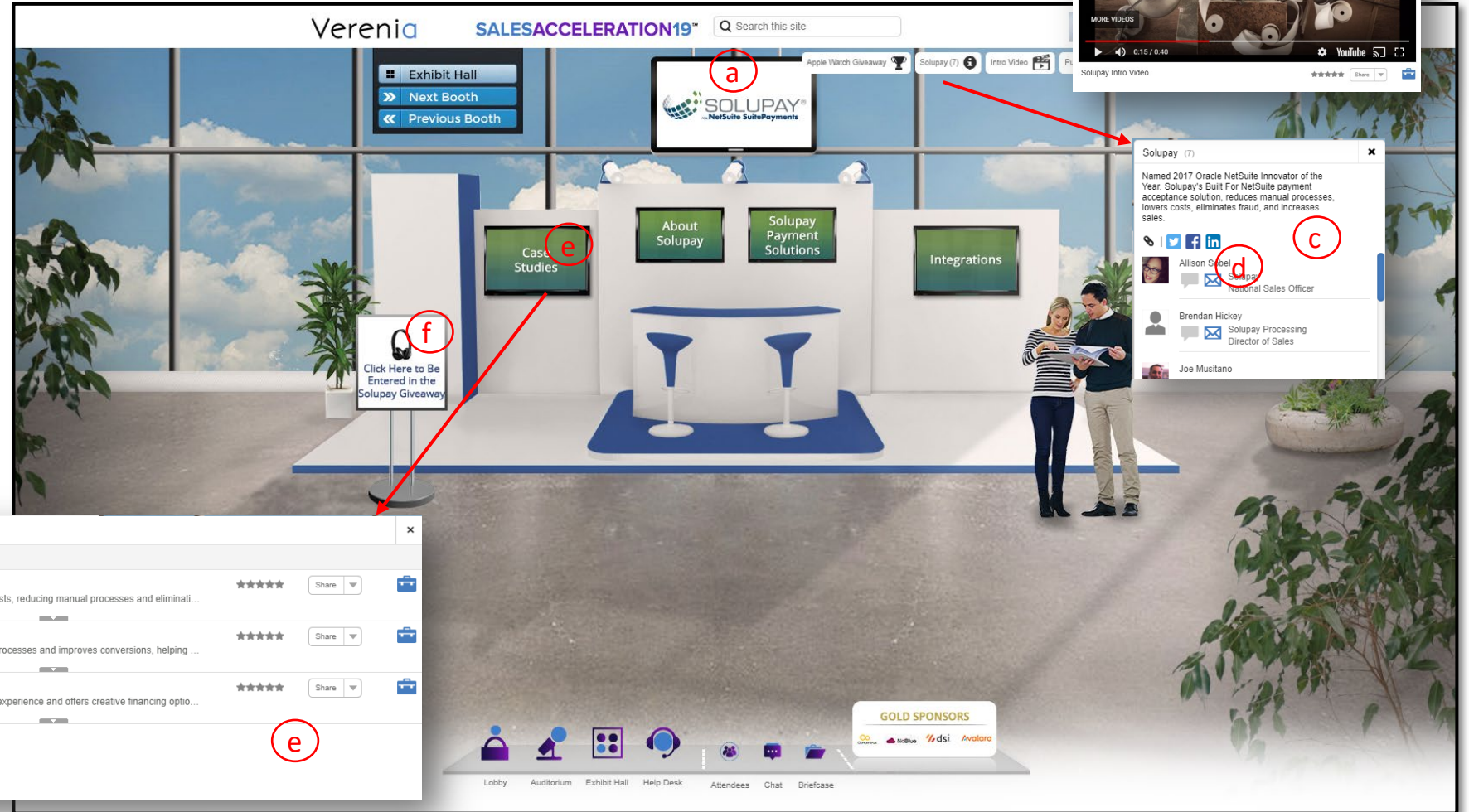


# BOOTH AT A GLANCE

## Booths Can Include:

- Logo/branding
- Welcome video (can automatically play upon entry into the booth)
- Chat (1:1 private or group/public)
- Email contact form
- Content window signs that can include:
  - Documents
  - Videos
  - Links to external webpages
  - Links to Webinars
- Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request, etc.



# BOOTH - CONTENT

## Booth File Types

- a) Audio – Audio file that plays
- b) Download – Any file that can be downloaded by the attendee
- c) Link – Link to a website URL. Iframe is supported if the website allows iframe
- d) Video – Video file that plays. Admins can upload a video file (Quicktime, MP4, WMV, etc.) or embed from YouTube, Videmo, or Ustream.tv
- e) Webinar – Link to a 3<sup>rd</sup> party webinar platform (WebEx, Zoom, GotoMeeting, etc.)
- f) Moderated Chat Session – Opens a moderated chat sessions
- g) HTML Window – Opens an iframe with HTML code

**Time Bracket**  
Access to each content item can be schedule

None ▼

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**\*Content Type**  
Please select what type of content you are cre

▼

Audio

Download

Link

Video

Webinar

Doorway

Moderated Chat Session

HTML Window

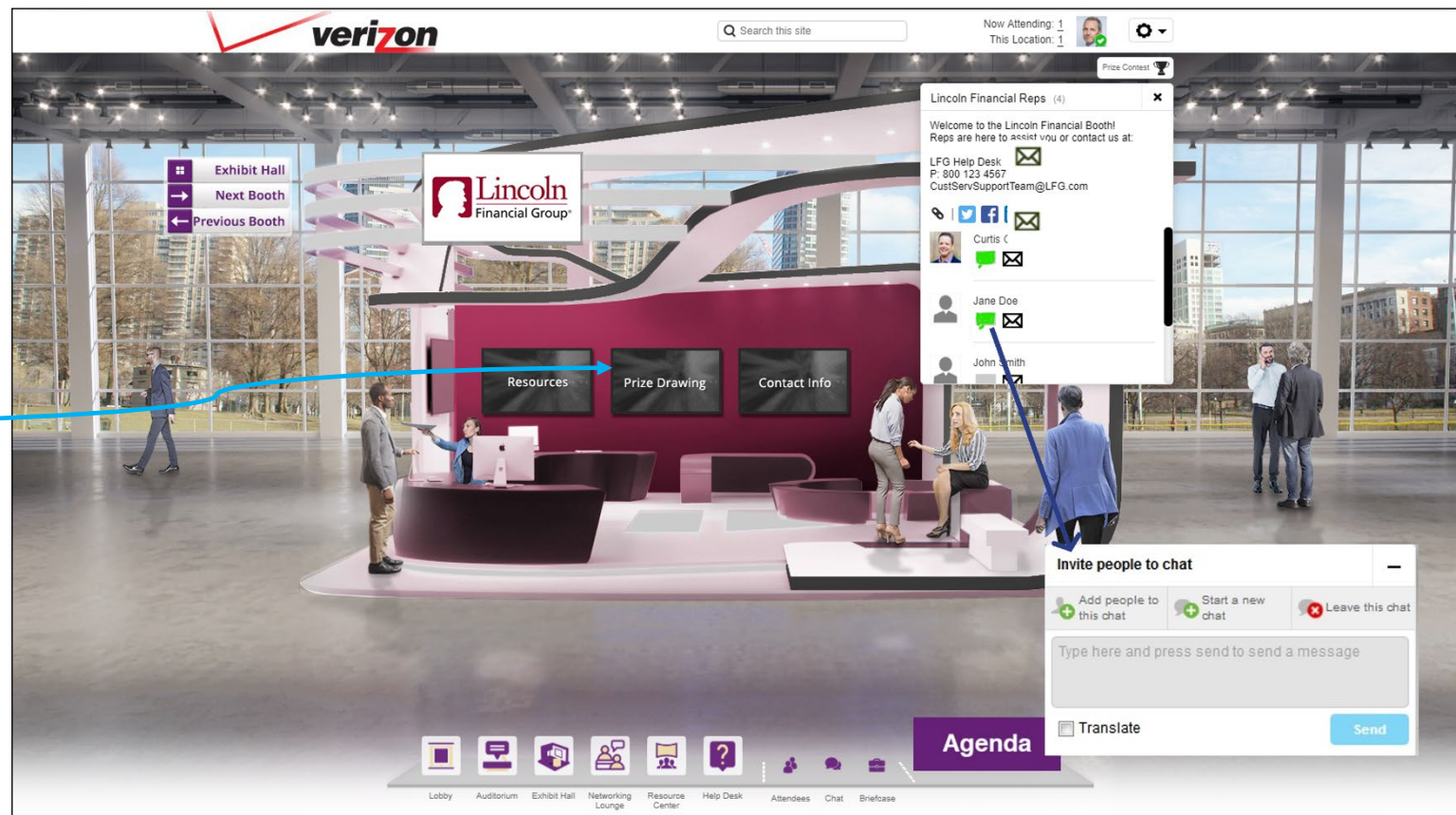
# BOOTH - ENGAGEMENT

## Booth Chat – Text only

- a) Private 1:1 Chat – No limited to the number of chat reps assigned to a booth. Booth reps can chat with multiple attendees at once.
- b) Public Chat – Open chat visible to everyone
- c) Chat Queue – Attendee clicks to enter the chat queue (for private 1:1 chat)

CALL-TO-ACTION

*Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat*





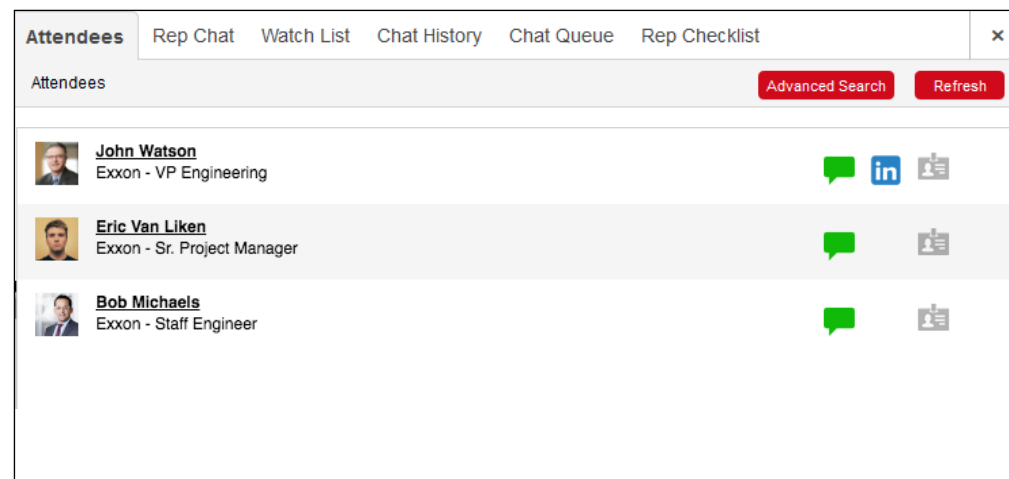
# BOOTH - REP DASHBOARD

## Booth Rep Dashboard – During the Live Event

- a) **Attendees** – View all attendees within the booth real-time. Includes ability to view basic profile information and proactively chat with the attendee. The attendee card also displays activity for the attendees such as # of booth visits, chat history and notes.
- b) **Rep Chat** – Enables booth reps to privately chat with each other
- c) **Watch List** – Any easy way to save attendees for follow up or tracking.
- d) **Chat History** – Quick access to all booth rep chats. These are downloadable.
- e) **Chat Queue** – Another option vs. private 1:1 chat is chat queue. The attendee clicks to be placed into queue. Available reps can respond to chats in queue.
- f) **Rep Checklist** – A handy tab that can be populated by event organizers or booth admins with tips for booth chat reps

## SAMPLE REP CHECKLIST

*Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat*



**Thank you for joining us at Virtual FutureCast 2019 and welcome to your event booth! We're geared up for a great day filled with captivating presentations, industry insights and unique solutions to help our attendees power their people with a fresh approach to employee benefits, HR and technology.**

Here are a few tips to help you make the most of your event experience:

**Timing:** The Virtual FutureCast platform will be open from Noon–4:30 pm (EST), so please ensure there is someone at your booth during this timeframe who is qualified to respond to questions, hold conversations and discuss your solution. There are scheduled breaks throughout the day during which you may experience higher than normal activity in your booth, as attendees are encouraged to use the time between sessions to visit the booths and explore the platform.

The breaks will take place during the following times, but please be aware that at any time during the conference, attendees may engage in a chat:

Session Breaks:

- 1:30-1:45 pm
- 2:45-3:00 pm
- 4:05-4:30 pm or until users are logged off.

**Chats:** To view chats specific to your booth, select the **Public Group Chat button** in the top right corner of the booth. Once inside the group chat, you will be able to view comments from attendees regarding your product or solution. When responding to questions, make sure to "tag" attendees by name so they know you are answering their specific question. To "tag" an attendee, type "@" symbol and then attendee name: "@insertname"

Example: @BobSmith thank you for your question! Then continue with your unique response.

**Attendees:** You can view who is currently in your booth in the **Rep Dashboard**. Open this in the top right hand corner of the booth and select the **Attendee tab**. You may need to click the green **Refresh** version to see an updated list.

**Rep Chat:** This feature provides the ability for individuals working the same booth to communicate privately with each other. Your team can use this function to discuss response strategies and question details prior to responding without your messages being viewed by attendees. You can access the Rep Chat by clicking on the **Rep Dashboard** button in the top right hand corner of the booth and select the **Rep Chat tab**.

# BOOTH - ADMIN REPORTS

## Admin Reports Available for Booth Owners

- a) Booth entries (count)
- b) Content views (unique vs. total views) by content item
- c) Click actions
- d) Chat reports
- e) Webinar views

*Note: The event organizer would need to provide information as to who visited a booth to sponsors. This is because the attendee may have opted out of sharing their information with sponsors.*

### Download Excel Reports for All Activity Metrics

1) Select your date range and time zone

Start date and time: 2020/04/27 18:00      End date and time: 2020/05/03 08:00

Time Zone: (GMT-05:00) Eastern Time (US & Canada)

2) Select the reports you want to download

<input checked="" type="checkbox"/> All Location Entries	<input checked="" type="checkbox"/> Content Views by Location
<input checked="" type="checkbox"/> All Content Views	<input checked="" type="checkbox"/> Doorway Clicks by Location
<input checked="" type="checkbox"/> Click Actions by Location	<input checked="" type="checkbox"/> Master Content by Location
<input checked="" type="checkbox"/> Content Sharing	<input checked="" type="checkbox"/> Rep to Attendee Chat
	<input checked="" type="checkbox"/> Webinar Views

3) Select which columns your reports should include (optional)  
Note: Custom registration fields are always included.

[Select columns](#)

Zip All Registrants' Shared Files

**Not sure which report you need? [Click here](#) for report definitions.**

**Start**