AONL

BOOTH BUILDER GUIDE

The Process at a Glance

1

Gather Content

- Content is king! Take your time to ensure you feature the best, quality content for your booth.

- Feature an array of content that includes video, white papers, data sheets and brochures.

2

Live Day Staff

- Equip your booth with experts that can answer questions and facilitate the conversation via your booth's Live Chat.

- You will receive early access into the environment the week of Sept. 14, to explore the environment and practice using the chat.

3

Due Date: Sept. 11

- We will host a booth builder training webinar on **July 29.**

- Booth build open window: **Aug. 13-Sept. 11.**

- Please have your booth build out completed and all content uploaded by **Sept. 11.**

- Questions? Contact ksproat@aha.org.

Overview

The Space Builder is an interactive application that allows exhibitors to design and configure the look and feel of their booth space. Using pre-defined styles, unlimited color palettes and a variety of existing content, the Space Builder allows each exhibitor to easily configure their own unique combination of pre-defined and custom elements to make their booth space an exciting, one-of-a-kind experience for every visitor.

The following guide is designed to help **AONL 2020** exhibitors learn more about the Space Builder and the space building process. Each of the steps listed in the next slides is discussed in greater detail in the later sections of this guide.

LOG INTO SPACE BUILDER

LINK TO SPACE BUILDER:

https://onlinexperiences.com/Launch/Setup.htm?ShowKey=101640

LOGIN ID: Your email address

COMPUTER TIPS

SYSTEM CHECK

BOOTH BUILDER STEPS

Select a Space

Sponsor Space

1	Name
2	Style
3	Colors
4	Logo
5	About Us
6	Front Screen
7	Documents and Links
8	Tab Content
9	Staff
10	Search Words

Booth Name: Type in the name of your booth.

Booth Style: Choose from either of the three layouts: Vertex, Quantum, or Elevate.

Booth Colors: Choose the primary and secondary colors of your booth tabs. Primary will apply to tab backgrounds, secondary will apply to font color.

Booth Logo: 200x200 pixels, jpeg or png

About Us: Tell us about your booth! Do not use special characters (%, &, *, $, @, (), ""). Best practice is to keep this text under 250 characters.

Front Screen Welcome Image/Video: Optimal size for image is 484x272px (.jpg, .png files) – under 10MB for video file (.mp4, .flv files).

Documents and Links: Upload all downloadable content and/or add links that you would like available for attendees here. You may upload any type of file except .exe files, but best practice is to stick with .PDF files, as these file types will be universally recognized on all systems and browsers.

BOOTH BUILDER STEPS *continued*

Select a Space	
Sponsor Space	

1	Name
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3	Colors
4	Logo
5	About Us
6	Front Screen
7	Documents and Links
8	Tab Content
9	Staff
10	Search Words

○ **Tab Content:** As a standard, booths are set up with the following tabs: Documents and Links, Message Board, Video Collection, External URL, Live Chat, Social Media Feeds, and Survey. You may change the verbiage and display order of the tabs (character limit for tabs = 25 characters including spaces).

○ **Video Collection:** Think of this as your own YouTube channel! Feel free to upload an unlimited number of videos here. File size limit =10MB per video file.

○ **Marquee Message:** Best practice is to keep this short and sweet. Limit 1 message per booth. Limited to 100 characters including spaces. Text only.

○ **Staff:** Enter the required details: staff name, email address and password. Login and password should be the users email address. Password is email (lowercase).

○ **Search Words:** Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma only, no spaces.

■ **Preview the Booth:** To preview the final booth as an attendee click the magnifying glass icon on the top left of the admin

Booth Builder Steps

Select a Space
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Booth Builder

Steps

Select a Space

Sponsor Space

1	Name
2	Style
3	Colors
4	Logo
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REMINDER:
Click '**Apply Changes**' after every step.

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Video Collection: Think of this as your own YouTube channel! Feel free to upload an unlimited number of videos here. File size limit =10MB per video file.

Marquee Message: Best practice is to keep this short and sweet. There is a limit of 1 message per booth.

Staff: This step allows you to add your booth space representatives and register them for the event by configuring their login and password information.

Search Words: Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma only, no spaces.
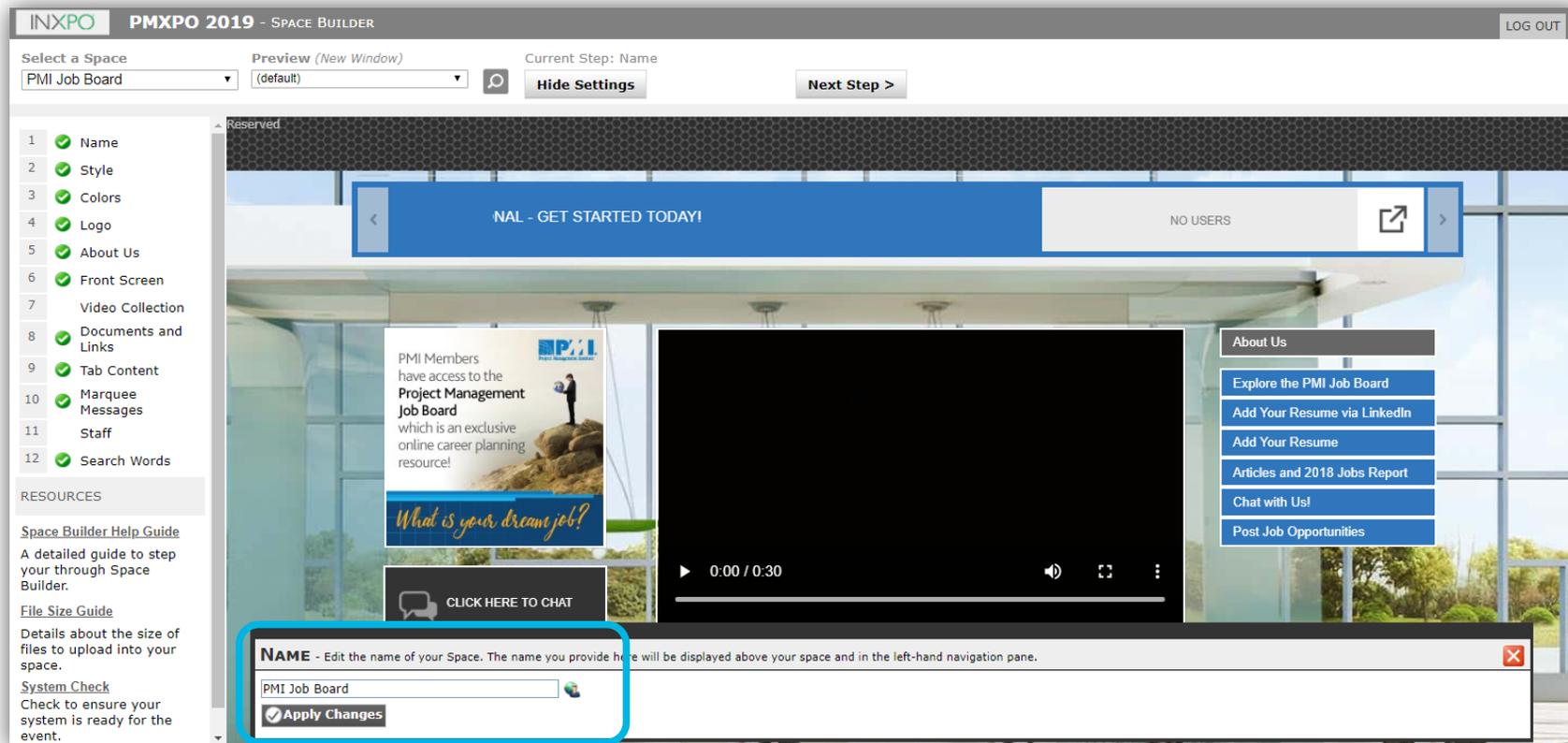
Booth Builder: Detailed Specs and Screen Shots

Booth Name

This step allows you to enter your exhibit space name. Your space name will be displayed in the event's directory of exhibitors.


Once you have entered an exhibit space name, click "**Apply Changes**".

Note: You can go back and edit any step at any time during the exhibit space building process.

Booth Style

This step allows you to choose the visual appearance of your exhibit space. Space styles are chosen for aesthetic value and to match your corporate image. Each style offers identical functionality.
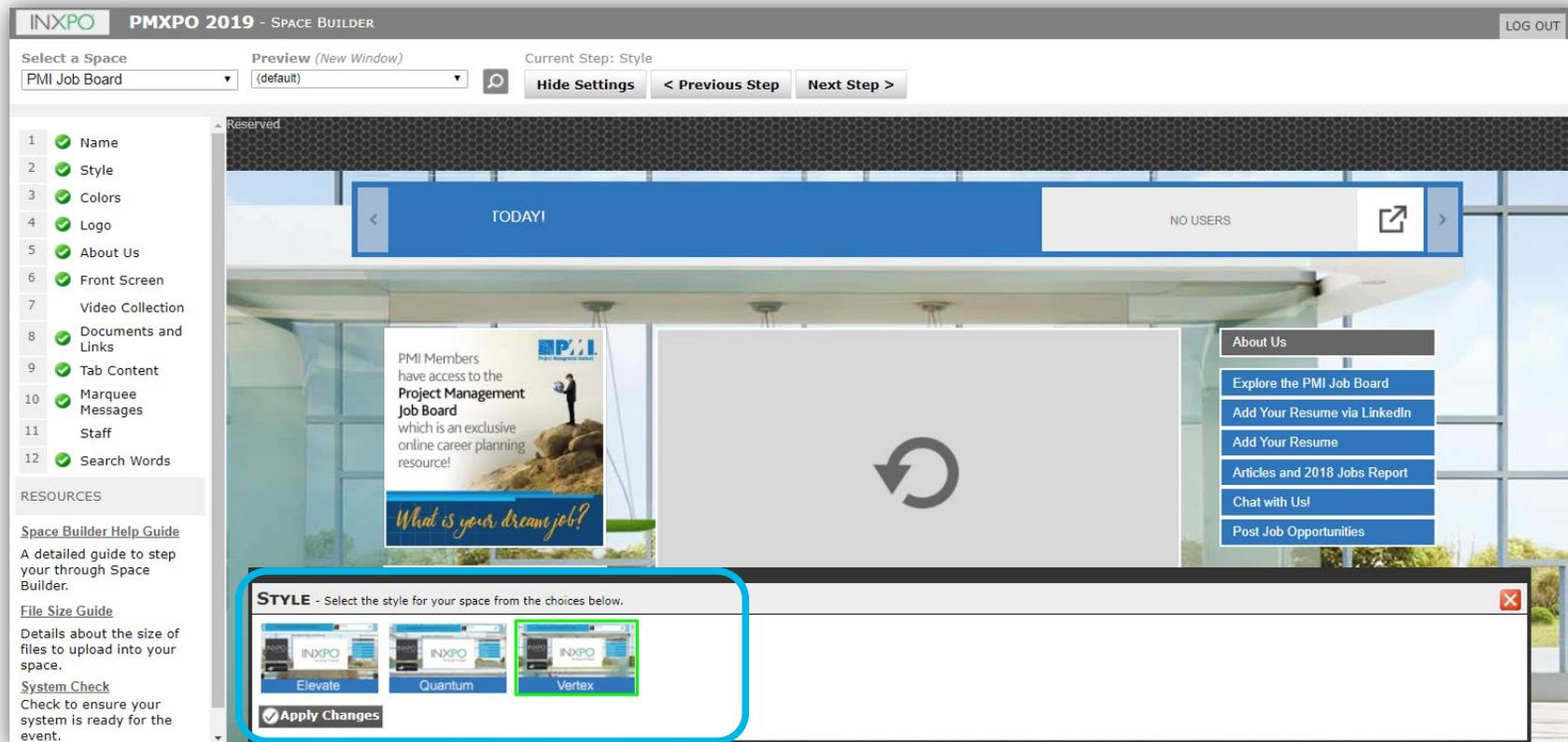
To see a large preview of any exhibit space style, select the space style thumbnail you want to preview and then click "Apply Changes" or double-click on the selected thumbnail.

This will display the selected exhibit space style in the main work area.

Booth Colors

This step allows you to choose two (2) colors for your exhibit space. The primary color will apply to tab backgrounds and the secondary color will apply to font color.
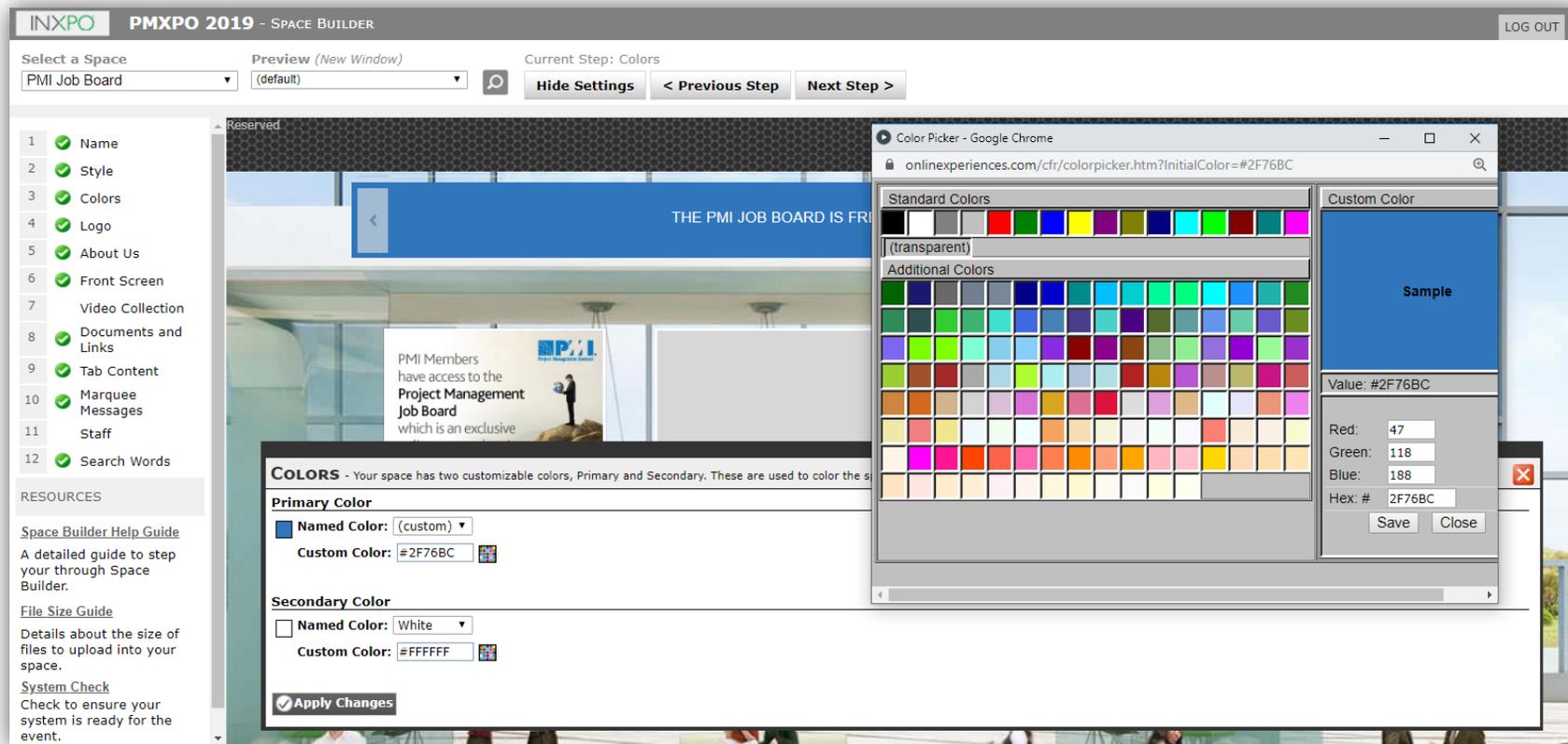
To choose your space colors, you can do one of the following:

- Select your colors from the drop-down menu

- Click the "Define Custom Color" button and pick a color from the Color Selection grid

- Enter a specific shade of color by entering the six-digit HEX value (i.e. # CCCCCC)

Once you have chosen the color, click "Save" in the lower right-hand corner of the Color Selection window.

Booth Logo

This step allows you to upload your exhibit space logo, which is typically your company logo.

Please refer to the <u>Preferred File Formats table</u> for the accepted file formats for the logo.
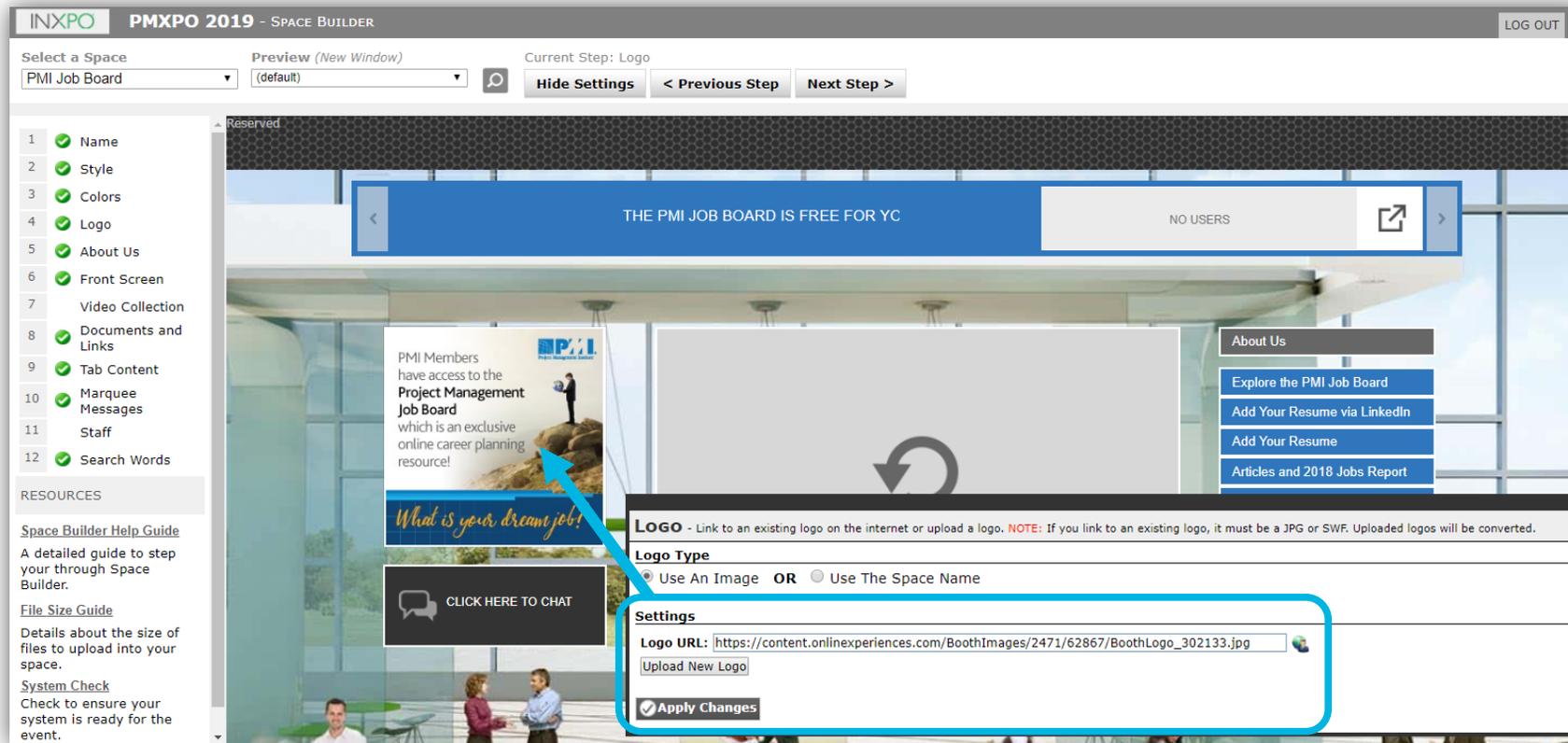
If you do not have a logo that you wish to upload, you can just enter your exhibit space name or company as plain text. Simply check the box next to "Use My Space Name" and define the font, color and size of your text.

To see a large preview of any exhibit space style, select the exhibit space style thumbnail you want to preview and then click "Apply Changes" or double-click on the selected thumbnail.

This will display the selected exhibit space style in the main work area.

About Us

This step allows you to add a brief message that will pop-up when the user's mouse is over your exhibit space on the exhibitor directory and will display on your exhibit space.
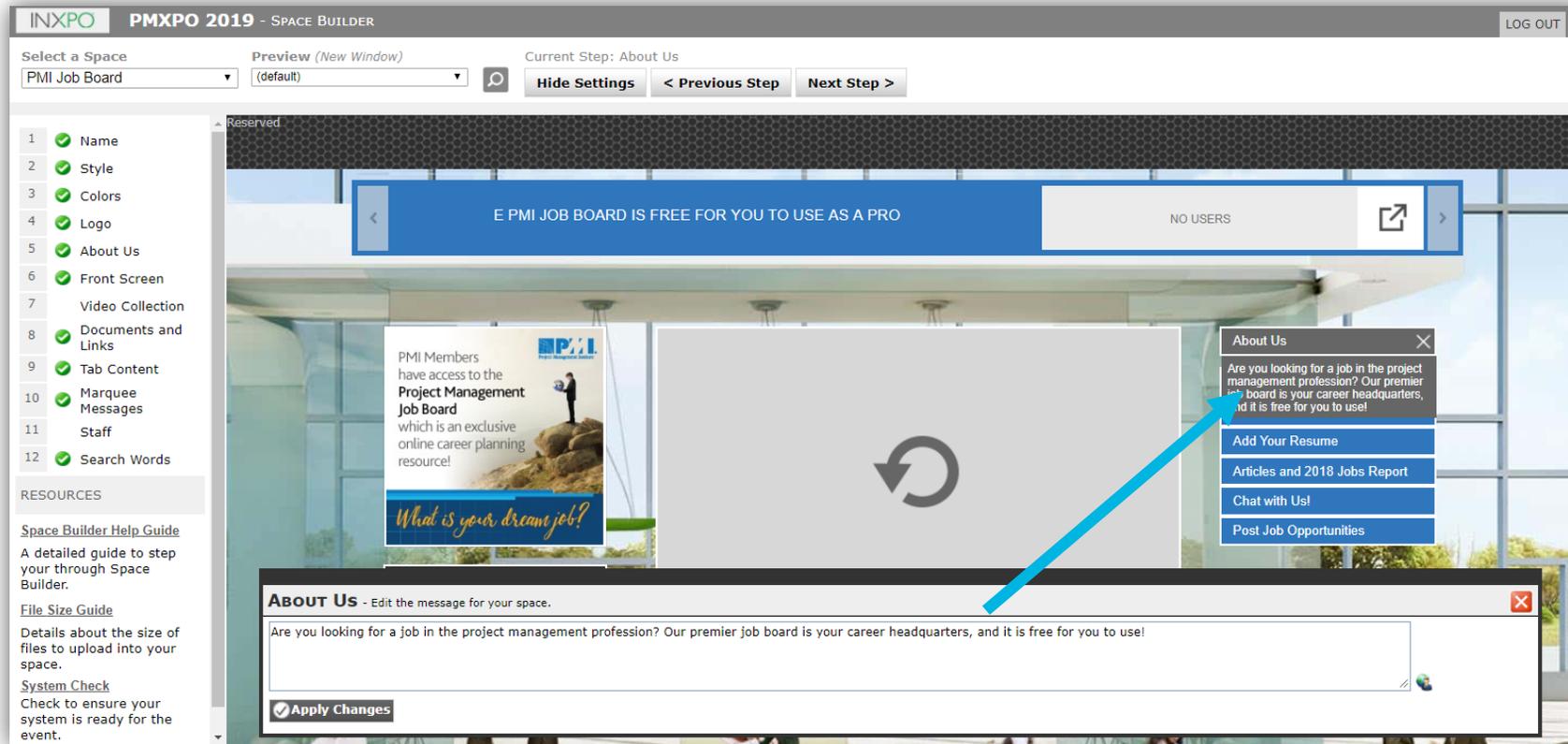
The About Us message does not have a character limit, but it is recommended to use shorter messaging (i.e., 100 characters including spaces).

To add the About Us message, simply type in the text you want to display.

Note: The "About Us" message does not support the characters ", %, or &

Space Front Screen

This step allows you to add animations, presentations, graphs, and short video clips to your exhibit space. Please refer to the [Preferred File Formats table](#) for the accepted file formats for the Front Screen.
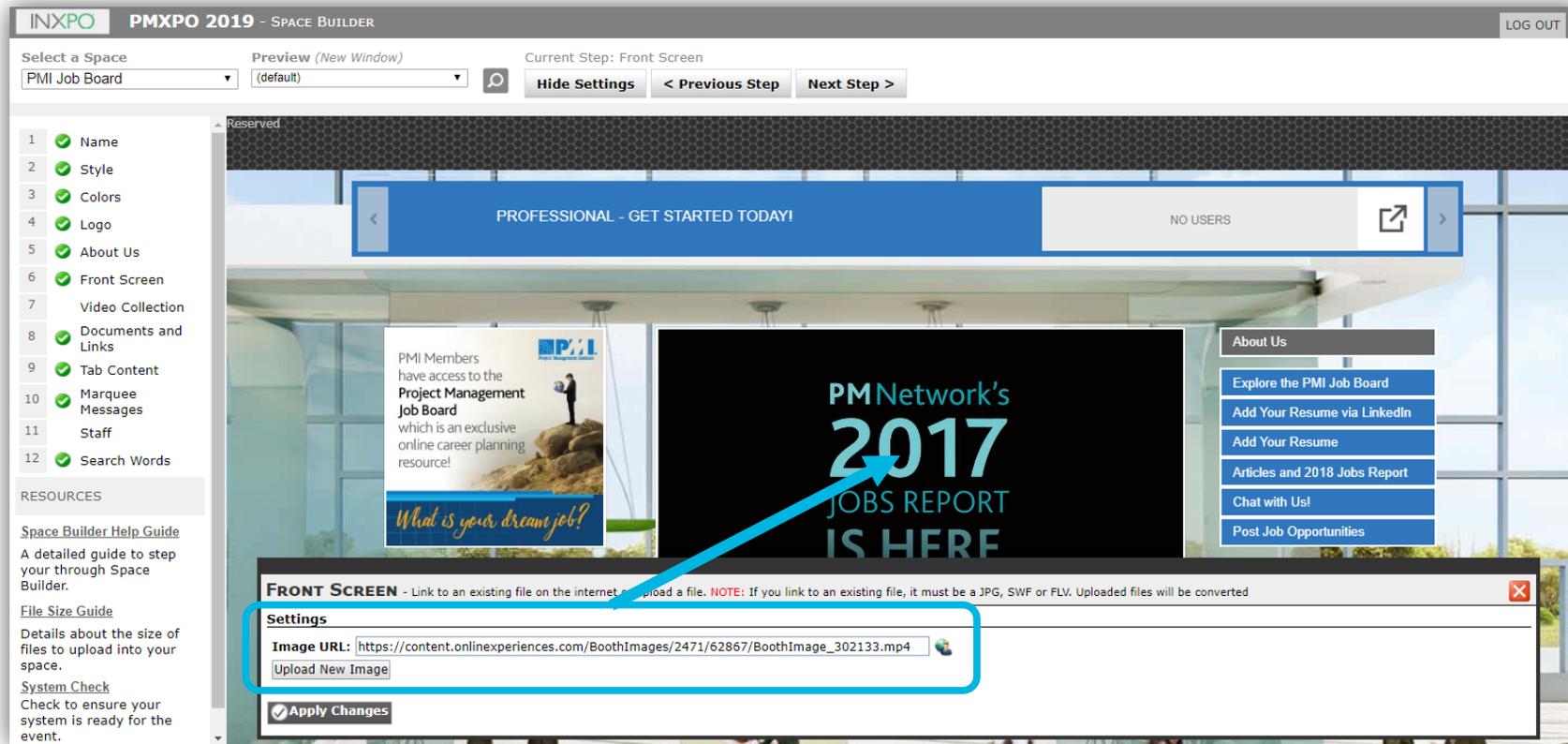
The front screen is one of the first things that an attendee's eye is drawn to before they begin exploring the rest of your space. Thus, we encourage you to make this feature as exciting as possible.

When the upload is complete your file will appear in the work area.

IMPORTANT: If any custom work is required, the client must provide the original source file in either .PSD, .AI, or .FLA

Documents and Links

This step allows you to upload the files and links (for example, your corporate website, brochures, product details, and white papers) that you want to be available in your exhibit space.

To add your document or link:

- Click "Add New Document/Link."

- If you would like to upload a file from your hard drive, click "Upload a File". If you would like to link to an external URL, click on the "Enter a URL" tab.

- Enter the title of the file or link in the "Title" field and include additional information in the "Description" field. Specify the "Subject Category" of the file or link, if desired.
Note: Selecting a Subject Category allows you to display the document/link in your exhibit space as well as in the event's Resource Center (if available).

Tab Content

This step allows you to upload the files and links (for example, your corporate website, brochures, product details, and white papers) that you want to be available in your exhibit space.

TAB CONTENT

Settings
Title: (required)
Display Order: 0
Track Visits: ☑

Content
Type: HTML Content ▼

HTML: (edit)

Save Changes Cancel

TAB CONTENT

Settings
Title: (required)
Display Order: 0
Track Visits: ☑

Content
Type: External Web Page ▼
URL:
Launch in a new window: ☐
Enter Message Here:

Save Changes Cancel

You can link your tab to the documents and links that you uploaded in the Docs./Links step, redirect a tab to an external web page, or create a custom HTML page to be displayed when the user clicks on the tab.

The default setting when adding a new content tab is External Web Page.

TAB CONTENT - Configure the content and settings for your Space tabs.

Current Space Features (6 of 10 allowed) | Add New

Title	Type	Order	Track	Delete
Explore the PMI Job Board	External Web Page	0	Yes	Delete
Add Your Resume via LinkedIn	External Web Page	1	Yes	Delete
Add Your Resume	External Web Page	2	Yes	Delete
Articles and 2018 Jobs Report	Select Documents/Links	3	Yes	Delete
Chat with Us!	Chat Room	4	Yes	Delete
Post Job Opportunities	External Web Page	5	Yes	Delete

✓ Apply Changes

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Video Collection

This step allows you to add videos that will display in the video collection on your exhibit space. Users will be able to scroll through and select a video to view.
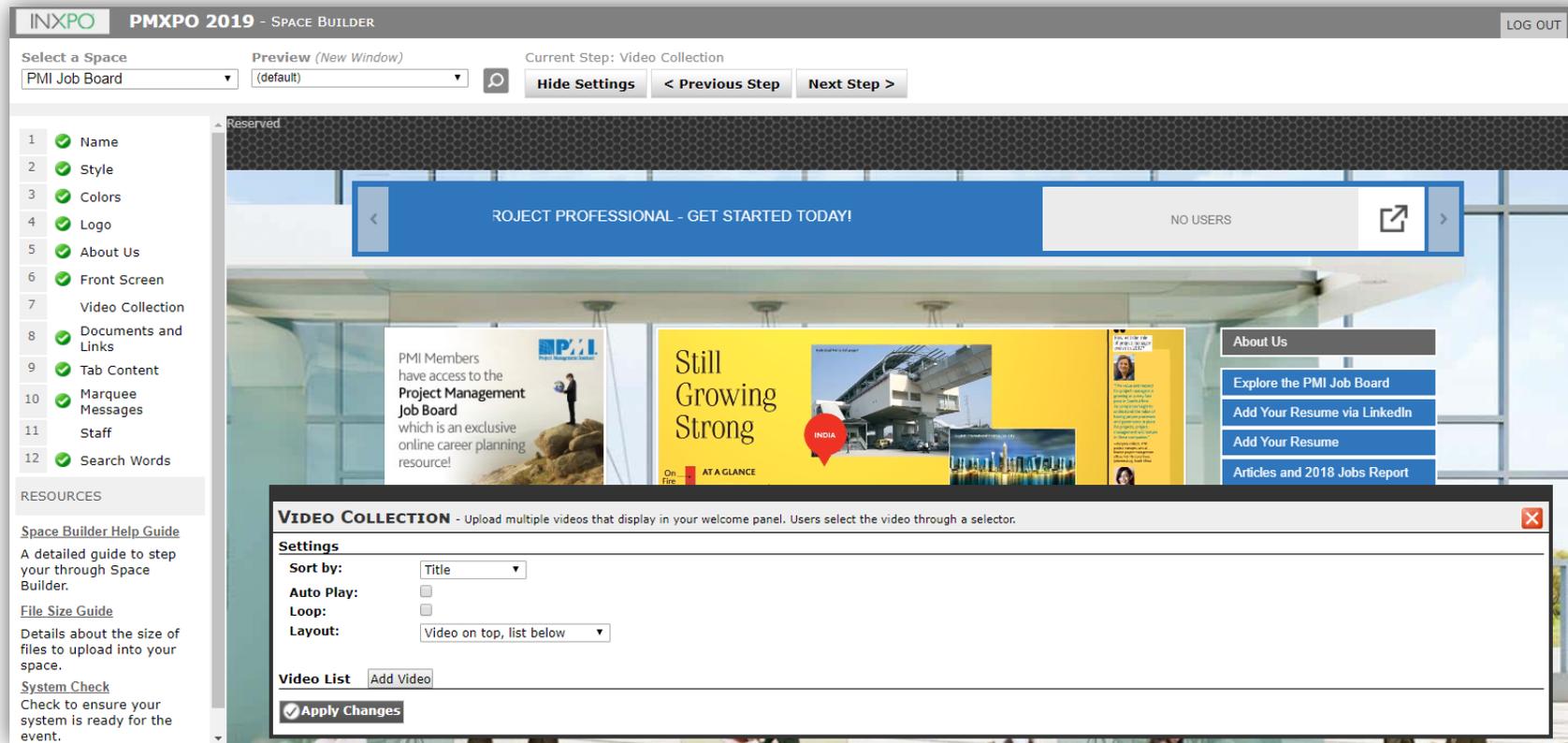

The video collection is a great way to display product demos, case studies, and other company related information.

When you have finished uploading your video, click "Save Changes" and you will be brought back to the Videos home page where you will need to click "Apply Changes".

You can technically load videos up to 500 MB but we DO NOT recommend that. Ideally videos will be around 10 MB. Large videos, while technically can be loaded into the platform, will likely not play or load for most attendees.

Marquee Message

This step allows you to add a short scrolling message in your exhibit space, typically used to add a welcome message, highlight a special product/deal/promotion, or make important announcements.
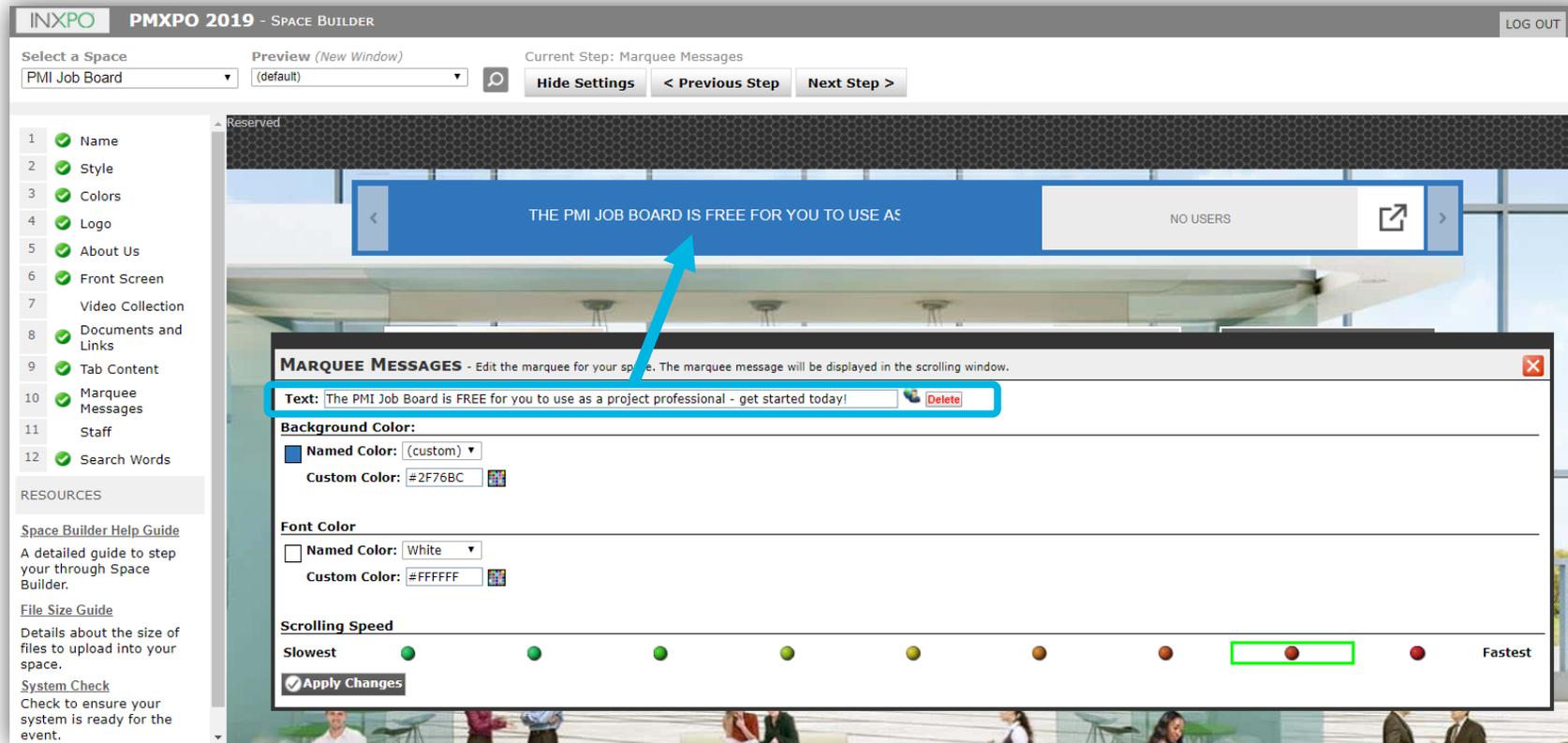
The marquee message does not have a limit but it is recommended to use shorter messaging (i.e., 100 characters including spaces). The message cannot contain the following characters: & (ampersand), '(apostrophe), or " (quotation marks).

Note: Since only 1 marquee message can be added per exhibit space, two shorter messages (with less then 50 characters each) can be added with spaces in between to work as two messages.

Staff

This step allows you to add your exhibit space representatives and register them for the event by configuring their login and password information. More information about booth staff will be shared the week of Sept. 14.

Note: The information you provide in this step will be used as the event login information. However, each exhibit space staff member will be able to set up and modify their own profiles, including login and contact information, once they log into the event.

Intrado

Search Words

This step allows you to add all relevant search terms that you think should be associated with your exhibit space, your content, and/or your staff.

You can specify keywords that will help event attendees and fellow exhibitors find your exhibit space when using the event's search feature.

To add search words to your exhibit space, type in all relevant search terms separated by a comma in the main text area window.

During the event, if a user searches for a keyword that you supply in this step, your exhibit space will be displayed in the search results.

Complete Booth Example