



Exhibitor User Guide

Spring 2021

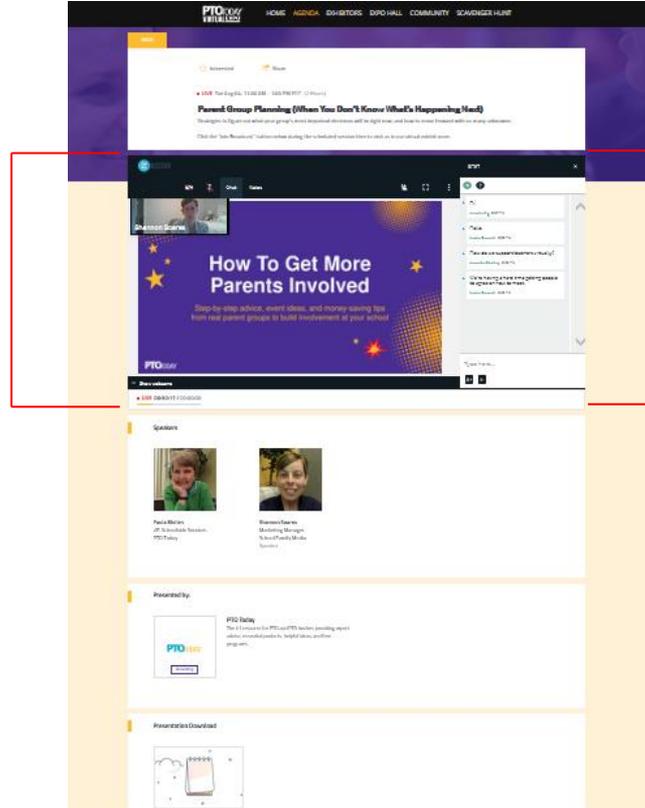
PTO Today Virtual Expo – Exhibitor User Guide

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, presentations, video and downloadable materials.

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>



◀ Company Description

◀ Interactive Portal

◀ Booth Staff Members

◀ Attendee Handout



SchoolFamilyMedia
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 - *The maximum reps in a booth at any time should be 2*

- 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.

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 a handout or flyer that attendees can access on their own at the bottom of your booth page when they visit – see page 2 of this guide for placement.





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Dress Your Booth for Success Tips

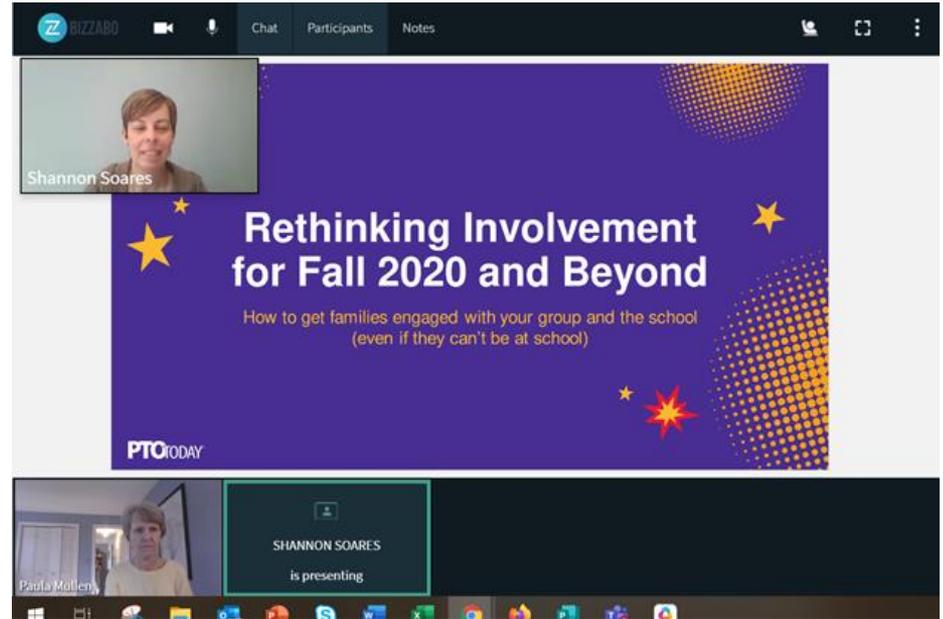
- Dress appropriately and professionally (as you would at an in-person event). Appearance matters.
 - Be aware of your surroundings and what will show up on camera. It is best to be in a room by yourself to avoid disruptions from co-workers, family, and pets.
 - Place your laptop on a stable surface and at eye level or slightly higher.
 - Adjust your lighting if needed. A well-lit environment will highlight facial expressions.
- Immediately engage with attendees as they enter your booth. Either greet them verbally or in the provided chat box feature, addressing them by first name.
 - Attendees are prompted to turn on their video and audio when joining the live virtual room, but some may choose not to. Even if they don't turn on their video, their names will appear in the right column of the virtual booth portal. And although you may not be able to see them, they can see and hear you.
- Limit the number of company representatives in your virtual booth, at any time, to two. Having more than two reps is overwhelming when an attendee enters.
- Provide giveaways to incentivize attendees coming to your booth (as you would in-person). These can be promoted in your booth description.



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Dress Your Booth for Success Tips

- Display a PowerPoint slide(s) or video (with no sound) showcasing your product as a visual “background” in your booth – making your booth more 3-dimensional.
- Move your image to the upper left corner of the page. This will clearly identify you as the Booth Representative. Attendees with their camera on will appear on the bottom of the page. See screen shot for example.
- **Instructions on how to set up your booth in this format included within this guide.**



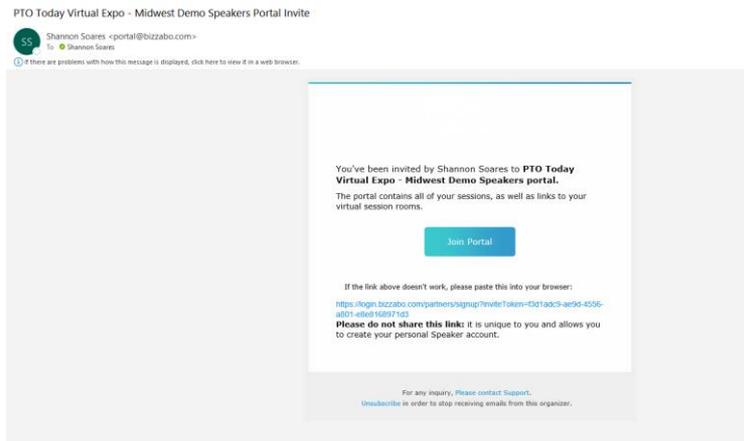
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How To Access The Interactive Portal

Prior to the expo, each representative that will be in your booth on the day of the show, will receive a unique email invite that will provide 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 to set up your booth and again for the actual 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

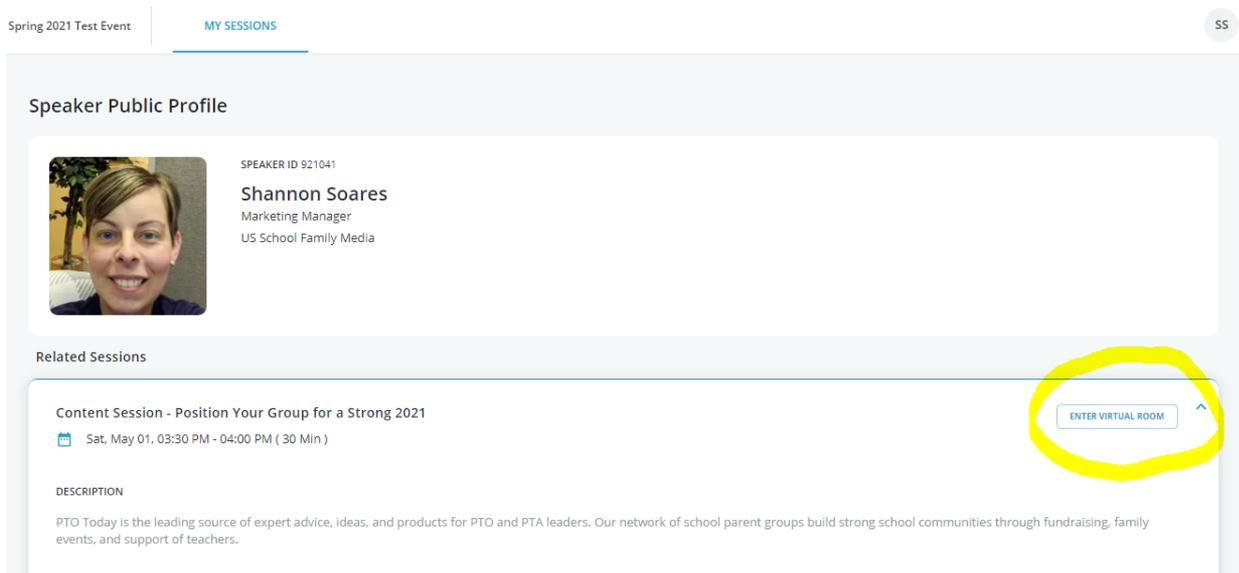
The image shows a screenshot of the Bizzabo Platform Login screen. At the top, there is a logo for "PTO Today Virtual Expo". Below the logo, the text reads: "Welcome to PTO Today Virtual Expo - Midwest Demo Speakers Portal". Underneath, it says "Create your Speaker account" and "Email: ssoares@ptotoday.com". There is a field for "Choose new password". Below that is a blue button labeled "SIGN UP". Underneath the button, it says "Registered user?". At the bottom, there is a white button labeled "LOGIN". At the very bottom of the page, there is a link: "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.



The screenshot shows a user interface for a virtual expo. At the top, there are two tabs: "Spring 2021 Test Event" and "MY SESSIONS". In the top right corner, there is a user profile icon labeled "SS". The main content area is titled "Speaker Public Profile" and features a profile picture of Shannon Soares, a Marketing Manager at US School Family Media, with a speaker ID of 921041. Below the profile is a section for "Related Sessions" with one session listed: "Content Session - Position Your Group for a Strong 2021" on Saturday, May 01, from 03:30 PM to 04:00 PM (30 Min). A description follows, stating that PTO Today is a leading source of advice and products for PTO and PTA leaders. In the top right corner of the session details, there is a button labeled "ENTER VIRTUAL ROOM" which is circled in yellow.



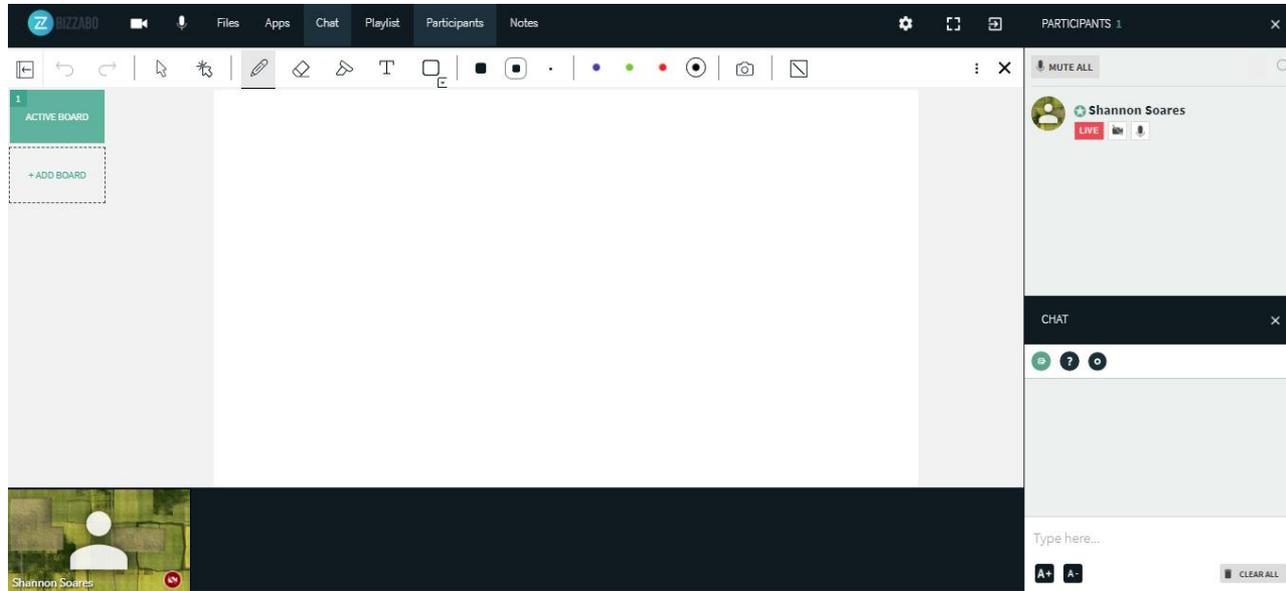
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How To Use The Interactive Portal

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.

IMPORTANT:

Practice makes perfect! You can enter this portal at any time once you have access to get familiar with the platform, upload your presentation files, adjust your video and audio, and practice alone and with your team prior to the live expo.

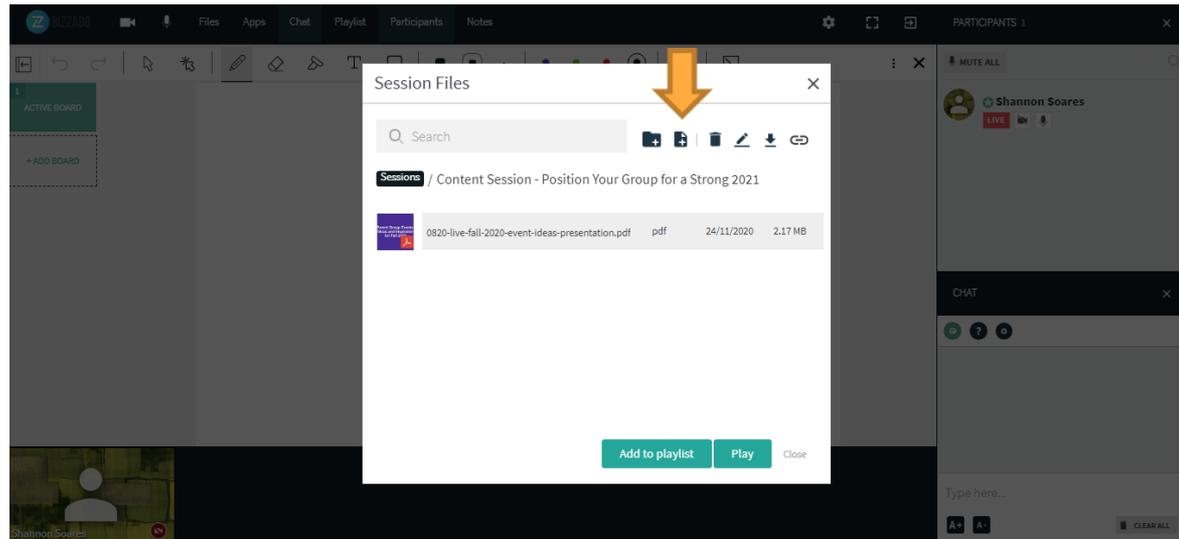


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Interactive Portal Features

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 by clicking on the folder icons in the top right.



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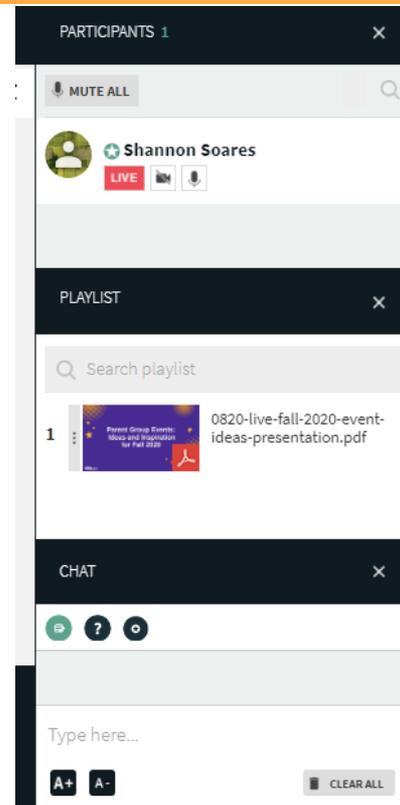
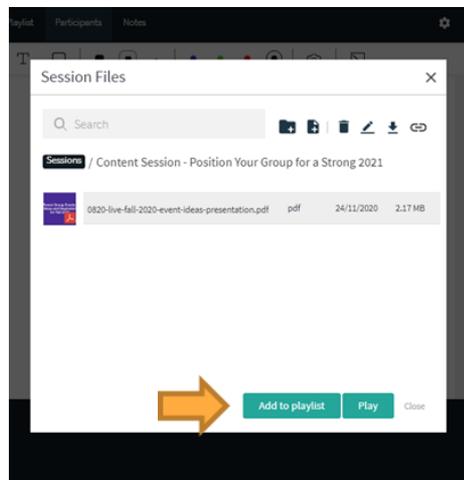
Interactive Portal Features

Adding Files to Playlist

Select your file you've just uploaded by clicking on it and hit the Add to Playlist button. This isn't required, but it is a shortcut to more easily access your files during the live event. Files added to the playlist will show up in the right column in the portal below the participants list.

IMPORTANT:

You should 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.



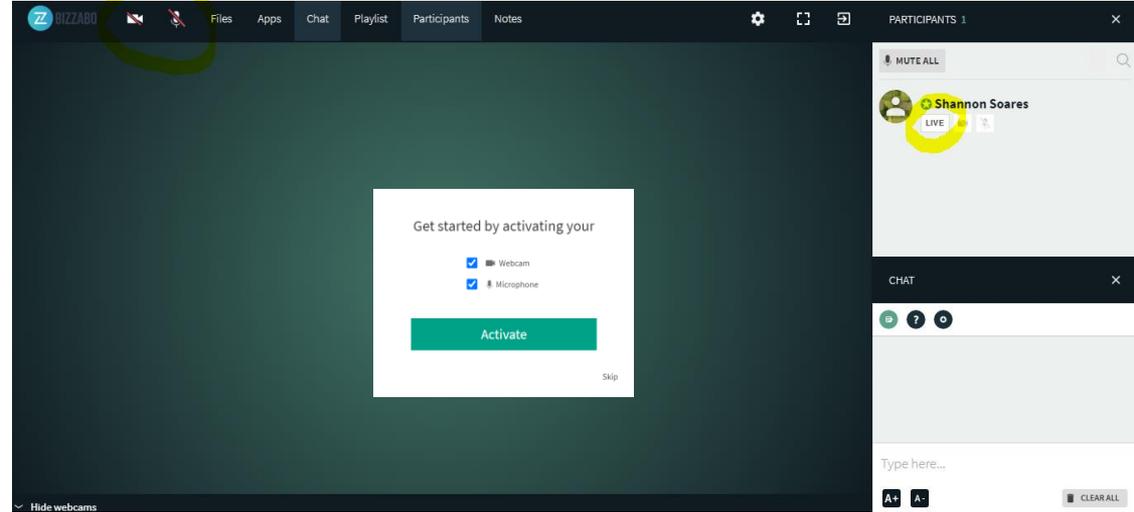
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Interactive Portal Features:

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 – if not already activated.

Step 1



The screenshot shows the Bizzabo virtual expo interface. At the top, there is a navigation bar with icons for Files, Apps, Chat, Playlist, Participants, and Notes. A yellow circle highlights the camera and microphone icons in the nav bar. A large orange arrow labeled 'Step 1' points to this circle. In the center of the screen, 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, there is a 'PARTICIPANTS 1' panel. Under the name 'Shannon Soares', there is a 'LIVE' button circled in yellow. A large orange arrow labeled 'Step 2' points to this 'LIVE' button. Below the participants panel is a 'CHAT' section with a 'Type here...' input field and a 'CLEAR ALL' button.

Step 2



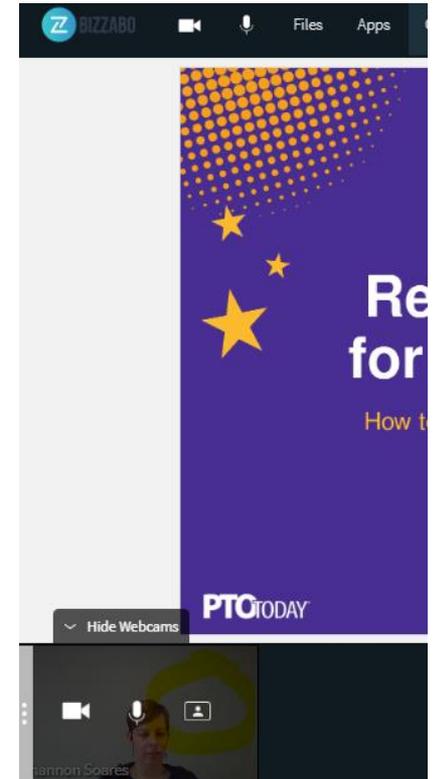
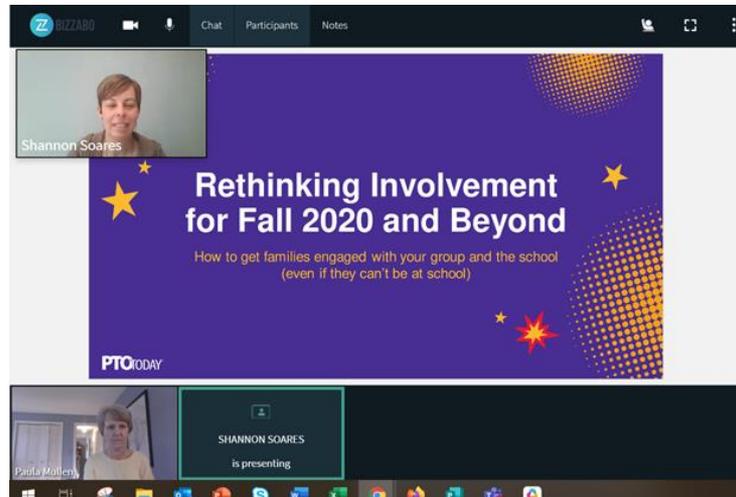
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Interactive Portal Features

IMPORTANT:

There is *NOT* an option to add a background to your image like you can in Zoom. We recommend that the best format for presenting to attendees is to display a horizontal slide(s) or video (with no sound) showcasing your product as a visual “background” in your booth – making your booth more 3-dimensional.

Move your image to the upper left corner of the page. This will clearly identify you as the Booth Representative. To do this, hover over your camera image and click on the person icon shown to the far right.



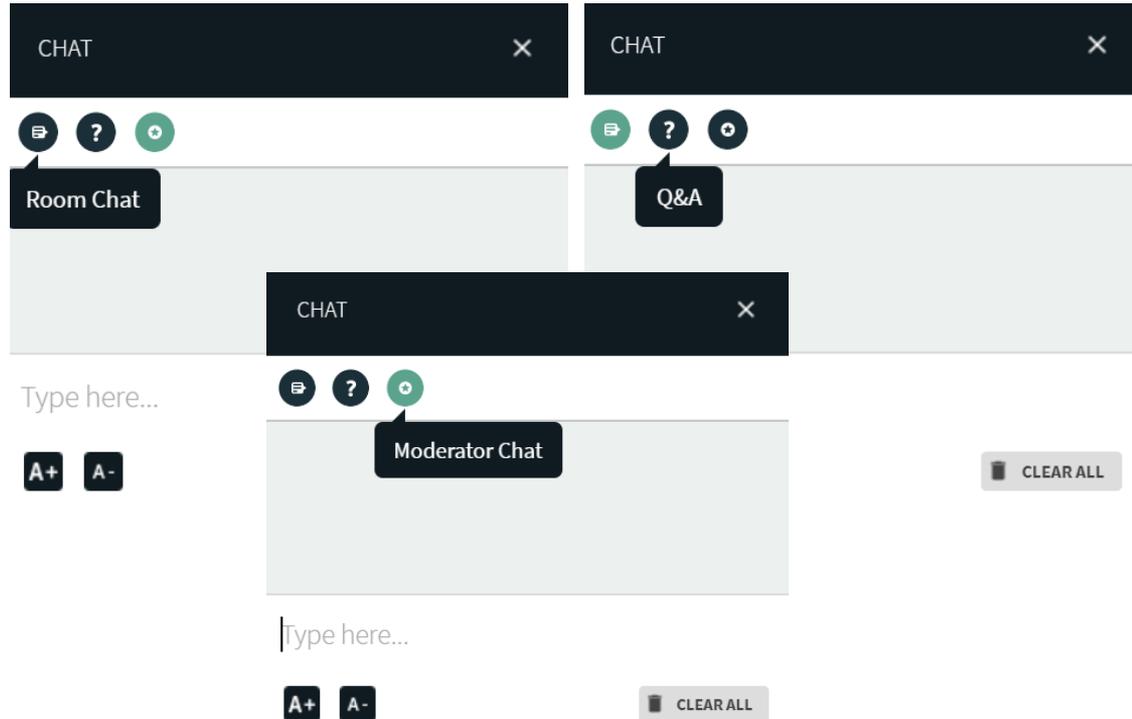
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Interactive Portal Features

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** - Session room chat allows a public session chat available to all participants (attendees, booth staff members)
- 2. Q&A component** - chats between attendees and speaker/moderators. Attendees cannot see other participants questions - just their own
- 3. Moderators Chat component** – private chat strictly between booth staff members.

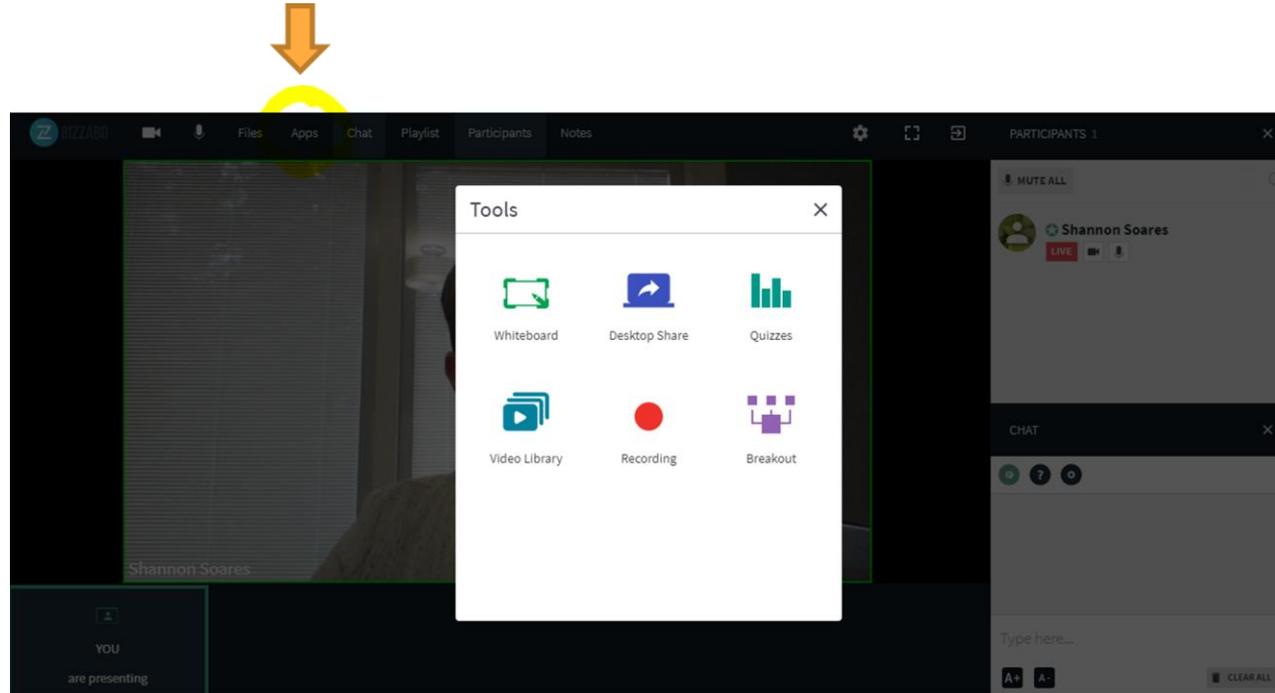


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Interactive Portal Advanced Features:

How to access the various tools

Within the interactive portal, you have several additional 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

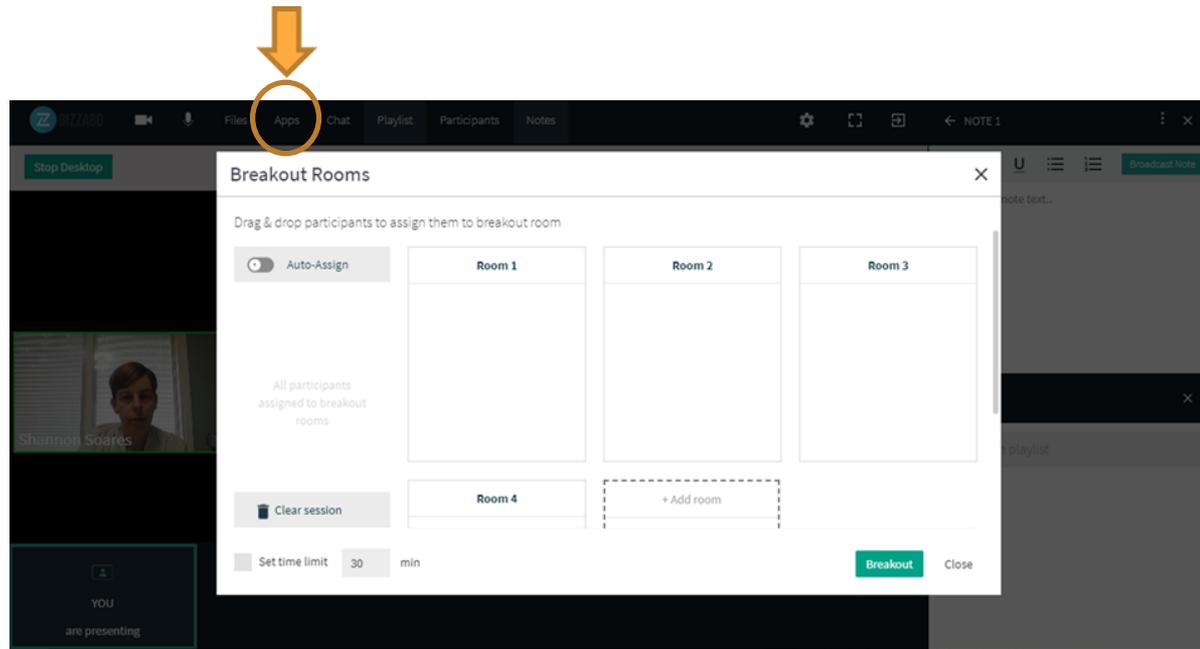
Breakout Rooms

IMPORTANT: *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 the virtual expo interface with the 'Breakout Rooms' window open. An orange arrow points to the 'Apps' button in the top menu. The Breakout Rooms window displays a grid of rooms (Room 1, Room 2, Room 3, Room 4) and an 'Add room' button. The 'Auto-Assign' toggle is turned off. The 'Set time limit' is set to 30 minutes. A 'Breakout' button is visible in the bottom right corner of the window.



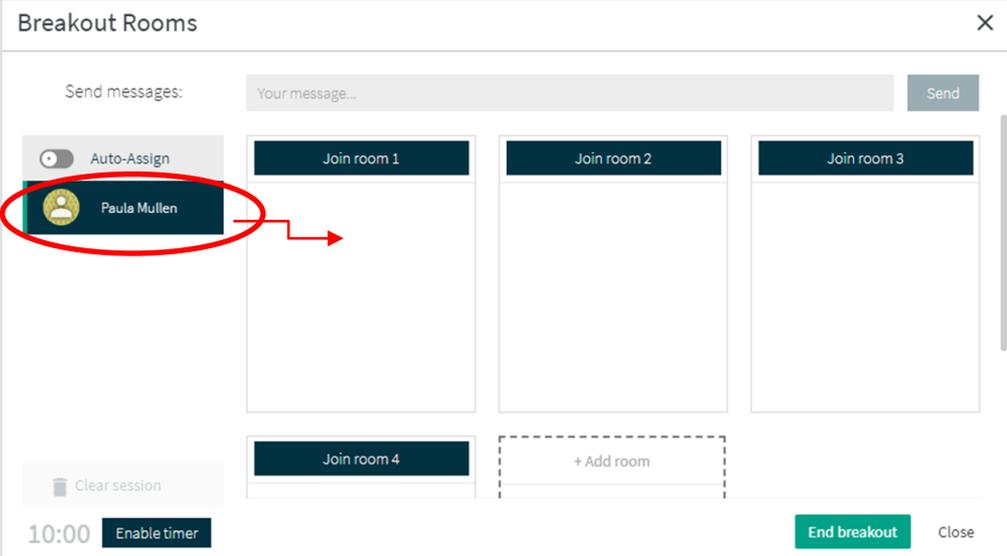
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Interactive Portal Advanced Features

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 the 'Breakout Rooms' interface. At the top, there is a 'Send messages:' section with a text input field 'Your message...' and a 'Send' button. Below this is a list of attendees under the 'Auto-Assign' header. The first attendee, 'Paula Mullen', is highlighted with a red circle and a red arrow pointing to the 'Join room 1' button. There are four breakout rooms: 'Join room 1', 'Join room 2', 'Join room 3', and 'Join room 4'. A dashed box labeled '+ Add room' is also present. 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.

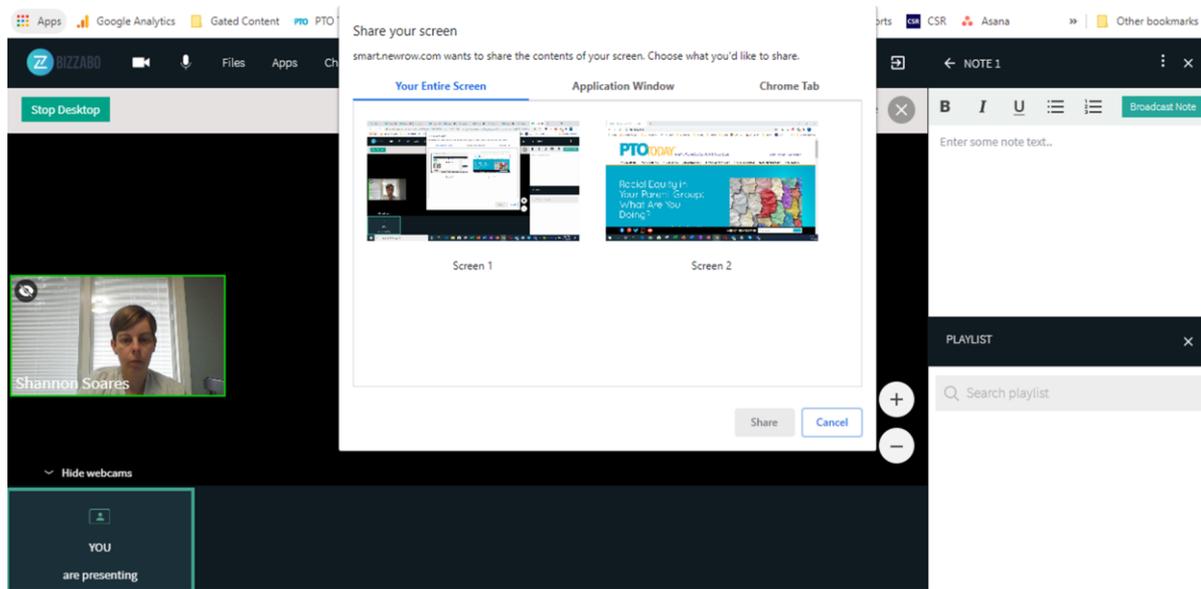


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Interactive Portal Advanced Features

Desktop Share

You can screen share your whole desktop or a specific window to your audience. Click on the **Apps** button on the top menu -> select Desktop Share.



The screenshot displays the Bizzabo virtual expo interface. On the left, a video feed shows a presenter named Shannon Soares. The top navigation bar includes 'Apps', 'Google Analytics', 'Gated Content', and 'PTO Today'. A 'Stop Desktop' button is visible. The main content area shows a 'Share your screen' dialog box with three options: 'Your Entire Screen', 'Application Window', and 'Chrome Tab'. Below the dialog, two preview windows are shown: 'Screen 1' and 'Screen 2'. The 'Screen 2' preview shows a slide titled 'PTODAY' with the text 'Racial Equity in Your Planning Group: What Are You Doing?' and a map. At the bottom of the interface, there is a 'YOU are presenting' indicator. On the right side, a 'NOTE 1' window is open, showing a text input field and a 'Broadcast Note' button. Below the note window is a 'PLAYLIST' section with a search bar labeled 'Search playlist'.



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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@ptotoday.com.

Training and FAQs - <https://schoolfamilymedia.com/pto-today-virtual-expo-exhibitor-resources/>

To see how an attendee navigates the virtual expo hall, [visit our Fall 2020 Northeast Virtual Expo website](#). There you can see how the Expo Hall is laid out and how individual exhibitor both pages are set up. Or you can watch the attendee experience video below.

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

