



# Exhibitor User Guide

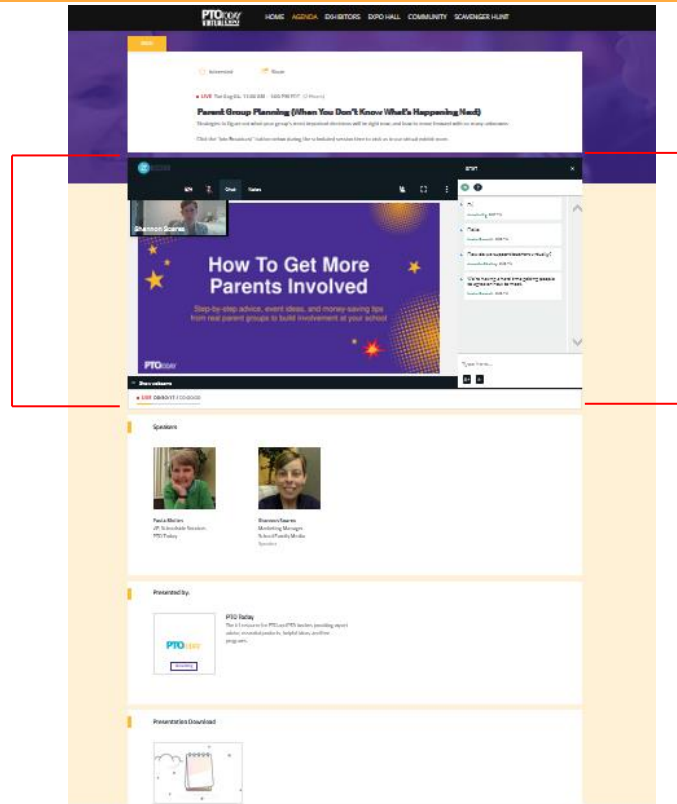
# PTO Today Virtual Expo – Exhibitor User Guide

## What To Expect

At our live virtual events, your company will have a dedicated “virtual booth” page on the Bizzabo platform. You’ll be able to create engaging moments in real-time for attendees in your booth with face-to-face conversations, text chats, live presentations, video and downloadable materials, polls, an interactive whiteboard, and more.

The screen shot to the right shows a sample “virtual booth” page and what it looks like from the attendee perspective when your booth is live and the interactive portal is active.

We’ve also created a video that shows what the attendee experience looks like from start to finish that you can view here - <https://youtu.be/VQTZLOFOIRc>



◀ Interactive Portal

◀ Handouts/Videos



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Building the Bridge Between Parents and Schools.



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## Designing Your Virtual Booth Experience

How you run your virtual booth the day of the expo really depends on how many staff members you plan to have in the booth at one time. While the virtual booth has many options on how to interact with attendees, which we will go into detail on later in this guide, you need to decide what works best for your product/service and your staff. Below are some tips and best practices to help you get started.

### Staffing Scenarios

- 1 person only – This person will be available in the booth all day as the presenter.
- 2 people - One person is available in the booth; second person uses breakout room or manages questions in the chat feature.
- 3-5 people - One person is available in the booth: others can open up breakout rooms and/or manage the chat. Or you can schedule your staff to cycle in throughout the day.





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Similar to an in-person event, attendees will visit the exhibitor pages and stop by to chat. You want to make the most of all the opportunities to educate attendees on what you have to offer. The company description you provide to us will be featured at the top of your booth page for attendees to see, so we recommend making it easy-to-read and focus on your main selling points. You can also provide us with handouts or video that attendees can access on their own at the bottom of your booth page when they visit – see page 2 for placement. Below we've outlined several ways to interact and engage with attendees.

**Option 1 – Traditional:** One person opens up the booth to visitors – similar to a Microsoft chat or Zoom call. Visitors and exhibitor can see each other and talk or chat. (This is the closest option to an in-person event, where people come by throughout the day and you just talk face-to-face)

**Option 2 - Presentation:** You can offer a PowerPoint presentation or run a video. If you decide to go this route, you should schedule it a few times during the day. Let us know the times and titles so that we can post it at the top of your page along with your company description. This way attendees can see this before the day of the show and schedule their time accordingly and you can still allow for time during the day for those important one-on-one conversations.

**Option 3 – Robust:** This option works best if you have more than one staff member in the booth at a time. One person can run a presentation in the main virtual booth area and others can use breakout session or chat feature to manage multiple visitors.



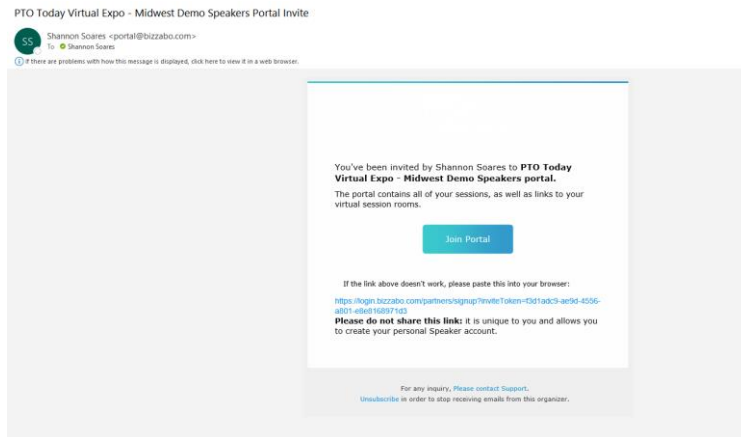
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## How To Access The Interactive Portal

Prior to the expo, each representative that will be in your booth on the day of the show, will receive an email invite that will be your access to enter the backend of your interactive virtual booth portal. It'll look something like the example to the right. **Don't lose this email, as you'll need it again when it's time for the event.**

Click the "Join Portal" link and you'll be taken to a login screen on the Bizzabo platform asking for your email and password. Enter in the email address you received the invite at and choose a password between 6 and 25 characters.

## Email Invite



## Bizzabo Platform Login

The image shows a screenshot of the Bizzabo Platform Login screen. At the top, it says "PTO Today Virtual Expo". Below that, it says "Welcome to PTO Today Virtual Expo - Midwest Demo Speakers Portal". There is a section for "Create your Speaker account" with an "Email" field containing "ssoares@ptotoday.com". Below that is a "Choose new password" field. There is a blue "SIGN UP" button. Below the button, it says "Registered user?" and there is a white "LOGIN" button with a blue border. At the bottom, it says "Need Help? Contact Support".



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## How To Access The Interactive Portal

Once you setup your password and login, you will be brought to the page shown at the right. You will then click on the “Enter Virtual Room” button in the top right-hand corner shown circled in yellow here. This will now bring you into the interactive portal.

PTO Today Virtual Expo - Midw... MY SESSIONS 55

### Speaker Public Profile

SPEAKER ID 089318  
**Shannon Soares**  
Marketing Manager  
US School Family Media





### Related Sessions

**Parent Group Planning (When You Don't Know What's Happening Next)**  
Tue, Aug 04, 11:00 AM - 01:00 PM (2 Hours)

**DESCRIPTION**  
Strategies to figure out what your group's most important decisions will be right now, and how to move forward with so many unknowns.  
Click the "Join Broadcast" button below during the scheduled session time to visit us in our virtual exhibit room.

**SESSION ID**  
#361262


**SPEAKERS**

 <b>Paula Mullen</b> VP, Schoolside Services PTO Today	 <b>Shannon Soares</b> Marketing Manager School Family Media <a href="#">VIEW PROFILE</a>
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**PTO Today**  
<https://events.bizzabo.com/232086/agenda/session/081262>

**ATTACHMENTS**

  
Parent Group Planning  
Presentation  
Powerpoint

[ENTER VIRTUAL ROOM](#)

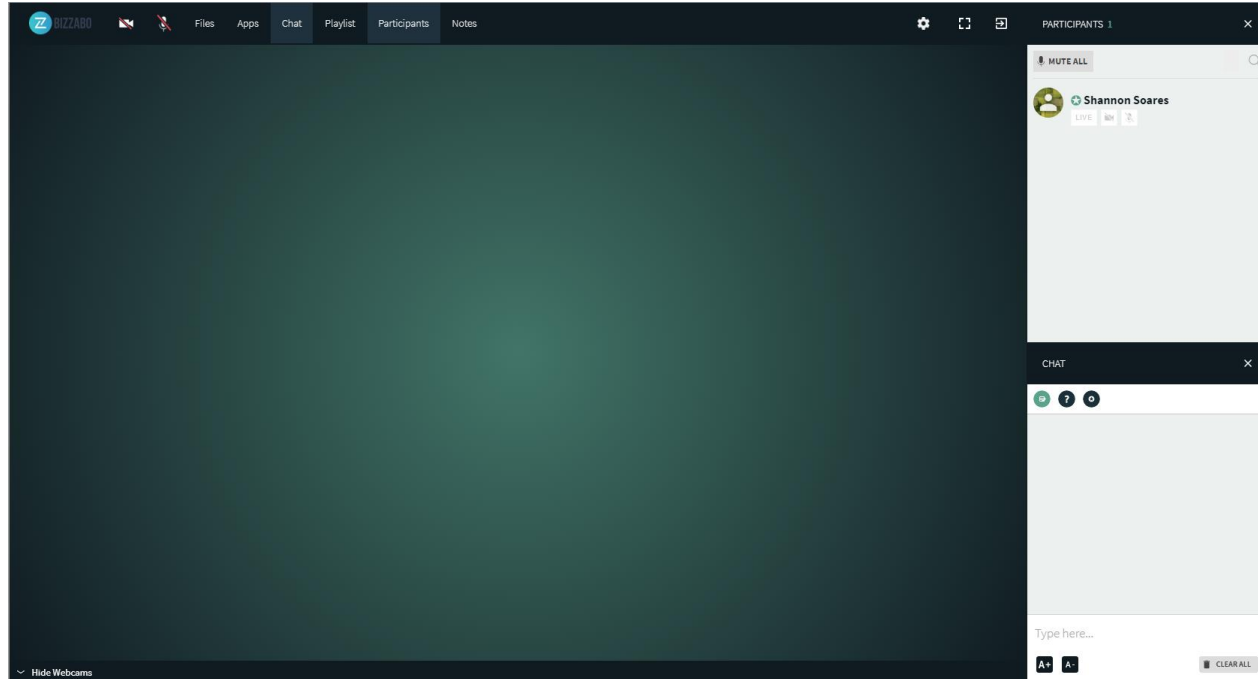


# PTO Today Virtual Expo – Exhibitor User Guide

## How To Use The Interactive Portal

When you click on the “Enter Virtual Room” button you will enter the interactive portal. The screen shot to the right shows what the portal looks like upon entry.

You can enter this portal at any time once you have access and familiarize yourself with how everything works.





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By default, your portal is set to Virtual Room mode. Below is an explanation of the features in this mode.

## Session Room Mode: Virtual Room

The virtual session room mode provides a “hands-free” approach to managing your attendees in the live session:

- **Limited to 50 participants with up to 20 cameras open (controlled by the participants)**
- Participants are prompted to turn on their devices when joining the live virtual room. If they have already used the virtual solution, then their webcam and microphone devices are automatically initiated.
- When your participants’ devices are activated, they are automatically added to the stage - this means they can see one another.





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## Interactive Portal Features

### Uploading Files

You can pre-load the interactive portal with the presentations, slides, videos, etc. that you want to show during your live interaction with attendees on the day of the expo. You can do that by clicking on “Files” in the top nav bar. A pop-up window will open, and you can start uploading your files. You can then add files to your Playlist so they will show up in the right column and you can easily access them during your presentation.

**We recommend that you add any files you want to show on the day of the expo ahead of time to allow for a more seamless event and to ensure they display properly.**



The screenshot shows the 'Session Files' pop-up window. It features a search bar at the top, followed by a 'Sessions' section. Below this, there is a list of files:

Thumbnail	File Name	Type	Date	Size
	0718-live-webpage-redesign-highlights-video-...	video	04/08/2020	5.62 MB
	0120-live-presentation-involvement-low-incom...	ppt	22/07/2020	476 KB

At the bottom of the window, there are three buttons: 'Add to playlist', 'Play', and 'Close'.



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## Interactive Portal Features

### Chat

There are three chat components enabled within your virtual session that allow you to interact with attendees via messages. The chat threads can be seen in the right column of the portal.

**1. Room Chat component** - visible for all attendees

**2. Q&A component** - attendees-to-speakers communication

**3. Moderators Chat component** - chats between attendees and speaker/moderators. Attendees cannot see other participants questions - just their own.

The screenshot displays three chat windows from a virtual expo interface. Each window has a dark header with the word 'CHAT' and a close button (X). Below the header are three icons: a speech bubble, a question mark, and a refresh/clear icon. The first window is labeled 'Room Chat'. The second window is labeled 'Q&A'. The third window is labeled 'Moderator Chat'. Below the chat windows is a text input field with the placeholder 'Type here...'. To the left of the input field are two buttons labeled 'A+' and 'A-'. To the right is a button labeled 'CLEAR ALL'.

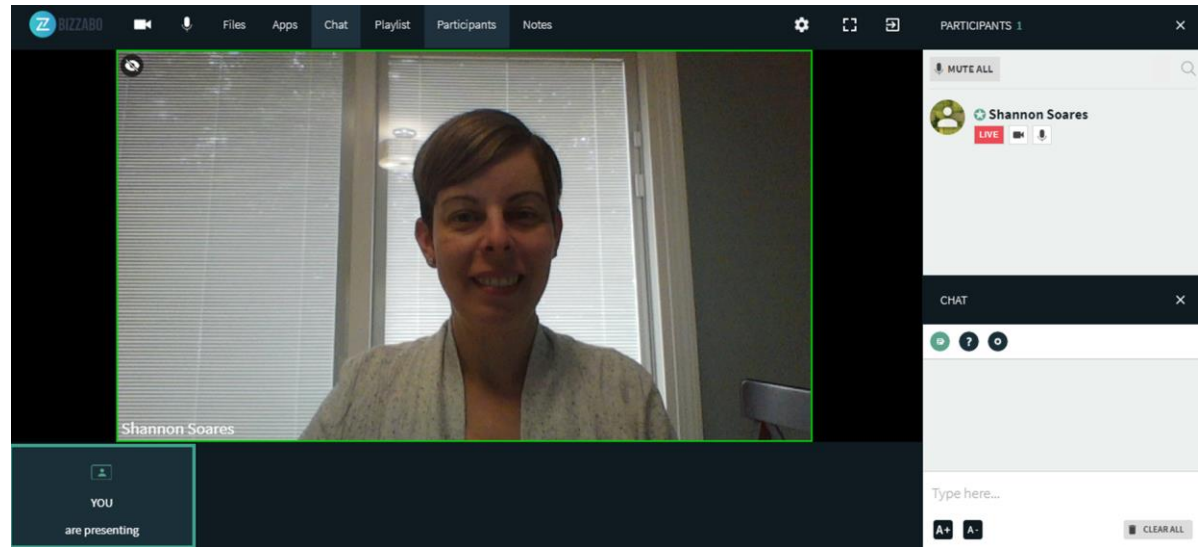


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## Interactive Portal Features

Within the interactive portal, you have several options for how to interact with attendees. At its most basic form, you can just turn on your camera and microphone and speak to attendees. The screen shot to the right shows this in action.

Whenever you are presenting with your camera on, you want to be aware of your background and lighting. We've included tips and best practices in a separate slide.



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## Interactive Portal Features:

### How to turn on your camera and microphone

1. Click on the camera and microphone icons in the nav bar shown in screen shot. You'll then be prompted in a pop-up box to activate them both.
2. When you are ready to be seen, click the “Live” button in the right-hand column under your name shown circled in the screen shot.

**Step 1**

The screenshot displays the Bizzabo virtual expo interface. At the top, a navigation bar includes icons for home, messages, and a microphone/camera icon. A yellow circle highlights the microphone and camera icons, with a yellow arrow pointing down to the text 'Step 1'. In the center, a white pop-up box titled 'Get started by activating your' contains two checked options: 'Webcam' and 'Microphone', with a green 'Activate' button below them. On the right side, a 'PARTICIPANTS 1' panel shows a user profile for 'Shannon Soares' with a yellow circle around the 'LIVE' button and a yellow arrow pointing to it, labeled 'Step 2'. Below the participants panel is a 'CHAT' section with a 'Type here...' input field and a 'CLEAR ALL' button.

**Step 2**

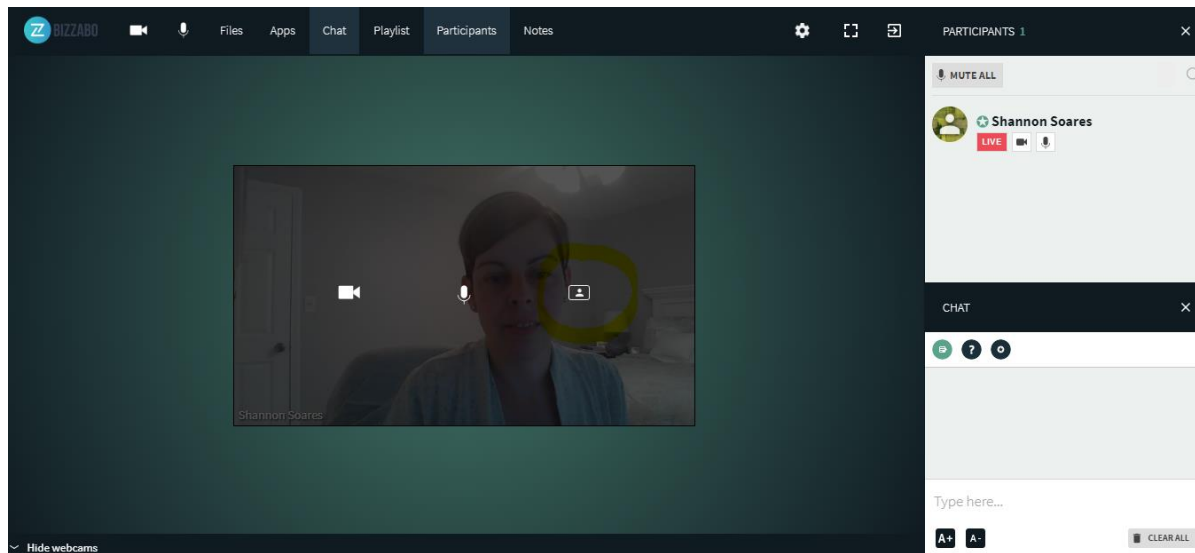


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## Interactive Portal Features:

### How to turn on your camera and microphone

Once your camera is live, if you want your video to be larger, just click on your image – then click the person icon circled in the screen shot to the right.





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## How To Use The Interactive Portal - Background, Lighting, and Audio Tips

### Background:

While there are many things that can easily distract your virtual attendees, the speaker's background doesn't have to be one of them. For those that are planning on using their cameras, it is important to pick an area with minimal distractions in the background, ensuring that the focus is on the speaker and content.

### Lighting:

One easy, yet effective way to maximize the visual quality is by improving the lighting in your videos. A well-lit environment will highlight facial expressions and help the audience focus on your speakers.

- Natural Daylight - sit facing a window. If the sun is too bright, pull down the window shade to diffuse it.
- Artificial Light - a softened, diffused lamp (lampshades do the trick) placed at a 45° angle in front of you will eliminate most shadows on your face
  - For lamps with exposed bulbs, like a desktop lamp - sit facing a wall (preferably white) and place the lamp directed at the wall in front of you tilted up at a 45° angle. A soft light will bounce back at you
  - If there is no lamp available - reposition your video and face the strongest light in the room
- Finishing Touches - bring your laptop to eye level or slightly higher. A simple way to do that is to place your computer or camera on a stack of books

### Audio:

If possible, have your speakers use a microphone. Microphones have the ability to pick up the dimensions in your tone of voice and can help eliminate surrounding noises, making the audio more powerful and captivating for your audience. Even the microphone on your headphones can give a big boost to audio quality.

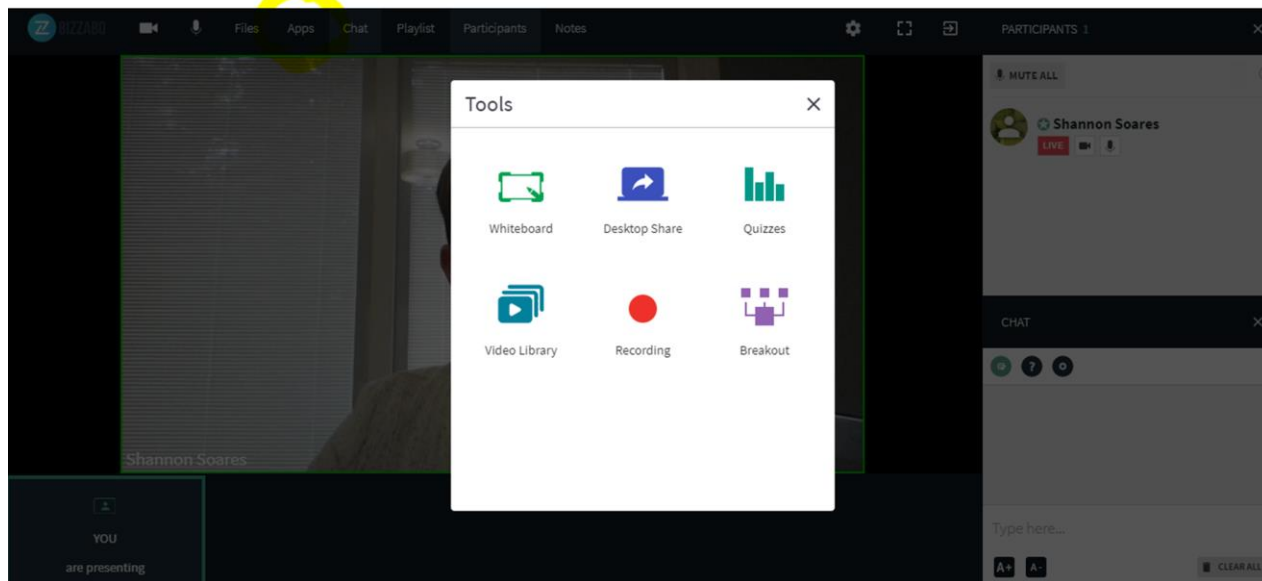


# PTO Today Virtual Expo – Exhibitor User Guide

## Interactive Portal Advanced Features:

### How to access the various tools

Within the interactive portal, you have several options for how to interact with attendees. Click on “Apps” in the top nav to access all the tools.



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## Interactive Portal Advanced Features: Whiteboard Tool

### Cursor

Use the cursor tool to select drawn objects then move them, resize them, or edit them.

### Laser Arrow

Use the laser arrow to enable your participants to track your cursor as it moves along the whiteboard.

Each participant has their own laser pointer identified by their first name to help you identify who is using the laser pointer.

### To Free Draw

Select the Pencil icon. Click & drag your cursor to draw.

### To Highlight

Select the Highlighter icon. Click & drag your cursor to highlight text on the whiteboard or slide.

### To Type

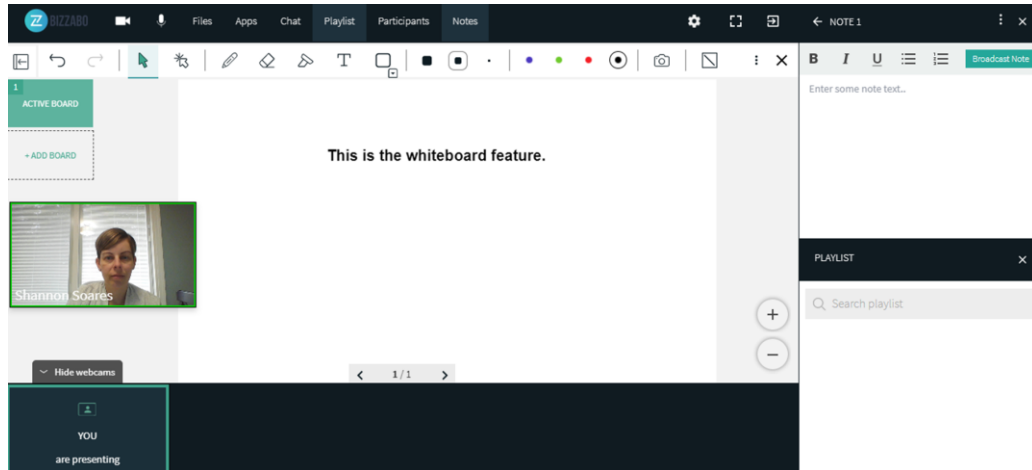
Select the Text icon. Click the whiteboard where you want your text box to be. Enter in your text. Click outside of the text box to post it.

### To Draw Shapes

Select the Square icon. Click shape & drag your cursor to draw the shape.

### Undo or Redo

Click the Undo or Redo arrows to undo or redo previous marks.



### To Clear The Board

Click the 3-dot menu in the top right of the whiteboard. Select Clear This Board.

Click Ok to in the Confirm Delete pop-up.

### Create additional whiteboard pages

Your whiteboard drawings are automatically saved and remain in the session, unless you manually delete them. Each whiteboard can support up to 50 pages. You can add additional boards by simply clicking +Add Board in the thumbnail tray to add a new board to the whiteboard

### Dismiss whiteboard

To dismiss the whiteboard, click the x in the top right of the stage or select another app/file to display. Dismissing the whiteboard does not clear it. The whiteboard marks are saved in the room until erased.



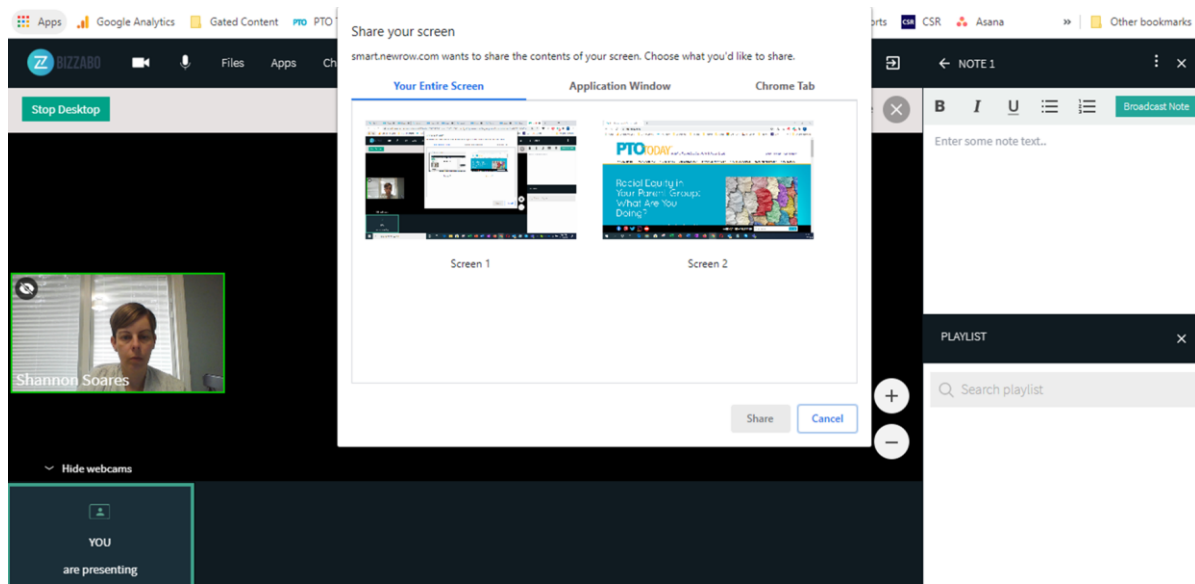


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## Interactive Portal Advanced Features

### Desktop Share

You can screen share your whole desktop or a specific window to your audience.



The screenshot displays a virtual meeting interface. On the left, a video feed shows a participant named Shannon Soares. The main area is a dark-themed control panel with a 'Stop Desktop' button and a 'Hide webcams' toggle. A 'YOU are presenting' indicator is visible at the bottom. A 'Share your screen' dialog box is open, showing options to share 'Your Entire Screen', 'Application Window', or 'Chrome Tab'. The dialog displays a preview of the desktop with two windows labeled 'Screen 1' and 'Screen 2'. To the right, a 'NOTE 1' window is open, featuring a text input field, a 'Broadcast Note' button, and a 'PLAYLIST' section with a search bar.

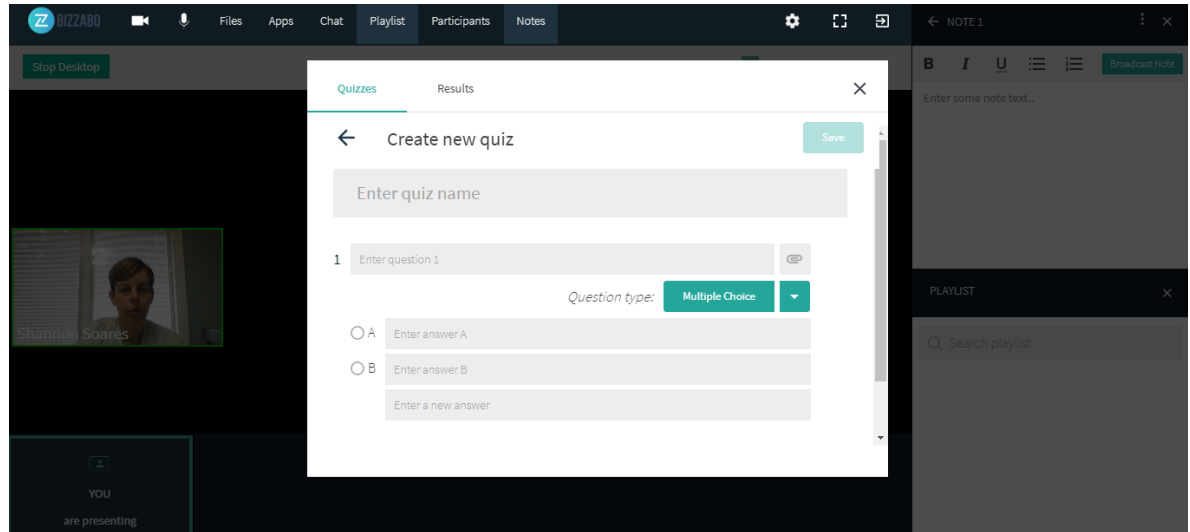


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## Interactive Portal Advanced Features

### Quizzes and Polls

At the moment, you can only create a “Quiz” in the interactive portal with “correct answers.” To get around this, make all the answers ‘correct’, that way it works like a poll.



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## Interactive Portal Advanced Features

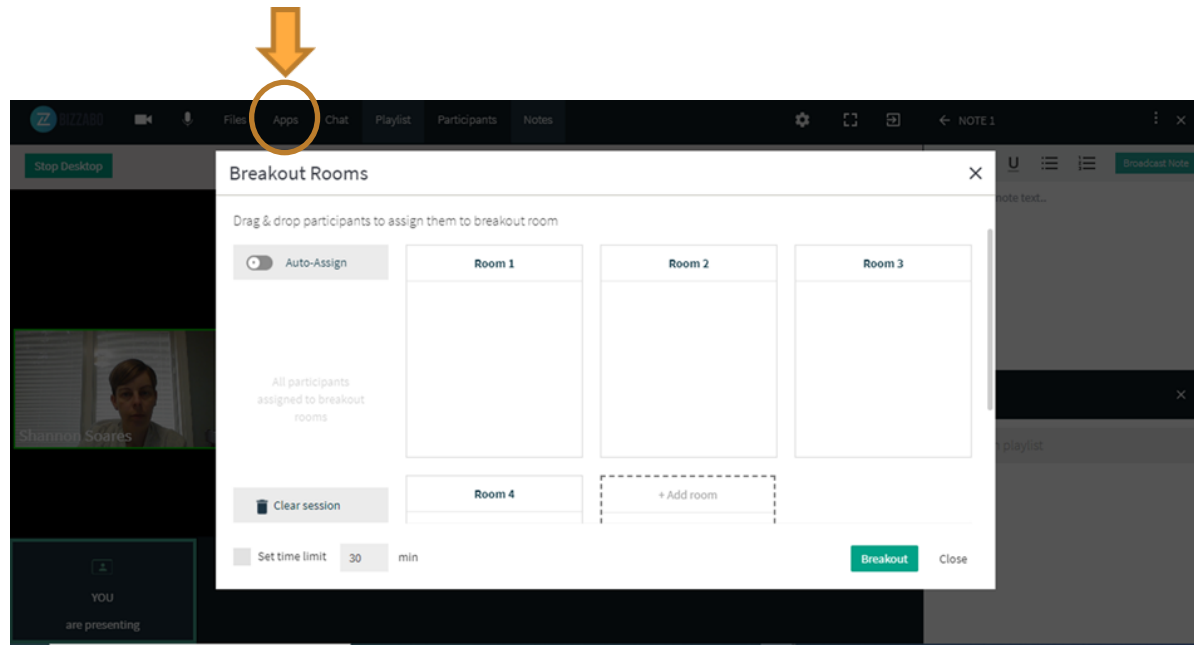
### Breakout Rooms

*\*Only use this feature if you have more than one rep in your booth.* One rep should always stay in the main virtual booth room to welcome and engage with attendees as they come in.

If multiple attendees come to your booth, an additional rep can take the attendee(s) to a Breakout Room for a separate conversation.

### How to put attendees into Breakout Rooms:

Click on the **Apps** button on the top menu -> select Breakout Rooms.



The screenshot shows a virtual expo interface. At the top, there is a dark navigation bar with several icons and labels: 'Files', 'Apps', 'Chat', 'Playlist', 'Participants', and 'Notes'. An orange arrow points to the 'Apps' button, which is circled in orange. Below the navigation bar, a 'Breakout Rooms' panel is open. The panel has a title bar with 'Breakout Rooms' and a close button. Below the title bar, there is a subtitle 'Drag & drop participants to assign them to breakout room'. There is a toggle switch for 'Auto-Assign' which is currently turned on. Below this, there are four breakout room boxes labeled 'Room 1', 'Room 2', 'Room 3', and 'Room 4'. A dashed box labeled '+ Add room' is also present. At the bottom of the panel, there is a 'Clear session' button, a 'Set time limit' dropdown set to '30 min', and a 'Breakout' button with a 'Close' button next to it. In the background, a video feed of a person named 'Shannon Soares' is visible, and a 'YOU are presenting' notification is at the bottom left.



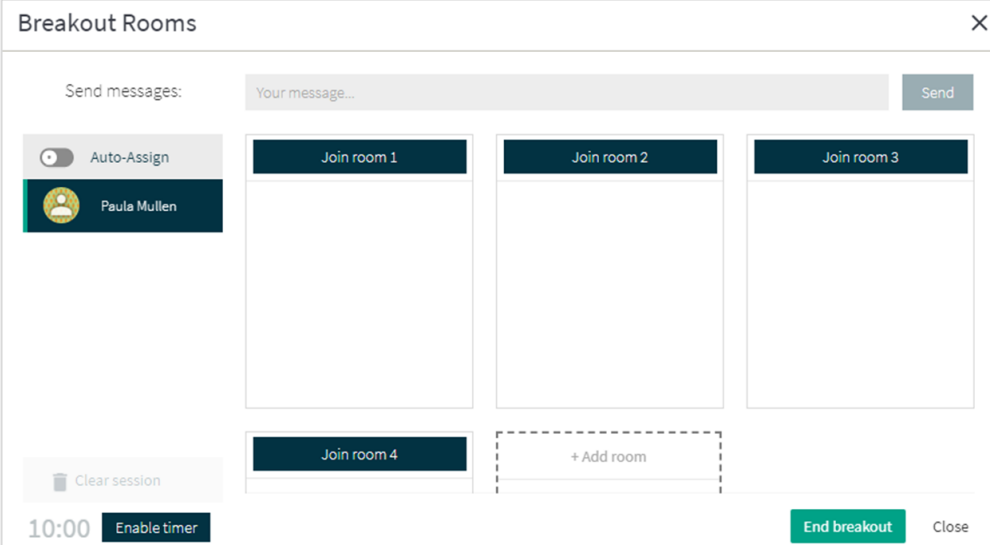
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## Interactive Portal Advanced Features

### Breakout Rooms – How to breakout attendees into separate rooms

1. All the attendees in your booth will be listed to the left under the “Auto-Assign” header. **Drag the attendee(s) to the desired breakout room.**
2. You will now notice a yellow bar appears at the top of your booth saying Audience Currently in Breakout Rooms. **Click the Manage Breakout button and click the breakout room you’d like to join.**

When your breakout session is over, click the **Return to Breakout Manager** link in the top left in the yellow bar and then **drag the person back to the left under “Auto-Assign”** so they can re-join the main virtual expo booth.



The screenshot shows a "Breakout Rooms" window with a close button (X) in the top right corner. At the top, there is a "Send messages:" section with a text input field labeled "Your message..." and a "Send" button. Below this is a list of attendees under the "Auto-Assign" header, which is currently turned off. One attendee, Paula Mullen, is visible with a yellow bar above her name. To the right of the attendee list are four breakout room options: "Join room 1", "Join room 2", "Join room 3", and "Join room 4". A dashed box labeled "+ Add room" is positioned below "Join room 4". At the bottom left, there is a "Clear session" button and a timer showing "10:00" with an "Enable timer" button. At the bottom right, there is an "End breakout" button and a "Close" button.



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## Recommended System Requirements for Virtual Session

Visit this Quick Tech Check page to make sure you have the best experience in your session.

<https://smart.newrow.com/room/testPage/>

### Overview

#### Internet connection

- Broadband wired or wireless - 3G or 4G/LTE

#### Speakers & microphone

*\*for speakers/presenters*

- Built-in, USB plug-in, or wireless bluetooth

#### Webcam

*\*for speakers/presenters*

- Built-in or USB plug-in





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## Supported Operating System & Devices

### Windows

- Windows 10, Windows 8 or 8.1, Windows 7
- Chrome, Firefox, and Edge
- Computer or laptop with Intel Pentium 4 processor or later that is SSE2 capable and 512 MB of RAM, or a Surface PRO 2 or Surface PRO 3

### Mac

- Mac OS X, macOS 10.9 or later
- Chrome and Firefox
- Intel processor 64-bit and 512 MB of RAM

### Linux

- Ubuntu 12.04, Mint 17.1, Red Hat Enterprise Linux 6.4, Oracle Linux 6.4, CentOS 6.4, Fedora 21, OpenSUSE 13.2, ArchLinux (64-bit only)
- Chrome, Firefox
- Intel Pentium 4 processor

### Chrome OS (Chromebooks)

- Chrome
- 2GB Ram

### iOS (iPhones & iPads)

- iPhones
  - iPhone 5S or later
  - Safari
  - iOS 11 or later
- iPads
  - iPad Mini 3, iPad Air, iPad Pro, iPad (2017) or later
  - Safari
  - iOS 11 or later

### Android (phones & tablets)

- Android 4.0 or later
- Chrome





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## Additional Questions & Resources

You can access the interactive portal as many times as you like prior to the expo, so we recommend that you familiarize yourself with all of the features you intend to use. If you have additional questions, please email [virtualexpo@ptoday.com](mailto:virtualexpo@ptoday.com).

Attendee Experience Video - <https://youtu.be/VQTZL0FOIRc>

Frequently Asked Questions - <https://schoolfamilymedia.com/pto-today-virtual-expo-frequently-asked-questions/>

You can visit the attendee webpages and see the exhibitor listing pages below for each show:

Midwest Virtual Expo Website – <https://events.bizzabo.com/ptoday-midwest-virtual-expo>

Mid-Atlantic Virtual Expo Website – <https://events.bizzabo.com/ptoday-midatlantic-virtual-expo>

Southwest Virtual Expo Website – <https://events.bizzabo.com/ptoday-southwest-virtual-expo>

Northeast Virtual Expo Website - <https://events.bizzabo.com/ptoday-northeast-virtual-expo>

