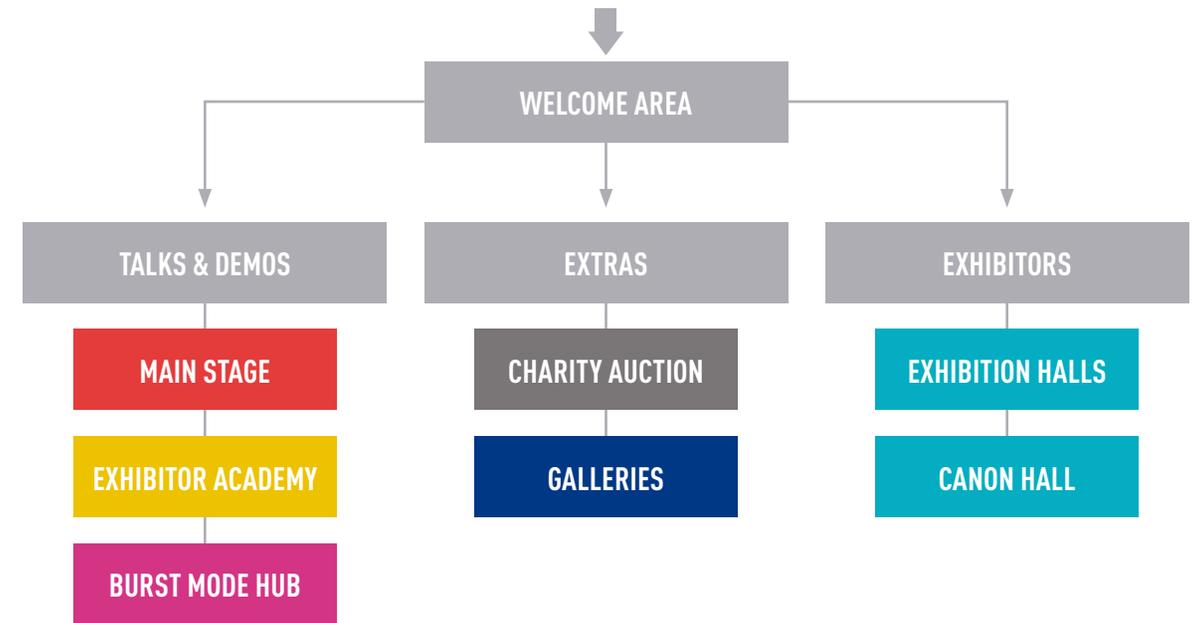


YOUR VIRTUAL FESTIVAL HOW-TO GUIDE

A quick guide to accessing and navigating the Virtual Festival



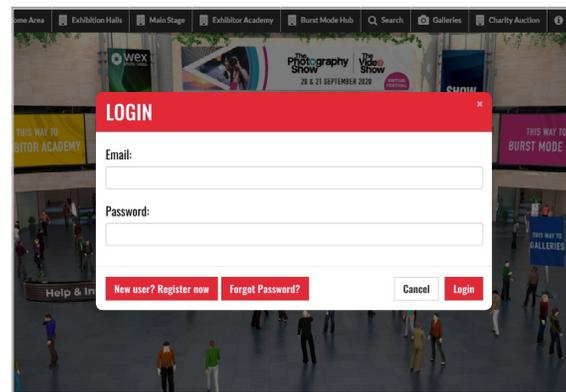
WHAT YOU'LL HAVE ACCESS TO



GETTING STARTED & ACCESSING THE EVENT

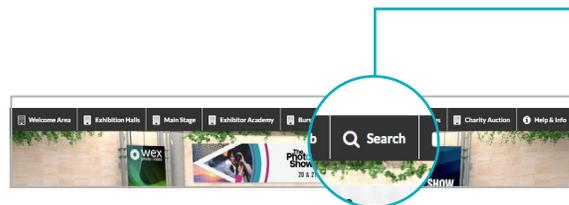
To access the virtual festival, please visit photographyshow.vfairs.com, click the login button and use your email address to access to the event. The event will be open from Sunday, 20 September at 10am.

The event is accessible on your desktop, mobile or tablet (we recommend a desktop or laptop so you get the full benefit of the bigger screen) and from any browser. You'll only be able to log in from one device at a time. If you'd like friends or family to access the link, they'll need to register as well.



NAVIGATING AROUND THE EVENT

Once you have logged in, you'll be taken to the Welcome Area, where first, you'll see our Welcome video. From here, you'll be able to access the exhibition halls, talks, demos and galleries - simply click on the banners or use the navigation bar at the top of the screen to navigate to what you want to see.



HELP & INFO

Our Help & Info point is bottom left of the Welcome Area. Just click on it if you need any technical assistance or information about what's on. You can also access this area from the navigation bar at the top of your screen, at any time.



THE EXHIBIT HALL

Once you've accessed the exhibition halls, you'll see 7 different product areas.

FINDING SPECIFIC BRANDS

You can easily find specific exhibitors by clicking on the relevant product area where you'll find an alphabetical list of exhibitors in that area, or by using the 'Search' bar at the top of the screen.

BROWSING BY PRODUCT

If you're not sure which companies you want to see, just click on the product area that interests you or search for products in the 'Search' bar.

VIEWING EXHIBITORS

To view all of the exhibitors in a particular area, you can scroll along using the arrows on each side of the screen. If you find an exhibitor you'd like to chat to or find out more about, just click on the stand and off you go!

To get back to the main exhibition hall, click on 'Back to Exhibition Hall' which you'll see on the left of your screen. To explore elsewhere in the event, use the navigation bar at the top of your screen.

ON THE STANDS

Once you've clicked on a stand, you'll be able to browse products and services as well as CHAT to someone on the stand, as if you were at a real event.

LIVE CHAT

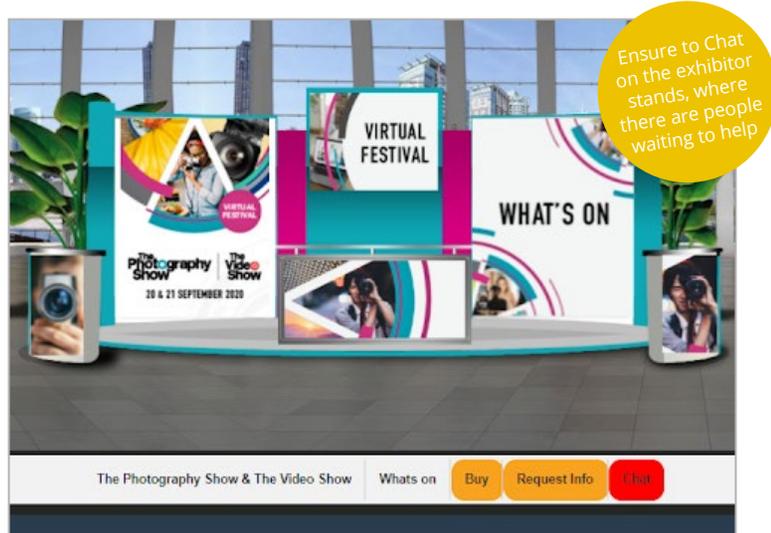
To chat with an exhibitor, click on the red CHAT button to enter their chatroom. You can then click on one of the team members to talk directly to them. You can chat via messenger, audio or video call.

REQUEST INFO

By clicking this button, the exhibitor will receive your contact details, which means they can easily follow up with you after the event.

BUY

Click on this button to buy from the exhibitor. You may be redirected to their partner retailers or directly to their website. Make sure you take advantage of show deals!



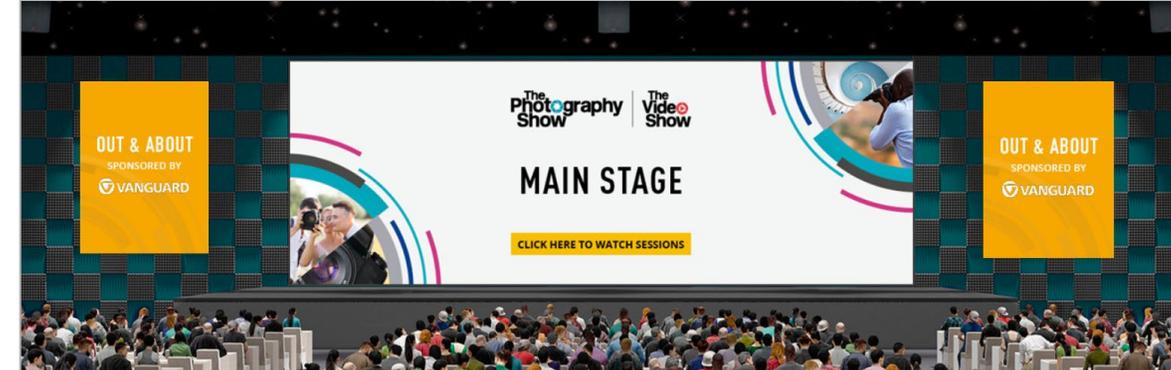
YOU CAN ALSO...

WATCH DEMOS

Some exhibitors will be running specific discussions and demos throughout the two days. Keep an eye out for schedules and information about these both on their menu bars (where the CHAT button is located) or in their chat room.

DOWNLOAD BROCHURES AND WATCH VIDEOS

Each stand will have a variety of brochures and videos available for you to browse. **Keep a look out for the 'Add to Show Bag' symbol - and add info to your Show Bag to look at later if you wish. Remember, you can access your Show Bag at any time by returning to the Welcome Area and clicking on Show Bag in the top right-hand corner.**



STAGES / PROGRAMMES

We have three stages at the show:

- **MAIN STAGE**
Our Main Stage features 6 different streams
- **EXHIBITOR ACADEMY**
This programme includes the Canon Inspirational and Educational Stages, Nikon School Stage and Sony Alpha Academy
- **BURST MODE HUB**
The Burst Mode Hub includes a by-the-hour programme of new kit reviews and demos

All of these programmes are accessible from the Welcome Area and via the navigation bar at the top of your screen. The programme timetables can be found at photographyshow.com/talks-and-demos or in the show guide.

When you enter a stage, simply click on the main screen to join a session. You will not be able to join any sessions which have finished or which haven't yet started.

Q&A

If sessions are pre-recorded, the Q&A will either run alongside the video in text form, or will be hosted by the speaker or an exhibitor on Zoom (or similar) after the video has played. The details of Q&A will be made clear in the text box to the right of the video. If the sessions are live, the speaker may run a Q&A at the end of the session - the audience will be muted to avoid total chaos! You'll just need to type any questions you have.



GALLERIES

The galleries are accessible from the Welcome Area and the navigation bar. You will be taken off to a different platform - but please don't worry! This will open a new window so you won't have lost your place in the show.



CHARITY AUCTION

As with the galleries, the Disabled Photographers' Society Charity Auction is accessible from the Welcome Area and the navigation bar. Again, this will open a new window so you won't have lost your place in the show.