

# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



## FMF VIRTUAL EXHIBIT HALL SCHEDULE

The Virtual Exhibit Hall has two components:

1. Virtual Booth – design your booth, add files, links, images, and videos and attendees pop by anytime!
2. Live Days – attendees can call live using the Talk now | Call now feature (explained on page 5-6)

### 1. Virtual Booth – Open 24/7 – Late Oct-Dec 14, 2021

From the moment attendees gain access to the platform until December 14<sup>th</sup> attendees can explore the Virtual Exhibit Hall. You set this up in advance and it does not require ongoing staffing, just the occasional check in to see if anyone has sent you a message or posted on your chat wall.

During the full 40+ days attendees can:

- Browse exhibit booths by scrolling or searching by name, tags, or keywords
- View images, read your information, watch videos, click links, and download files
- Use the chat wall to start a conversation, like a post or reply to another post
- Answer any polls you have set up in the platform
- Click on any exhibit staff member to send them a direct message
- Gain points on the Leaderboard by visiting your booth
- **All of these features are available from late October until December 14<sup>th</sup>**

### 2. Live Exhibit Hall Dates - Nov 10-13, 2021

- During the live days we encourage exhibitors to have a staff member available
- Daily on Nov 10<sup>th</sup> 11<sup>th</sup> 12<sup>th</sup> and 13<sup>th</sup> between 11 am and 3 pm Eastern Time
- Exhibitors can interact directly with attendees using the Talk now | Call now feature
- Talk now | Call now is explained in this guide on page 5-6

# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



### Step 1 – Become an FMF Exhibitor or sponsor

- Click the Exhibitor tab here <https://fmf.cfpc.ca/exhibitors/>
- Download the [Exhibitor Application](#), fill out and send back
- Please review the FMF [Policies & Guidelines](#)
- Please review the FMF Exhibitor & Sponsor Manual (this guide)

### Step 2 – Submit your booth staff and description

- After your application has been approved please submit your list of exhibit staff
- Please use this [link](#) to submit your booth staff names, logo and 40-word description for the guide
- If you wish to edit your staff after submitting, please email [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)

### Step 3 – Access the virtual platform - Claim your account:

- In September all staff submitted will receive a personalized link to access the virtual platform
- Each staff member needs to claim their account and set up a profile
- **Tip!** Please check your spam folder for the email as well
- **From:** Virtual FMF 2021 <[no-reply@pathable.com](mailto:no-reply@pathable.com)>
- **Subject:** Exhibitor login link for Virtual FMF 2021

### Step 4 – Set up your Profile (one time)

- The first time you enter the virtual platform you will be prompted to set up your own profile
- Enter your name, email, create a password, agree to terms, and click **COMPLETE PROFILE**
- Add a headshot, fun facts, tags, city, social media links etc.
- Whenever you make a change always remember to hit Save
- You can click your name on the top menu to edit your profile any time
- **Tip!** Add this link to your Bookmarks Bar <https://virtualfmf2021.pathable.co/>

# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



### Step 5 – Build your booth!

- Enter Virtual FMF, go to the EXHIBITORS tab on the main menu
- Find your booth, click it, and click the MANAGE button
- OR you can click on your name on top menu and go to EDIT MY ORGANIZATION
- Click MANAGE anytime to edit your booth leading up to and throughout the event
- Click BACK TO ORGANIZATION DETAILS (beside your logo) to toggle back to attendee view
- Under Manage – there 7 tabs at the top to build and manage your booth

Basics Leads (1) Visits (5) Analytics Polls Content Assets Talk Now

### BASICS TAB – Set this up in advance

- This is your main promotional area, set this up as soon as possible, you can also edit anytime
- Name: The name of your organization
- Logo: minimum 300 x 300 px size, JPG or PNG
- Header Banner: exact size 1170 x 145 px size, JPG or PNG
- Additional Poster: \*disregard this field\* for posters only
- Description: This is a rich text field you can directly include:
  - Images JPG, GIF, PNG files
  - Video links – link will take to an external site
  - Weblinks – take you to an external site
  - Bold text, underline text
  - Bilingual text encouraged but not required
- Tags: select from the list or create your own (attendees can search by tags)
- Links: can include multiple links for instance website (please test)
- Social media: add links for Twitter, Facebook, Instagram (please test)
- Manage your team – Click + New Member, search by name or email
- If you need to submit additional staff, please email [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)
- Click the 'enable talk now' for all staff (they will decide their own availability during the live days)

### LEADS TAB – No set up required

- An attendee will become a lead if they use Talk Now, Call Now or they click Leave your card
- Click on each lead to view name, title, email, and phone number (if provided)
- You can export all leads and visits at any time by hitting the export all leads button on the leads tab
- Unassigned leads – shows unassigned leads (easy to assign by clicking on each lead)
- My leads – shows leads that have been assigned to you
- Other leads – shows leads assigned to other staff members

# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



- Talk Now leads - are automatically assigned to the staff members that responded to the call
- New calls from existing leads are routed directly to the lead owner
- Lead notes – shows all interactions, all staff can view, lead owner can edit and save changes

### VISITS TAB – No set up required

- Anyone who clicks your booth will appear on the visits tab
- You will not receive their email or phone, but you can contact them via the platform
- At any time, you can view the attendee profile and send a direct message to them
- Click the ellipses “...” beside the attendee’s name and you can send a direct message in the platform,

### ANALYTICS TAB – No set up required

- In this tab you have booth analytics at your fingertips
- The metrics will show information about booth visits, conversations, and content consumption
- Click the ? beside each to find out more

### POLLS TAB – Set this up in advance

- Click +ADD POLL (top right corner)
- Friendly name: for your reference only, not displayed
- Question Type: multiple choice, free-text, or rate out of 5 stars
- Options: depend on the poll type selected – please test, edit, delete as needed
- Display Result as: these options also depend on the poll type
- Vote button text: suggest VOTE or RESPOND or SHARE
- Only speakers can view poll results: Check if you DON’T want to share results
- Hide poll from attendees until session starts: Recommend leaving this unchecked
- RESULTS appear for attendees AFTER they submit an answer (unless hidden)

### CONTENT ASSETS TAB – Set this up in advance

- **Manage Videos:** Click add new video to upload or add an external links i.e., YouTube, Vimeo
- Note: If linking to a video ensure the link is not set to private or it will not display (please test!)
- Use the star icon to display up to 6 videos in the video carousel on your page
- Drag and drop using the = to place them in the sequence you want them to display
  
- **Manage files:** Click add new file to upload a file or add an external link
- Use the star to highlight 4 files on your main booth page
- Drag and drop using the = to place them in the sequence you want them to be displayed

# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



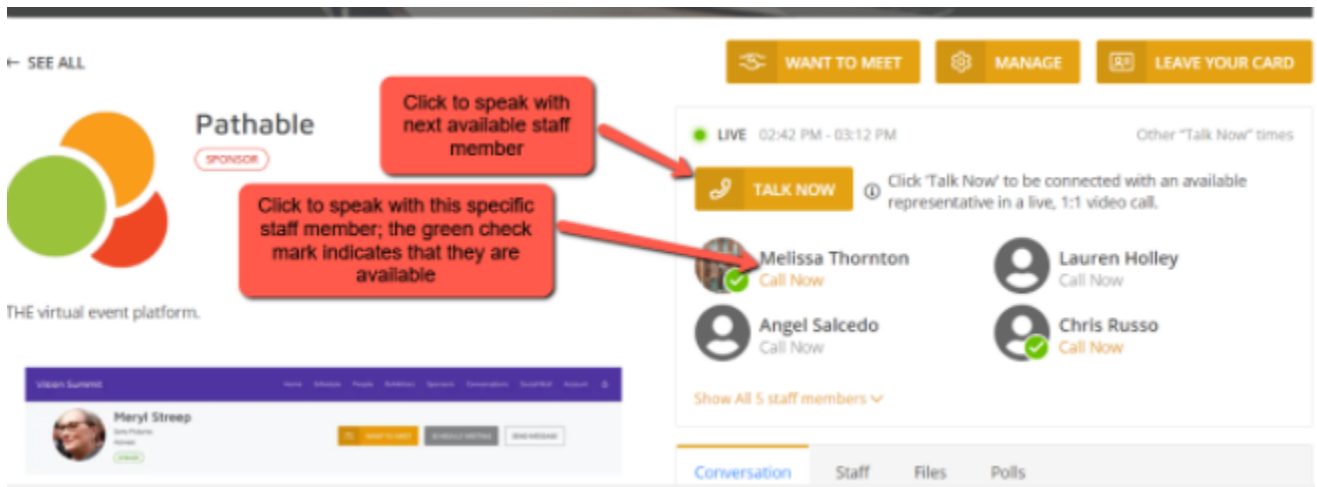
### TALK NOW | CALL NOW TAB

- This tab tracks all interactions – who called, who answered, wait time, meeting time
- You can also download this information by clicking the download CSV file
- **Important!** Talk Now only works on laptops, and computers only, not available on mobile or tablet
- Only staff with the Talk Now tick box enabled (BASICS TAB) will see the Talk Now toggle

### TALK NOW | CALL NOW AVAILABLE ONLY

#### NOV 10-13<sup>th</sup> from 11 am – 3 pm ET DAILY

- Attendees have two ways of talking to booth staff - Direct Call or Talk Now
- Both are a 1:1 call in zoom with option for video
- TALK NOW allows attendees to talk to any available booth representative
- TALK NOW uses round robin logic among all staff members that are toggled on
- The call is routed to one of the available staff members that are toggled on and available
- If the person does not pick up, the call is routed to the next person
- If no one picks up, the caller is prompted to send a written message which will go to the leads tab
- CALL NOW allows attendees to select a single staff member to talk to a specific person
- If the staff member misses a direct call, they will receive a personal notification with details
- Call Now works the same as Talk Now it is a 1:1 video call with the attendee



# VIRTUAL FMF 2021

## EXHIBITOR & SPONSOR MANUAL



### TALK NOW TOGGLE – Share this with your whole team!

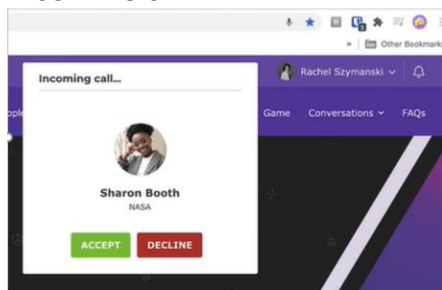


- This toggle will appear in the top right corner while you are in the FMF Virtual platform
- **Orange = ON | Grey = OFF**
- Each staff member will manage their own availability status
- Each time you log in you always start with Talk Now turned OFF
- You must manually toggle on to be in the call rotation 11 am – 3 pm ET
- Upon taking a call, the system will automatically toggle you OFF
- Make yourself available again by toggling your availability status back on

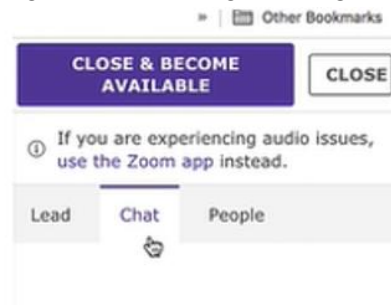
### WHAT DOES A 'CALL' LOOK LIKE

- When attendee places a call a pop window will show up on your page
- To accept the call hit the green ACCEPT button
- This will launch a 1:1 zoom call with audio, video, and share screen options
- A chat tab is available to text chat directly with the caller
- A leads tab allows you to take notes, make sure you hit save!
- When your call is finished you can choose CLOSE & BECOME AVAILABLE or CLOSE (to remain off)
- Once you end the call and close the room you will be directed to an agenda details page
- The meeting details is also saved in your My Agenda on the agenda page
- Once ready for the next call, toggle your availability status back on

INCOMING CALL



THIS PANEL APPEARS IN THE CALL



PROMPT IF CALL IS MISSED



Please explore and plan for an exciting and interactive exhibits experience!  
Please do not hesitate to reach out for support anytime! [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)