Exhibitor Portal

Booth Usage Guide

Version 1.2

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Logging In

By now you should have received a username and password from your Hillhead Digital contact. These login details should be entered into the login form on the exhibitor portal.
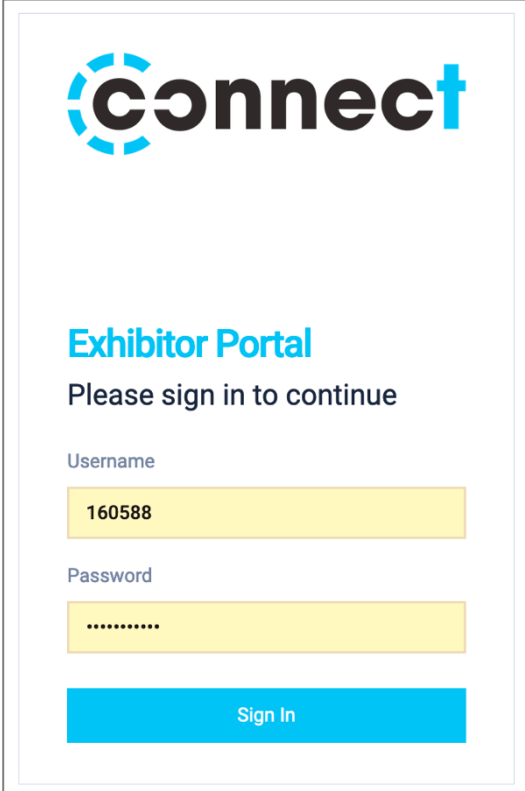
Exhibitor Portal: https://exhibitor-virtual.angel.events

If you forget your login, please get in touch with your Hillhead Digital contact who will be able to re-send them to you.
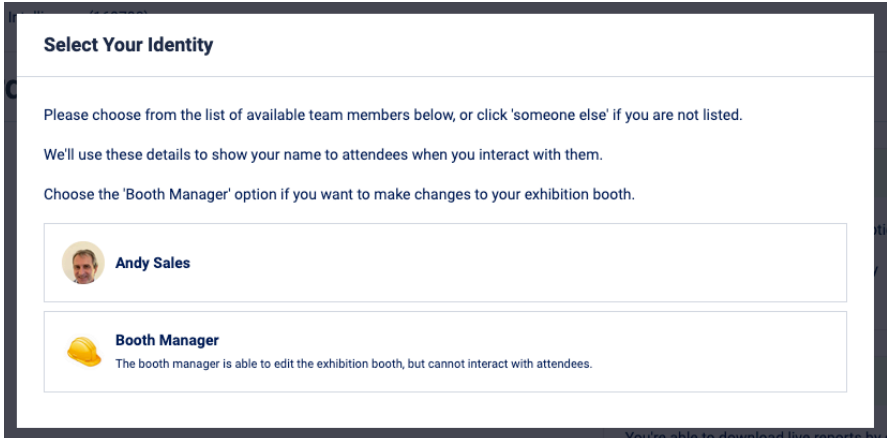
Upon logging in, you will be presented with a 'Select Your Identity' screen. To set up and manage your booth's content and appearance you should select the 'Booth Manager' option.

If you are wanting to actively manage your booth's chat, video, meetings etc then you should choose your name from the list of staff members.

You can change your identity at any time by clicking the blue 'change' link in the top right of any page.

Booth Information

To begin setting up your booth click on the 'Booth Setup' tab on the Exhibitor Portal, then click on 'Information'.

The Booth Information tab is where we will collect all of the necessary data to start setting up your exhibition booth.

Details about some of the more important fields can be found below. Try to fill in as much as possible.

Name
The name of your company as it will appear to visitors.

About
Enter a description of your company here, this will be shown to visitors on your digital booth.
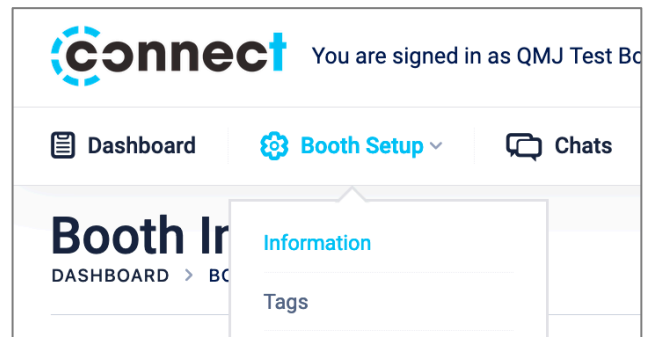
Website
Enter the URL to your website.

Twitter Handle
Enter your twitter handle, for example 'hillheadshow'. We'll use this to show your twitter feed on your booth.

Notification Email Address
Enter an email address that you would like any important notifications sent to. This includes any missed live chats, and upcoming meeting notifications.

Tags

The Connect event platform can intelligently recommend your booth to certain visitors, depending on their interests. In order to do this, you need to add some tags to your booth.

Visit the tags section of the 'Booth Setup' tab to add your tags.

Simply check the boxes next to any tags which are relevant to your business and then press the 'Save Changes' button once complete.

Booth Tags

DASHBOARD > BOOTH SETUP > TAGS

Save Changes

Information

Tags

Branding

Media

Documents

Team Members

Preview

Booth Tags

On this page you are able to select from various tags which describe your business. Be sure to only select tags which are relevant to you, since we will use this information to intelligently recommend your booth to potential leads.

Search tags...

☐ **Abrasion Resistant Materials**
　☐ Abrasion resistant materials
　☐ Wearparts

☐ **Ancillary Site Equipment**
　☐ Access platforms/systems
　☐ Bowsers
　☐ Bunded fuel systems

*Try to only select tags relevant to your business. This helps attendees get the right booths recommended to them, but also helps you receive relevant leads.

Branding

The Branding tab allows you to customise the appearance of your digital booth so that it matches your corporate identity.

Logo
Upload your company logo here. JPEG or PNG files are accepted, up to 3MB in size. We recommend a logo that is at least 500 pixels tall or wide.

Primary Colour & Heading Colour
Use the colour pickers to choose colours which match your brand. Primary colours are used for the navigation bar and buttons, while the heading colours are used for various headings across your booth.

When you update colours and logos, an updated preview of the design will appear on the right side of the page.

MPU Banner Optional
You can upload an optional MPU banner here to be displayed on your booth. JPEG, PNG or GIF files are accepted, up to 3MB in size. Recommended dimensions are 600 x 400 pixels.

Media

You can upload video content to your booth via YouTube, Vimeo or MP4 file. To do this, visit the 'Media' section of the 'Booth Setup' tab.

Adding Media
To add media, click on the green 'Add New Media' button.

Name
Enter a name or title for the video content.

Description
Enter a short description about the video, up to 1000 characters.

Media Format
Choose the format of the media. Selecting YouTube or Vimeo will show a new field, where you should enter the ID of the video to be shown. Choosing 'Upload Video' will allow you to upload an MP4 video, up to 150MB in size.

Media Options
You are able to make one video your featured video of your booth, and show it on the home page of your digital booth.

You can also set this video to autoplay when a visitor first visits your booth.

Documents

You can upload many different documents to your booth. Examples of good documents to upload include:

- Product Brochures
- E-Books and Whitepapers
- Case Studies
- Spec Sheets

Booth Documents

Use the booth documents page to upload files to your booth, or add links to pages on your website. For each document you can also add an image to further personalise your documents page.

Name	Photo	Added	Format	Clicks	Unique Clicks	
Hillhead 2021 Exhibitor Brochure Preview		2021-01-15	PDF File	1	1	☰ ▾
Hillhead All Secure Preview		2021-01-15	PDF File	0	0	☰ ▾

The process of adding documents is the same as media. Click the green 'Add New Document' button.

Add New Document

Name
Enter a name for the document.

Description
Enter a description for the document, up to 1000 characters.

Thumbnail Image Optional
Optionally choose a JPEG or PNG image to show to visitors for this document. For example, if you are uploading a spec sheet for a piece of machinery, we recommend placing an image of the machinery here. Maximum file size is 3MB.

Document Format
The format of the document can be either 'Uploaded File' or 'Link'. If you choose to upload a file, the maximum size is 10MB. A variety of file formats are accepted.

Team Members

In the Team Members section you are able to add some important contacts to your booth. We usually recommend adding some sales staff here, since these contacts will be visible for attendees to contact and add on social media.

Similarly to Media and Documents, click the green 'Add New Team Member' button to add a new team member.

Booth Team Members

Use this page to add important people to your booth. Usually we recommend adding some sales representatives here, in case visitors want to reach out regarding your products/services.

Person	Photo	Added	Email	Phone	Twitter	Linkedin	Contacts Page?	
Harvey Sugden Event Manager		2021-01-15	Harvey.sugden@qmj.co.uk	+44 (0)115 945 4377	✔	✔	✔	☰ ▾
Richard Bradbury Managing Director		2021-01-15	Richard.bradbury@qmj.co.uk	+44 (0)115 945 3889	✖	✔	✔	☰ ▾

Name
Enter the name of the Team Member here.

Biography
Enter a short biography for the person here. Up to 1000 characters allowed.

Headshot Image
Add a headshot photo of the team member here. We recommend a square image, since it will be automatically cropped by the system. JPEG or PNG images are accepted, up to 3MB in size.

Email Address, Phone Number & Social Media URLs
Enter the member's email and phone number (international format) and social media URLs here. This will allow attendees to easily get in touch during the event.

Preview

At any point before, during and after the event, you can easily visit the booth preview page to see how your booth and its content is looking.

Text Chat

To see your incoming chats from attendees you should visit the 'Text & Video Chat' page.

From here you will see a list of incoming chats on the right side of the window.

Any unread chats will have a red dot next to them, indicating that you have not yet read the message.

Click on a chat to open the chat window. Here you can see the list of messages which have been interchanged and can send new messages by typing into the box and pressing the 'Send' button.

If you are not online and receive a message, it will be sent to you via email. Likewise, if you reply to an attendee and they are no longer online, they will receive your response via email instead.

Finally, you can click on the 'View Profile' button to open the attendee's profile and see all of their details.

An audible 'ding' can he heard when new messages are received, so feel free to leave this page open in the background during your participation.
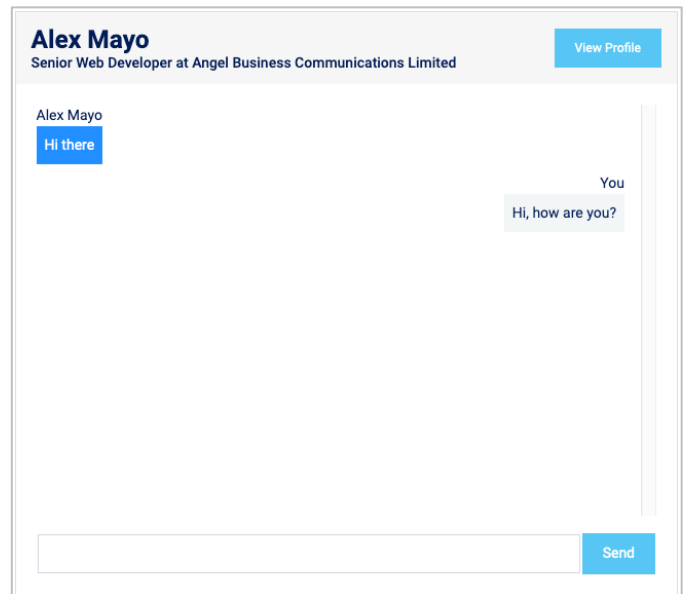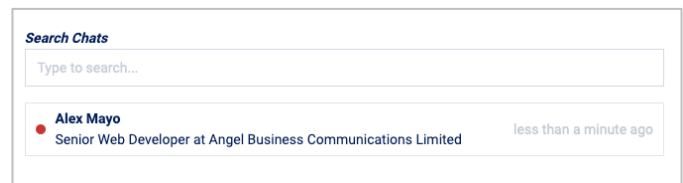
Video Chat

To access your booth's video chat, you should visit the 'Text & Video Chat' page.

On the left side of this page, you will find a video chat area. Click the blue button to join your booth's video chat.

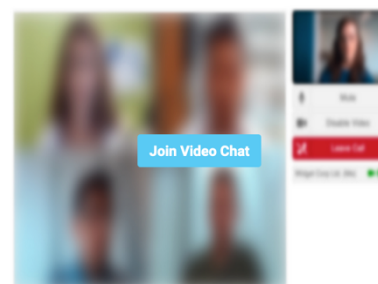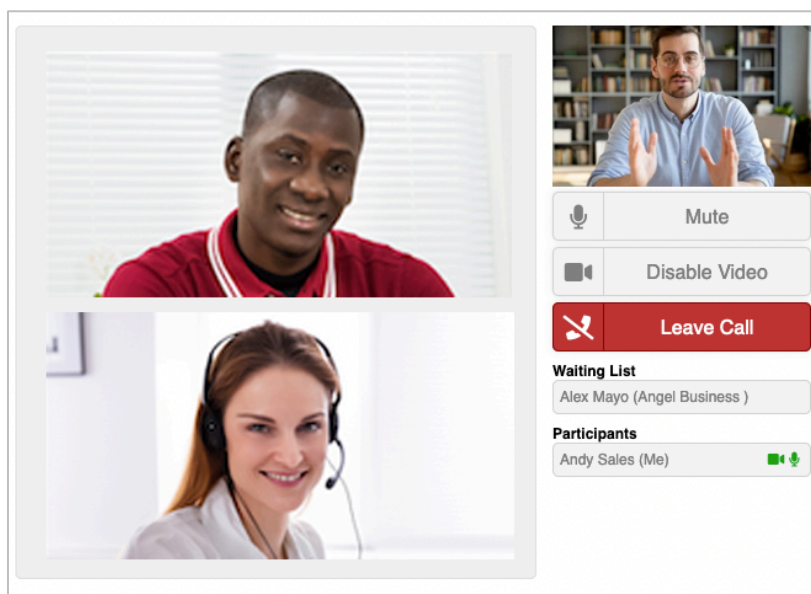Once you have joined your video chat, you will be able to see the video chat window. On the left is the areas where attendees and your other staff members will appear. On the right is the control bar, where you can manage attendees, waiting list and call options.

To admit an attendee, hover over their name in the waiting list and click the 'Admit' button.

To deny an attendee access, click the 'Deny' button and then enter a message to the attendee in the pop-up box.

If for any reason you need to remove an attendee from the room, you can hover over their name and click 'Kick'.

When an attendee joins the waiting room, a doorbell sound can be heard every 10 seconds until the attendee is admitted or denied access.
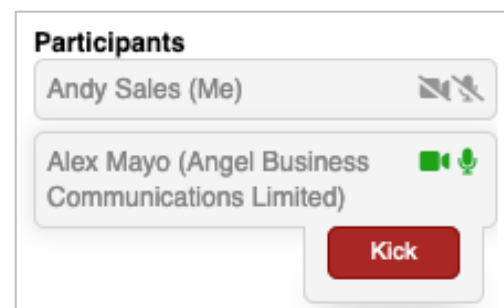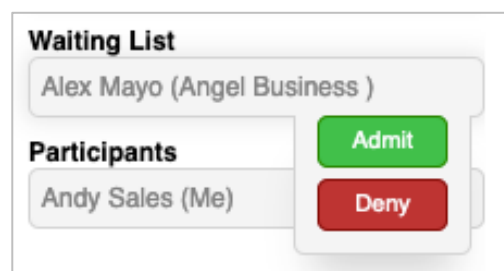
Scheduled Meetings

Attendees are able to schedule meetings in advance with your team.

When an attendee requests a meeting, all team members will receive a notification via email. Also, the meeting request will show under the 'Text & Video' chat tab of the exhibitor portal.

Accepting the meeting
To accept the meeting, click the 'Accept' button on the right-size of the meeting list. Notifications will be sent to the attendee, informing them that you have accepted their meeting request.

The attendee will be prompted to visit your booth and start video chat when the meeting begins.

Be sure to admit the attendee into the video call using the waiting room feature (explained on page 12).

Rejecting the meeting
To reject the meeting, click the drop-down arrow and select 'Reject Meeting' from the list of options. When prompted, enter a reason for rejecting the meeting. This will be sent to the attendee via email.

Cancelling an accepted meeting
If you have accepted a meeting request and need to cancel it, click the drop-down arrow and select 'Cancel Meeting' from the list, and enter a reason when prompted. The attendee will be notified via email.

Meetings are scheduled in 15-minute slots, with 5 minutes space between them. Meeting slots are available from 09:00-16:00 on 30th and 31st March.

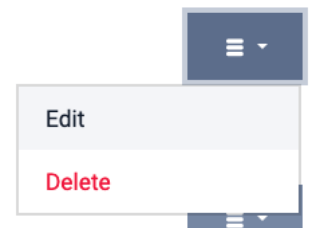Attendees can begin to pre-book slots with you from 15th March.

FAQ

Can I make changes to my booth during the event?
Yes, you can visit the booth setup tabs at any time before, during or after the event to make changes to your content.

How do I edit documents, media or team members?
Clicking on the grey dropdown button will allow you to edit or delete content from your booth.

I've forgotten my username or password.
Please contact your Hillhead Digital contact who will be able to send your login details over.

Can I send this to a colleague to complete?
Yes, you can send your login details to a colleague for them to complete for you.

Some of our videos are too large to upload, what can we do?
For video files, we recommend uploading to YouTube or Vimeo, alternatively you can use https://www.freeconvert.com/video-compressor to compress your video.

Help

If you need further help with the Exhibitor Portal, please contact your Hillhead Digital contact, or visit https://www.hillhead.com/digital/contact for a list of support contacts.