



Virtual Exhibit Hall Information

Due Dates – all booths must be finalized by 11/15

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Step 1:

- **10/27:** Booth template selection, Company name and description due

Step 2:

- **11/5:** Images and hot spot decisions sent to the CFW email to: exhibitors@MAconferenceforwomen.org

Step 3:

- CFW 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 **11/8:** 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 the booth reps' information.

Step 5:

- **11/15:** You will add your booth reps to the Virtual Career Fair and Conference day booths.
- **By 11/19:** All reps must login and set their availability schedules for Virtual Career Fair

Booth Rep training dates available: **11/17 at 1:00 ET and 11/18 at 3:00 ET**

*online meeting details to follow

All booths must be finalized by 11/15 for final testing.

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 attendees during the Virtual Career Fair as well as Conference day.

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

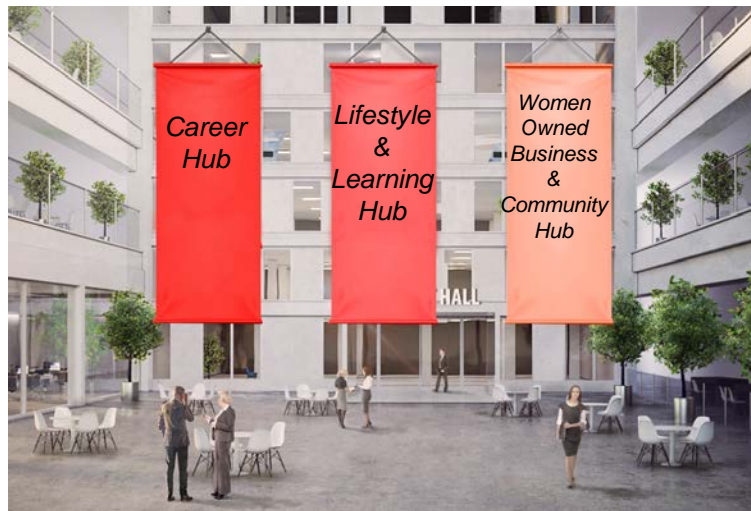
- Building awareness for your company brand and corporate culture
- Showcasing your company's thought leaders
- Driving talent acquisition goals and promoting "we're hiring" messaging
- Collecting qualified data and leads
- Connecting 1:1 with prospects
- Highlighting products
- Celebrating philanthropic endeavors
- And much more!

Virtual Exhibit Hall 101

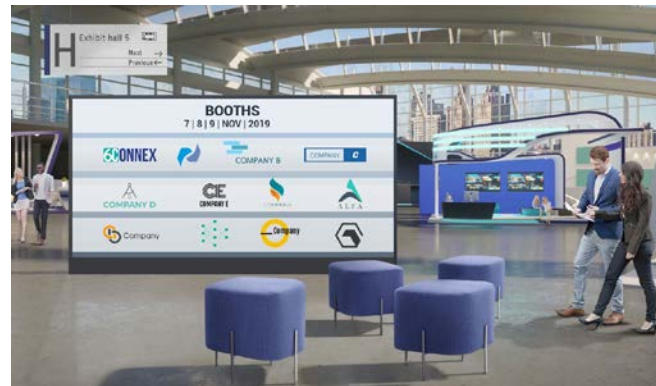
- The Conference will create an engaging virtual experience for our attendees. We will be partnering with 6Connex as our technology provider again this year.
- Sponsors new to the Women's Conference can tour our 2020 Virtual Texas exhibit hall to get a feel for the show and examples of booths – note that the booth templates will be different for this year: [WATCH HERE](#)
- **New this year** – Conferences for Women will build the booths for our sponsors and exhibitors. Template selection, graphics and booth activation options to be provided by the sponsor/exhibitor.
- **New Event - Virtual Career Fair** on December 1 from 11am – 2pm ET. This is a separate event free of charge to our Conference community.
- 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 staffing times:
 - Virtual Career Fair, December 1, from 11am–2 pm ET.
We recommend 2-4 booth reps available during this time.
 - Conference day, December 2, the booths will be open all day from 8am-5pm ET.
We recommend that you have 1-2 booth representatives available to chat with attendees from 8am-10am and 2pm-5pm.

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).



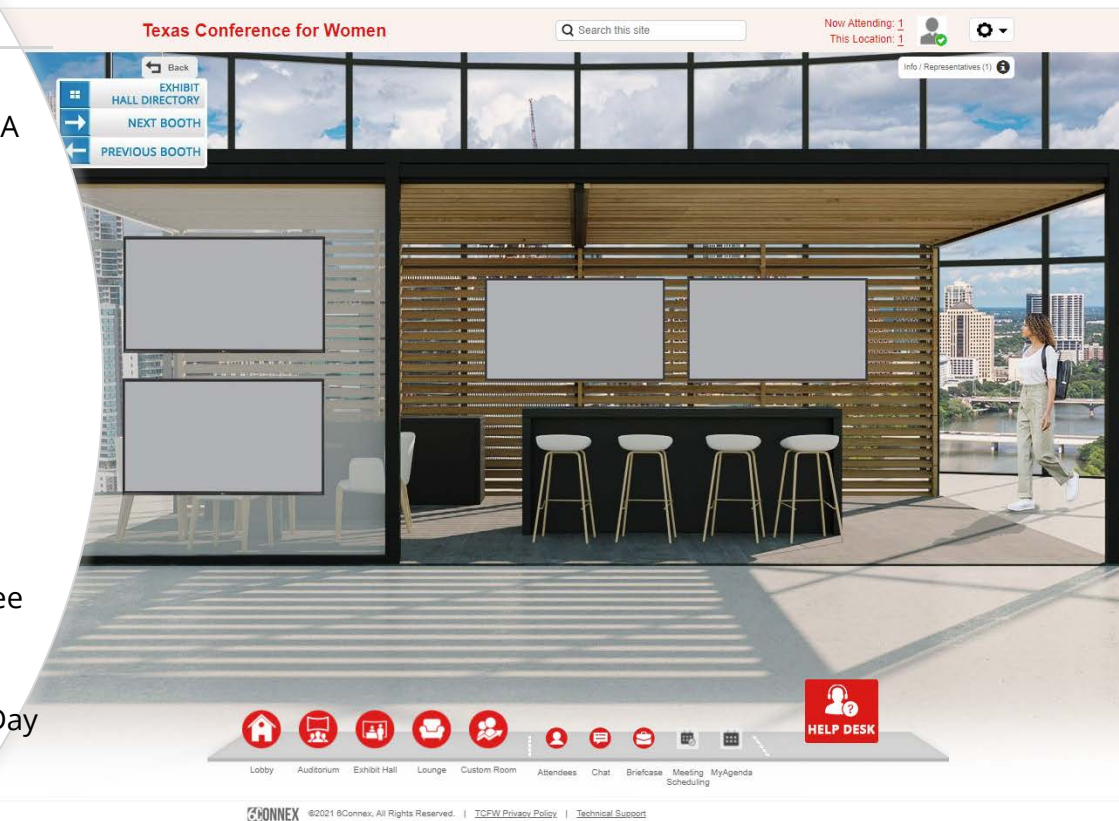
Within each hub, attendees simply click your logo to access exhibit booth!



Your Booth

Designing your space is easy:

1. Select your booth template – see Appendix A
2. Create your images for each hot spot area
3. Select an activation for each hot spot
Options include:
 - Video
 - Document download(s)
 - Link to an outside URL
 - 1:1 text chats
 - Giveaways for lead retrieval
 - Link to an outside URL for a webinar
 - “Open House”
4. Decide if you want to include a Welcome Video that will play the first time an attendee enters your booth.
5. Decide if you will be staffing your booth during the Career Fair and/or Conference Day



Next Steps

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

Step 1:

- You will select your booth template from the 2 options given OR decide to create your own booth background. You will also send us your official company name and booth description.

Step 2:

- You will create images/graphics to send to the CFW team.
- You will decide what action each image will take. Options include: click to watch a video, download a pdf, link to an outside URL/Website, 1:1 chats, or badge swipes/giveaways for lead retrieval.

Step 3:

- CFW will create your booth in the 6Connex System and replicate it 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 day booths.
- We will provide training for your booth reps on how to staff the booth day of show.

What is the difference between the Virtual Career Fair and the Conference?

The Virtual Career Fair is a new event that will take place the day before the Conference and will be available free of charge to our full conference community and will focus on sponsor job postings, educational opportunities and career resources.

The Conference is a ticketed event that will occur live on show day with breakouts available to playback for 2 weeks.

What are the dates and times of the Virtual Career Fair and the Conference?

Virtual Career Fair: December 1 from 11am – 2pm ET

Conference: December 2 from 8am – 5pm ET with breakout sessions and exhibit hall available until Nov. 25.

Do our booths have to be the same for both the Virtual Career Fair and the Conference?

We will replicate your Virtual Career Fair booth for the Conference with **minor** changes allowed to accommodate your specific needs for each.

Should we staff our booth?

Virtual Career Fair: We strongly encourage you to staff your booth during the Virtual Career Fair. We recommend 4-8 representatives from 11am- 2pm ET. Because of the increased traffic for attendees wanting to talk with reps, chats will be set up in a “chat queue” during the VCF only.

Conference: We recommend that you staff your booth with 1-2 reps for text chat from 8am-10am and 2:30-5pm

FAQS

Do we receive attendee contact information?

Virtual Career Fair: All **sponsors** with career focused booths will receive all attendee information including resumes, if provided.

Conference: The **ONLY** way to receive attendee information is to include a “badge swipe” in your booth. This should be an engaging image that includes a call to action. We’ve found that giveaways work best, but you can also consider: Join our newsletter, stay in touch, introduce yourself.

Will we receive reports regarding booth visits?

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

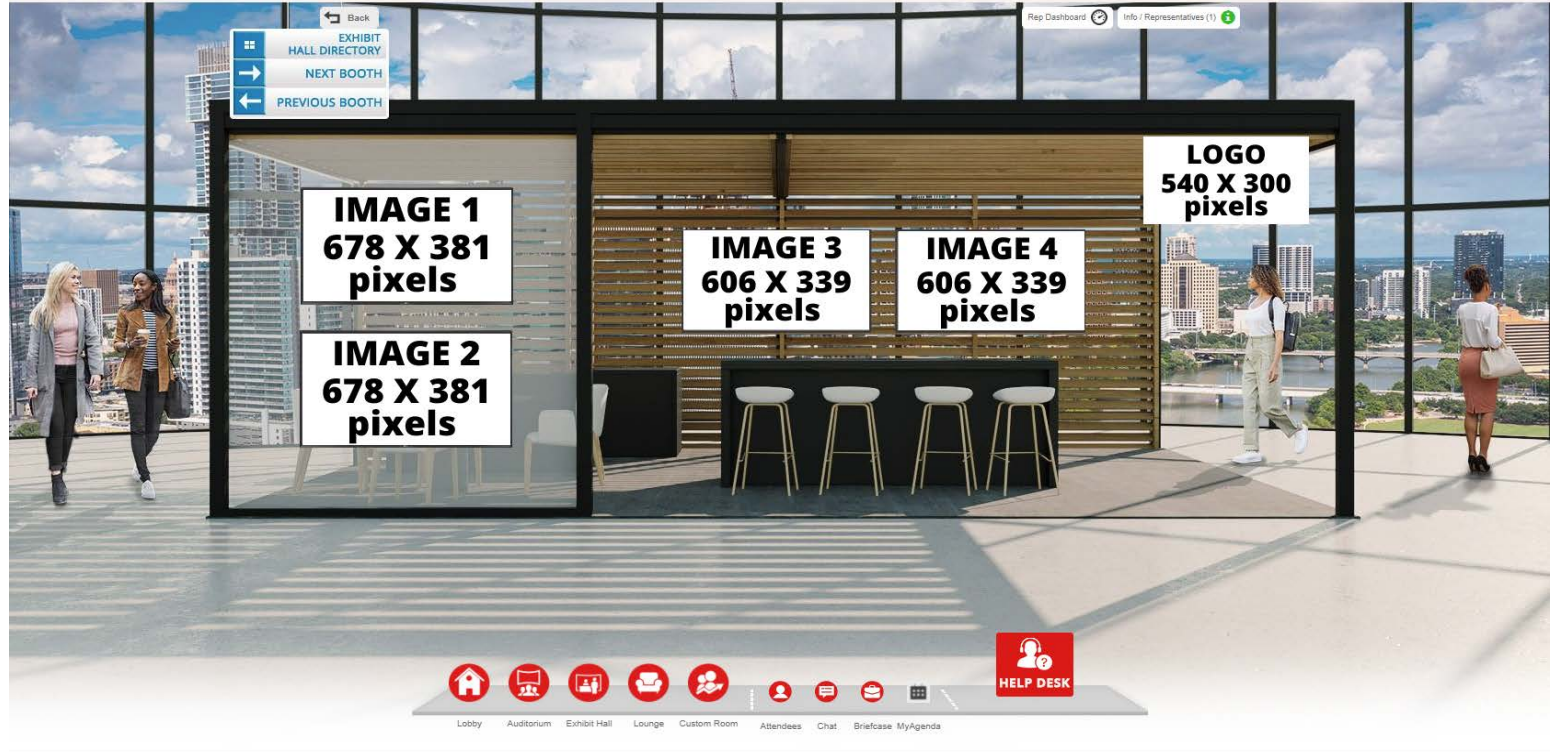
Where do we send our template selections, images and hot spot selections?

Send all booth related items and questions to: exhibitors@MAconferenceforwomen.org

Please include booth name in the subject line

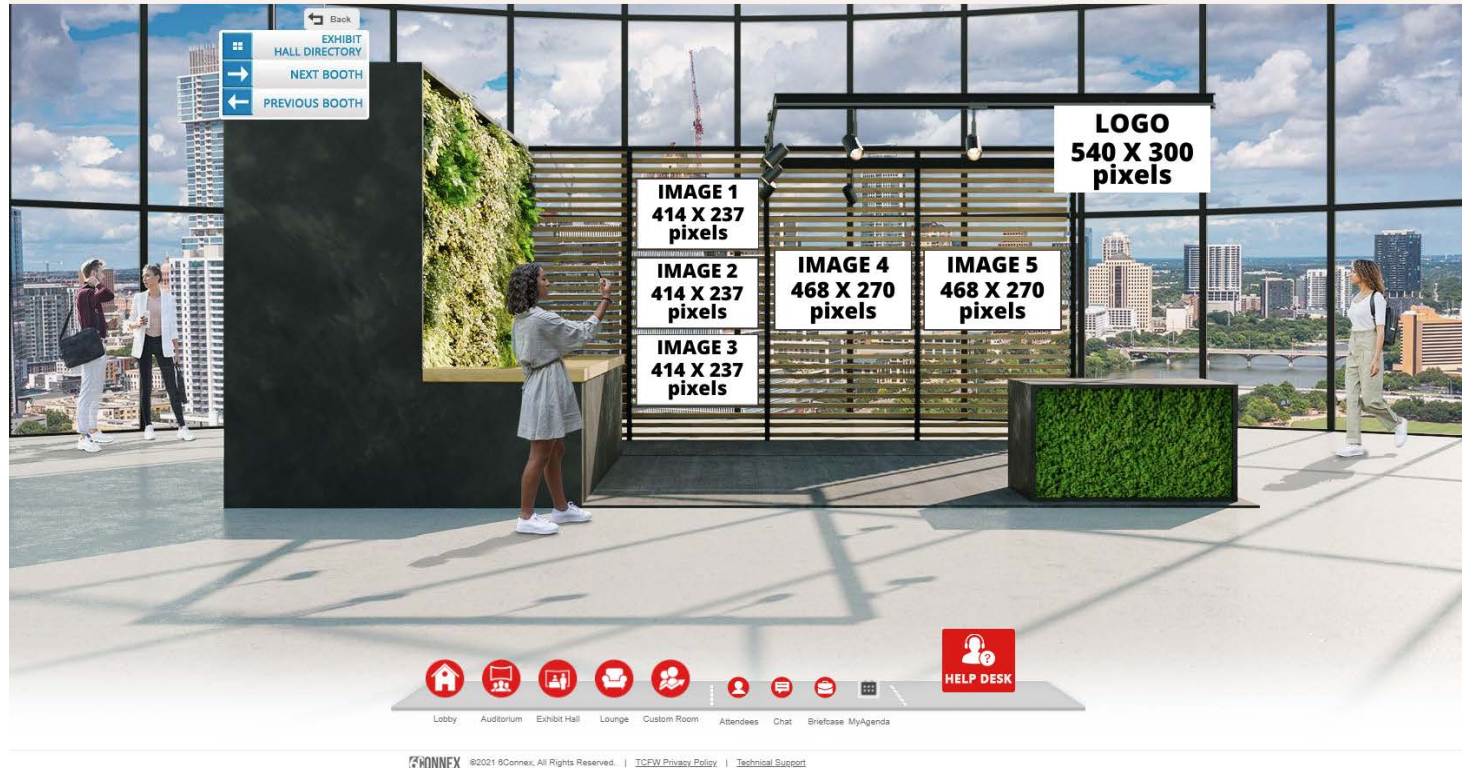
Booth Template – OPTION 1

**Navigation bar will be blue*



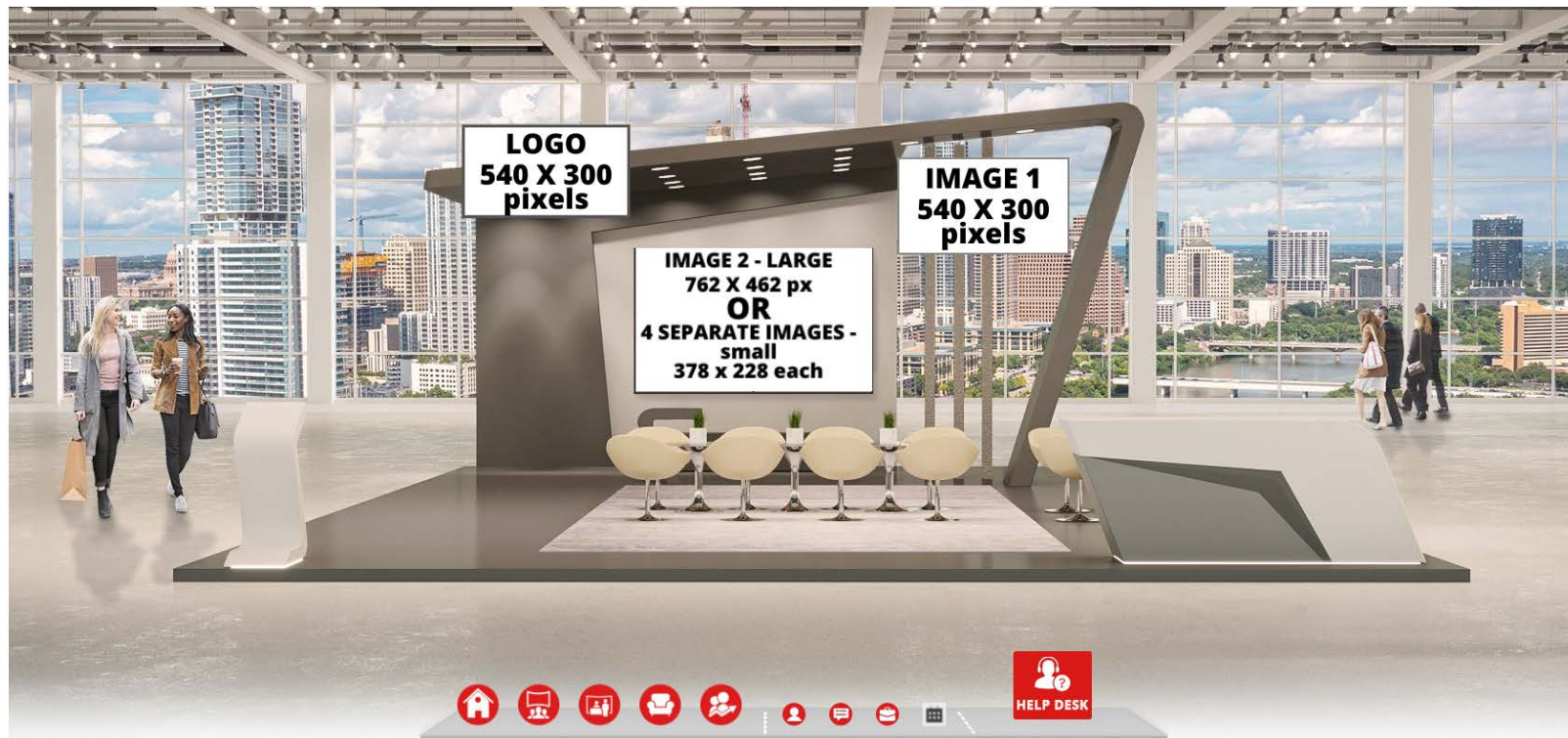
Booth Template – OPTION 2

**Navigation bar will be blue*



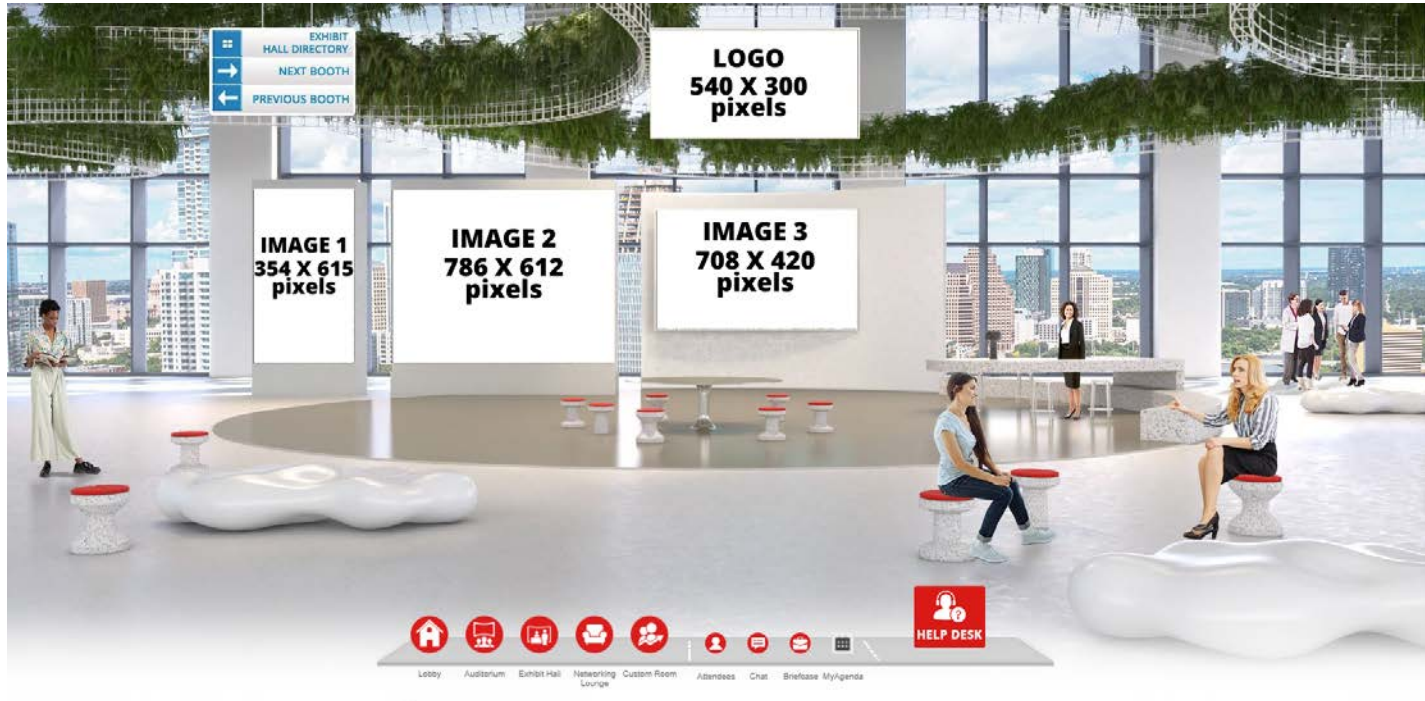
Booth Template – OPTION 3

**Navigation bar will be blue*



Booth Template – OPTION 4

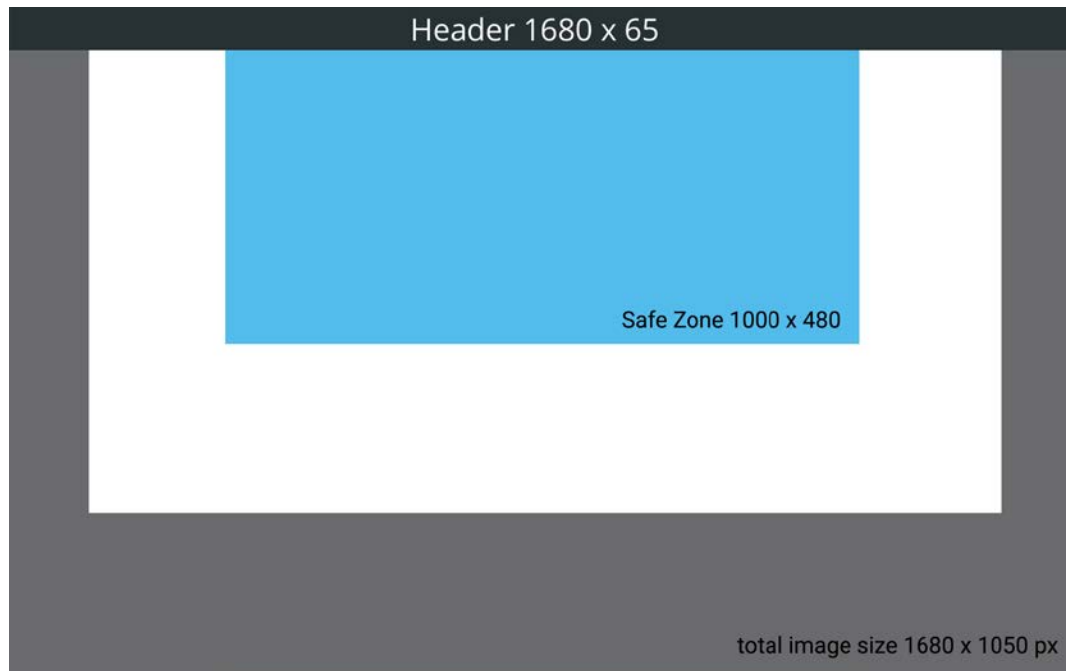
**Navigation bar and stools will be blue*



Booth template – OPTION 5 create your own background

Image must be 1680 x 1050 pixels and as a PNG, JPG/JPEG or GIF

Hot spots must stay within the safe zone as shown below and should start below the header space.



Virtual exhibit hall content plans

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

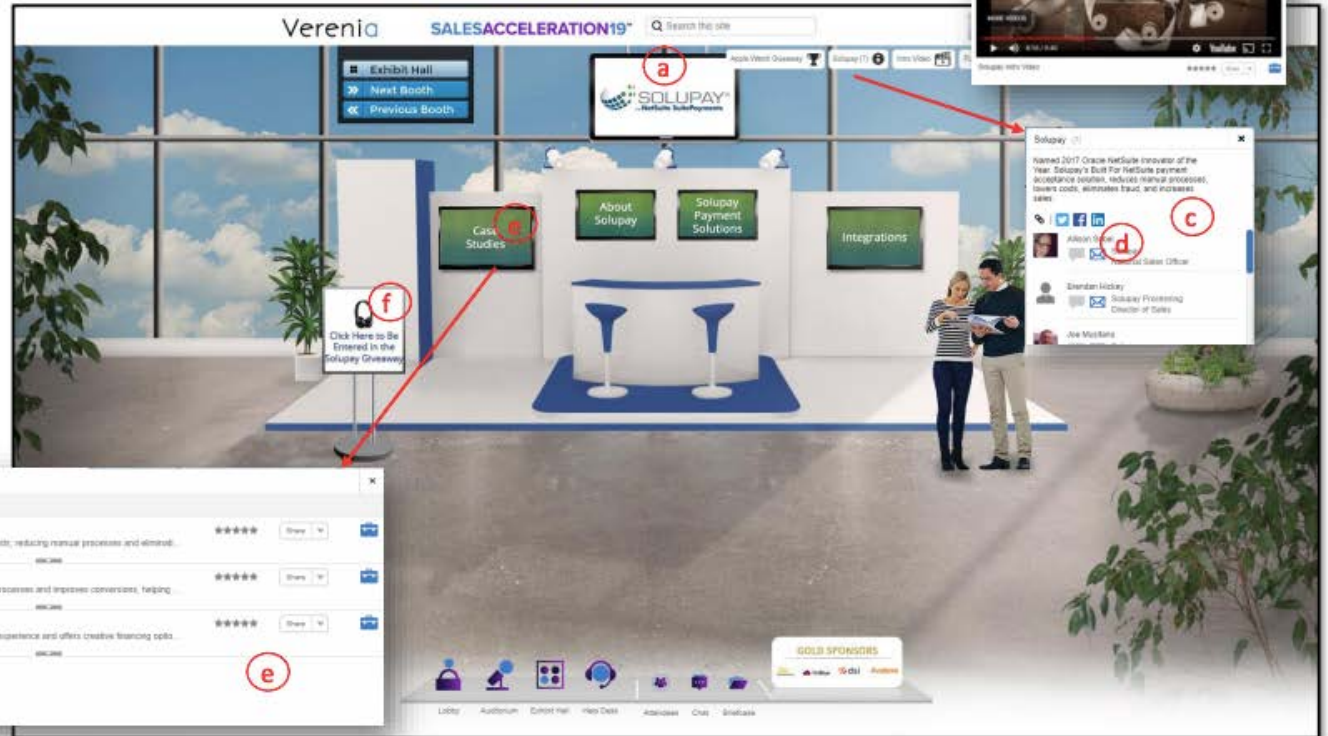
Women-Owned Business Marketplace & Community Area

- Highlight non-profit entities
- Sales area for small to medium sized women-owned businesses

Booth At a Glance

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)
- 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.



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/lobbyvet-eranrecruiting_01.flv

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

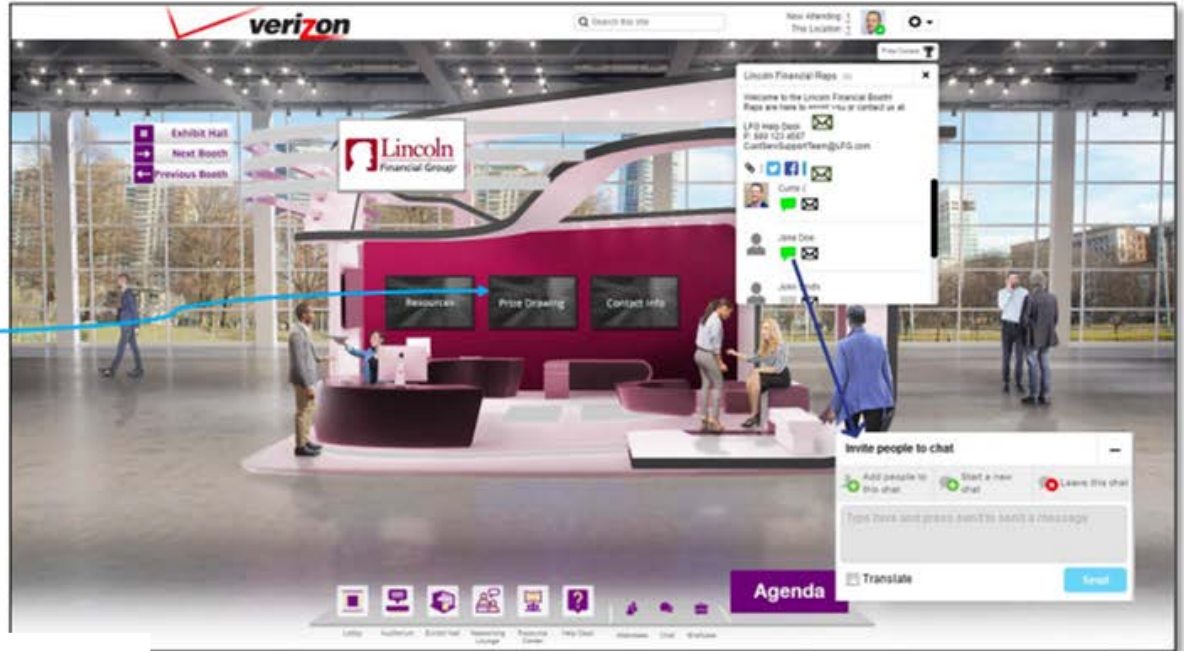


Booth Chats - options

- a) Private 1:1 Chat – booth reps can text chat with attendees as well as video chat.
- 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



CONTENT TYPES & SPEC SHEET

CONTENT TYPE	ACCEPTED FORMATS	USER EXPERIENCE
Audio	MP3, WAV	the audio will open within a window (iframe) within the virtual experience
Video Upload	MOV, MP4, MPG, WMV	the video will open within a window (iframe) within the virtual experience
Video Embed	embedded video players supported - including YouTube, Vimeo, Ustream	the video will open within a window (iframe) within the virtual experience
Link - new Tab	https content link	this link will open in a new browser tab
Link - iframe	https content link	this link will open within a window (iframe) within the virtual experience
Documents	We strongly encourage converting documents (PPT slides, Word, Excel, etc.) to PDF format for easy access/download.	
	PDF, JPG, PNG	the content item will display within a window (iframe) within the virtual experience, download and print functions are available from within the iFrame display
	Word, Excel, PPT, Zip	the content item will activate a new, blank browser tab and initiate the "auto-download" to the users computer
VIDEO UPLOAD SPECS		
	6Connex 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 2GB (recommend 500-800mb)	