Virtual Exhibit Hall Engagement

Opportunity

The virtual exhibit hall is your opportunity to showcase what your brand represents, complement your organization's larger commitment to the mission of the Conference, and directly engage Conference attendees - on Conference day and well beyond.

The Conference for Women team looks forward to working with you to on your virtual exhibit hall activation to support your specific goals, which may include:

- Building awareness for your company brand and corporate culture

- Showcasing your company's thought leaders

- Driving talent acquisition goals and promoting "we're hiring" messaging

- Collecting qualified data and leads

- Connecting 1:1 with prospects

- Highlighting products

- Celebrating philanthropic endeavors

- And much more!

Virtual Exhibit Hall 101

- The Conference will create an engaging virtual experience for our attendees. Visit 6Connex.com (our technology provider), and watch a promotional video to get a sense of the virtual exhibit hall experience.

- New this year – Conferences for Women will build the booth for our sponsors and exhibitors. Template selection, graphics and booth activation options to be provided by the sponsor/exhibitor.

- The exhibit hall, as well as the breakout sessions, will be open to paid attendees on Conference day and for 2 weeks following the event.

- The virtual exhibit hall will on the following times:

  - During the Virtual Career Fair on 10/6 from 11am–2 pm CT. We recommend 2-4 booth reps available during this time.

  - On Conference day 10/7 the booths will be open all day from 8am-5pm We recommend that you have booth representatives available virtually in your booth to chat with attendees during our busiest times from 8am-10am and 2pm-5pm. We found that 1-2 reps were enough during both time frames.

Promotion for Virtual Exhibit Hall

This is how the Conference will drive traffic to and encourage engagement within the Virtual Exhibit Hall:

CLICKABLE SIGNAGE IN CONFERENCE LOBBY

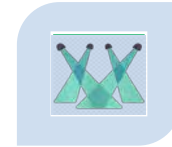LINKS VIA NAVIGATION BAR THROUGHOUT PLATFORM

CLICKABLE SIGNAGE DURING CONFERENCE SESSIONS

INFORMATION IN VIRTUAL CONFERENCE PROGRAM

PRE- & POST-EVENT PROMOTION

ANNOUNCEMENTS DURING CONFERENCE SESSIONS

Entering the Virtual Exhibit Hall

When attendees arrive at the virtual exhibit hall directory, they will have the opportunity to choose from a selection of 3 areas (entry points).

Within each pavilion, attendees simply click to access 'learning burst' videos, interactive and fun activities, and your exhibit booth!

*Graphics for illustrative purposes only

*Please see Appendix A for virtual exhibit hall sample content plans
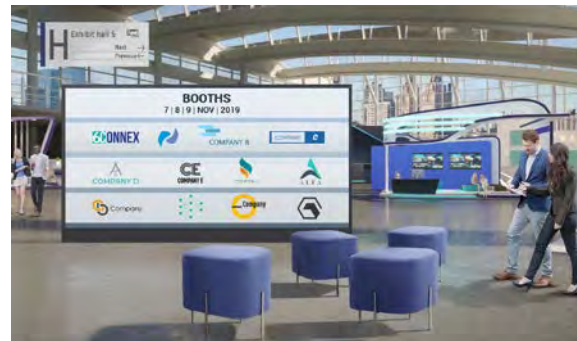
Your Booth

Design your space with your goals in mind. Choices include:

✔ Look and feel: choose from a variety of color and layout options that best reflect your brand

✔ Activations: engage attendees with options such as automatic video launch, click to watch a video, 1:1 text chats, schedule 1:1 video chats, scheduled 'events' within your booth, giveaways, and much more

The Conference team will provide access to reporting and metrics for visits and interactions within your virtual exhibit booth following the Conference.

Refer to Appendix B and C for booth designs and features
Graphics for illustrative purposes only

Time to Build Your Booth!

Questions to Consider and a "TO DO" list

1. Define an owner/lead point of contact to design and implement your booth. This will be the person responsible for receiving all communication regarding the booth. If you haven't already done so, please complete the online form to confirm your booth by 8/30: https://www.txconferenceforwomen.org/tx-virtual-exhibit-form/

2. Determine the primary objective(s) for your booth, and which actions or associations you wish for attendees to make when visiting your space (i.e., showcase diversity of corporate culture, collect contact information or resumes for talent acquisition, sign up to chat with a recruiter, etc.).

3. Choose a booth design template and color scheme that best represents your brand (these will be provided by 8/30).

4. Review brand guidelines, then ensure that your creative assets and linked content pieces are ready for Conference day and beyond.

5. Work with the Conference for Women to set up your booth.

Refer to Appendix B and C for booth designs and features

Best Practices: Designing Virtual Booths

1. **Include your company logo.** Marking your territory by featuring the company logo prominently on your booth is a good way to indicate your event presence to visitors.

2. **Place a range of images.** Use a variety of engaging images that drive your main objective. For example, if you are focused on talent acquisition, choose images showcasing the diversity of your employees and portraying the types of roles for which you are hiring.

3. **Make it easy on the eye.** To make your booth visually pleasing to the attendee , consider this when selecting your booth template and personalizing to your brand:
    * Avoid logos with subtext / taglines to maximize space
    * Use bright colors
    * Include images
    * Keep any text or directions simple

4. **Add elements that are responsive and enjoyable.** Visitors actually want to enjoy browsing your booth, and including responsive features - such as auto-play video upon entry, scroll-on images, links to interactive elements within an iFrame that live on your website, 1:1 chats that provide for direct engagement with your reps, scheduling 1:1 video chats, adding a giveaway - can help in that respect.

Best Practices (Cont.): Designing Virtual Booths

5. **Define the top 3-4 ways attendees navigate your space.** Giving visitors the freedom to navigate around a booth easily both enhances the quality of your space and offers a good impression of your brand. On the flip side, too many options can be distracting.

6. **Confirm if you will have the booth area staffed for live chat and interaction.** The Live Chat feature should be clearly marked and visible to those attending, as it is a key opportunity for attendees to communicate with your team. Creating a communication channel gives those in attendance the chance to talk about your brand, ask questions, and interact in a qualified way.

7. **Make sure it actually works.** Before the "Go Live" date, have your team check that the booth actually works from a user's perspective (e.g., links, creative, page navigations).

Sample Virtual Booth Activation Ideas

The following activation concepts are example 'experiences' for your booth. These concepts are built outside of the event platform and typically only require simple videos, forms, chat functions, or graphics; however, each concept is still integrated directly into your booth experience via iframe. Please note: Cisco WebEx is our preferred video chat platform and use is requested for any live video executions.

Goal: Brand Awareness

- Utilize the livestream function to host virtual sessions in your booth, like a group meditation or SFH (stretch from home) yoga led by employees from your organization (highlighting work/life balance). Invite attendees to enter the experience, win a free meditation app subscription for a year, collect their contact information, and more. Here's a recent example produced by the NFLPA.
- Host coffee breaks in your booth with a local coffee shop (support small business to showcase your values!). Share tips and tricks for making the perfect cup at home. CFW can help to pre-promote the experience, including providing menus/shopping lists so that attendees are prepared to support the business. This is a fun way to drive engagement and collect attendee data.

Click here for additional ideas and sample pricing from vendor OneChanceMedia. There are many vendors executing similar programs, so we encourage you to explore within your network as well.

Sample Virtual Booth Activation Ideas (Cont.)

Goal: Talent Acquisition / Data Collection
- Schedule 15 min. 1:1 video calls with attendees
- Provide virtual gifts to attendees that "swipe" their badges in your booth and/or submit their resumes to your recruiters onsite (e.g., playlist of women-led podcasts, digital subscriptions, credits, etc.).

Goal: Highlight Employer Brand
- Showcase your philanthropy while supporting a key community partner (e.g., Girls Who Code). For every badge swiped at your booth, donate $1 to the organization and have attendees enter your booth by watching a video of an executive talking about the partnership alongside an interview with the non-profit/ community members they support.

Next Steps

Once you have determined the goal(s) for your booth here is how the process will work:

Step 1:

- You will select your booth template from 2 options given OR decide to create your own booth background graphic (we can provide specifications for this). From here the CFW team will give you the image sizes needed and number of hot spots for your chosen template.

Step 2:

- You will create images/graphics to send to the Conference for Women team.
- You will decide what action each image will take. Options include: click to watch a video, 1:1 chats, scheduled 1:1 video conversations with your reps, automatically-loading company overview or description, badge swipe for lead retrieval or link to your website.

Step 3:

- Conference for Women will create your booth in the 6Connex System and replicate for the Virtual Career Fair. Minor adjustments can be made to make your Career Fair booth slightly different from your Conference Day booth.

Step 4:

- Preview your booth with the CFW team in an online meeting room and make any needed adjustments.

Step 5:

- You will add your booth reps to the Virtual Career Fair and Conference booths.
- We will provide training for your booth reps on how to staff the booth day of show.

Due Dates

Step 1:
- Booth template options provided to Sponsors/Exhibitors by 8/30.
- Booth template selection due by 9/6.

Step 2:
- Images and hot spot decisions send to the Conference for Women team by 9/17.

Step 3:
- Conference for Women will create your booth in the 6Connex System and replicate for the Virtual Career Fair. Minor adjustments can be made to make your Career Fair booth slightly different from your Conference Day booth.

Step 4:
- Week of 9/20: Set up a call with CFW team to preview your booth in an online meeting room to make any needed adjustments. After this call login details will be provided to you on how to enter booth reps information.

Step 5:
- 9/24: You will add your booth reps to the Virtual Career Fair and Conference booths.
- By 10/1: All reps must login and set their availability schedules (if providing scheduled 15 min 1:1 video chats)

Booth Rep training dates: 9/28 at 1:00 CT OR 9/29 at 11:00 CT

*online meeting details to follow

All booths must be finalized by 9/24 for final testing.

Appendix A

Virtual exhibit hall sample content plans (currently being finalized; subject to change)

Career Area: Job Search & Advancement
- Job fair - Companies focused on talent acquisition, and committed to hiring women
- Job search resources & tools
- Continuing education resources
- Virtual career coaching & resume review signups (Conference Day only)

Lifestyle & Learning Area
- Target Lifestyle Lounge
- Learning Stage with on demand programing
- Bookstore

Women-Owned Business Marketplace & Community Area
- Highlight non-profit entities
- Sales area for small to medium sized women-owned businesses

Appendix B

Booth template options – to be provided shortly

Appendix C

Booths Can Include:

a) Logo/branding

b) Welcome video (can automatically play upon entry into the booth)

c) Chat (1:1 private or group/public)

d) Email contact form

e) Content window signs that can include:

  • Documents

  • Videos

  • Links to external webpages

  • Links to Webinars

f) Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request, etc.

6CONNEX
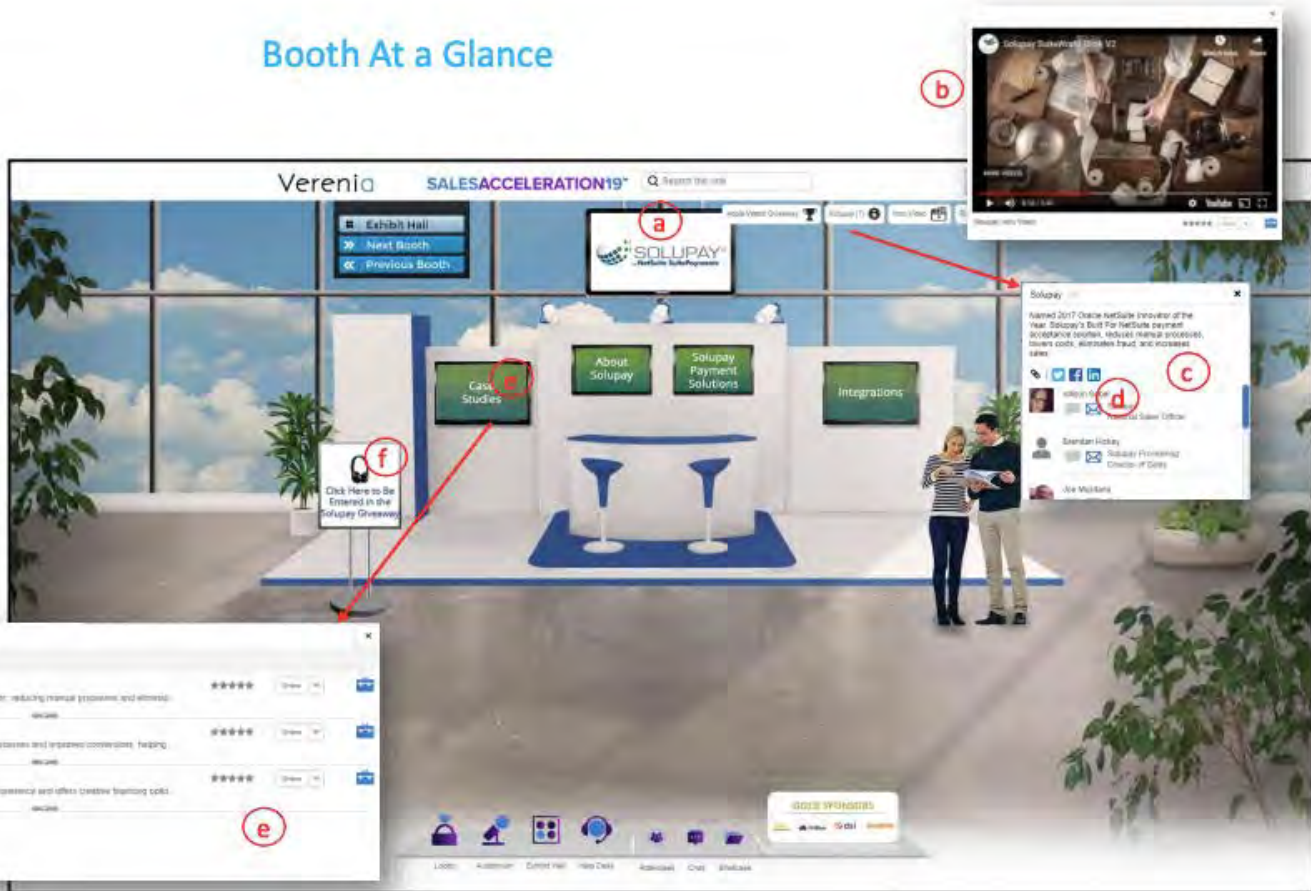
Appendix C

(Continued)

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 3rd party webinar platform (WebEx, Zoom, GotoMeeting, etc.)

f) Doorway – Acts as a link to another room inside the virtual environment. It can be used to move attendees from a booth to a keynote presentation at a certain time.

g) Moderated Chat Session – Opens a moderated chat sessions

h) HTML Window – Opens an iframe with HTML code

Time Bracket
Access to each content item can be scheduled
None ▼

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

Audio

Download

Link

Video

Webinar

Doorway

Moderated Chat Session

HTML Window

6CONNEX

Appendix C
(Continued)

Booth – Welcome Video

A welcome video (optional) can play automatically the first time the attendee enters your booth

Jumbotron Video Recommendations

- QuickTime MOV
- H.264 codec
- 16:9 aspect ratio
- 1920x1080 or 1280x720 HD dimensions (which will convert down to 604x340)
- stereo audio
- 16-bit
- 44.1kHz (bit rate is variable)
- No files over 1.8GB (recommend 500-800mb)
- Video must be in FLV file format and have a transparent background / alpha channel like the below example video file.
- For exact code settings, please review this video file... https://s3.amazonaws.com/static-site.6connex.com/VR/wthvideo/HostVideos/lobbyveteranrecruiting_01.flv

A static image in the jumbotron (right or left) would need to be 272x160 in PNG format
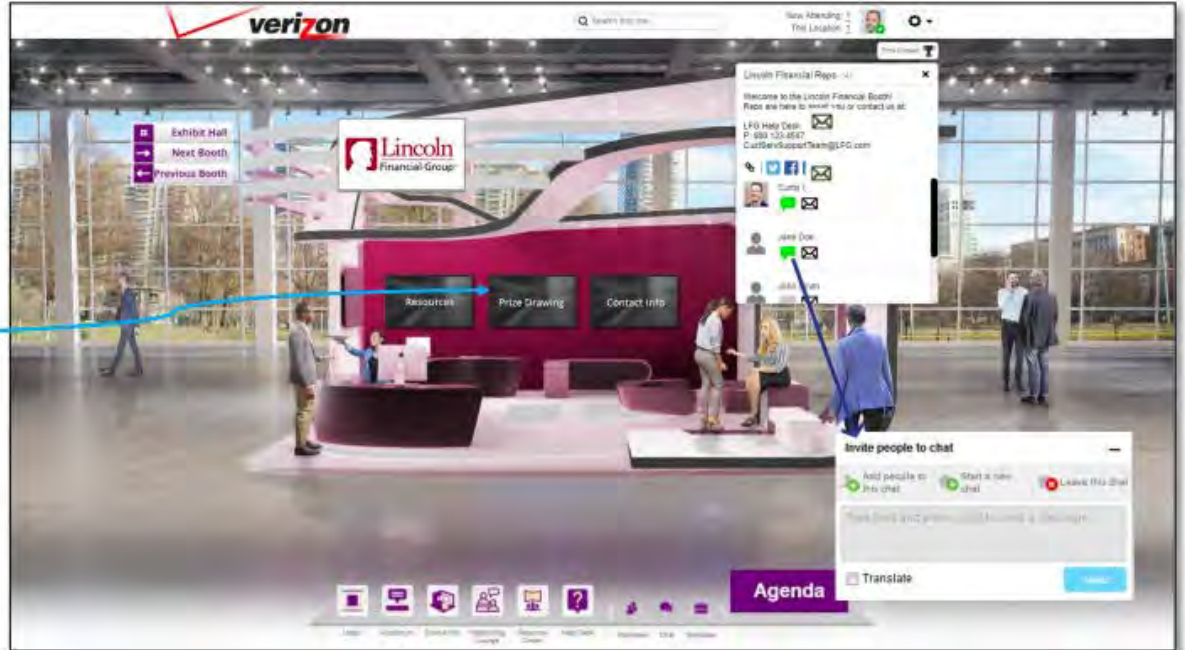
Appendix C

(Continued)

Booth Chat – Text only

a) Private 1:1 Chat - 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)

Scheduled 1:1 video chats available

Call-to-Action

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