

How to Set up Your Virtual Exhibiting Account

1. Please click on the link below to access your Exhibitor Service Center Account; the screenshot is what you should see:

https://www.fmworkshop.org/esc_login.cfm

Your log in username and password was included in the confirmation email that you received after completing the online exhibit sales form.

2. Once logged in, you will see the Exhibitor Welcome page which includes important information and a checklist for you to review!

In This Section

3. First, update and review the company information in your exhibitor directory. You completed this step when you originally reserved your booth space, but please make sure all information is updated and correct. This company information will be used by attendees to search for specific exhibitors!

To access this update page please click on the “Directory & Demographics” Tab on the left navigation menu.

Make sure to upload your logo and company description! Don’t forget to hit the save changes button!

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4. Once you have updated your company directory and demographic information, please click the “Virtual Booth Builder” button in the left navigation menu. This will take you back to the main Virtual Booth Setup webpage where all your documents, videos, press releases will need to be uploaded.

5. After you have clicked “Virtual Booth Builder”, you will see the upload site. Please note that the number of uploads for each tier type will be different. The example below shows the options for a tier 2 booth. To review the number of uploads for your booth Tier type, please visit the link below:

https://www.fmworkshop.org/booth_specs.cfm

Please make sure you click on the “Add” button in blue to upload each document, product showcase, press release, or video.

For more information on setting up your exhibiting chat hours, please see step 6-9.

2D Virtual Tier 1 Booth		
1	2D Booth Preview	Edit
Booth Chat Hours (displayed in EST)		
1	Add	
Booth Profile Header Image		
1	Add	
Documents		
1	Add	
2	Add	
3	Add	
4	Add	
5	Add	
Online Product Showcase		
1	Add	
2	Add	
3	Add	
4	Add	
5	Add	
Press Releases		
1	Add	
2	Add	
3	Add	
4	Add	
5	Add	
Videos		
1	Add	
2	Add	
3	Add	
4	Add	
Preview Profile		

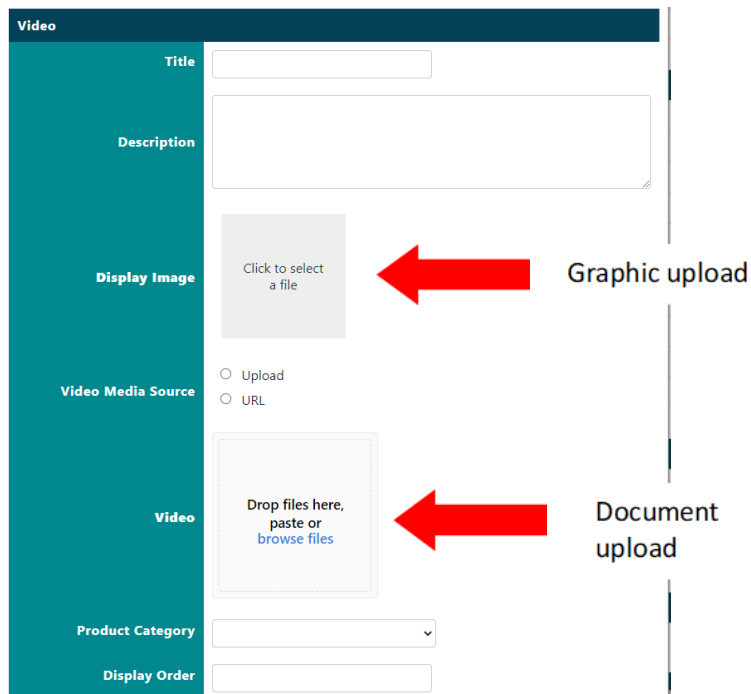
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For Video Uploads (You are not required to upload any videos! But this is a great way to get people to know more about your company.)

You will be asked to upload the following information for each video. As a reminder, this information is not required.

- Title
- 200-word description of the video
- Display image (NOT the video...maybe a logo or photo that captures what the video is about)
- Video Media Source, either an upload (video file) or a URL (such as a You Tube link) to your video. Please note that if you are uploading a video, you must select the upload option. Please note the format for video uploads is an MP4 and the file can't be larger than 250MB.

Please note on the Video upload will give you the choice to upload a Display image AND the video file. Your video upload location will appear after you select either "upload" or "URL". You should not upload your video in the display image. You can upload an imagine which highlights what the video highlights. If you upload the video in the display imagine placement, attendees will not be able to view or download your videos.



The image shows a screenshot of a video upload form with a teal sidebar on the left. The sidebar contains the following labels: Video, Title, Description, Display Image, Video Media Source, Video, Product Category, and Display Order. The form fields are: Title (text input), Description (text area), Display Image (button labeled 'Click to select a file'), Video Media Source (radio buttons for 'Upload' and 'URL'), Video (drop zone labeled 'Drop files here, paste or browse files'), Product Category (dropdown menu), and Display Order (text input). Two red arrows point to the 'Click to select a file' button and the 'Drop files here...' drop zone. To the right of the first arrow is the text 'Graphic upload', and to the right of the second arrow is the text 'Document upload'.

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For Documents

- Title
- 200-word description of the document/press release
- Display Image
- Product Category
- Document can be a word document, PDF, or power point.

Please note on the Document upload you will be given the choice to upload a Display image AND the document file. Your Word document, PDF, or power point should be uploaded in the Document upload, not the display image. You can upload an image which highlights what the document entails. **If you upload the document in the display image placement, attendees will not be able to view or download your documents.**

save

Document

Title	<input type="text"/>
Description	<input type="text"/>
Display Image	<div>Click to select a file  Graphic upload</div>
Upload Instructions	Format:doc,pdf,pptx Size: 50MB max
Document	<input type="button" value="Choose File"/> No file chosen  Document upload
Product Category	<input type="text"/>
Display Order	<input type="text"/>

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For Product Showcase Listing (As a reminder, this information is not required. This is a new way for you to show off products that your company sells!)

- Title
- 200-word description Product
- Display image
- Photo Media Source (Either upload or URL link)
- Photo (Format must be PNG, GIF, JPG, JPEG with 2MB max size)

Please note on the Product Showcase Listing upload you will be given the choice to upload a display image AND the document file. Your Word document, PDF, or power point should be uploaded in the Document upload, not the display image. You can upload an image which highlights what the document entails. **If you upload the document in the display image placement, attendees will not be able to view or download your documents.**

The screenshot shows a web form titled "Online Product Showcase" with a "save" button at the top left. The form has a teal sidebar on the left with the following fields: "Title" (text input), "Description" (text area), "New Product Release" (checkbox), "Display Image" (file selection area), "Product Brochure/Video Media Source" (radio buttons for "Upload" and "URL"), "Product Category" (dropdown menu), and "Display Order" (text input). Two red arrows point to the "Display Image" field, labeled "Graphic upload", and the "Product Brochure/Video Media Source" field, labeled "Document upload".

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Press Release Uploads

- Title
- Sub-Title
- 200-word description of the document/press release
- City
- State
- Country
- Point of Contact
- Email
- Phone Number
- Logo
- Document can be a word document, PDF, or power point.

Body of Press Release

City

State

Country

Press Contact Name

Press Contact Email

Press Contact Phone

Upload Logo No file chosen

Upload File No file chosen

Graphic upload

Document upload

Booth Profile Header Image

The Booth Profile Header Image upload will allow you to upload a graphic that will appear in your “about us” virtual profile page. The graphic specs are listed below:

Height: 300 px

Width: 300px (min)/600px (max)

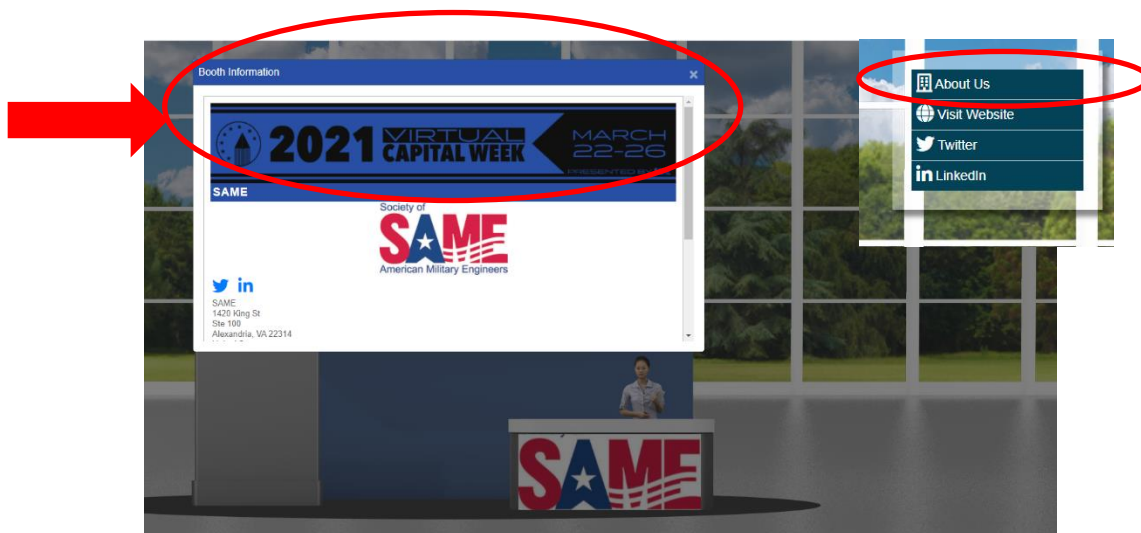
Max Size: 2MB

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To view a preview of your virtual booth space, profile header, and company profile, click on the 2D Booth preview button.

2D Virtual Tier 2 Booth		
1	2D Booth Preview	Edit
Booth Chat Hours (displayed in EST)		
1	Add	
Booth Profile Header Image		
1	Add	
Documents		
1	Add	

The Booth Profile Header image will appear in your “About Us” company demographic profile tab. The graphic will appear above your company logo.



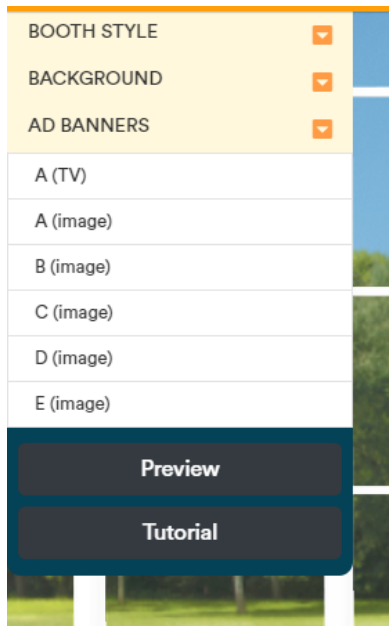
Virtual Booth image Upload:

To upload your booth graphics, you will need to visit the 2D virtual booth set up tab. Based on your tier booth level, you will be able to upload a certain number of banners, header and kiosk booth graphics which will show up on your virtual exhibit booth layout. Click on the “Edit” Button to access the upload page.

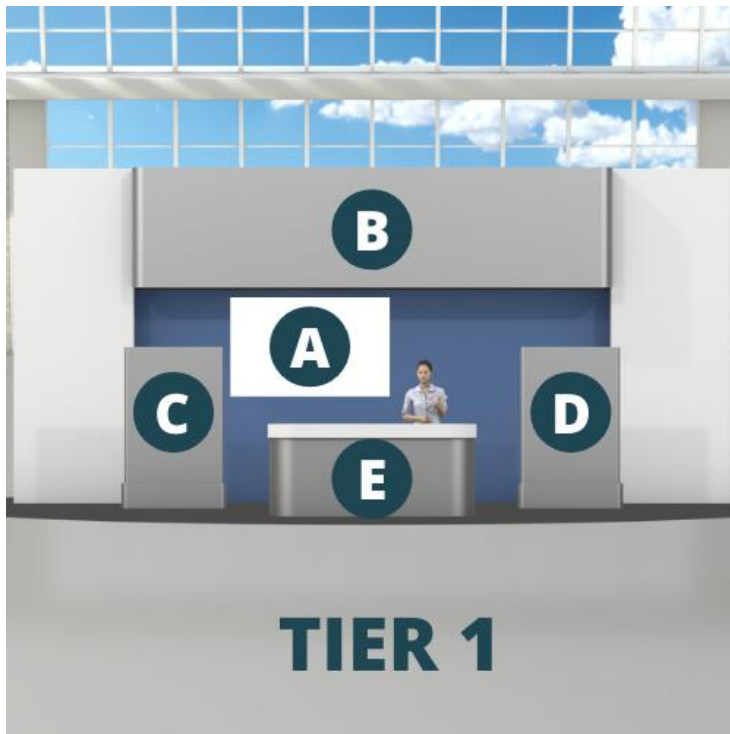
2D Virtual Tier 1 Booth		
1	2D Booth Preview	Edit
Booth Chat Hours (displayed in EST)		
1	Add	
Booth Profile Header Image		
1	Add	

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To upload each file for your booth, please use the toolbar on the left side of the screen.



Below we have included the Specs and picture for each tier booth level.



A. TV: Format MP4, Width 240 px / Height 135 px (This video will automatically play with sound when an attendee visits your booth, so we recommend a "commercial" that is no more than 45 seconds long)

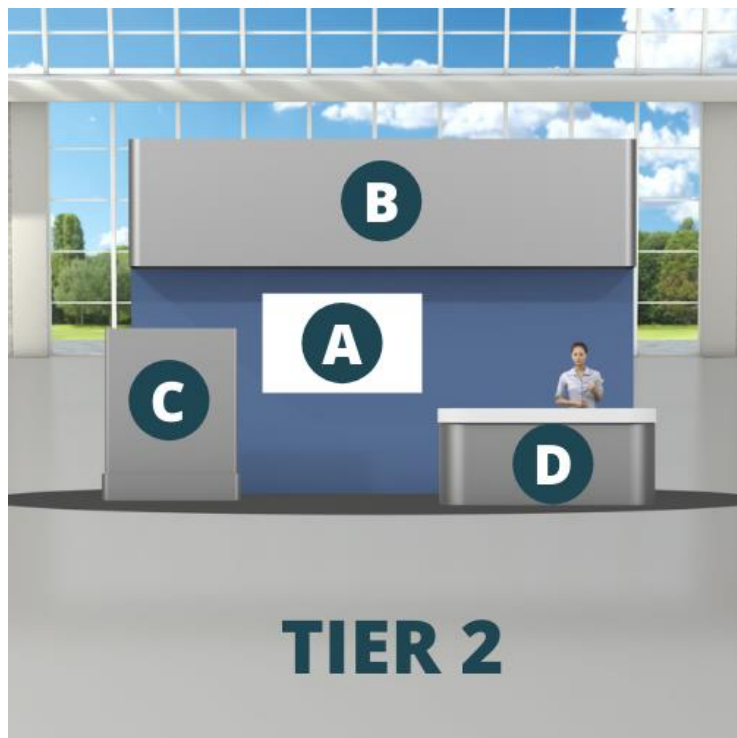
B. Marquee: Width 680 px / Height 177 px / Format: png, gif, jpg *****This image is required***

C. Left Stand: Width 134 px / Height 200 px / Format: png, gif, jpg

D. Right Stand: Width 134 px / Height 200 px / Format: png, gif, jpg

E. Center Desk: Width 260 px / Height 112 px / Format: png, gif, jpg

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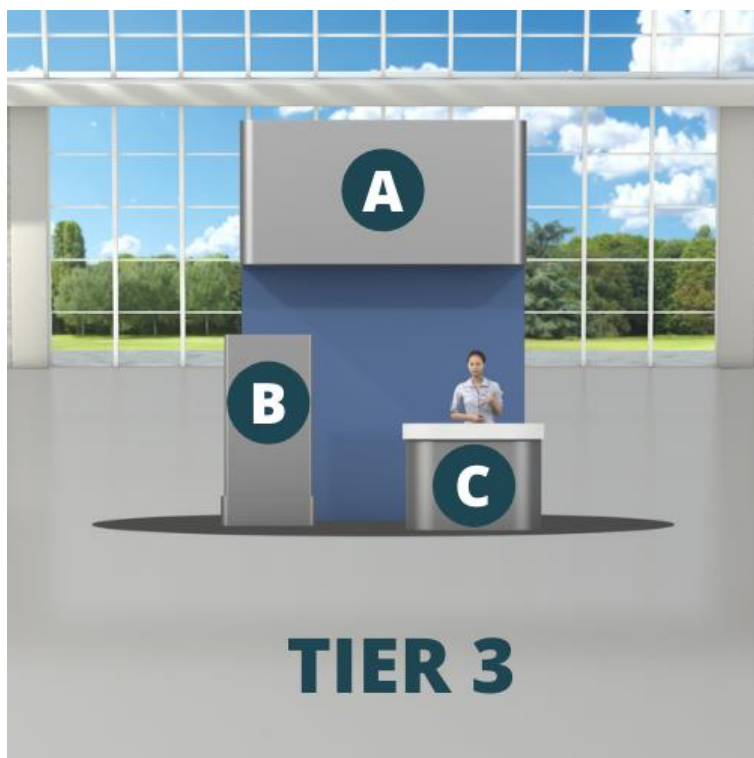


A. TV: Format MP4, Width 240 px / Height 135 px
(This video will automatically play with sound when an attendee visits your booth, so we recommend a "commercial" that is no more than 45 seconds long)

B. Marquee: Width 710 px / Height 188 px / Format: png, gif, jpg ****This image is required**

C. Left Stand: Width 180 px / Height 212 px / Format: png, gif, jpg

D. Center Desk: Width 270 px / Height 117 px / Format: png, gif, jp



A. Marquee: Width 376 px / Height 206 px / Format: png, gif, jpg ****This image is required**

B. Left Stand: Width 114 px / Height 232 px / Format: png, gif, jpg

C. Center Desk: Width 128 px / Height 122 px / Format: png, gif, jpg

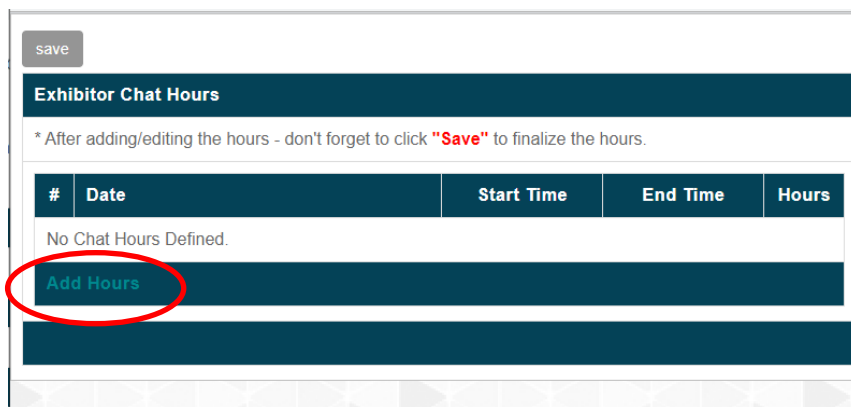
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Exhibitor Chat Schedule

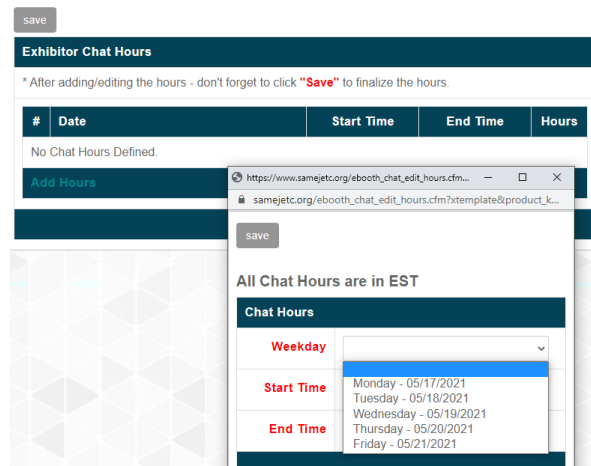
- All exhibitors and attendees will have the ability to chat with one another via our Exhibitor Chat Feature. As an exhibitor, it is important to make sure you set up your chat schedule so attendees know when you would be available for a chat or video chat. On the Virtual Set up page you will see the “Exhibitor Chat” line. Please click on “Add” to create your chat schedule



- To create your schedule, click on “Add Hours”



- Select a day, start time, and end time for your chat availability. And click “Save” for your availability to be saved. If you are available only during certain times, with blocks of unavailable time in between, you will need to enter in multiple block times for one day. If you are available all day, you will only need to create one-time entry. You will need to repeat this step for all three days and/or days or times you are available.



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9. After you have entered in your availability for each day, please make sure you select save. **Please note all virtual exhibitor hours and chat times are in EASTERN TIME**, so please take this into consideration.

We will send out more information on how to access your Chat box as we get closer to the event! **Please note that you must be registered to attend the event in order to access your exhibitor chat box.** Answering and sending chats will all be done through your VEM account, not the exhibitor service center.

We will be sending out more information, “how to” guides and tutorials on how the virtual exhibit hall will look and how attendees will navigate through your virtual booth space to access documents, videos, and the chat feature.

The last step in this process is to make sure your colleagues have successfully registered to attend our Virtual Capital Week! A direct link to our VCW registration page can be found on your Exhibitor Service Center Welcome page or by visiting the registration tab in the top tool bar! As a reminder, to manage or staff your exhibitor company chat feature, you must be registered to attend the event.

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