

Accelevents: Setting Up My Virtual Exhibit Booth

(December 2020 – January 2021)

(If you'd prefer to watch our video tutorial, click here.)

ACCESSING & SETTING UP YOUR EXHIBITOR PORTAL PAGE:

NOTE: Google Chrome is the best browser to use. If you are using another browser and having issues, please switch to Google Chrome to see if this resolves your issue(s).

1. You must be a registered exhibitor.
2. In the next 1-2 weeks, you should receive an email prompting you to go to Accelevent (the virtual platform) to create a password and begin building your booth.
3. Below is a sample of the email you will receive from Accelevents titled, "You've been granted access to an Accelevents account".
4. Click the "Access the Account" link in the email.
5. Log in with your email address, then you can create a password. You now have access to the exhibitor portal on the backend.



Accelevents <account@accelevents.com>
to me ▾

7:11 PM (2 minutes ago)



Welcome aboard!

You've been given special access to Accelevents's account

All you need to do is log in with YOUR email address.

[Access the Account](#)

If you've forgotten your password, click the **Reset Password** option. This will send you an email that allows you to reset your password.

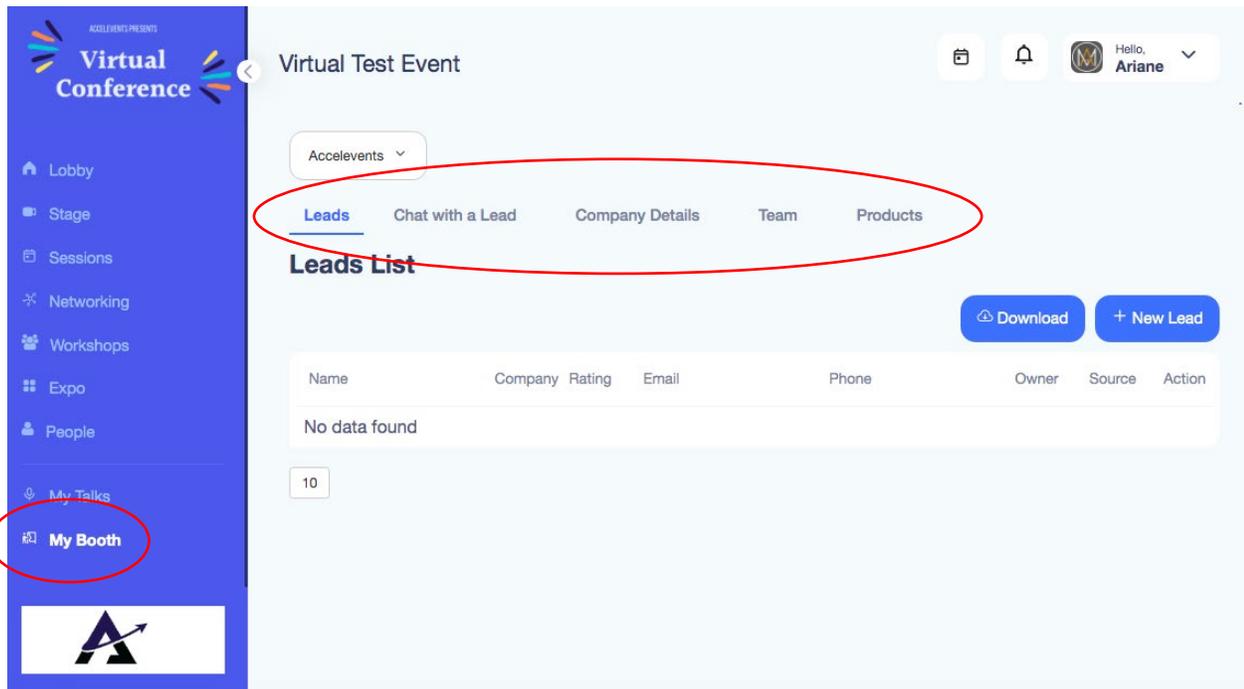
Enter your password

Password

 ✓

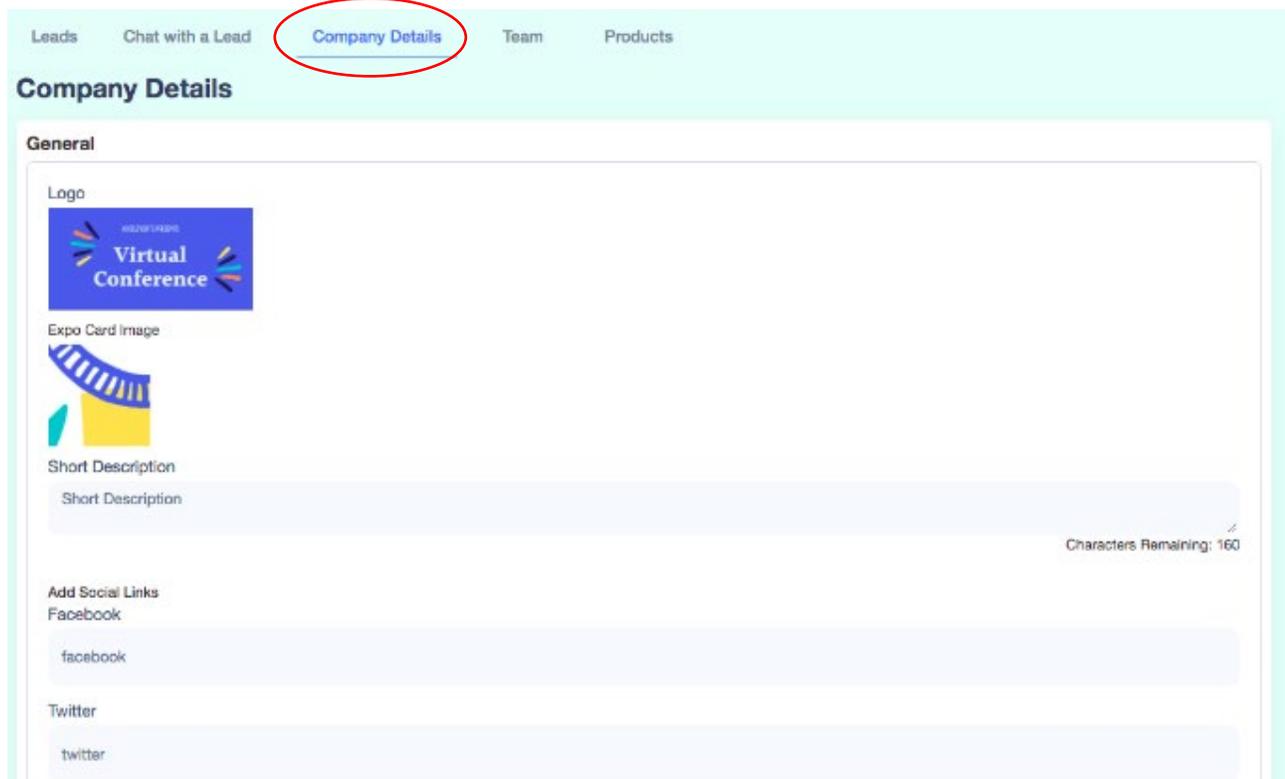
[Reset Password](#) [Try Again](#)

Once logged in, the **My Booth tab** will open in the virtual event hub. You can now start adding/updating your booth information, add other exhibitor admins and lead retrievers to your booth, access all the leads generated in your booth, chat with leads and products to your booth.



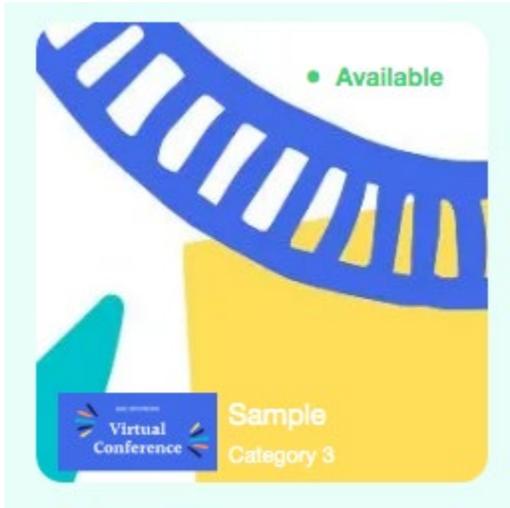
2. Update your Booth Information

Click the **Company Details tab** to start updating your company information.



Additional Booth Options:

1. **Logo:** We suggest a 700x350 pixel image for optimal fit. The required file formats are PNG or JPG. [Click here to learn more about Accelevents Optimal Dimensions.](#)
2. **Expo Card Image:** This will be the background image of your booth. When added your booth logo will appear on the lower left corner of your booth. The required file formats are PNG or JPG. The dimensions vary depending on the size of your booth, [Click here to learn more about Accelevents Optimal Dimensions.](#)



3. **Social Links:** Include links to your social media so that interested attendees can stay up to date with your organization.
4. **Documents Available to Attendees:** Here you can provide any resources for attendees visiting your booth to view & download. Files here must be a PDF, DOC, DOCX, or DOCXX format. File size can be up to 10mb and up to 20 files per exhibitor.
5. **Company Representatives Label:** To change this label, click on the box below and enter a new title, for example, "WASB Staff" or "Contact Information."
6. **Call to Action button text:** In your booth, you should see a **Request a Meeting** button, if an attendee clicks this, they will be added to your lead list. When someone clicks that button, it simply adds the attendee to your leads list and the attendee gets a notification that says "Your Request Has Been Received. There is no notification sent to exhibitors if someone clicked that button. This feature lets you edit the text on that button, you can rename it to something like **"Request a Meeting"** or **"I'd Like a Call."**

Allow reps to see other reps' leads

Company Representatives Label

WASB Staff

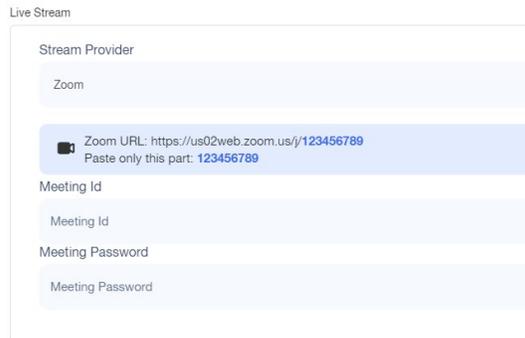
Enable "Call to Action" button

Call to Action button text

Request a meeting

- 7. Live Stream:** Choose Zoom or Accelevents from the Stream Provider field to choose who you wish to live stream to your booth visitors. Zoom is currently the only live streaming option available if you wish to use an outside platform. Live streaming through Accelevents allows you to use our built-in streaming option. [Click here to learn more about Live Streaming as an Exhibitor.](#)

If you choose live stream, under “Stream Provider” click the down arrow and select Zoom. You will need to add your Meeting ID and Password.



The screenshot shows a form titled "Live Stream" with the following fields:

- Stream Provider:** A dropdown menu with "Zoom" selected.
- Zoom URL:** A text field containing "https://us02web.zoom.us/j/123456789" with a note "Paste only this part: 123456789".
- Meeting Id:** A text field.
- Meeting Password:** A text field.

- 8. Exhibitor Description:** Add a description of your company/organization. Who are you? What do you provide? Please note, if you want to add a video in there use the video URL option
- 9. Offer & Offer Link:** In the Offer area, add a special deal, discount, or reward for booth visitors. A common option here would be a discount on a product or service for event attendees.

NOTE: Code of Ethics for Local Public Officials prohibits school officials from accepting anything of value unless it is for the purpose of conveying the item to the official's school district for the use or benefit of the school district.

- 10. Promo Video URL:** Share a pre-recorded video with attendees visiting your booth. Common options are a company overview, a product demo, or a recording of a previously hosted live session. Please note, the video must be hosted on YouTube or Vimeo.
- 11. Manage Tab:** You can change the other of the tabs that appear in your booth and rename them as well!

Notes:

- Make sure to click **Save** to ensure your changes will reflect on your booth
- To view your booth, click the **Expo** tab and enter your booth
- If a field is left blank, that field will not show up in your booth

3. Add Exhibitor Admins and Lead Retrievers

Click the **Team** tab to add new members to your exhibitor booth. Click the **+ New Staff** button and enter the team member's information, once added, the team member should receive an email to access the booth.

- **Exhibitor Admins:** will have access to set up & edit booth details and can also act as lead retrievers.

- **Lead Retrievers:** act as company representatives for the attendees & are available to live chat from within the booth. They will not have access to update/change booth details.

Leads Chat with a Lead Company Details **Team** Products

Team

[+ New Staff](#)

| Name | Leads | Email | Role | Action |
|---------------------|-------|------------------------|-----------------|---|
| Ariane Ramirez | 0 | aramirez@accevents.com | Exhibitor Admin | ✉ 🗑 ➤ |
| Stephen Christensen | 0 | Info@nicra.org | Exhibitor Admin | ✉ 🗑 ➤ |

10 1

4. Add Leads / View Lead

Click the **Lead** tab to add leads or view the leads generate in your booth. This tab will be useful to you on the day of the event to see the attendees that engaged in your booth.

- **Download Lead** - downloads all attendees in the leads list
- **Download Exhibitor** - downloads all attendees that entered the booth.
- **+ New Lead** - manually add a lead to the leads list

Leads Chat with a Lead Company Details Team Products

Leads List (0 Leads)

[Download Lead](#) [Download Exhibitor](#) [+ New Lead](#)

| Name | Company | Rating | Email | Phone | Time | Owner | Source | Action |
|---------------|---------|--------|-------|-------|------|-------|--------|--------|
| No data found | | | | | | | | |

10

Notes:

- Leads will be automatically entered if an attendee engages in your booth by having a conversation with one of your Lead Retrievers or if they download a file from your booth. [Click here to learn more about Lead Generation for Exhibitors.](#)
- The information in the Download Exhibitor report may vary depending on the event organizer's settings.
- **IMPORTANT:** Be sure to export all leads/chats you wish to keep within **one week** of the close of convention. If not, that information will be lost permanently.

5. Chat with a Lead

If you're still just setting up your booth, you won't be able to chat with leads yet. The attendees will only be able to enter your booth on the day of the event. To view the messages from attendees and reply to them, click the **Chat with a lead** tab.

Leads **Chat with a Lead** Company Details Team Products

Chat with a Lead

Download Exhibitor chat

Channels **Direct Messages**

- Natasha Shields
- marvin go
- Phoebe Buffet
- Chloe Tykal
- Ariane Ramirez
- Ariane Ramirez
- Andrew Leighton
- Carson OShoney

Load more

Last Friday at 9:53 PM

Admin Admin
Hey

Natasha Shields
Hello

Admin Admin
Can you tell me about Accevents

Type your message

In Booth
0 **WARM**

Lead Details

Accevents Admin
Training

Location San Juan, Philippines

Email admin@admin.com

Company Accevents

Phone +1-6176453647

Note:

- You may also chat directly from your booth by accessing it through the Expo tab
- If an attendee sends a message to begin a conversation with you, it will appear in the right-hand chat bar in your booth. If you're viewing it from the My Booth tab, the conversation will show in the center
- If your status does not change to active after a few minutes, you may send a message in the chat area to change your status from away to active

6. Add Products

You will be able to add your products, a description, pricing, and images that will be visible to your booth visitors!

Leads Chat with a Lead Company Details Team **Products**

All Products

+ Add Product

| Product | Description | Price | Action |
|------------|-------------|-------|--------|
| My Product | Cool stuff! | \$100 | |

10

1

Formats and Maximum File Sizes That You Can Upload:

- Image - JPG or PNG (2mb)
- Video - MP4 or MOV (5gb)
- Other Files for upload - PDF, CSV, PPT, PPTX, XLS, XLSX, DOC, DOCX, TXT (2mb)
- Files in chat area - up to 20mb

Image Size:

- Banner Image: 2000 x 500 pixels
 - Speaker Image: 600 x 600 pixels
 - Sponsor Logo: 700 x 350 pixels
 - Exhibitor Logo: 700 x 350 pixels
 - Attendee Image: 200 x 200 pixels
-

THE FRONT END (What attendees will see):

- **Status:** Your status is marked as “Away” until you click the “Enter Expo” button each day of the convention. It changes to “Available” when you (or a staff member) are logged in and in the Expo. This lets attendees know that they should get a quick response to their chat questions.

How attendees interact with your booth:

- **Attendees can:**
 - Explore your booth (Click links, download documents, watch your video)
 - Ask you questions via chat (direct messaging)
 - Talk with you live (via Zoom)
 - Request a demo or to be contacted later (Add their lead to your list)
- **Channels** – where your general chat is. There is a message bar at the bottom where you can answer their questions. **Direct Messages** are private messages. A green dot beside an attendee’s name means they are online now. If there is a red dot, they are not online.

FREQUENTLY ASKED QUESTIONS:

1. Images can be uploaded in 3 locations:
 - Description
 - Offer fields.
 - Booth Logo
 - 2:1 ratio, Aspect
 - 700x350 pixels
 - JPG or .PNG format
2. If you forget your Password, there is a Forgot Password you can click on. If this does not work, click on the Chat button for Accelevents and they will help you, with this and other questions.
3. The Lead Retriever will have access to the *Leads* list and *Chat with A Lead* list. They will not have access to Company Details, Team, or Product heading (Event Admin only).

4. Once you set up your booth, you can test it within your company:
 - Click on My Booth to see the back end
 - Click on Expo to enter the virtual hub
 - Click your booth icon to see what attendees see.
5. How attendees enter Zoom: When an attendee is in your booth, they have a Live button to Join Meeting. You have already set up Zoom for live streaming. Once the attendee clicks on Join Meeting, the meeting information is embedded, and they are able to see you.
 - Exhibitors often use this live feature to do demos and answer questions.

Set Your Hours:

6. You have the option to include your “Available” hours in your booth description. This way, attendees know good times to come back to ask you questions or view your live demo.
7. If you are away from your booth, you can communicate in the Chat box to let them know when you will return, or you can add it in your Company Details.
8. The free version of Zoom limits meetings to 45 minutes; after that time, it will end and you will need to re-launch.
9. **You can find more information about being a virtual exhibitor [here](#).**
10. **Accelevents has 24/7 support. The best way to communicate is to use the Chat feature on the website ([accelevents.com](https://www.accelevents.com))—the chat feature will appear in the bottom right hand corner.**

RESOURCE HUB

AccelEvents Toolbox:

<https://support.accelevents.com/en/>

1. This link provides additional resources/support for utilizing the virtual platform

Virtual Event Exhibitor Trainings:

<https://www.accelevents.com/webinar-series-virtual-event-exhibitor-training/>

2. Every Thursday AccelEvents hosts an interactive training on how to get your virtual booth up and running. They will cover:
 1. Setting up your booth
 2. Chatting with & collecting leads
3. Live Streaming from within your booth

WASB Contact Info:

Amy Qualmann, CMP
WASB Event Planner and Exhibit Hall Manager
aqualmann@wasb.org
608-512-1713