

# Virtual event exhibitors guidance

## About

Using the Hopin platform the University will be transferring many events online for the upcoming academic year. This document gives guidance to exhibitors the requirements before, during, and after an event.

In this context, and exhibitor is a person/department/organisation that will be in attendance at a virtual “booth” at an event. Examples are:

- Sponsor booth at conference
- Department/School at an event/fair
- Student club/society at a fair
- Employer at a career fair
- Student poster presentation at a conference

## Booths

- Booths can be attended LIVE by the exhibitor, or can be pre-recorded video.
- The booths will be made available at certain times during the event for attendees to peruse.
- These times will be communicated by the event organiser in advance.
- During these times, the exhibitor should be available either via the live chat window (if pre-recorded video is used), or via video/audio chat if the video type is LIVE.

## Technical requirements

The following are technical recommendations for successfully hosting a booth:

- 5mb broadband
- Google Chrome or Mozilla Firefox browser
- Webcam and microphone/audio (if attending a booth LIVE).

## Requirements in advance of the event

All exhibitors are required to submit the following:

- Name of booth - This may be the name of the company/department, or the name of the poster (if a poster session)
- Email address of the main contact for the booth
- A logo image – PNG or JPG – 1080x1080px
- A vendor headline
- A background image – 1500x600px
- Twitter link (optional)
- Website link
- A description of the booth/exhibitor
- Moderation option:

- Moderation wanted: the exhibitor will have to approve anyone wanting to video-chat
- No moderation: any attendee can automatically join the video chat

Exhibitor must also choose one of the following options for the main button on their booth:

1. Register interest – this will automatically forward the email address of any attendee to the exhibitor after the event has finished. This requires:
  - a. Text for the button (i.e “register interest”
  - b. Optional “Event Offer” text i.e “10% off”
2. A button that will send the attendee to the website defined in *website link* . This requires:
  - a. Text for the button (i.e “visit our website” or “book a one-to-one slot”)

Exhibitors must choose their video presentation method, either:

1. Pre-recorded youtube video – supply URL
2. Pre-recorded Vimeo video – supply URL
3. Will attend LIVE at booth – exhibitor require webcam/microphone

For Live attendance at booths, the event organiser will discuss the timings for this. It may also be possible to switch between LIVE and pre-recorded videos during the event, at the organisers discretion.

## Requirements during event

- The exhibitor will be required to attend at the defined times either via LIVE video/audio or via the chat window on the booth if pre-recorded video is used.


## Requirements after the event

- If the Register Interest button is used, the exhibitor will receive a CSV list of names and email addresses of attendees who clicked the button.
- Exhibitors should follow up with the attendees.
- A complete transcript of the text chat for the booth can also be provided by the event organiser on request.

## Video tutorial

<https://www.loom.com/share/a2d6ccbc9907486fae7aba95d7534fb9>

## Design



S2 E1: Let Battle Commence! | The Great Travel Hack | #MakeTheFuture

Watch later Share

Video area – pre-recorded or LIVE video feed


Headline

Description

Button

Booth Chat Polls People

Logo



Shell

Example sponsor booth

Name

Name

Shell is an international energy company with expertise in the exploration, production, refining and marketing of oil and natural gas, and the manufacturing and... [Show More](#)

Event Offer

Event offer

10% off

By registering interest you will claim the offer & your email will be forwarded to the vendor.

Register Interest

