Poster & Art Exhibition
VIRTUAL EXHIBITION BOOTH SET UP GUIDE

Deadline Booth Set up (Submit to vFairs for review): <mark>23 December 2023</mark>
Deadline for Final Review of Booth set-up: **3 January 2024**

Need help? vFairs has dedicated staff to help you build your Virtual Exhibition Booth. Please reach out to: **Ifra Noor** (i.noor@vfairs.com) or **Shahroze Rizvi** (sshahroze@vfairs.com)

Conference Questions: seaduckconference@gmail.com

HOW WILL THE VIRTUAL POSTER EXHIBITION WORK?

All Poster or Art Exhibitors will receive an **email** from *seaduckconference@getvfairs.io* which will contain a **Booth setup link** (Bookmark this link to make changes later).

- Follow the on-screen instructions & this guide.
- Booth setup takes about 1 hour. You will be able to start, save, and return to finish the booth as well as make changes after it goes live.
- **Submit to vFairs for Review by** <mark>23 December 2023</mark>; you can still make changes at any time.
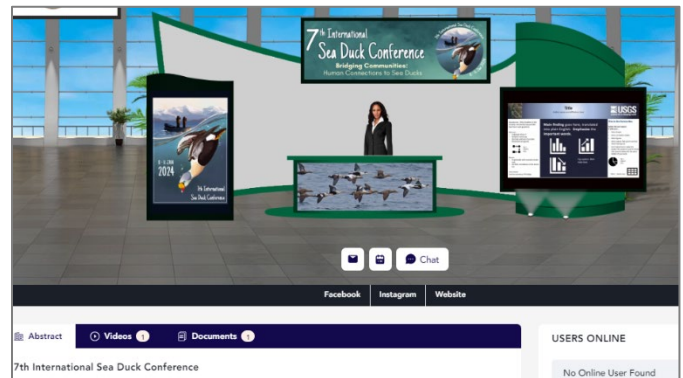
During the Live Virtual Conference 8-11 January 2024 – Exhibition Hall:

- **Poster Viewing** (8 Jan) session to allow Attendees the opportunity to check out your booth! *You are not required to be in your booth during the viewing, but you can be.*
- **LIVE Poster Session & Art Exhibition (9 Jan).** *Please be present, in your virtual booth, to answer live questions in the Chat.*
- In the **Exhibition Hall**, attendees can search the Index or scroll left or right to find your Poster Booth.
- Inside your booth, attendees can 'click' to view each your images that can be linked to open a larger image, documents, presentations, videos or to an external URL.
- Meet with attendees via the chat feed or schedule appointments with live audio-video calls.
- Image dimensions & orientation – within the Banner editor (Step 2), you can scale, resize, and crop uploaded images as well as change the background color. You can also use Microsoft Paint or free online resources like Canva, Adobe Express, etc. to modify your images to the correct orientation, size, number of pixels, etc.

Traditional Scientific Conference Poster? Use the Virtual Exhibition Booth to highlight some of your content!

- **Create a Thumbnail Image** of your poster (screenshots work well; JPEG or PNG, <5 MB).
- **Create a PDF** of your poster to upload as a 'clickable' action to the thumbnail image (Step 2).
- Dimensions of your Thumbnail Image will depend on the Booth template you use.
- In **Step 2 & 3**, you will upload that thumbnail image and create a 'clickable' link to a PDF.
- You will also have options to upload other documents, images, figures, tables, and videos, including a short video presentation of your poster presentation (optional).

BOOTH SET UP INSTRUCTIONS – CONTENTS
Look for an email from *seaduckconference@getvfairs.io* with a link to the **Booth Setup Form**

Click '**Get Started'** to begin.

Step 1: Basic Information

1.1 Booth Name:
LastName et al. TITLE OF YOUR POSTER
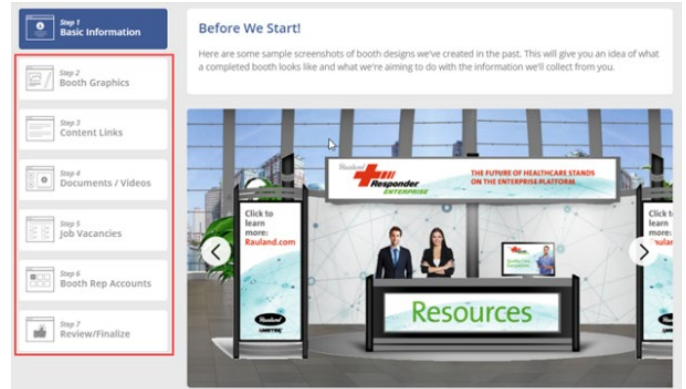- This TITLE is how your Poster will be listed in the Exhibition Hall Index.

1.2 Upload company logo – optional (400 x 400 px)
- Optional, but you can include your Organization, Agency, or University Logo. If multiple authors or logos, use the Presenting Author's affiliation. You may also upload a photo instead.
- The Image editor will allow you to re-size and crop your image.

1.3 Full Booth Description:
- This is your **complete Abstract.**
- In the Exhibition Booth Description box, the Title of your poster will automatically be listed. Start your **'Full Booth Description'** with the **List of Authors (full names please),** Author Affiliations and Abstract.

*Note: Don't forget to click the **Save and Continue** button before moving to the next step; otherwise, changes may not be saved.*

Step 2: Booth Design & Graphics
vFairs - Design your Booth - detailed instructions

2.1 Layout:
Choose a **Booth Layout** from the available templates.
- Use the **LEFT** and **RIGHT** arrow to view the Templates.
- Click **Use this layout** once you find the design you like.

Note: Different templates have different numbers of banner spaces & dimensions to upload still images, Figures, tables, etc.
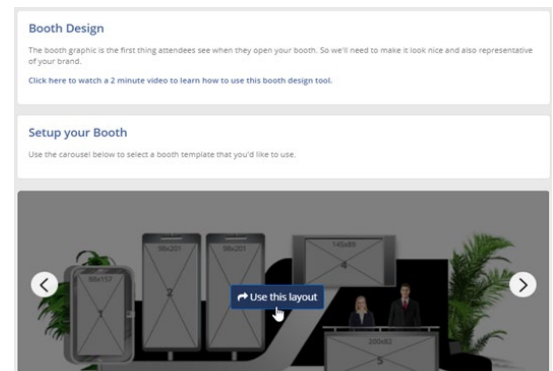
If you have a **Traditional Scientific Poster** and looking for a *no-frills option*, we suggest using this template.

- Create a **Thumbnail Image** of your Poster (screenshot works well, JPEG, 231x 207 px).
- When you upload, the image editor will allow you to crop and resize your image.
- If not perfectly sized, change the background color to black for black border.
- In **Step 2.5**, you can create a **'Click Action'** top connect a PDF of your full-size Poster.

2.2 Booth Avatars:
- Use the **LEFT** and **RIGHT** arrows to select your Booth Avatar(s).
- There is an option for no Avatar as well.
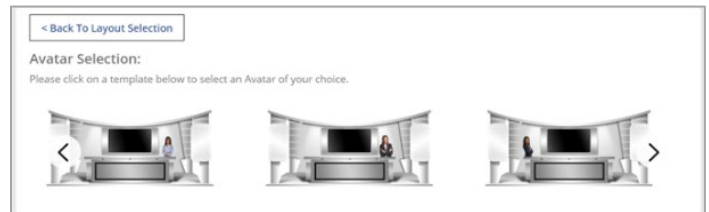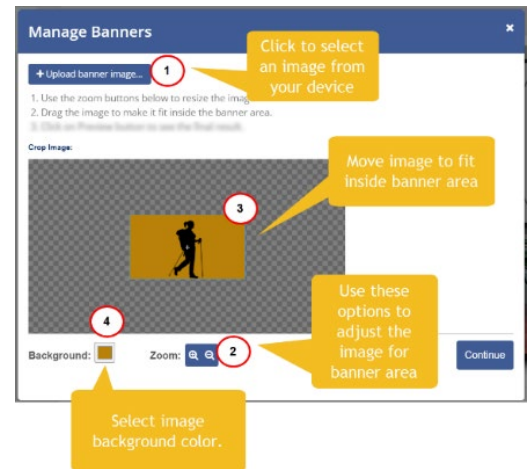
2.3 Upload Banner Images:
- Click on **Show Dimensions** checkbox to view the banner/image dimensions (in pixels) for the booth template you have chosen.
- In each of the **sequentially numbered banner spaces**, you will see the dimensions (in pixels) that will fit that space. However, the Banner editor can resize, drag, and crop your images.
- Click on the 1st placeholder to upload a banner image.

Note: Best practice is to upload images in sequential order.

2.4 Banner (image) Editor window will appear.
Within the editor you can **Upload an image:**
- o Banner Images should be **static**; however, you can add video as a Click Action (see Step 2.5)
- o Use the zoom to resize and/or drag into position.
- o Change the **background color** (bottom left)
- o Scroll down and **Continue**

2.5 Select Banner/Image Click Action (optional)
When attendee clicks on an image, it can:
- o Open a Document (upload document PDF, Word, PP, Excel)
- o Open a Video (upload MP4, will create URL link)
- o Display HTML Content – upload a larger image or formatted text.
- o Open URL – external website
- o Do Nothing
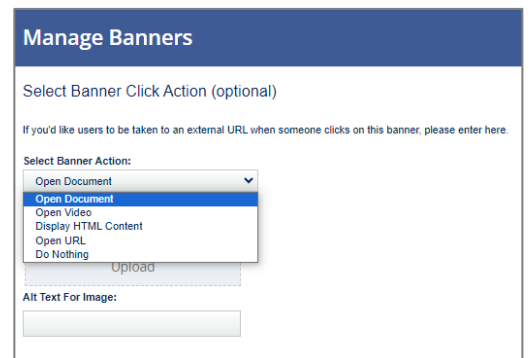
All documents can be downloaded by Attendees or sent to themselves via email.

Scroll down, SAVE & Preview the Banner images in your Booth.

*Note: Upload banners in sequential order – ie. upload image 1, then 2, etc.*

Note: If you change the layout design after you have uploaded images, you may need to re-upload images again so they have the correct orientation and aspect ratio.

Note: The file size of each thumbnail image should not exceed 5 MB. Try your best to ensure that the size of the image and orientation are similar to the banner placeholder space. You can modify, crop and resize within the Image editor.

Note: For traditional Scientific posters, take a screenshot of your poster and save as a JPEG or PNG to use for the banner image in the booth. Then use the 'Click action' to upload a PDF of your poster.

2.5 Back Panel and Front Panel Colors
- Some, *but not all*, booths have the options to change the colors of the booth's Back and Front panels.
- If you wish to use this option, change your booth template to a booth with more than 4 banners.
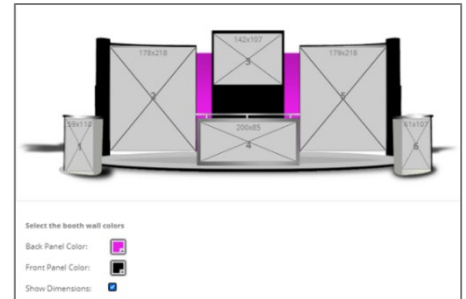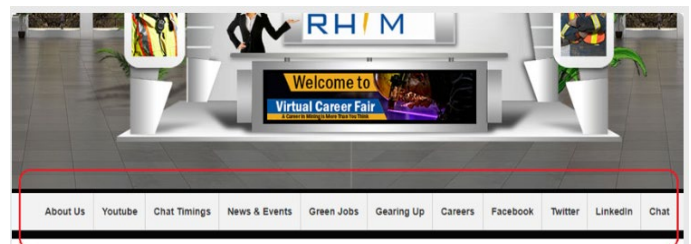
2.6 Making changes to Layout and Designs
- Select **'Back to layout selection'** or **'Booth Graphics'** on left side steps menu.

Note: When changing layout designs, you will need to re-upload and position your images to fit the new Banner dimensions.

Step 3: Content Links

Navigation tabs will appear below your Poster Booth display during the event.

- Chat Function comes standard with every booth.
- Use: '**Add another link**' to add:
  - Websites – external URLs
  - Social Media or Storefront Links
  - Email messaging
  - Business card for attendee to drop off.

Step 4: Documents and Videos

Here you can add files (PDF, Word, Excel, PP) or external links for attendees to download and add to their 'Swag bag' to send to themselves via email. You can also add videos including a short **'Presentation' of your poster.**

4.1 Documents:
- Select **'Yes, I have documents to add to my booth'**
- Click **+ Add another document** (bottom right)
  - Document Title
  - Document Description
  - Upload document or external link to a document.

4.2 Video:
- Select **'Yes, I have videos to add to my booth'**
- Click **+ Add another video** (bottom right)
  - Video Title
  - Video URL or Upload (MP4). If you upload, a URL will be created for you.
  - Video description – add a short description.
  - Create a Thumbnail image (screenshot works well) of your Video. It is important to have a still Image for your video image banner to prevent it from becoming distorted. Upload image (JPEG, PNG, 1280 x 720 px).

Step 5: Review/Finalize

- Review your booth. If you need to make changes, use the menu on the left.
- Test your links, websites, documents, videos, etc.
- <mark>**SUBMIT to vFairs by 23 December 2023**</mark> for review to ensure all images and links are working properly. ***You will be able to make changes at any time; before, during or after the conference.***
- Use the **original set up link** to return to your Booth for editing.
- Scroll to the bottom to email a Summary of your booth to yourself.

If you need help, please do not hesitate to reach out to vFairs for assistance.
Please reach out to: **Ifra Noor** (i.noor@vfairs.com) or **Shahroze Rizvi** (sshahroze@vfairs.com)

Conference Questions: seaduckconference@gmail.com