How to do Your Virtual Expo Booth Information Uploads

(updated 9/23/2020)

Want to learn more? Register for our final exhibitor training session on Wednesday, October 7, 2020.

Deadline to submit your booth information: Friday, October 16, 2020

Enter company information in the form fields at: **https://www.iaqandenergy.com/exhibitor-submission-portal**

Upload all your image files, PDFs, or videos to the IAQ & Energy portal at our Hightail FTP: **https://spaces.hightail.com/uplink/IAQNET-FTP** Please group all those files together in a single upload, if possible.

Use the following format to name your files: **[Company Name]_[Item Name]** (i.e. **IAQschool_logo.jpg**).

Here are the various file categories you may be uploading for your virtual exhibit booth and the Item Names you should be using in your individual file names for your particular uploads:

Category	**Item Name (for your file)**
Company Logo*	Logo
Virtual Booth Representative Photo	Rep1
Feature Box Image file	Feature
Lead Form Promotion Graphic	Promo
Item 1 Product/Services	Item1
Item 2 Product/Services	Item2
Item 3 Product/Services	Item3 (continue numbering for additional items)

*Required files

Company Name: Enter your company name here

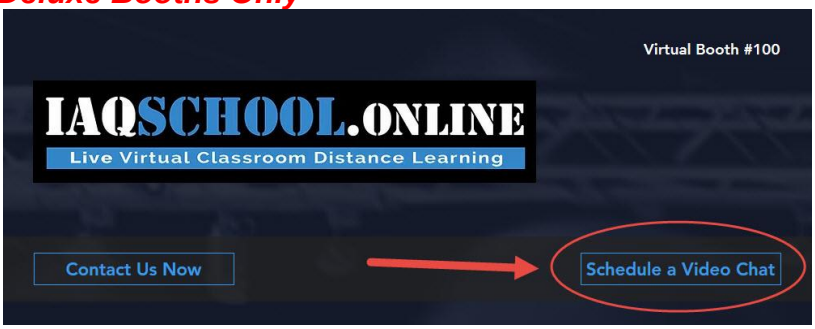
Company Logo: Upload a JPEG of your company logo to the Hightail FTP.

Category: Select your primary business category by checking the appropriate box in this area.

Contact Us: Enter the Email Address to forward inquiries from your booth's attendees to in this space.

Schedule a Video Chat:

***Deluxe Booths Only**



To utilize this feature for your virtual exhibit booth, you will need to have a **Calendly** Premium account ($10/month) and a **Zoom** Pro account ($14.99/month).

You will need to indicate that you want to enable this feature. If you do, select the "Yes" option for **Enable the Schedule a Video Chat** and follow the **Calendly Meeting Link** steps below. Otherwise, select "No" and skip the **Calendly Meeting Link** field.

If you are planning on allowing attendees to schedule personal consultation meetings during published exhibitor visiting hours at the Conference, you will need to use a separate Zoom account for this purpose--you can't have two meetings at once in a single Zoom account!

Calendly Meeting Link:

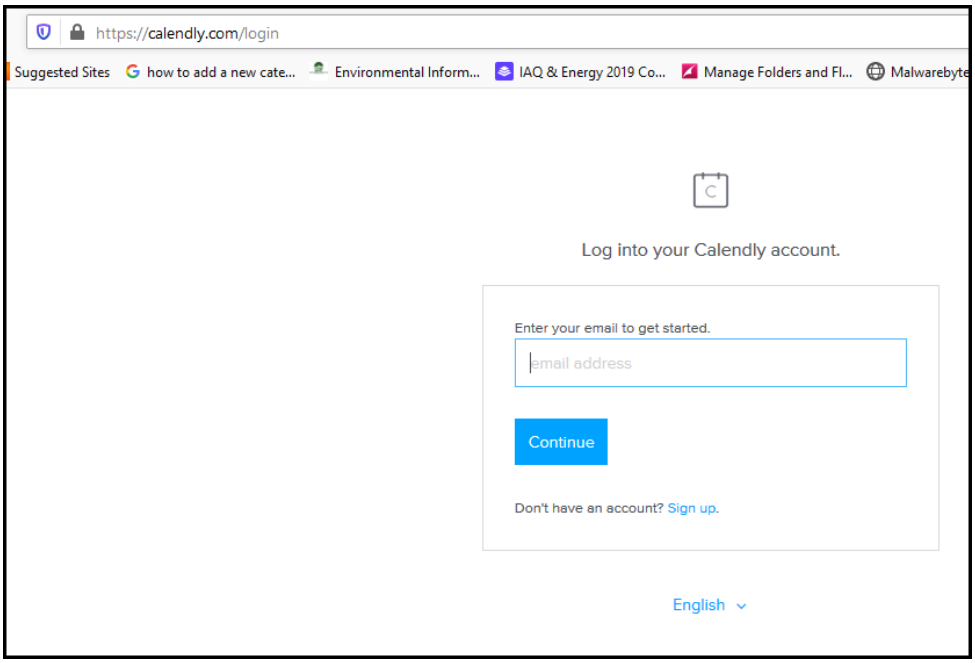
Deluxe Booths Only

You will then need to do the following steps to activate this feature:

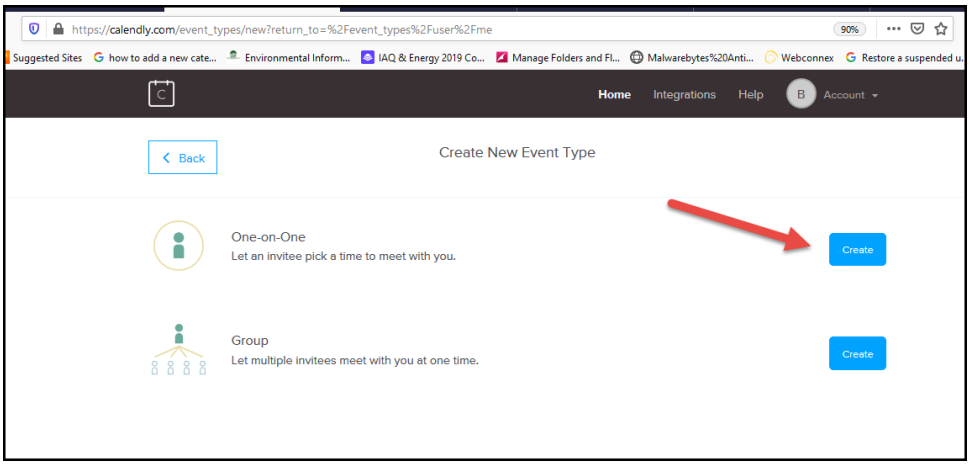
- Enter your Calendly Meeting link (It will look like this link with your custom meeting information: https://calendly.com/bkrell-1/iaqschool-virtual-booth-consult)

- Visit https://calendly.com/ to create your scheduling account. Visit https://zoom.us/ to create a Zoom account if you don't already have one (Note, you will need a paid Zoom account to utilize the virtual booth video meeting functions—Pro account or higher). Once you have accounts for both Calendly & Zoom, you can link them both by doing the following:

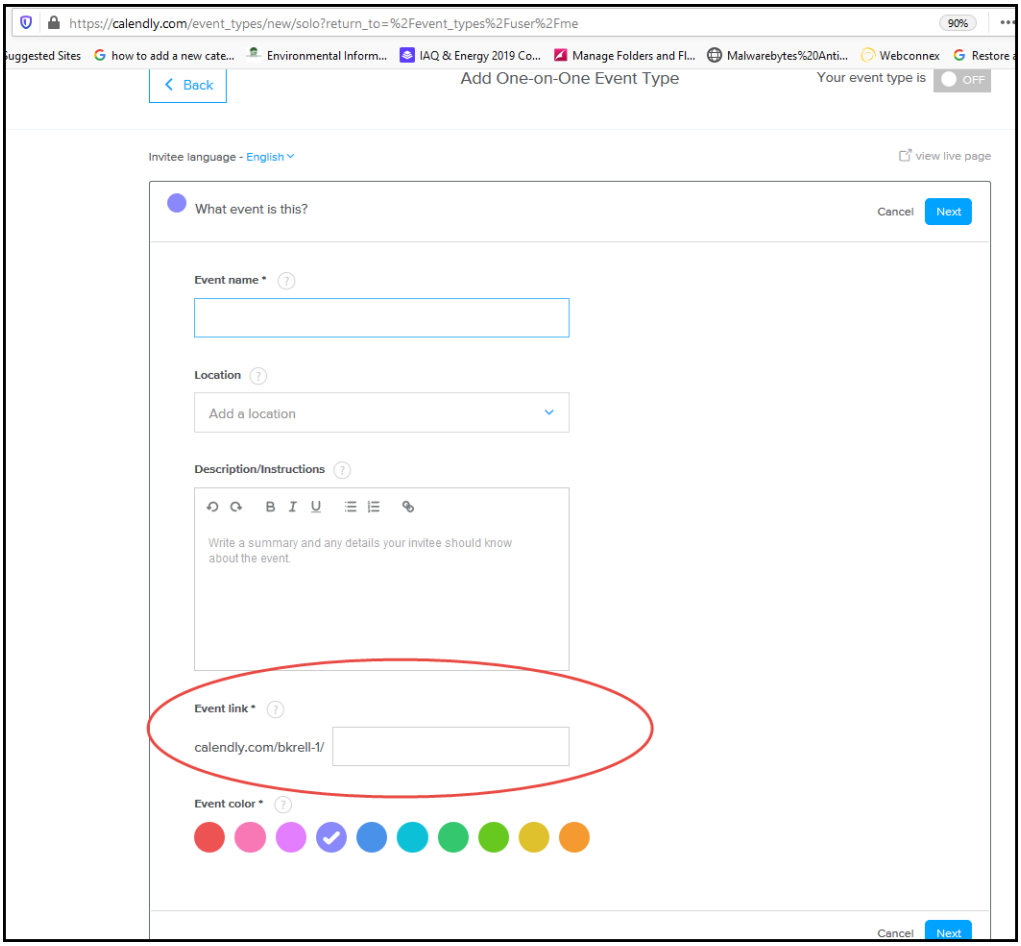
- Login to your Calendly account.



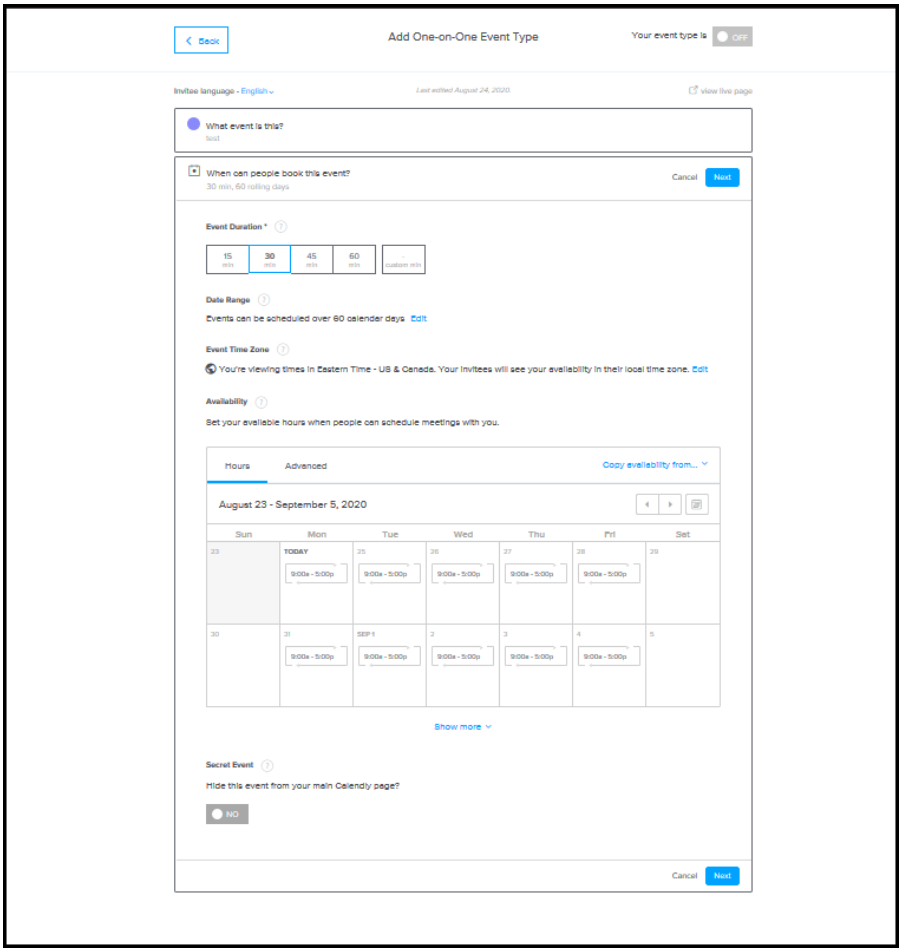
- Create a New Event that you will use for scheduling meetings with event attendees (you can update details in that later).



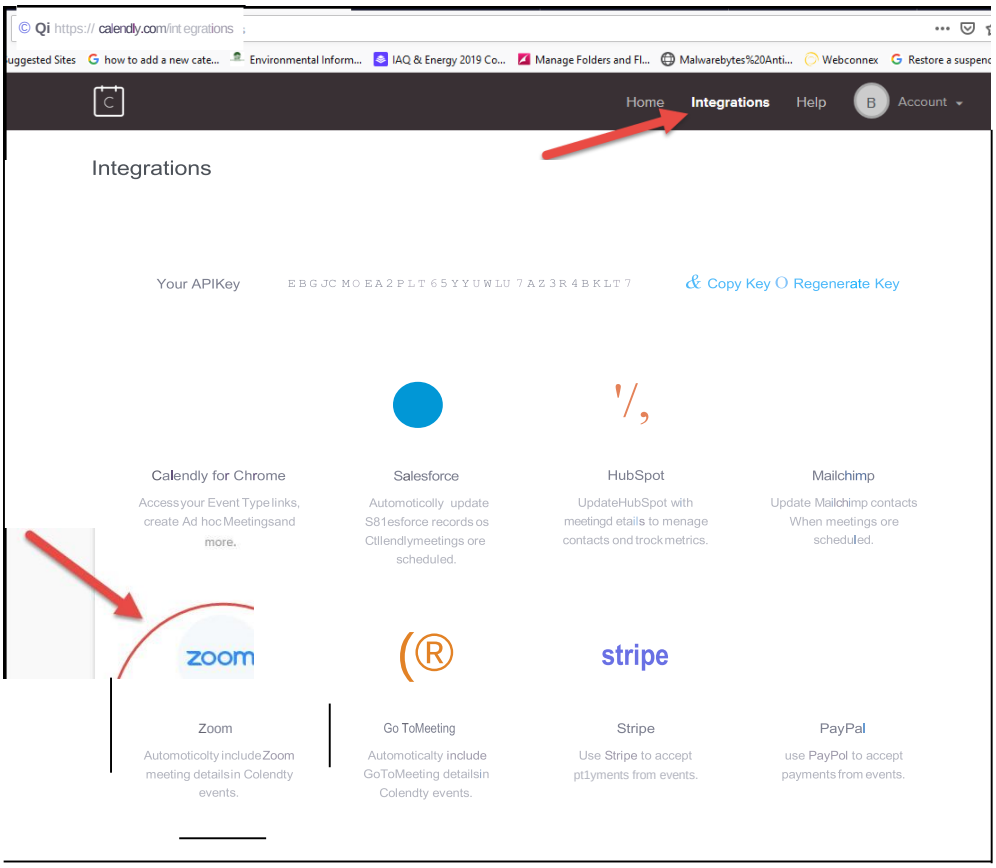
- This will generate your Calendly meeting link that you will need to copy and paste into this form.



- Put in details like how long the meeting will be for and set up your available times.



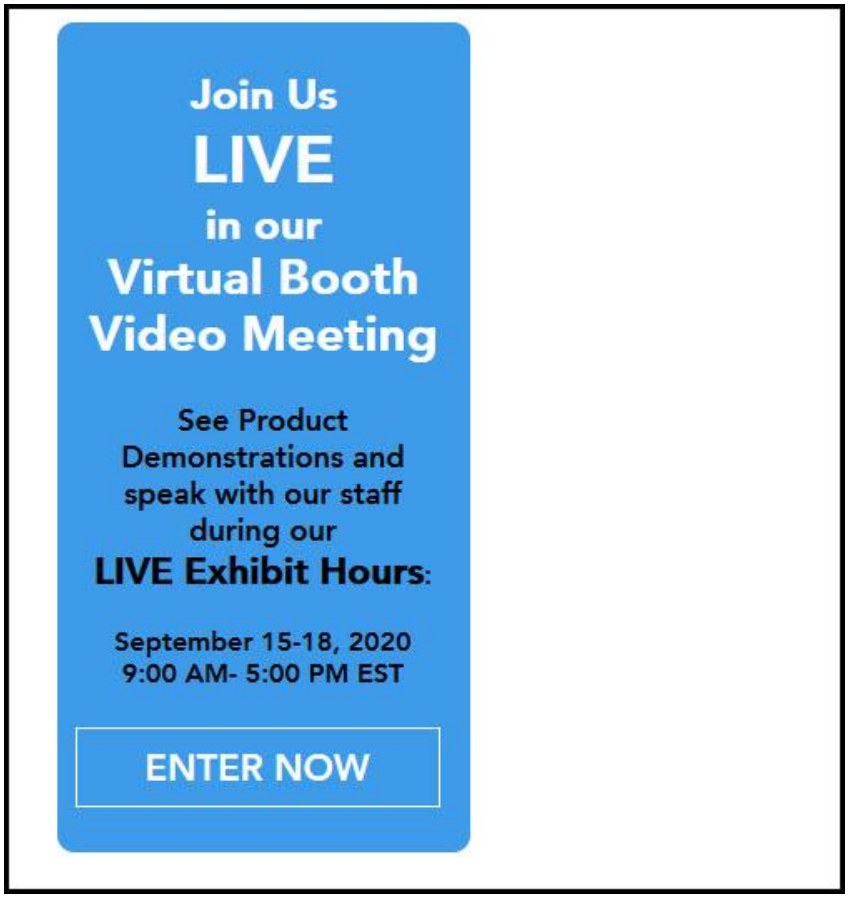
- Once you have a Calendly Event, go to the Integrations tab and then select the Zoom integration. Follow the instructions to link your Calendly and Zoom accounts. This will automate the whole process for scheduling Zoom video meeting appointments with attendees.



LIVE Virtual Booth Exhibit Video (Zoom Meeting link):

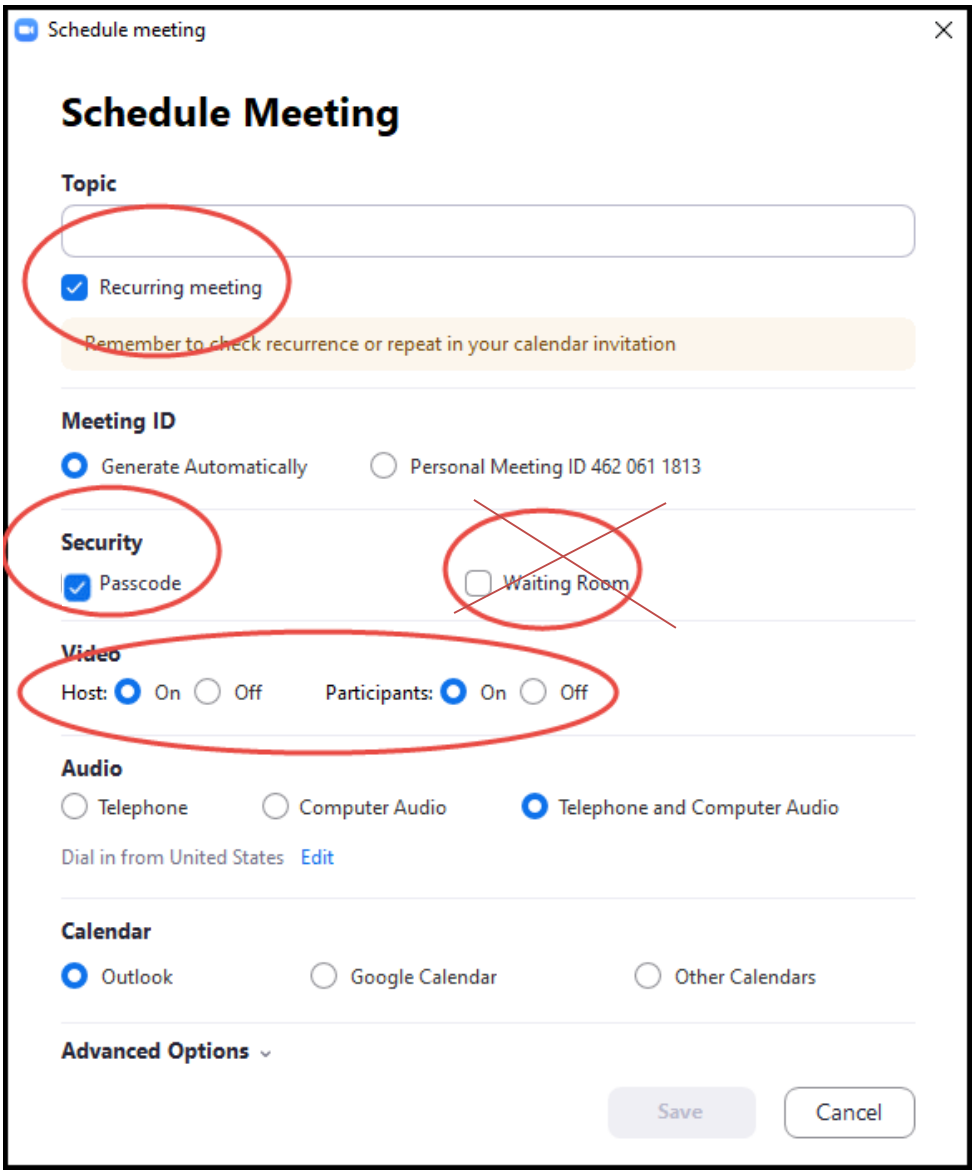
Deluxe Booths Only

Enter your Virtual Exhibit Booth Zoom Link in this field. (This is a recurring meeting you need to create in your Zoom account where you will be able to meet attendees and do live video demonstrations during Virtual Trade Show exhibit hours).



- Create a new Zoom Meeting in your Pro (or higher plan). Name your meeting [Your Company Name] Virtual Exhibit Booth. Be sure to include the following settings circled below.

- Provide the URL for that meeting on this form so we can link your virtual booth Enter button to it.

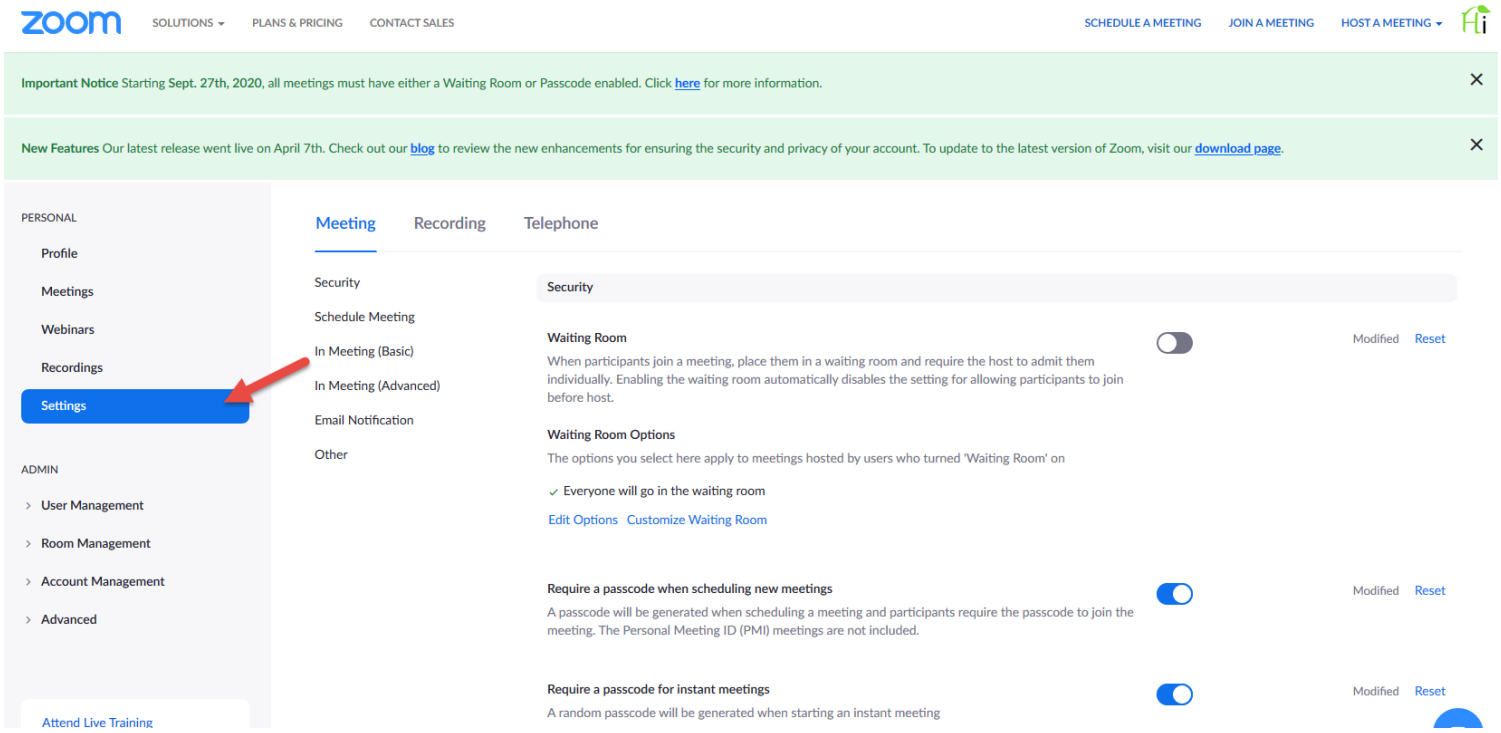

Schedule meeting
Schedule Meeting
Topic
Recurring meeting
Remember to check recurrence or repeat in your calendar invitation
Meeting ID
Generate Automatically
Personal Meeting ID 462 061 1813
Security
Passcode
Waiting Room
Video
Host: On Off
Participants: On Off
Audio
Telephone
Computer Audio
Telephone and Computer Audio
Dial in from United States Edit
Calendar
Outlook
Google Calendar
Other Calendars
Advanced Options
Save
Cancel

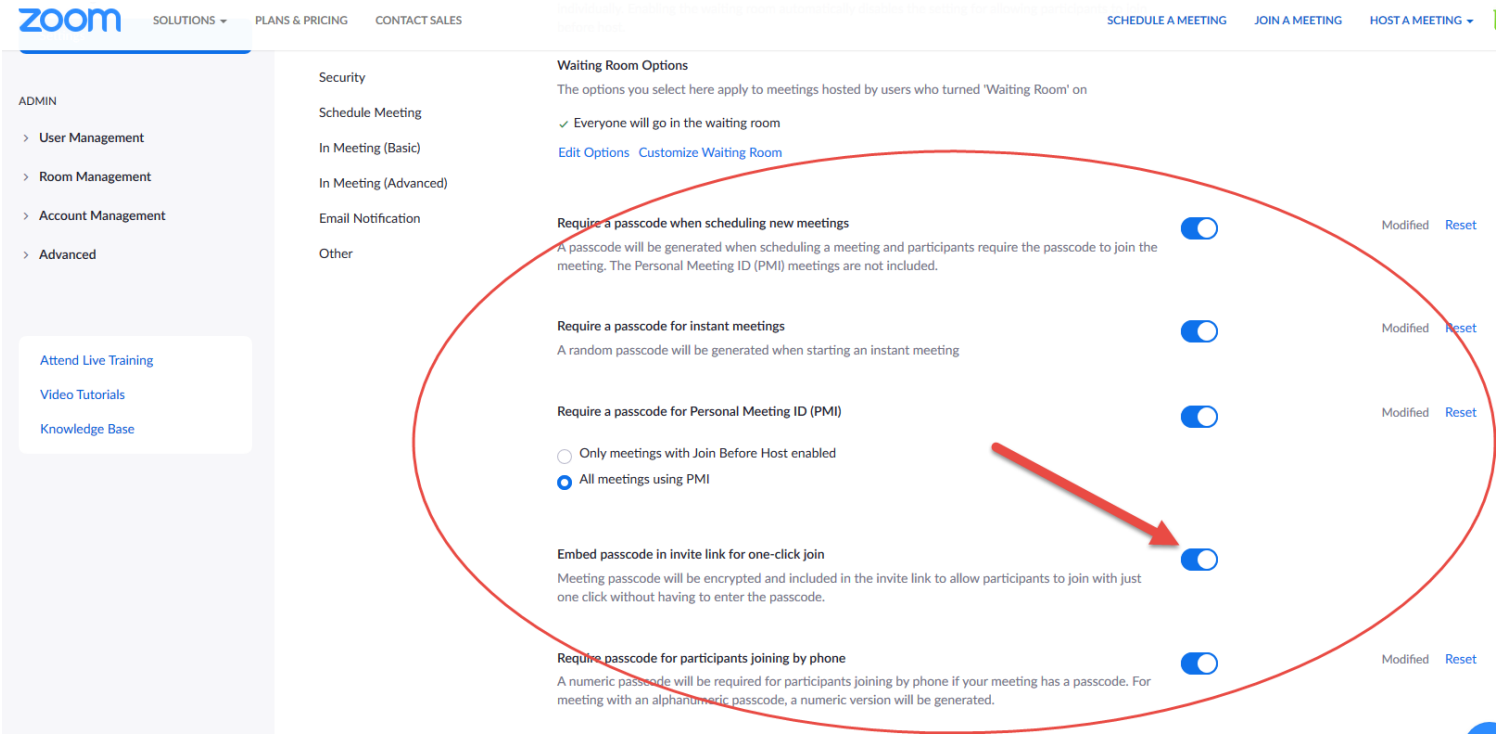
Zoom Update--VERY IMPORTANT FOR EXHIBITORS!

Zoom has recently changed their security requirements--beginning 9/27/20, all meetings will either require a passcode or have the waiting room feature enabled.

You need to enable Passcodes and make sure the Embed Passcode in invite link is enabled on your account settings. Do not enable the Waiting Room feature for your virtual exhibit booth!

You modify these settings by logging into your account at zoom.us and clicking on the Settings tab on the left to access your account settings.





Company Info:

Fill out the information fields for **Address, Email, Website, and Phone** for this section.

Virtual Booth Representative:

Include the contact info for your Primary Booth representative in the provided spaces.

Primary Booth Rep Photo: Upload a JPEG headshot pic of your Primary Booth Rep for the event to Hightail FTP.

About Us: Include some information about your company here in paragraph form (up to 200 words).

What We Offer: Include some information about your company's products/services here in paragraph form (up to 200 words).

Feature Box:

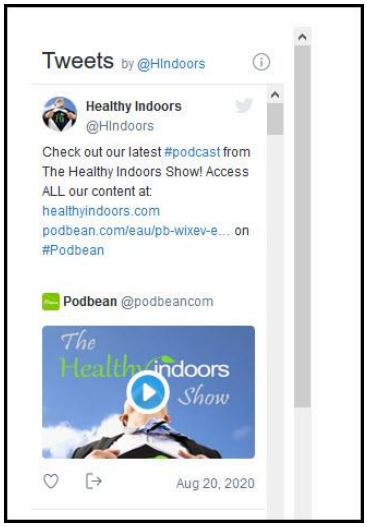
Deluxe Booths Only

Feature either a video, photo, or graphic in this space. Upload JPEG image to include (72 dpi, up to 1 MB file size, **[Company Name]_Feature**) to the Hightail FTP, or provide YouTube or Vimeo video URL in the Exhibitor Portal form.

Social Media Feed:

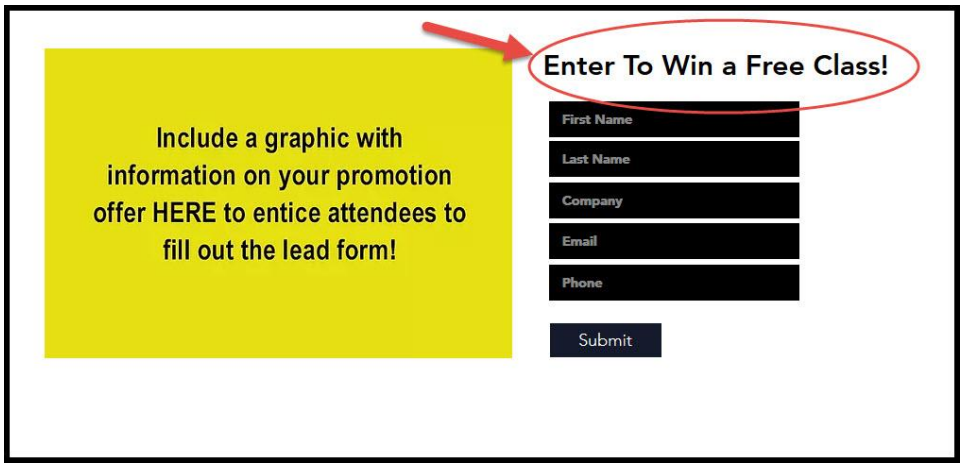
Deluxe Booths Only

Drop the URL to either your company Facebook Page or Twitter Account here to have a live feed from your social media account included on your page.



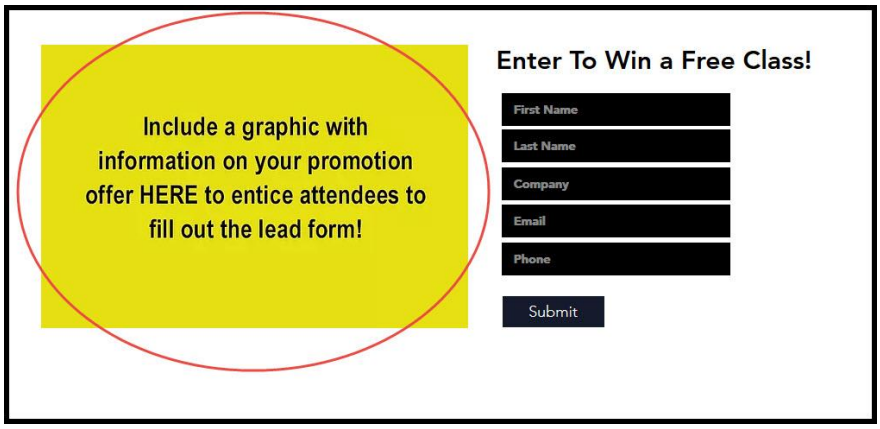
Lead Form Custom Text:

Enter some descriptive text about your offer here to entice attendees to fill out the form.



Lead Form Promotional:

Upload a promotional graphic about your offer here to entice attendees to fill out the form in the Hightail FTP. **[Company Name]_Promo**



Product/Services Information:

You can include up to 6-items for Deluxe Booth, or 3-items for Basic Booths in Product or Service listings.

These blocks can feature any of the following: Graphic (Upload JPEG 72 dpi, up to 1 MB file size) or Downloadable File (PDF), and some descriptive text (Up to 8 words). Please name your attached files as: **[Your Company Name]_[Item#].jpg** and type your descriptive in the spaces below for each item.