

GoVirtual Networking Exhibitor Quick Reference Guide

Exhibitor Onboarding



Welcome to Your Virtual Event Stage

As an exhibitor you have an exclusive opportunity through GoVirtual to communicate your products and services, as well as facilitate private one-to-many or one-on-one video meetings. With our video meetings function, live and pre-recorded content will give you an edge that most events simply cannot offer. Here we will show you the elements of your stage and how to use them.

Your stage offers many great features and getting access to your company's branded page through our portal manager is an email away. Please know that once you have been confirmed as an exhibitor and have received your registration, our team will work to provide you portal access so that you can begin to use the stage elements seen in this guide. This portal access will be sent to you within the two weeks leading up to the event, giving you enough time to prepare for your live virtual meetings.

Welcome to Your Virtual Event Stage

To get started, we want you to be prepared to use these features like a pro! We have created "quick dive" videos to accompany this technical guide. You can find all these videos along with additional guides in the emails you receive from our Virtual Event Services team leading up to your event. Should you have trouble locating any of these resources, please reach out to our team at **virtualeventservices@ags-expo.com** or call us at **407-292-0025**. We are here to make your virtual experience an easy and successful one!

BEFORE YOU GET STARTED...

We want to take a moment and provide you with a few best practices both as an exhibitor and presenter on your own virtual stage.



RECORD LIKE A PRO

Make sure you consider the below elements when preparing to stream a live video or record a video presentation in advance:

1

Camera & Lighting

Ensure your background is presentable. Please have low/no lighting behind. You must have a lighting set-up behind your computer monitor facing your face as well. Ring lights are great for this, but a simple lamp can work well also.

Your camera should be set at eye level. You can use a tripod, computer stand, or something as simple as a stack of books to prop your camera up to the proper height.

2

Quality Microphone & Headphones

Good quality microphones & headphones will help eliminate echo & feedback.

RECORD LIKE A PRO

3

Quiet Environment

Eliminate background noise & distractions.

4

Strong Internet Connection

Hardline/ethernet connection preferred. Must have an upload speed of at least 2 Mbps.



1

Short introduction including the summary of your session and your scenario.

2

3 to 5 key points that you want the attendees to take away.

3

Main part of your presentation, working through your demo or marketing related communications.

WHAT'S IN A GOOD VIDEO PRESENTATION

For a simple but effective session format, here is a loose structure to follow:

If you're concerned about length, make sure your material can be presented within a recommended 18-25 minute time slot. However, if you are hosting an open session where you are taking questions, you can self-define the length of your presentation.

IF YOUR VIDEO IS PRE-RECORDED...

Just remember to export and send your session to your virtual event producer! Call in advance of sending any large files for assistance in the transfer and loading of the video. Otherwise, the instructions below will teach you how to load and play your video files directly from your stage.



The AGS & GoVirtual Team is always here to assist!

Feel free to contact our support team at
virtualeventservices@ags-expo.com or call
us at **407-292-0025**.

GoVirtual Networking System Requirements

Please run an internet/bandwidth connection test at a website such as www.speedtest.net to check for the following:

- Download: Minimum of 2 mbps
- Upload: Minimum of 2 mbps
- Ping/Latency: Minimum of 50ms
- Ethernet: It is strongly preferred that you are able to secure a direct ethernet connection to your modem, as opposed to a wireless connection.

Operating System Requirements

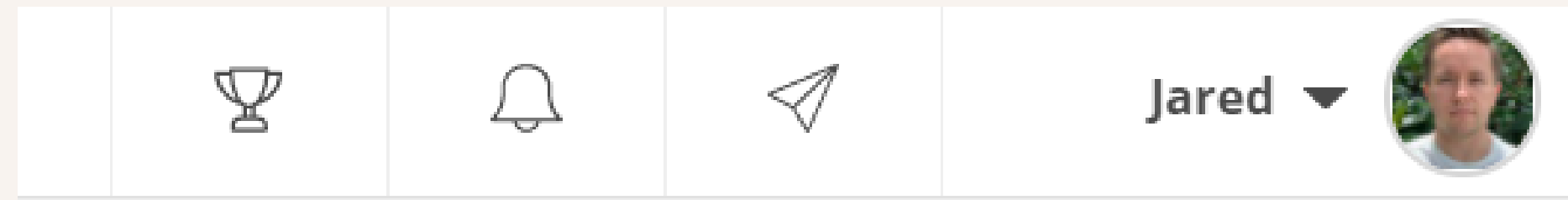
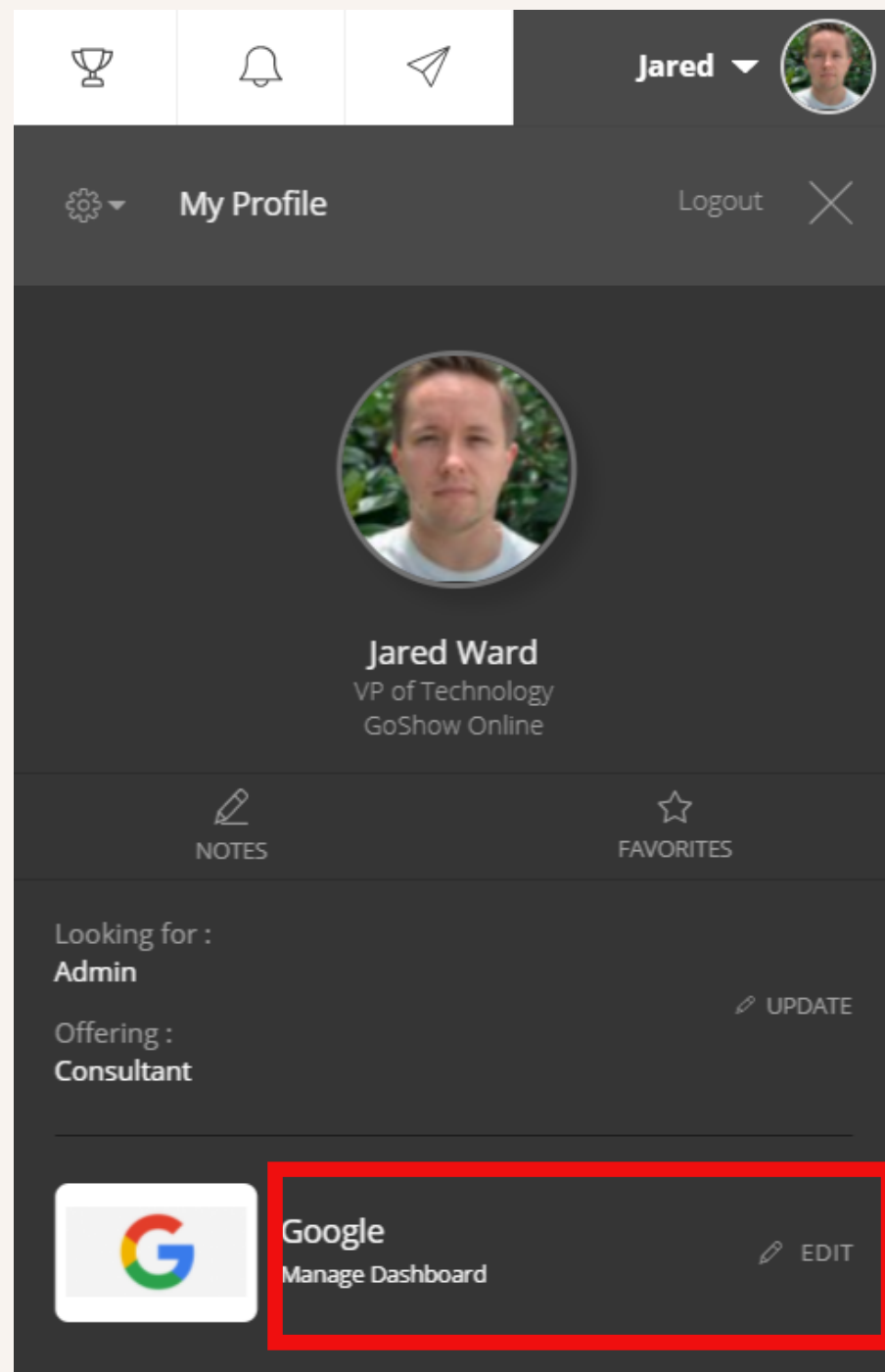
- Mac OS - Version 10 or later
- Windows OS - Version 8 or later
- iPhone & iPad OS - Version 13 or later
- Android OS - Android 5 or later

Suggested Browsers to Use

- Mac OS
 - Google Chrome - Version 83 or later
 - Safari - Version 13 or later
 - Firefox - Version 76 or later
- Windows OS
 - Google Chrome - Version 83 or later
 - Firefox - Version 77 or later
- iPhone & iPad OS
 - Safari - Version 13 or later
- Android OS
 - Google Chrome - Version 81 or later
 - Disable Pop-up blocker

Editing Your Exhibitor Profile & Booth

- To edit and make changes, you will first need to bring up your Exhibitor Profile. You will find access to your booth in the same area as your profile. Click your profile picture in the top right portion of the screen.

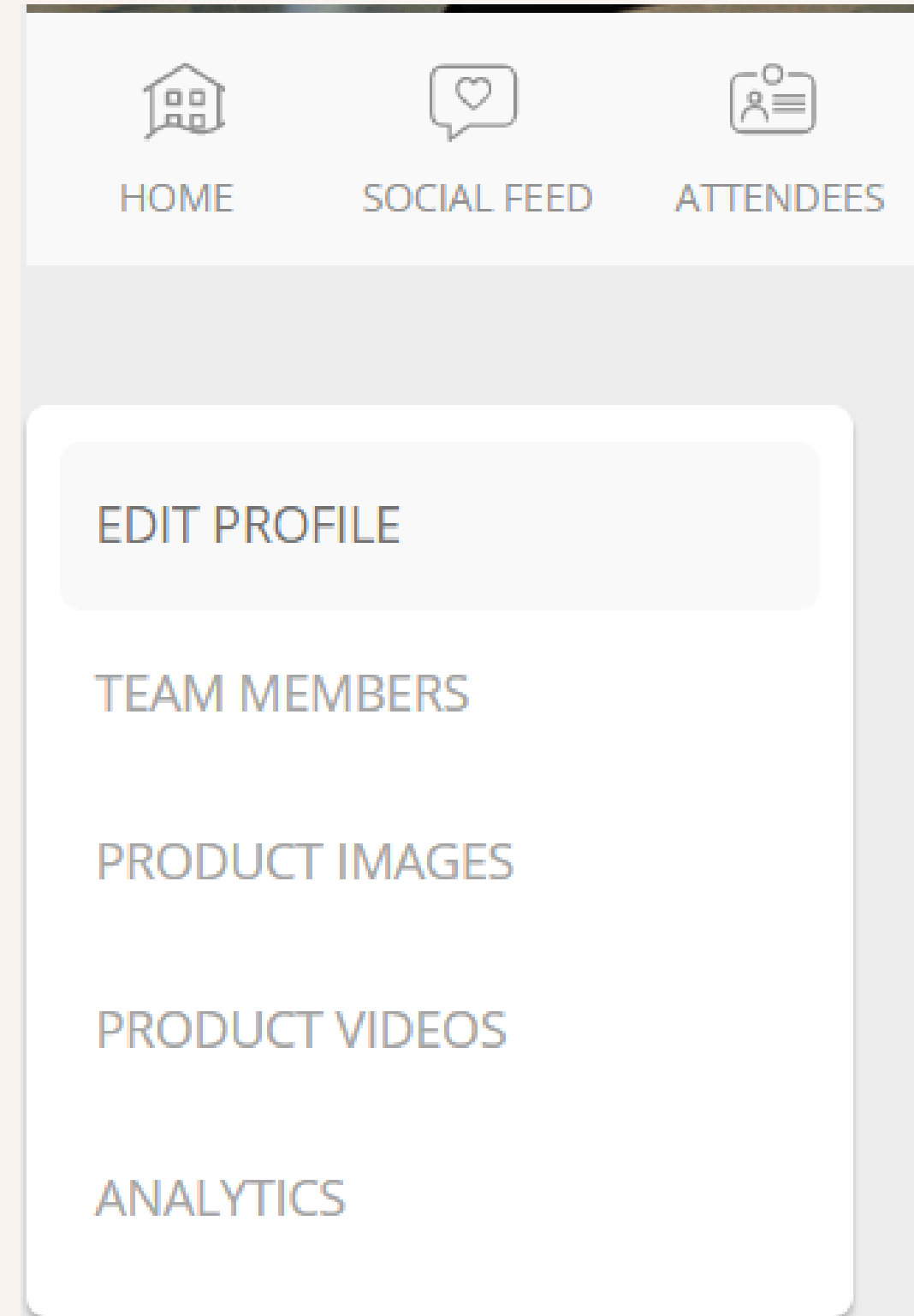


- A side menu will appear, and you will move down to the bottom – where you see your company's logo.
- From here, you will select either **Manage Dashboard** or **Edit**.

Editing Your Exhibitor Profile & Booth

This will bring up your **Exhibitor Dashboard**. The Exhibitor Dashboard will have different sections that are navigable on the left:

- Edit Profile
- Team Members
- Product Images
- Product Videos
- Analytics

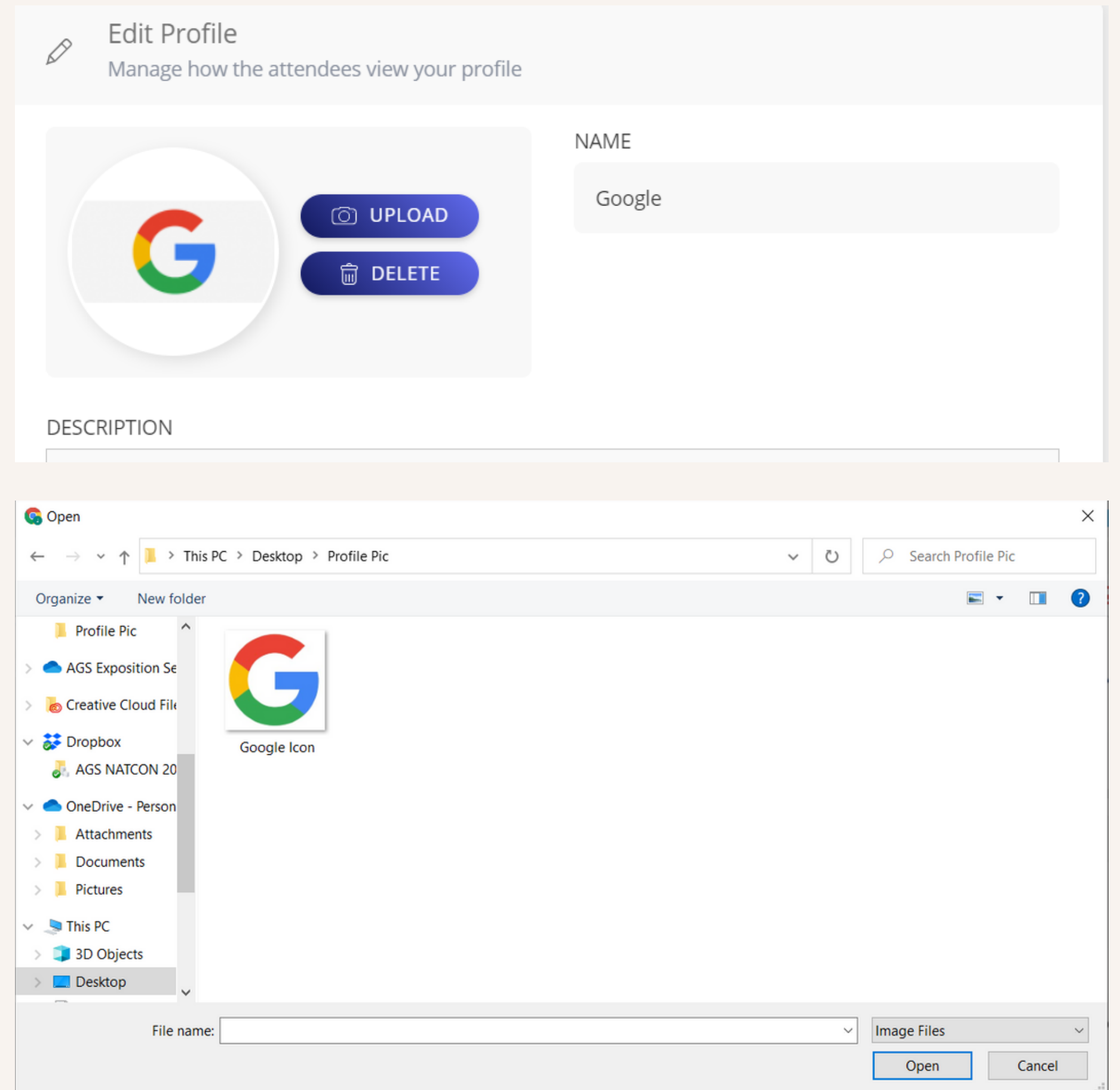


EDIT PROFILE

The Edit Profile section of the Exhibitor Dashboard will operate very similar to the User Profile area. Here you can edit your Virtual Booth information that will be displayed to all attendees and fellow exhibitors.

- First, you can edit your exhibitor icon by clicking the **Upload button**.
- A dialog will come up. Select the correct icon you would like to use from your computer, then click **Open**.
- The icon will automatically be cropped and uploaded to the space. Make sure to scroll down to the bottom of the page, and select **Save Changes**.

SAVE CHANGES



Other items that you can edit and save include:

- **Name** - Company name
- **Description** - A short description about the company
- **Contact Email** - Best email address for fellow attendees or exhibitors to contact your company
- **Contact Phone Number** - Best phone number for attendees or exhibitors to contact your company
- **Address** - Company address
- **Brochure**
 - *NOTE: You may only upload a maximum of 10 files. Each file cannot be larger than 5MB.*
- **Custom CTA (Call to Action)** - see more information below
- **Spotlight Banner**



- **Social Media Links** - GoVirtual Networking has the ability to link the following social media sites:
 - *LinkedIn*
 - *Twitter*
 - *Facebook*
 - *YouTube*
 - *Company Phone Number*
 - *Website*

Please Note: All social media links require the web address to begin with "https://www."
So, twitter would be
<https://www.twitter.com/companyname>


Custom CTA

(Call to Action)

GoVirtual Networking allows for exhibitors to create a custom CTA or “Call To Action”. Custom CTA allows an exhibitor to create a custom feature as part of their virtual booth experience. Exhibitors have used the Custom CTA action to create an area to listen to a podcast, a donation flyer, or LIVE DEMOS.

CUSTOM CTA

Title

B *I* U |   |   | Normal ▾ |  |

div p

Button Label

Button URL

HOW TO CREATE A LIVE DEMO FOR GOVIRTUAL NETWORKING CUSTOM CTA FEATURE:

1

In a new browser window or tab, set-up an online meeting space via Zoom, Google Chat or Google Hangouts, Skype, Gotomeeting etc. Any link will do.

2

Once you have the link, head back to the GoVirtual oNetworking Exhibitor Dashboard. Scroll down until you see Custom CTA, and fill out the following fields:

- **Title** - Title of the Custom CTA
- **Description**- a short description of the CTA
- **Button Title** - name of the button that will take users to your demo
- **Button URL** - the meeting URL

CUSTOM CTA

See New Featured Products!

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Normal

▾

🔗

Make sure to join Gerald Smith from our sales team for a live demo of upcoming products and features from Google!

div p

Join Gerald!

<https://us02web.zoom.us/join/abc-123>

HOW TO CREATE A LIVE DEMO FOR GOVIRTUAL NETWORKING CUSTOM CTA FEATURE:

3 When everything has been filled out, this is what it will look like:

See New Featured Products!

Make sure to join Gerald Smith from our sales team for a live demo of upcoming products and features from Google!

JOIN GERALD!



GoShow Event
Solutions



SHARE YOUR DETAILS

Rate ★ ★ ★

About us

GoShow Event Solutions

Built for the events industry with one goal- GoShow Integrates Simple-to-use technologies into a single events mangement platform, making your daily routine easier.

Get in touch

✉ help@goshowonline.com

event

Technology

Software

Spotlight Banner

The Spotlight Banner is the first thing that attendees and exhibitors will see when visiting your virtual booth. It can be an image or a video. If it is a video it must be: Vimeo or YouTube links.

TEAM MEMBERS

The second section of GoVirtual Networking Exhibitor Dashboard is a list of **Team Members** assigned to the booth. This is where company representatives who are manning your virtual booth are assigned.

If you need to add a team member to this area, please email **virtualeventservices@ags-expo.com**.


EDIT PROFILE


TEAM MEMBERS

PRODUCT IMAGES

PRODUCT VIDEOS

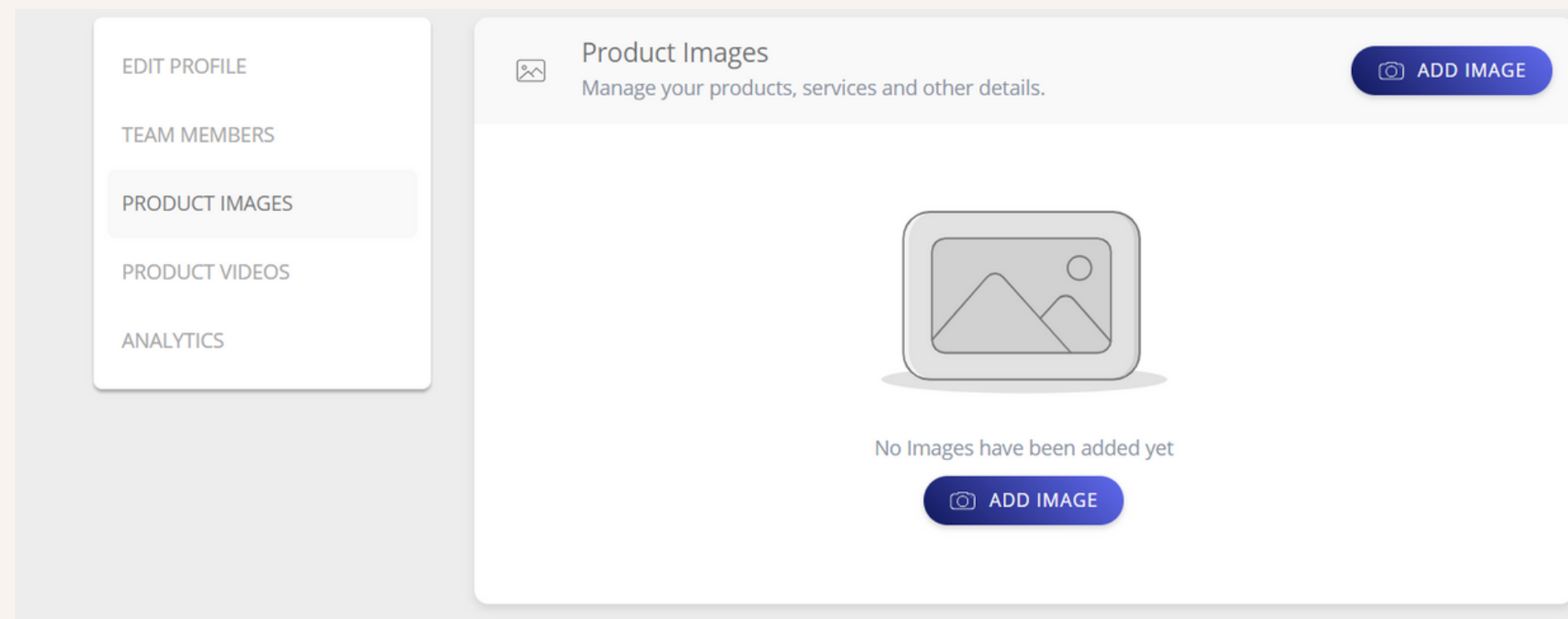
ANALYTICS

 **Team Members**
Invite your team members to network with the attendees

NAME	DESIGNATION	EMAIL
 Jared Ward	VP of Technology GoShow Online	jared@goshowonline.com

PRODUCT IMAGES

The Additional Product Images & Product Videos are of the Exhibitor Dashboard is an area to feature more videos, additional pdfs or photos for your company.

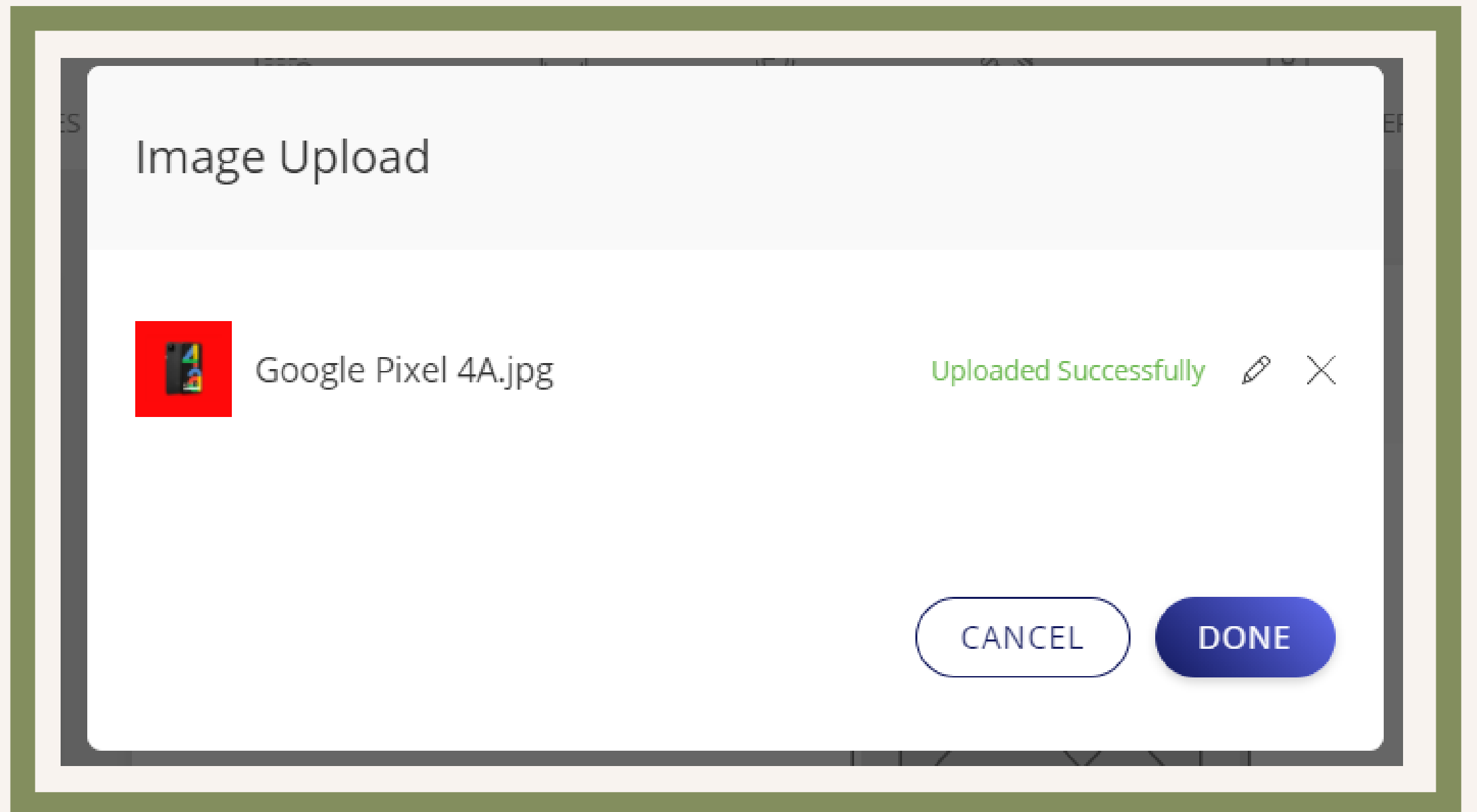


ADDING IMAGES

- To add additional images, click the **Add Image button**.

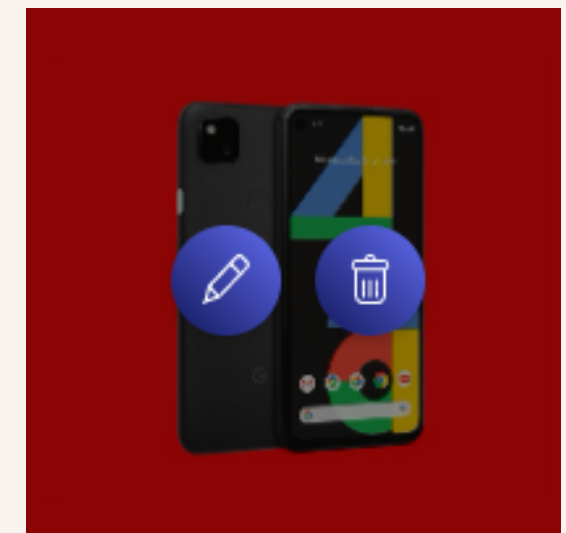


- Select the image you would like to add.
 - *NOTE: These images may not be bigger than 512 x 512.*
- If the upload is successful you will see this screen.
- Click **Done**.



EDIT IMAGE DETAILS

To edit any details about the image, just hover over the image and click the **Pencil icon**.



Fill out all details including:

- **Title** – Product title
- **Description** – a short description of the product
- **Button Label** – text display of the button
- **Button Link** – the URL where the button will take you

Once all details have been submitted, click **SAVE**.

Edit Product Details

TITLE

New Pixel 4A

DESCRIPTION

B **I** **U** | | Normal |

Check out the New Pixel!

div p

BUTTON LABEL

Order Now

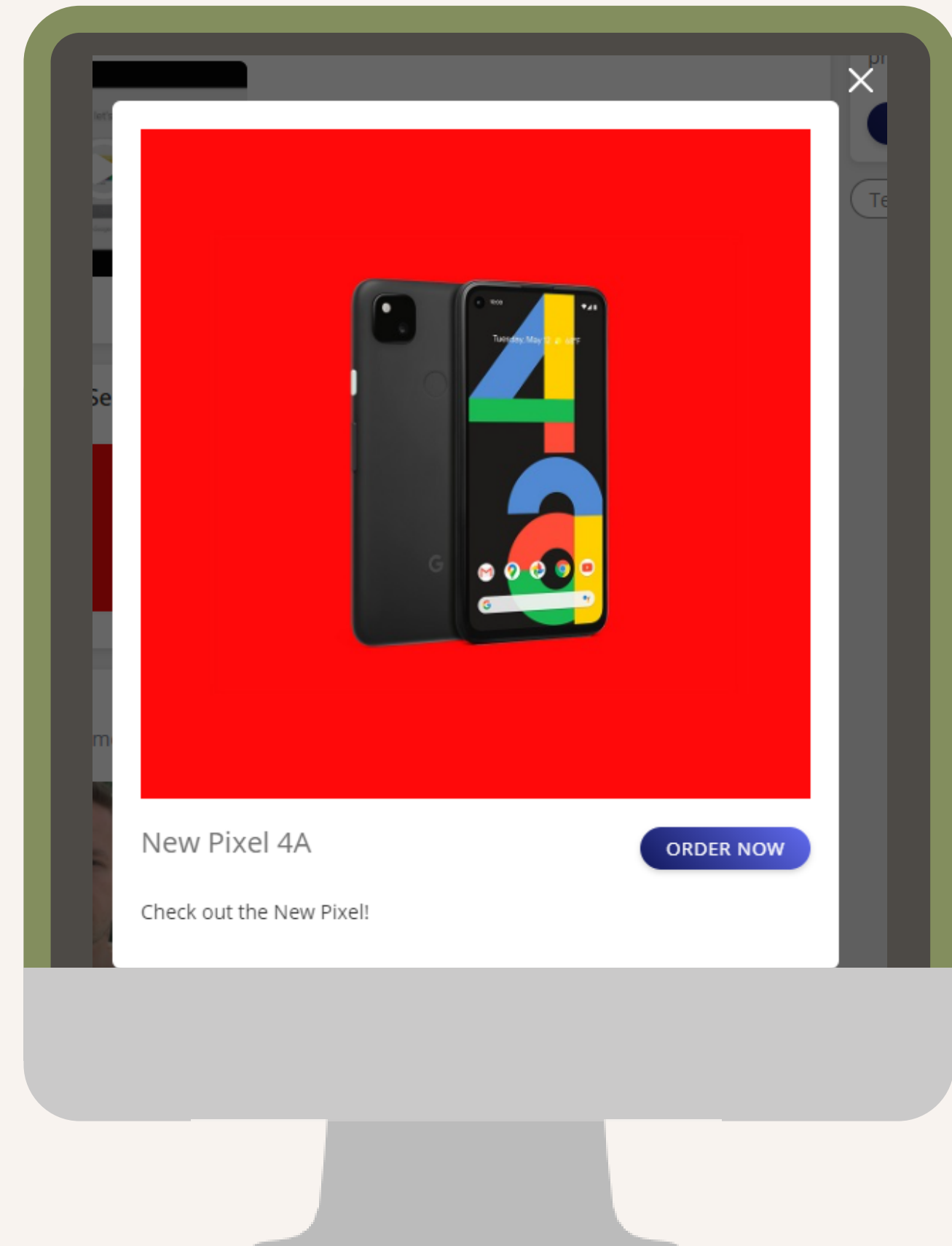
BUTTON URL

<https://www.google.com/pixel4A>

CANCEL

SAVE

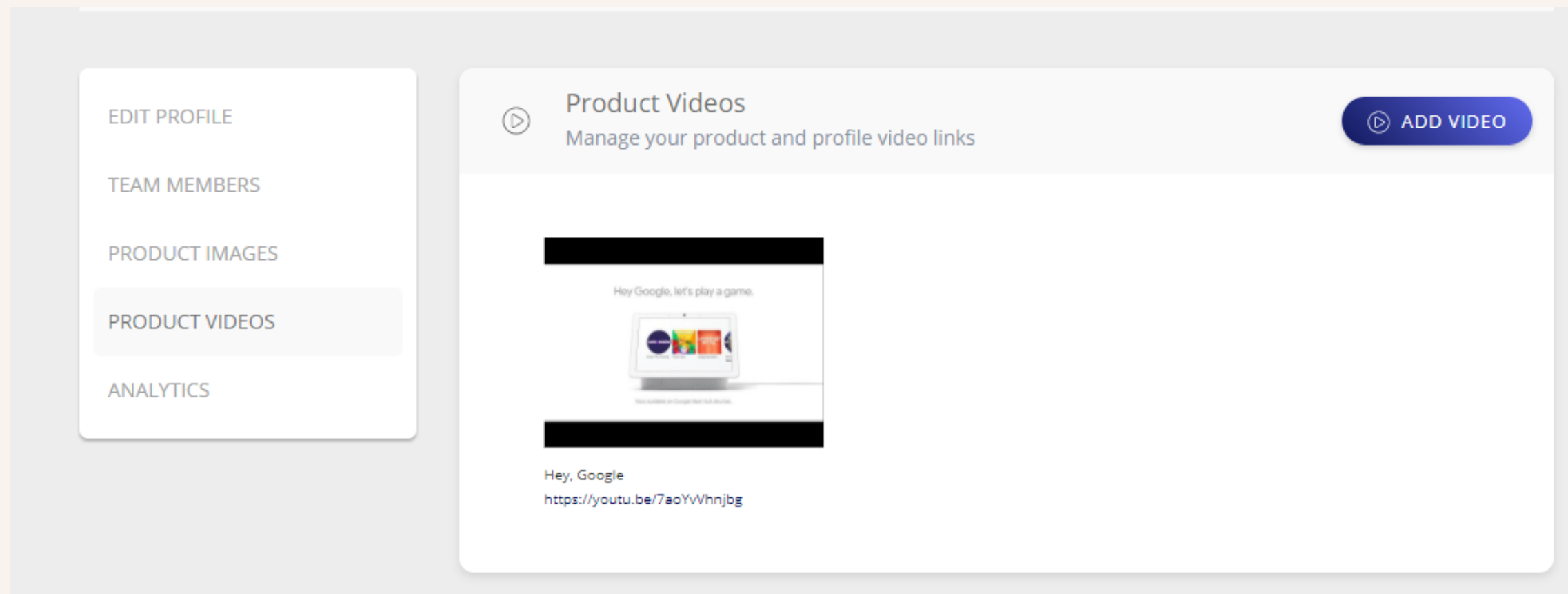
This is how your newly added product will look in the virtual booth:



PRODUCT VIDEOS

To add a new video, click the **Product Video** area the Exhibitor Dashboard.

Click **Add Video**.



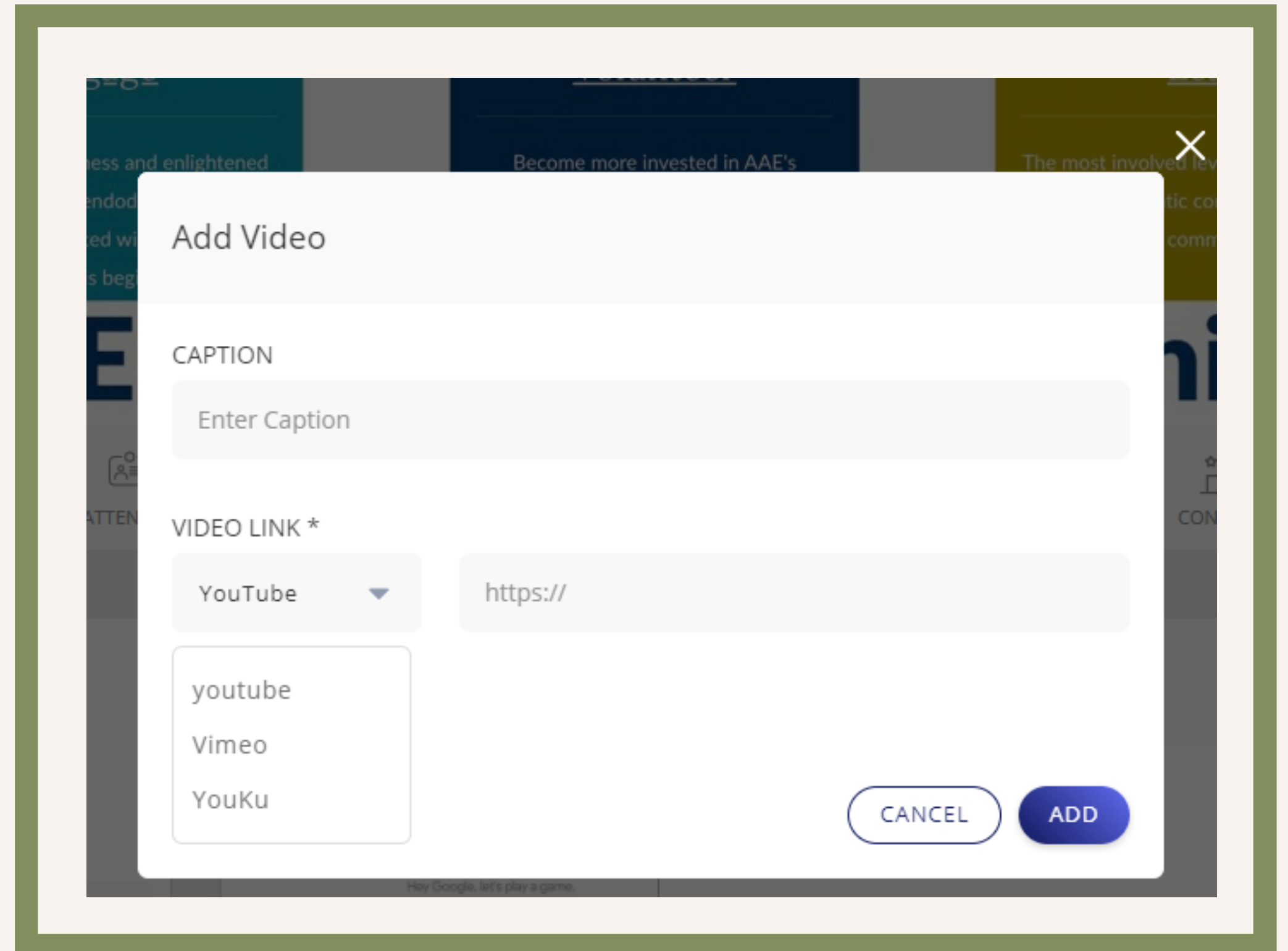
ADDING VIDEOS

- Click the **Add Video** button.

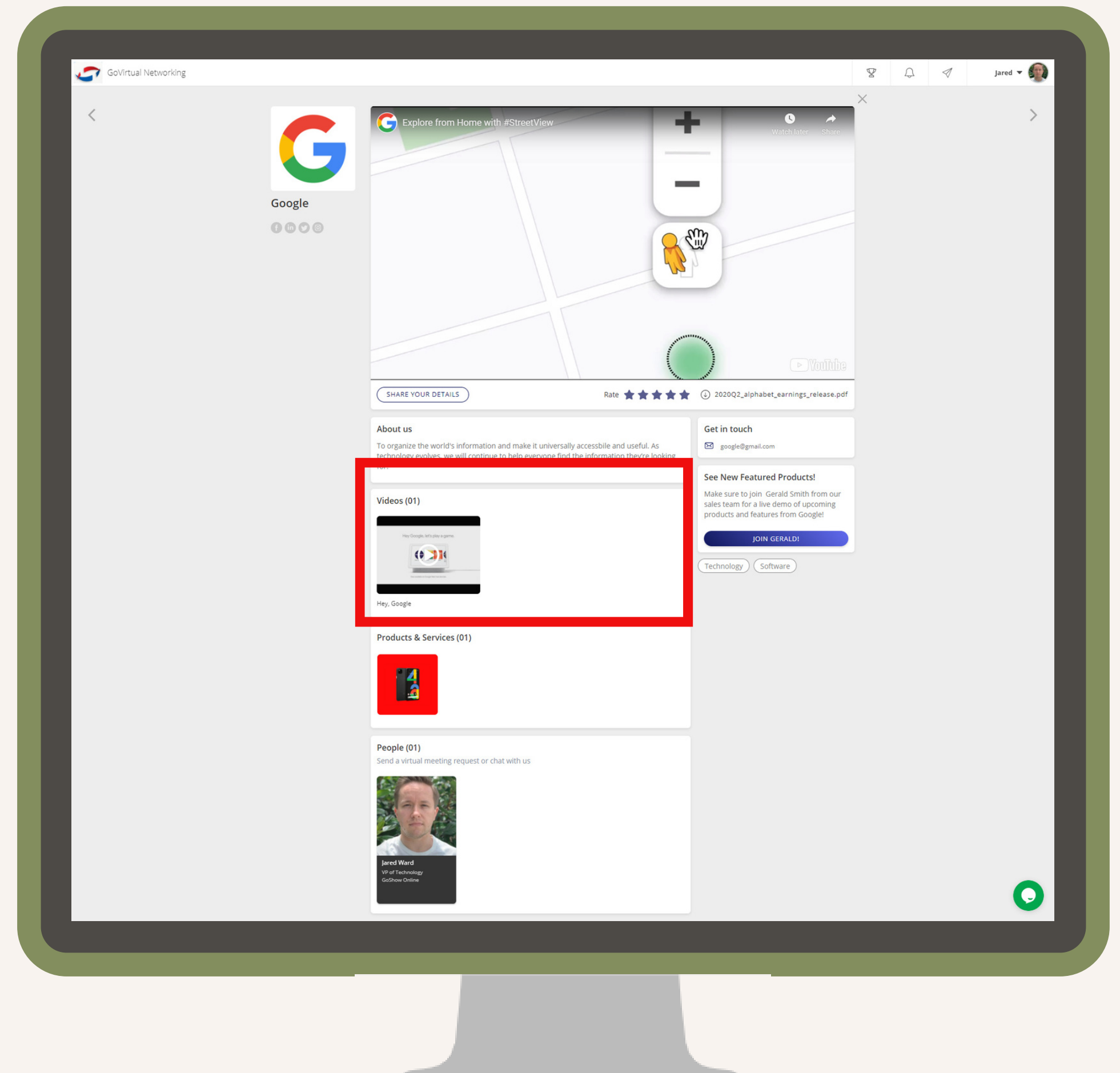
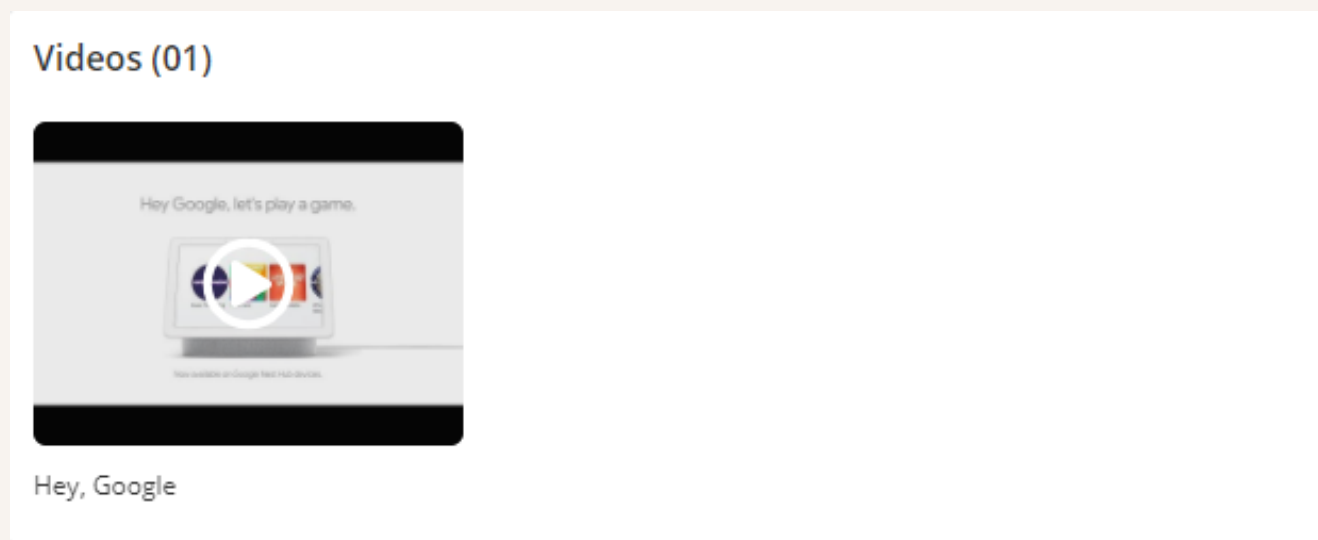


- Fill out the caption and video link to upload a YouTube, Vimeo, or YouKu link, and then click **Add**.

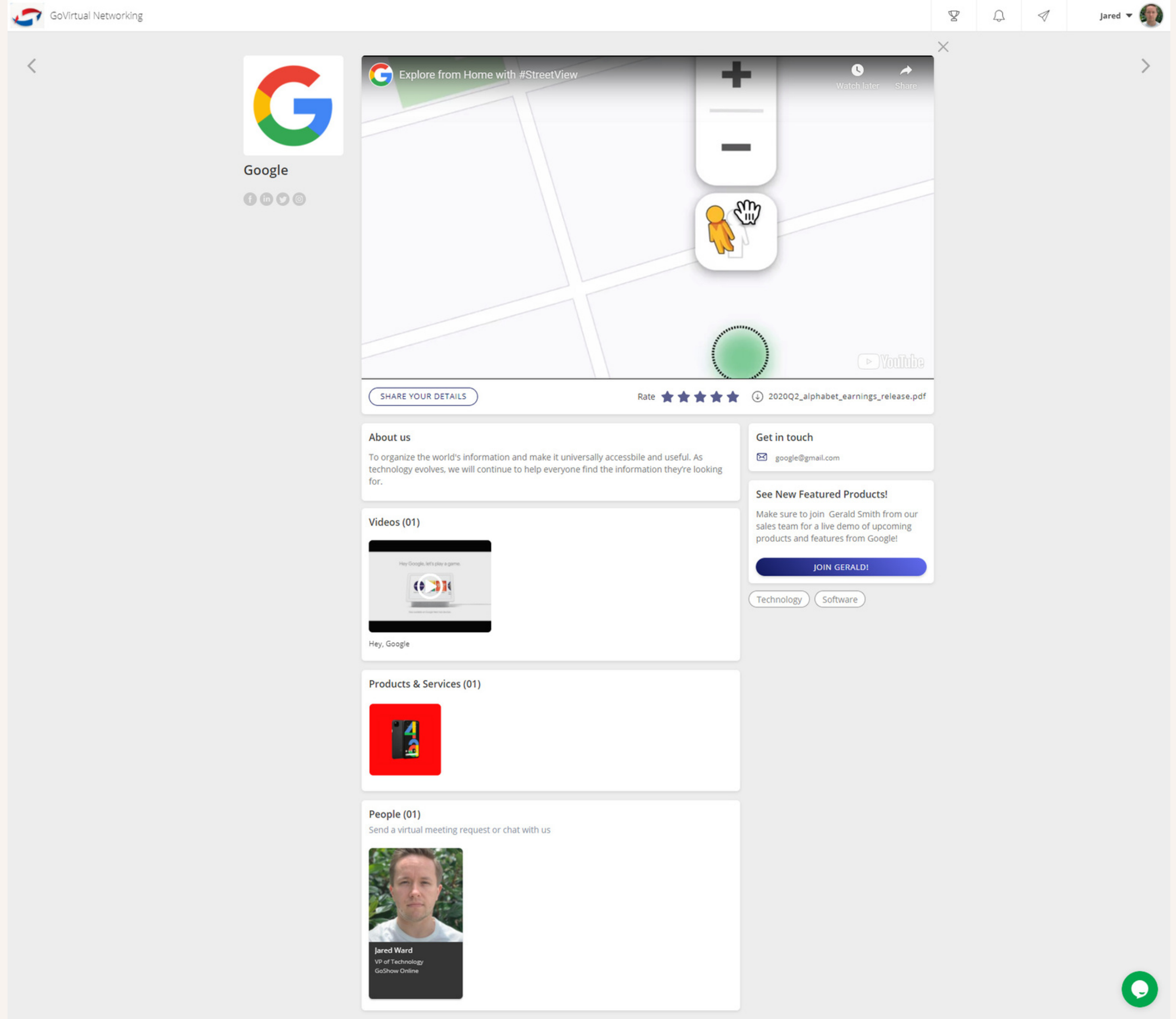
If you need assistance uploading an .mp4 file to your account, please reach out to virtualeventservices@ags-expo.com

A screenshot of a web application showing a modal window titled "Add Video". The modal has a close button (X) in the top right corner. It contains a "CAPTION" section with a text input field labeled "Enter Caption". Below this is a "VIDEO LINK *" section. It features a dropdown menu currently set to "YouTube" and a text input field containing "https://". A list of options (youtube, Vimeo, YouKu) is visible below the dropdown. At the bottom right of the modal are two buttons: "CANCEL" and "ADD". The background of the application is partially visible, showing some text and a Google search bar.

This is how your newly added video will look in the virtual booth:



When your booth is fully set-up, this is what it will look like!



ANALYTICS

Analytics is the last area of GoVirtual Networking, and you can access it from the Exhibitor Dashboard.

The main summary area is where you can view live data including an overview of the following:

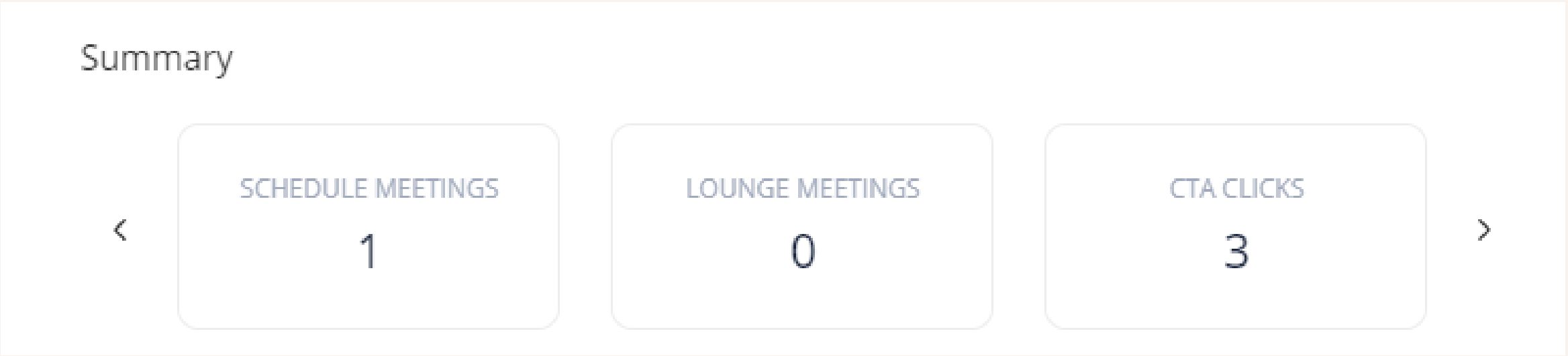
- *Active Attendees Visiting Your Booth*
- *Total Chats Initiated*
- *Total Attendee Views*
- *Total Downloads of Your Brochures*
- *Total Number of Meetings Scheduled*
- *Total Views of Products and Videos*
- *Total Number of Custom CTA Clicks*
- *How Many Business Cards Have Been Shared with Your Booth*

ANALYTICS

These items will be found under the **Summary** area.

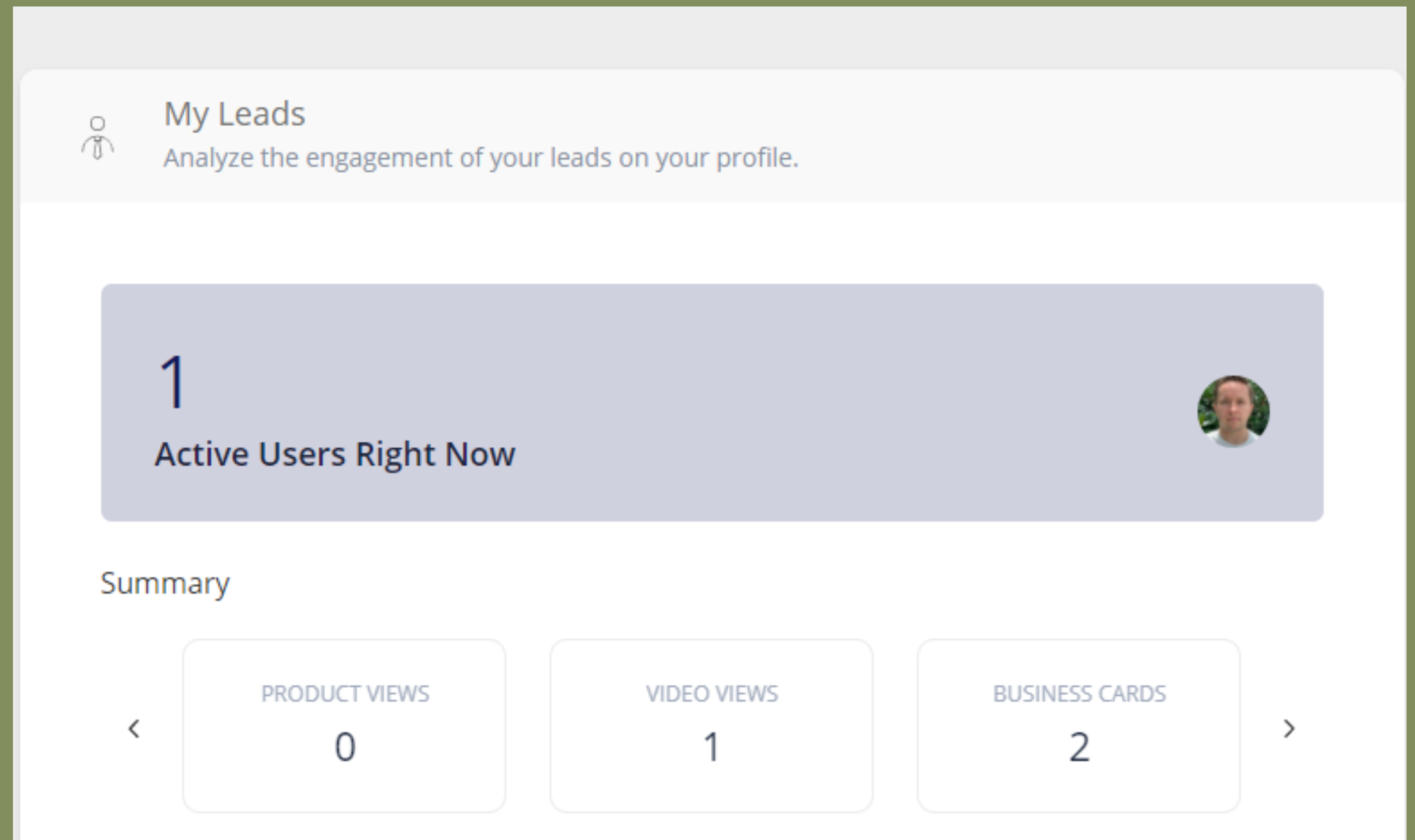
You can also run a Microsoft Excel version of this report at any time by selecting the **Export** button.

Export 




Viewing & Interacting with Attendees in Real Time


One of the many features of GoVirtual Networking is the ability to view attendees as they view your booth live & in real time. As attendees visit your booth they will appear in the top of the Analytics Page of your Exhibitor Dashboard.



Viewing & Interacting with Attendees in Real Time

From here, you can click
to view the individual
attendee's page.






ACTIVITY SCORE : 498 PTS

Jared Ward
VP of Technology at GoShow Online

Warm






I am offering:
Consultant

I am Looking for:
Admin



Google
Team member

SIMILAR PROFILES



USER INFO

ENGAGEMENT

Gender
Male

About
Hey!
I am Jared Ward from Florida, United States
I am VP of Technology at GoShow Online.
Let's catch up at the GoVirtual Networking.
Cheers!

Industry
Technology

Interest

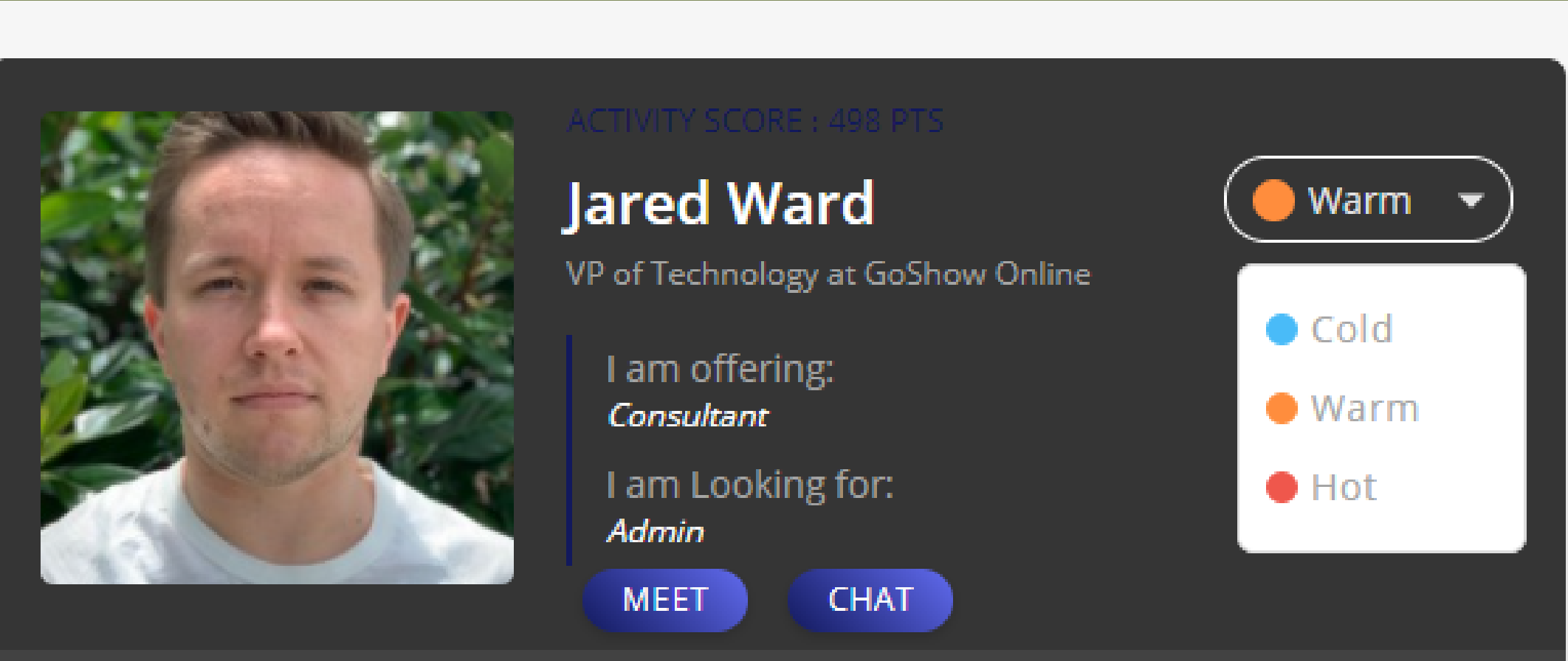
Technology

Events

Viewing & Interacting with Attendees in Real Time

Lead Labeling, Meet & Chat

- In the top right corner you can label attendees as **Cold**, **Warm** and **Hot** as lead types.
- In addition, you can schedule a meeting with the attendee using the **Meet button** and send them a message using the **Chat button**.



The screenshot shows a user profile card for Jared Ward. On the left is a portrait photo of a man with short brown hair and a light beard, wearing a white t-shirt. To the right of the photo, the text 'ACTIVITY SCORE : 498 PTS' is displayed in a small, light blue font. Below this, the name 'Jared Ward' is shown in a large, bold, white font. Underneath the name, his title 'VP of Technology at GoShow Online' is written in a smaller, light blue font. Further down, there are two lines of text: 'I am offering: Consultant' and 'I am Looking for: Admin', both in a light blue font. At the bottom of the profile section are two blue buttons with white text: 'MEET' and 'CHAT'. On the far right of the card, there is a lead labeling interface. It features a dropdown menu currently set to 'Warm' with an orange circle icon. Below this is a white rectangular box containing three options: 'Cold' with a blue circle, 'Warm' with an orange circle, and 'Hot' with a red circle.

ACTIVITY SCORE : 498 PTS

Jared Ward

VP of Technology at GoShow Online

I am offering:
Consultant

I am Looking for:
Admin

MEET CHAT

Warm

Cold
Warm
Hot

Viewing & Interacting with Attendees in Real Time

Similar Profiles

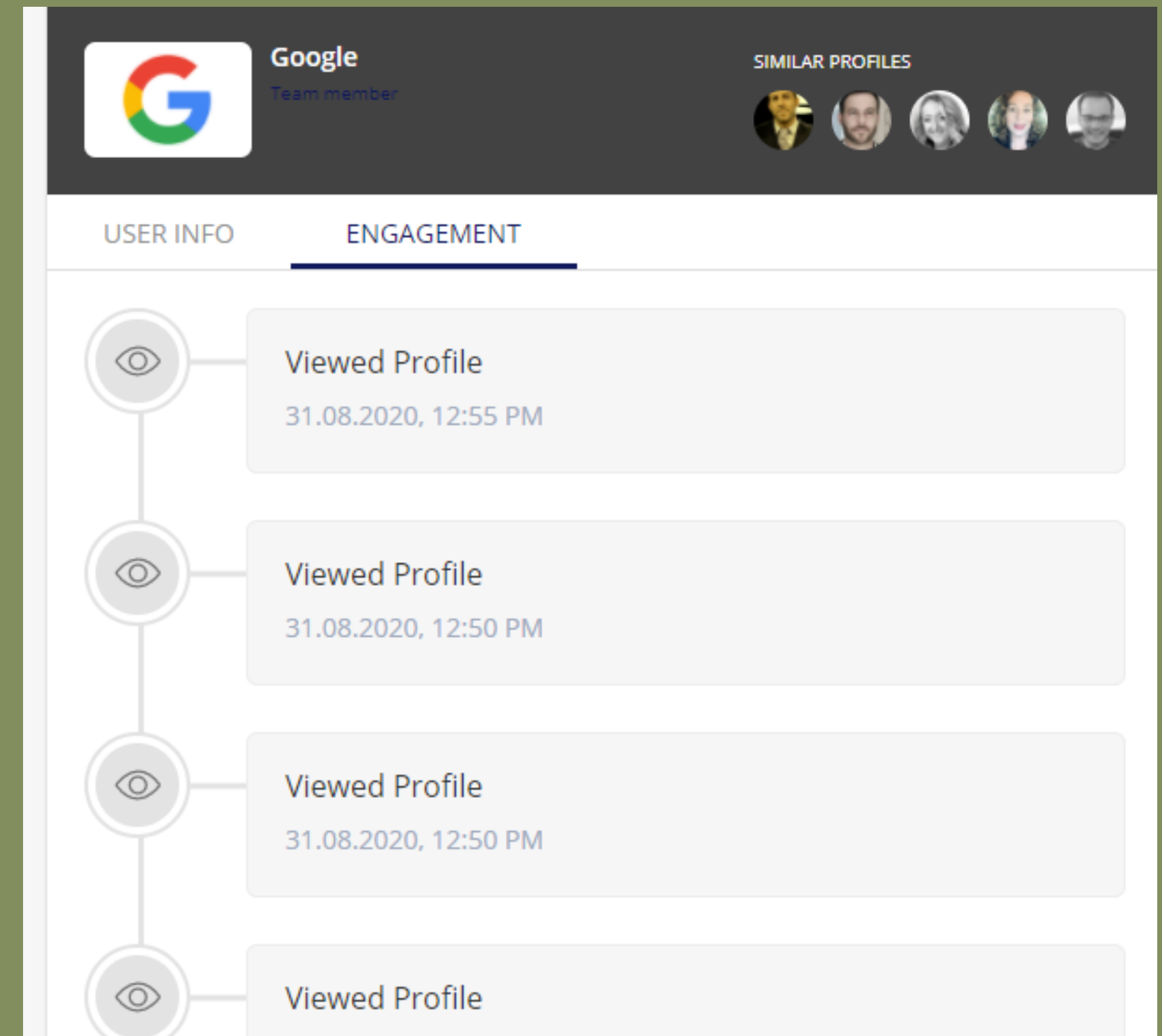
- Under **Similar Profiles**, you may hover over other profiles that are similar to the current one.
- Clicking on **View Profile** will take you to that attendee's page. Click the X in the top right corner of the attendee profile to go back to the Analytic portion of the Exhibitor Dashboard.



Viewing & Interacting with Attendees in Real Time


Attendee Engagement

- Next to User Info, there is another tab called **Engagement** where you can view the engagement history of the selected attendee's profile.
- To go back to the Analytics part of the Exhibitor Dashboard, click the X in the top right corner.



The **Engaged Users** area is where you can view a summary of all users that have viewed their profile. You can click on the profile to view the engagement of past attendees.

 **FILTER** ▼

Search 

NAME		DESIGNATION	ENGAGEMENT	STATUS
	Nicole Quattrock	Sales Executive Edge Endo	22	HOT
	Jared Ward	VP of Technology GoShow Online	13	HOT
	Melissa Minkler	Director of Client Management AGS Exposition Services	11	HOT
	Darren Green	Marketing VP Twitter	7	HOT
	Darren Green	Director Yare Group	4	HOT
	Hannah Wismer	Account Manager ASG Expo Services	2	HOT

Additional Resources

If you have any questions, please feel free to contact us for assistance at virtualevents@ags-expo.com or by phone at **407-292-0025**.

