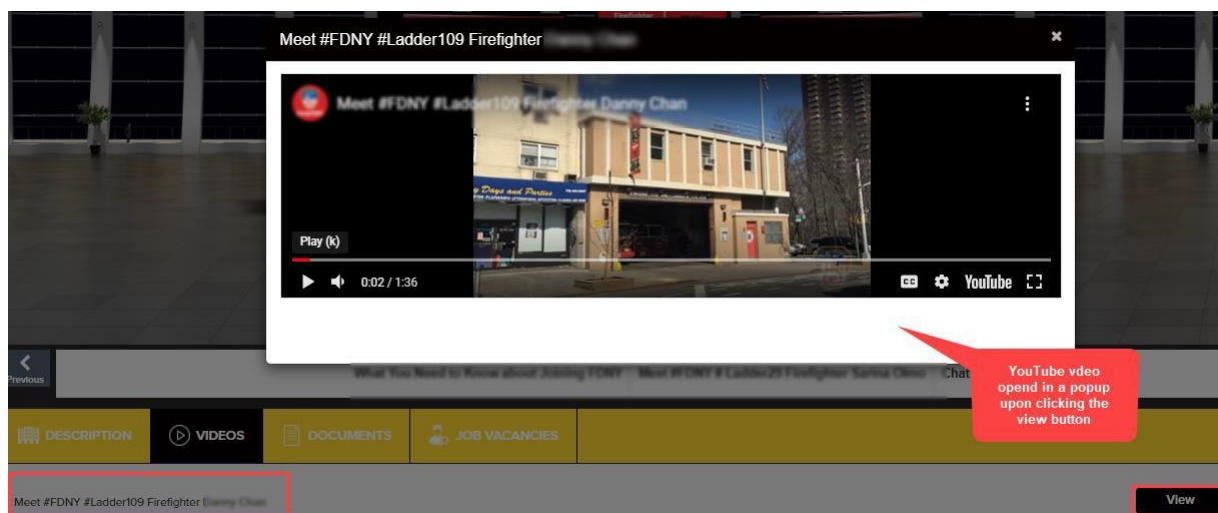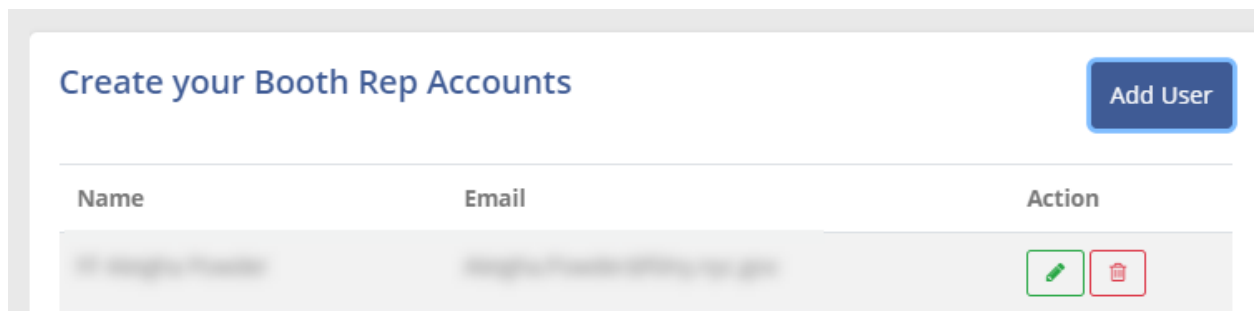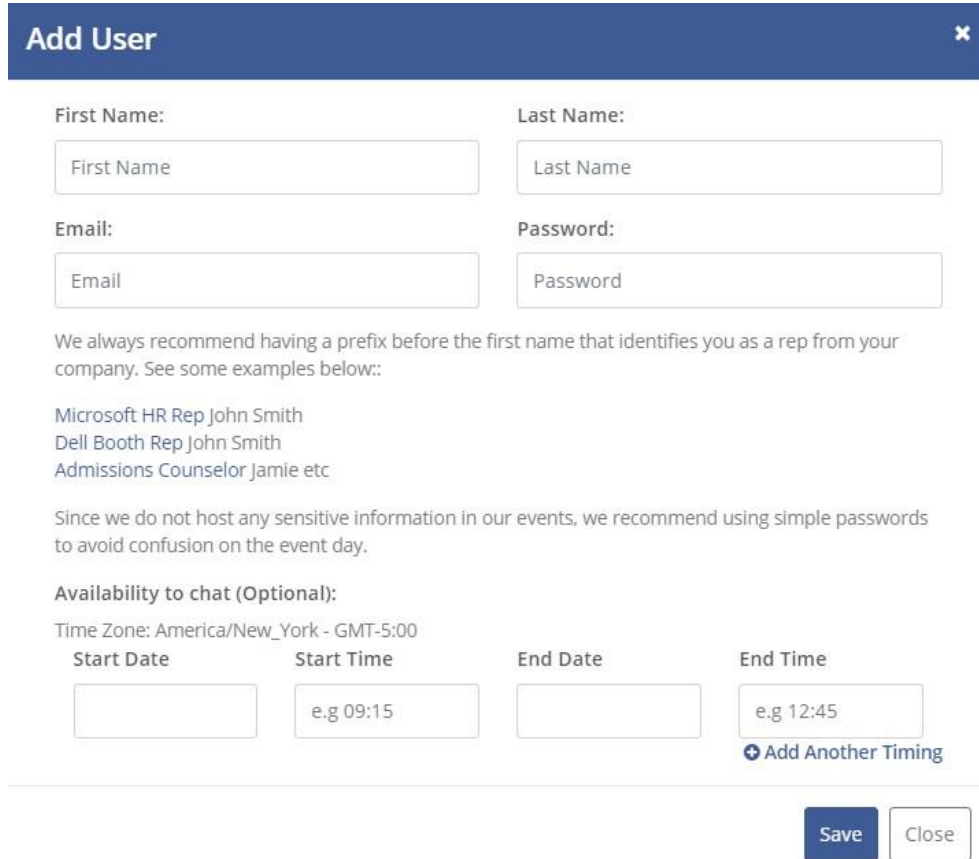
Step 5: Booth Rep Accounts

The Booth Rep Accounts are for the booth representatives responsible for answering the queries and promoting the services/products in the chatroom. The names of the booth reps appear on the right side under the section "Booth Reps Online" in the booth chatroom. One Booth can have multiple booth representatives. Also, there is no limit on the number of booth reps for each Booth.

- To add a booth rep, click on the Add User button.

- On the Add User pop-up form, enter the required information as explained below.

- o First Name: To distinguish a booth representative, always keep the first name as "booth name Rep". For example, if the booth name is Booth A, then the first name will become "Booth A Rep". This helps the attendees to identify the booth representative of a specific booth if the booth admins of other booths are also active in the same booth chatroom.
- o Last Name: Enter the name of the booth representative. The image below shows how the booth representative's name appears on the front end (in the booth chatroom).

Booth Reps Online

Department of Labor Rep Khadija

vFairs Tech Rep Sarmad Ahsan
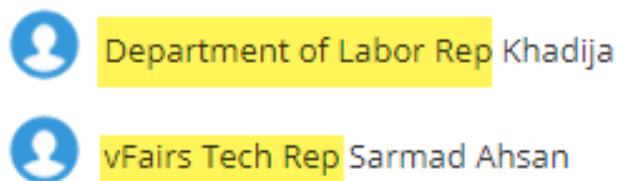
Booth rep naming convention:
First Name: Booth name + Rep
Last Name: Actual name of the Rep

- o Email: It can be the username or email id for the booth representative to log in to the event. This email id will remain private and will not be visible to the attendees on viewing the booth rep's profile.
- o Password: Set up a password that the booth rep will use to log in to the event.

- Availability

This is an optional feature. You can let the booth visitors/attendees know your availability by entering a specific Start Date, Start Time, End Date, and End Time.

- o Click on Add Another Timing button to mention multiple chat availability.

Step 6: Products/Services

- Click the Add Product button to add a product/services for the attendees/booth visitors to view.

Booth Products   Add Product

Title	Price	SKU	Actions

Continue

On the Add Product/Service form, enter the details of the product/service:

- Product/Service Name, for example, student visa application.
- Unit Price if applicable
- SKU
- Product/Service Category (you can add new category)
- Product/Service Description

Add Product   ✕

Product Name: Unit Price:

Product Title   Price

SKU: Product Category:

SKU   Select product categories

Please add multiple categories that are relevant to your product.
If the desired category doesn't exist, simply type in your desired
category name and hit Enter button to create one.

Product Description:

Save   Close

- Click the Save button to continue.

- Once saved, the product is listed as below and can be edited or deleted if required.

- Click Continue to add more

The image below shows what the products/services added can be seen by the attendees.

Step 8: Review/Finalise

- Review the booth

    o Event Access details: The event URLs, and the registered booth admins' email ids.
    o Booth Information: The booth layout image, booth description, and navigation tabs information.
    o Links of any attached documents.
    o Links to any videos uploaded.
    o Products/Services added.
    o Information on the products/services, if added.

- Click on the Submit Booth to submit all the information.

- Send an Email to view your Booth
  - CC: add multiple email addresses separated by a comma (,).

- Come back any time to edit after the submission.
- Don't forget to save the edits.

Send Email To

Cc

Email this summary to me