

# Exhibitor Training for Cvent Virtual Attendee Hub

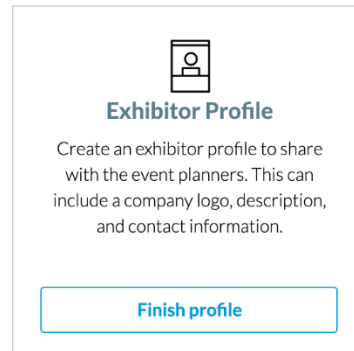
## How to log in to Exhibitor Portal

- Access the log in link in your welcome email
- Set password
- <https://onsite.cvent.com/exhibitor/#/login> for any future logins

## How to update your profile

Your profile is how event attendees know who you are! This is where your contact information and other information such as social media, address, website, etc. will live. Once you've logged into the portal there are two ways you can update your profile.

- a) By clicking on the "finish profile" button on "Exhibitor Profile" card on the home screen
- b) On the left side menu, under the event name there is a tab called "Exhibitor Profile". Click that, then on the top right you should see a dropdown labelled "Options". Click that, and then click "edit profile".



**Note: unable to see the option to edit your profile? Reach out to the planner to ensure you can edit your own profile. Some planners may decide they want to make changes for you.**

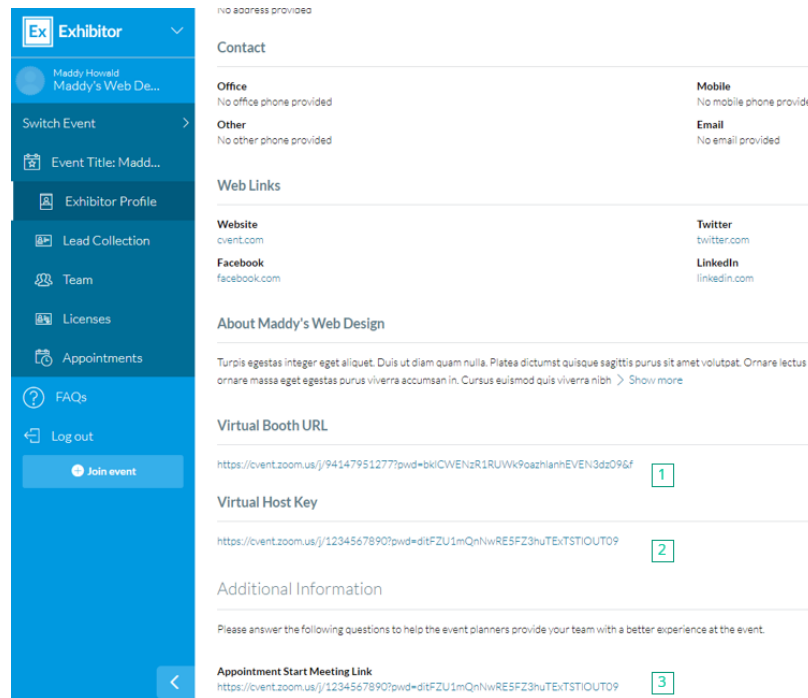
## How to prepare for your Virtual Booth

Attendees can join your virtual booth during the event. These are accessed from your Exhibitor profile in the Virtual Attendee hub, an attendee simply clicks Join Booth to then meet with you and your team. Similar to in-person booths, meetings are not pre-scheduled, rather attendees come and go as they please.

- 1) Download Zoom. Prior to the event, download the Zoom Client for Meetings on the device you will be using to host the virtual booth. This ensures you have access to additional meeting controls that are not available within the browser version of Zoom. If you don't already have a Zoom account, you can sign up for a free one.
- 2) Get familiar with meeting controls. To learn more about the features and controls available within a Zoom meeting, watch Zoom's overview video on Meeting Controls.

3) Access your Virtual Booth URLs. To access your virtual booth, go to the Exhibitor Portal and can click "Exhibitor Profile" from the left side menu. Scroll to the bottom of the page and you'll see two fields, "Virtual Booth URL" and "Virtual Host Key". The "Virtual Booth URL" is what attendees and your booth staff will use to join your booth, the "Virtual Host Key" [2] is what you, the main booth admin, will use to "open" your booth (start the meeting). It is very important that the main booth admin join the meeting via the "Virtual Host Key" this marks you as the host and gives you the below permissions:

- (a) start and end the meeting
- (b) mute participants
- (c) remove participants
- (d) rename participants
- (e) update security settings
- (f) share your screen
- (g) create breakout rooms\* *this is only enabled for the meeting host, co hosts cannot break users into breakout rooms*



## Virtual Booth Best Practices

- Add a company logo or company booth logo to your host profile (participants list>more>add profile picture)
- Mark your booth staff co hosts (participants list>more>make co host)
- Enable a company branded virtual background (zoom>preferences>Virtual Background>+)
- Have content ready to share and discuss with booth visitors.
- Develop a "game day" plan. For Cvent Connect we had two staff members per breakout room, one to drive the conversation and the other to answer questions via chat. We had one booth admin (the main host) who created our breakout rooms and assigned visitors to breakout rooms.
- Review the event schedule to predict when booth traffic will be at its highest.

## How to Manage Virtual Appointments

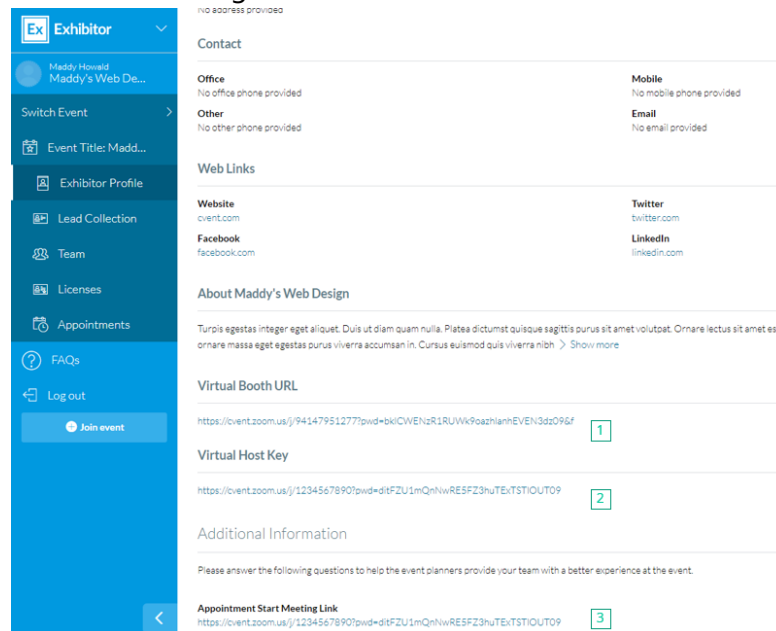
Virtual Appointments are used to pre-schedule a time to meet. We provide one meeting room per exhibitor. We advise that you select one member of your team to host all virtual

appointments, this one individual will be the person an attendee will schedule an Exhibitor Appointment with.

**Note: If you do not see Appointments enabled in the exhibitor portal then appointments are not being used at the event.**

- 1) Download Zoom. Prior to the event, download the Zoom Client for Meetings on the device you will be using to host the virtual booth. This ensures you have access to additional meeting controls that are not available within the browser version of Zoom. If you don't already have a Zoom account, you can sign up for a free one.
- 2) Get familiar with meeting controls. To learn more about the features and controls available within a Zoom meeting, watch Zoom's overview video on Meeting Controls.

- 3) Access your Virtual Appointment URLs. To access the Virtual Appointment Host URL look for the field named "Appointment Start Meeting Link" [3]. You might have access to edit this field, it is important that you do not. Attendees will join your Appointment via the join URL, housed in the Virtual booth field, you can check for this field in the upper right-hand corner of your exhibitor profile "Event/Booth Location".



- 4) Update your booth staff member's availability. To update your staff's availability, go into the Exhibitor Portal and click on "Appointments". Click "Create Appointment" > select your staff member and "block off time" as the appointment type. This will ensure they are not able to book appointments during specific time frames.

**Note: You will only get one meeting link for virtual appointments, as such it is a best practice to only have 1 staff member take virtual appointments. Should you require more booth staff you should adjust their availability to ensure they are not double booked. If two**

**appointments are booked at the same time, they will all be in the same Zoom Room.**

Host ×

M+H Madelaine Howald >

Appointment Type

Block Off Time

\* Date

08/31/2020

\* Start Time

08:00 AM

\* End Time

11:30 AM

\* Subject

Blocked: Staffing Virtual Booth

Description

Block Off Time

## How to Access Leads

Assuming you have access to inbound leads, attendees will be able to click "Contact Us" on your virtual booths page.

To access your leads, go into the tab called "Lead Collection", Unless this event is hybrid/in person, you can ignore the tabs labelled "Lead Qualifying Questions" and "LeadCapture Settings".

If anyone has clicked "Contact Us" from your exhibitor profile in the Virtual Attendee Hub, those leads will appear here. Their message will be housed under the "Lead Comment" header.