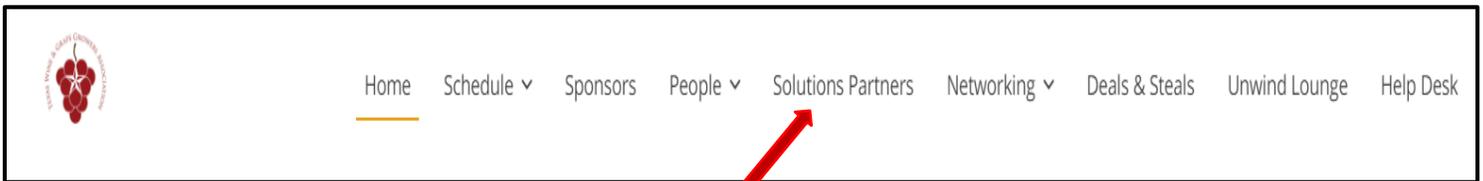


2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

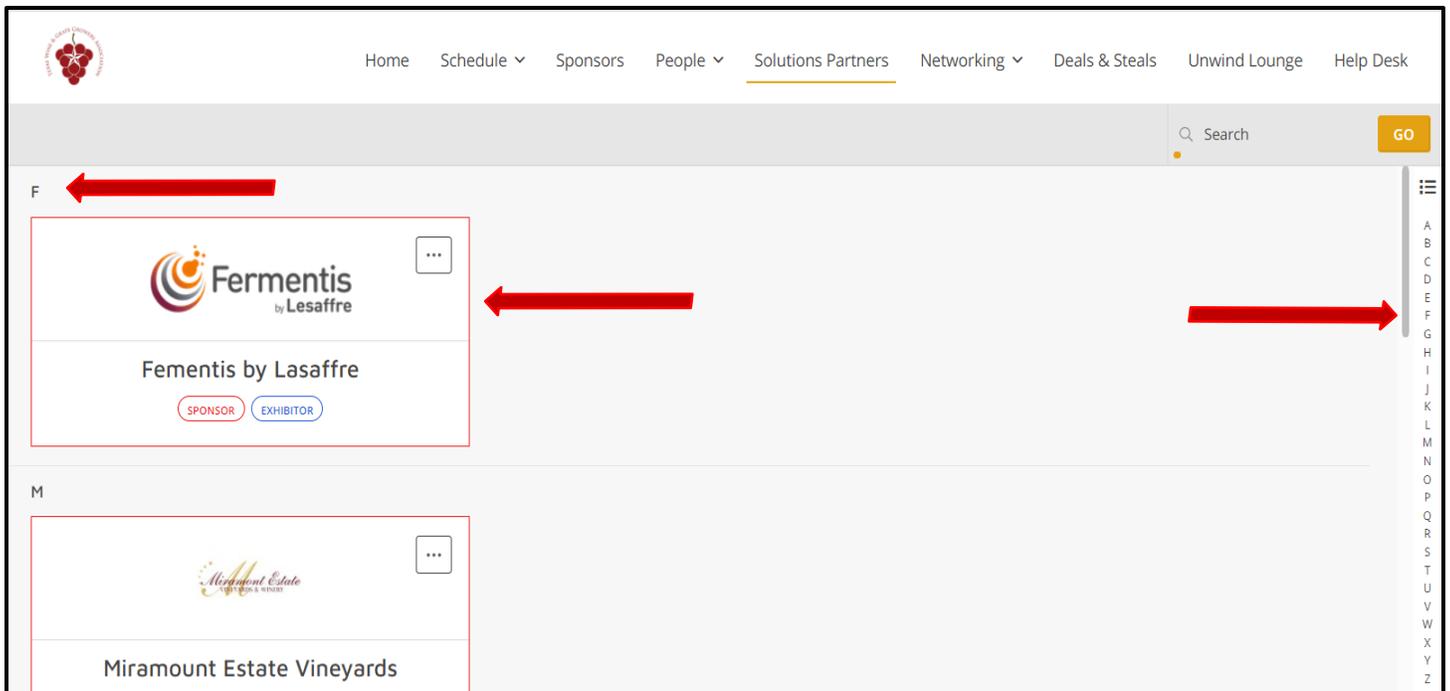


How to Access “Solutions Partners” Center and Exhibitor Booth – Click on Solutions Partners



How to Find and Exhibitor

Exhibitors are listed alphabetically as a ‘key card’ and can be accessed directly by clicking on the card.



2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Exhibitors can also be searched Alphabetically in the ‘Search’ area

The screenshot shows the 'Solutions Partners' section of the virtual forum. The navigation bar includes Home, Schedule, Sponsors, People, Solutions Partners (highlighted), Networking, Deals & Steals, Unwind Lounge, and Help Desk. The search bar is active with the text 'Texas' entered. The search results are displayed in two columns: 'T' and 'U'. The 'T' column shows the Texas Wine & Grape Growers Association logo and name. The 'U' column shows the Uncork Texas Wines logo and name. A red arrow points from the search bar to the search results.

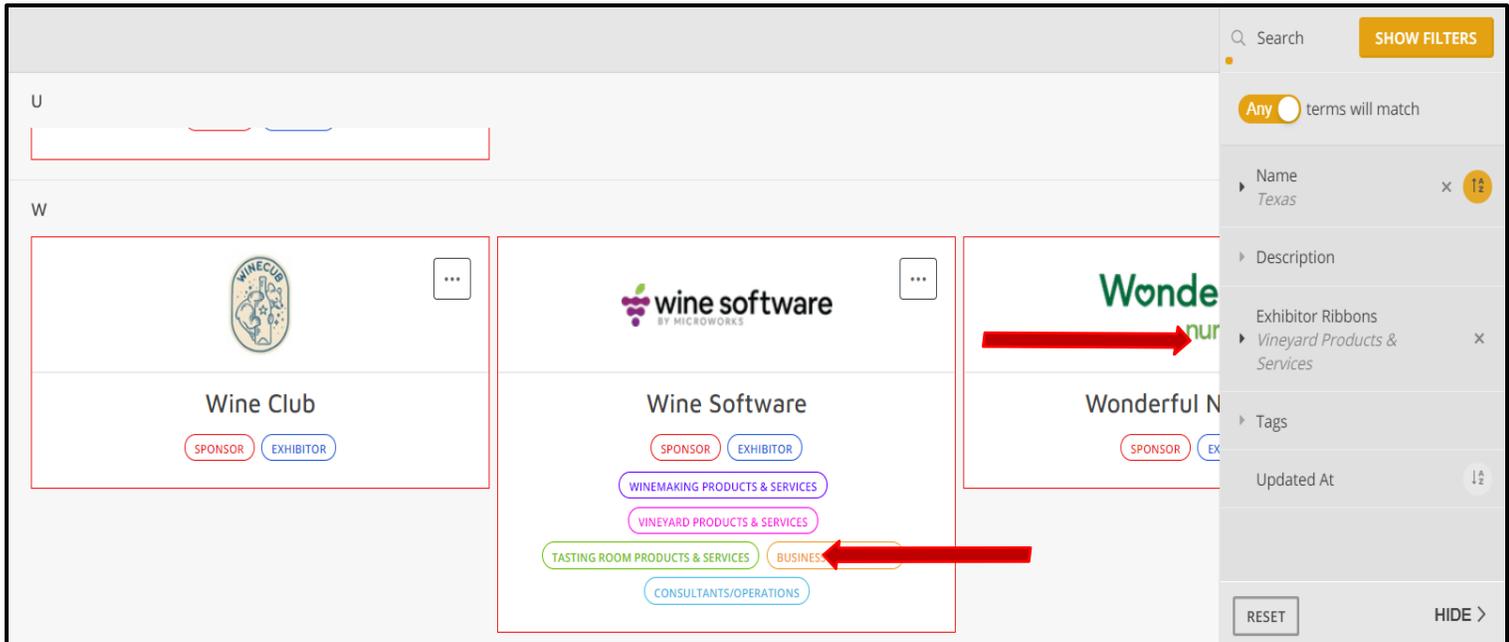
Exhibitors can also be searched by ‘Description’ in the ‘Search’ area

The screenshot shows the 'Solutions Partners' section of the virtual forum. The navigation bar includes Home, Schedule, Sponsors, People, Solutions Partners (highlighted), Networking, Deals & Steals, Unwind Lounge, and Help Desk. The search bar is active with the text 'wine' entered. The search results are displayed in two columns: 'T' and 'U'. The 'T' column shows the Texas Wine & Grape Growers Association logo and name. The 'U' column shows the Uncork Texas Wines logo and name. A red arrow points from the search bar to the search results.

2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Exhibitors can also be searched by ‘Exhibitor Ribbons’ and ‘Tags’ in the ‘Search’ area



Ribbons allow for easy search and include the following ribbon types.

Exhibitor Ribbon Types of

- Exhibitor
- Member
- Sponsor

Tag Ribbon Types

- Advertising/Marketing/Branding
- Business and Financial
- Consultants/Operations
- New/Used Equipment
- Tasting Room Products and Services
- Trade Associations, Institutions and Organizations
- Vineyard Products and Services
- Winemaking Products and Services

2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

EXHIBITOR BOOTHS

Click into your Personal Exhibitor Booth

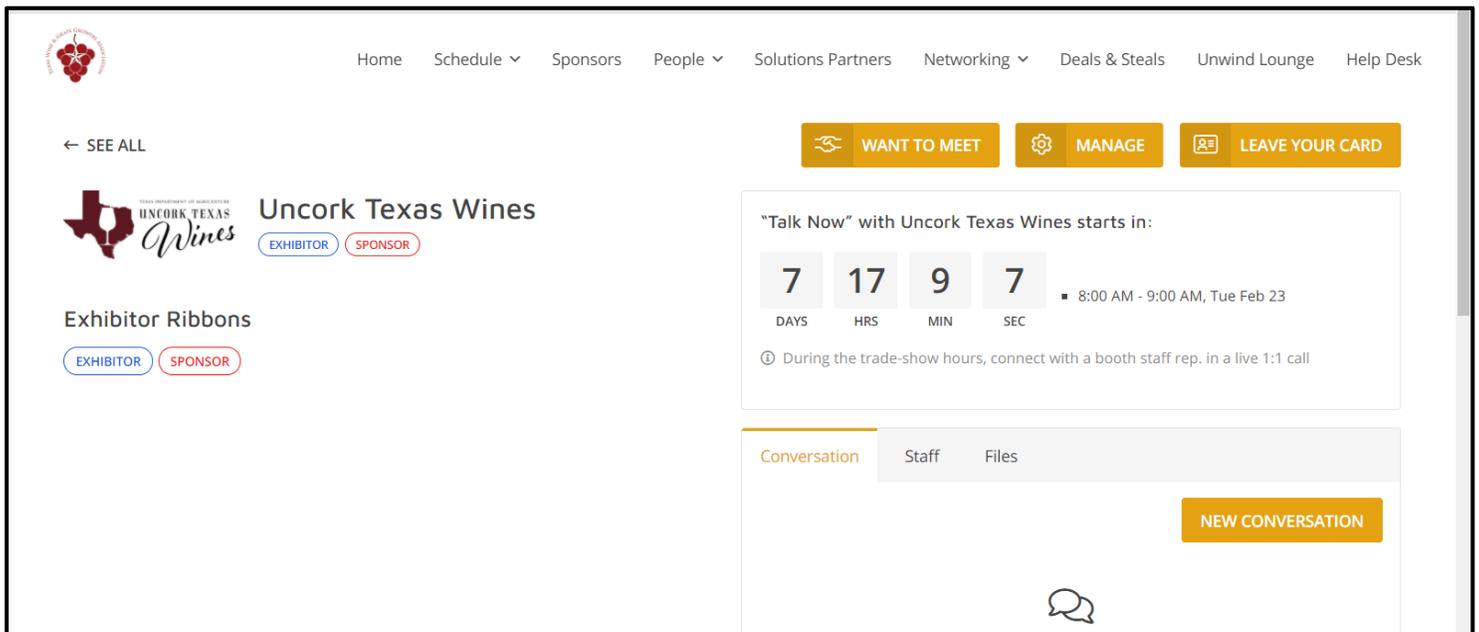
Your Booth will ‘pre-established’ by the conference management team, but each company is responsible for ensuring that their correct logo is loaded, and the booth information completed by Friday, February 19, 2021 See “Manage’ button discussed in next section.

***Exhibit Booth Keycard example



Understanding What You See

**Example of an Exhibitor Booth page



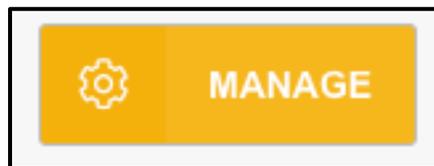
2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Want to meet: This feature is much like collecting virtual business cards and helps the attendees keep track of exhibitor booth’s they would like to contact. The attendees are able to click ‘Want to Meet’ button on your exhibitor booth to add to their personal list.



Manage: This is where you are able to manage your exhibitor booth information in real-time. You are able to make updates to your booth at any time, this feature is always available to you make changes as needed. You are able to edit company info, get leads, see visits, look at poll data, etc.



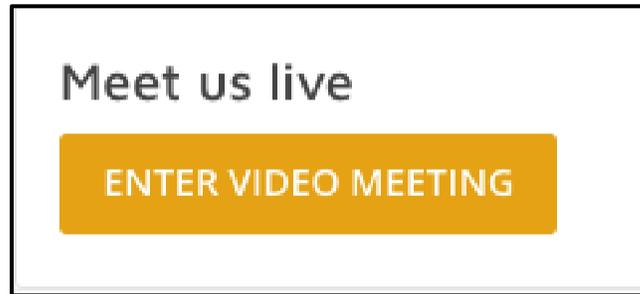
Leave Your Card: This is where attendees can send you personal messages to connect and release’s the attendees contact information to you, i.e., email address, phone.

A white modal window titled 'Request Information' with a close 'x' button in the top right. It contains a text input field with the placeholder text 'You can optionally include a message'. Below the field is a note: 'Note: Your full profile details including email address and phone number will be included in this request.' At the bottom right is a teal button labeled 'SEND REQUEST'.

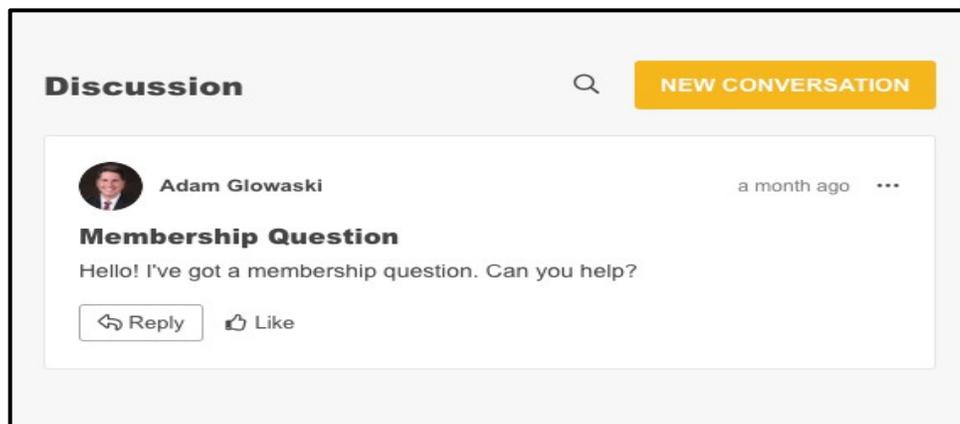
2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Enter Video Meeting: This is where attendees will go to enter your personal exhibitor booth Zoom room to meet with you. Please note you can enter and exit the booth at any time, but we recommend always having a representative in both so when attendees enter someone is there to speak with them during exhibit hall hours.

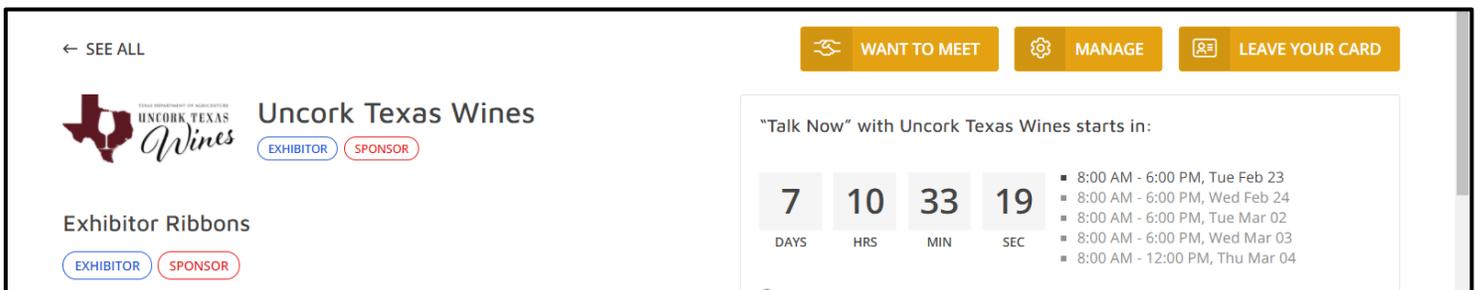


New Conversation: This is where attendees can engage in public conversation with you and your fellow booth managers.



How Can I See Who's Visited My Booth?

Click the 'Manage' button.



2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

What’s the Difference Between a Lead and a Visit?

What is a “Lead?”: An attendee has submitted their information to you by selecting the ‘Request Info’ button and sent you a direct message. This downloaded list will include the attendee’s email address.

These are attendees who have specifically requested information about your company or were scanned.

[DOWNLOAD LEADS](#)

Name	Company	Scanned by	Visits	Notes	Scanned Date
Maile Kim	ConferenceDirect		37	[Maile Kim: Looking f...]	

What is a “Visit?”: An attendee has visited your booth but has not submitted release of their contact information to your organization. A visit does give you the option to view the attendee’s profile, where you are able to send them a direct message within Pathable – the event platform.

These are attendees who have visited your page, but not explicitly requested information.

[DOWNLOAD LEADS](#)

Name	Company	Visits	Notes	Date
Erin Quigg	ConferenceDirect	5		12:48 PM - November 3
Adam Briggs	ConferenceDirect	10		11:28 AM - October 20
Jeff Testerson	Testerson Inc	20		11:57 AM - October 15

- Open lead details
- View profile
- Send message
- Schedule meeting

View and download your Booth ‘Analytics’.

[DOWNLOAD .CSV](#)

Booth Visitors		Conversation		Content consumption	
Booth Visits ②	2	Private Messages ②	0	Video Total Views ②	0
Unique Booth Visitors ②	1	Private Meetings ②	0	Document Total Views ②	0
Leads ②	0	Chat Messages ②	0		

2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Use of the ‘Talk Now’ Feature!

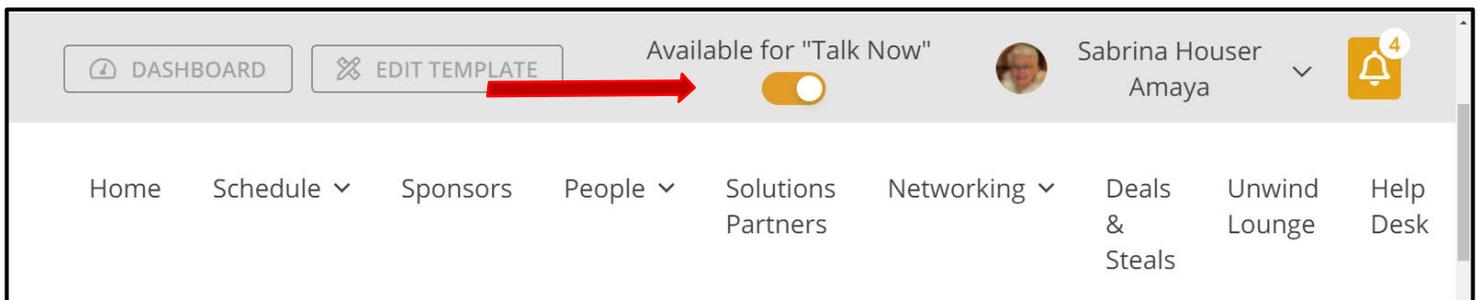
Choose who from your team who you want to enable “Talk Now”

Manage your Team

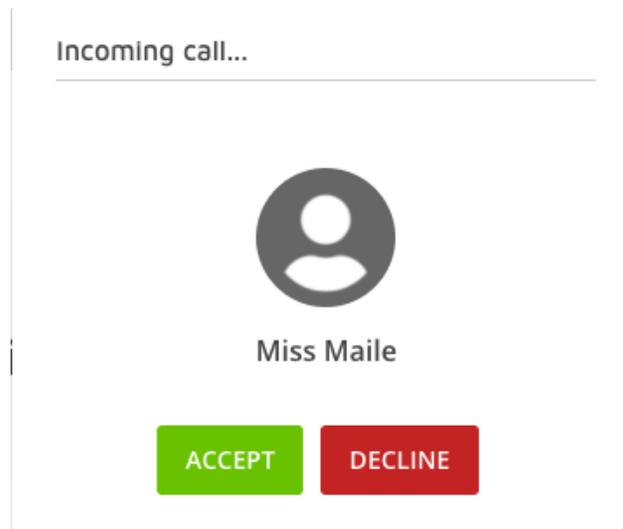
① Add any members of your company that will be attending the event. Note that they must register and have an account on this site before you can add them here. If your company has lead retrieval, this will also give them the ability to scan and view leads.

-  **Sabrina Houser Amaya**
Director of Communications and Membership
 Enable Talk Now
-  **Maile Kim**
Global Project Manager
 Enable Talk Now

During exhibitor times, flip over “Available for “Talk Now”” to accept meetings from attendees



You will be alerted that someone would like to meet with you by a ring tone on your computer and the name, title, and company of the person wanting to talk to you. Accept or decline the meeting.

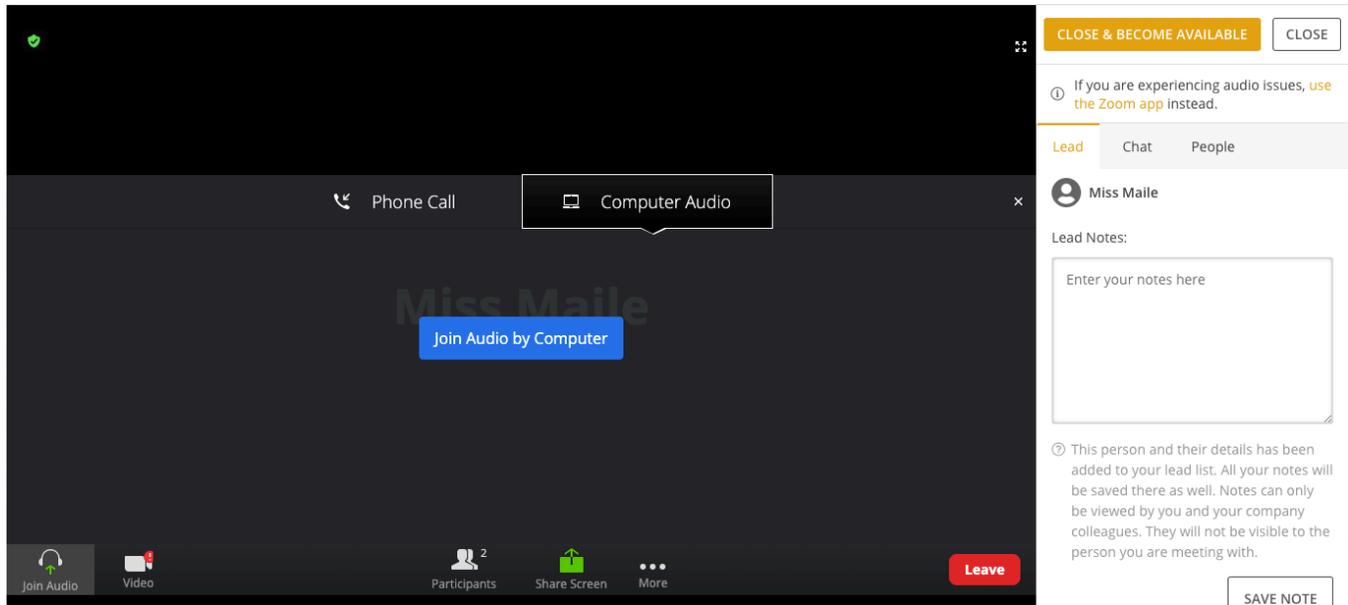


These are private one-on-one meetings so do not fear that an unknown person will join your meeting.

2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Once you accept a call, you can join audio by your computer or headset. Should you or the attendee need to use a phone, you can click on “Phone Call” and the call in number with access code will be given.



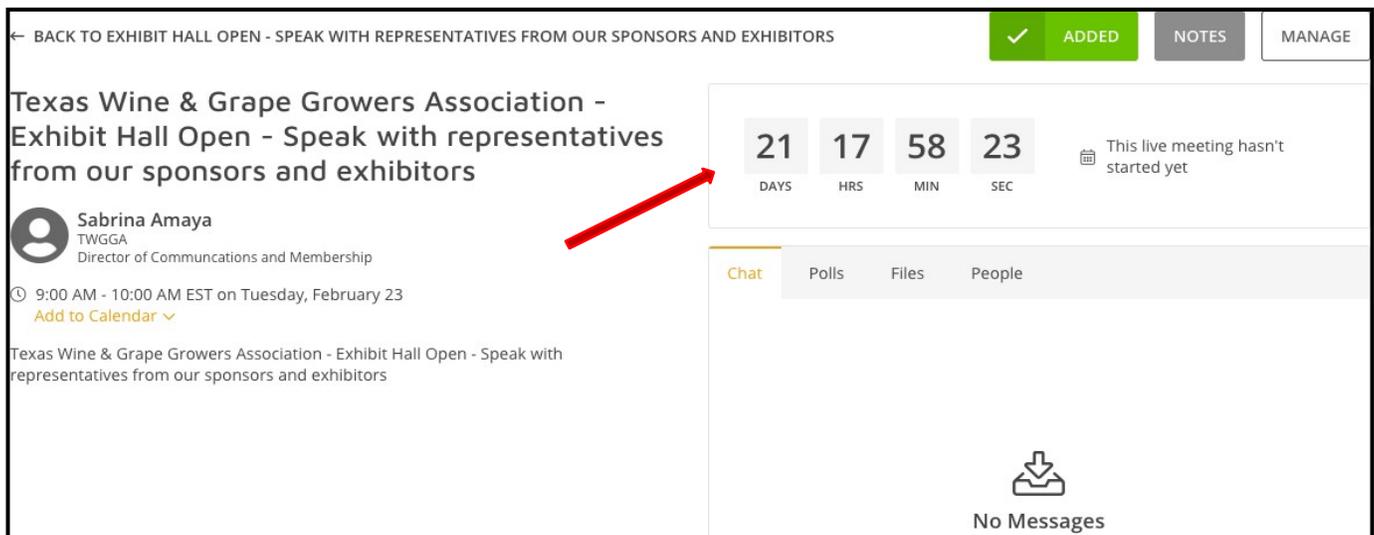
Lead Section: Take notes about your call that you may refer to later.

Chat: Should there be any audio issues, you may use the “Chat” feature to private message each other.

Once completed, click on either the “Close & Become Available” or “Close”.

Exhibit Hall is Closed – Now What Happens?

When the Exhibit Hall is closed, a timer will be shown on the Exhibitor’s page letting attendees know when their booth will be available. Attendees will have the ability to leave a message in the chat section which is open for everyone to see or they can send a private message.



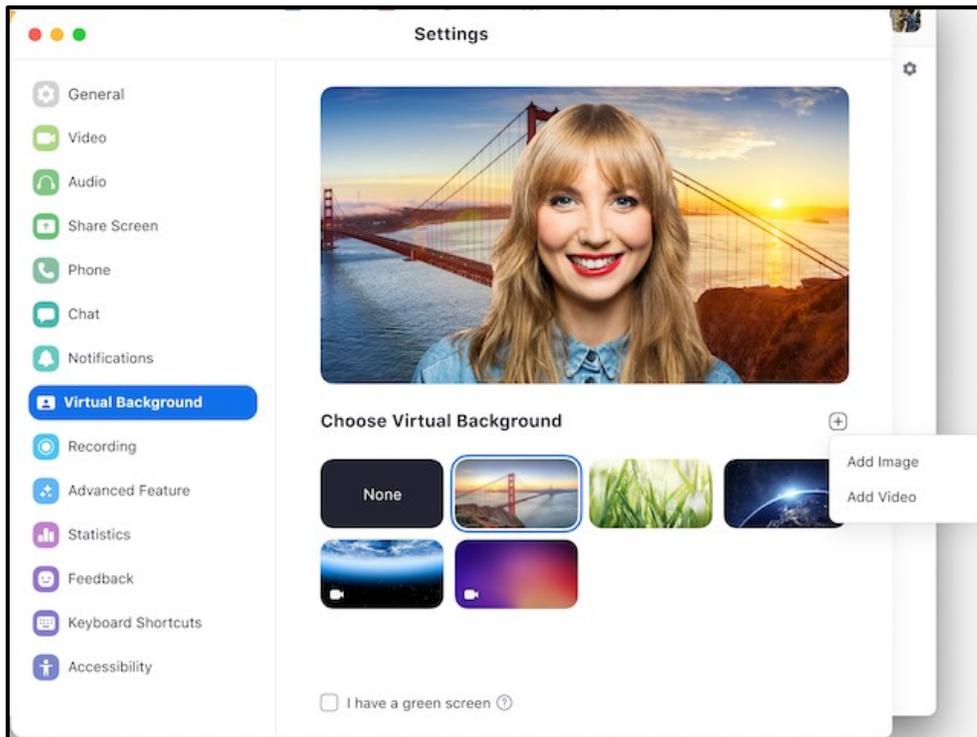
2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Helpful Tips for Using Zoom

Setting up Virtual Background in a Pathable Session

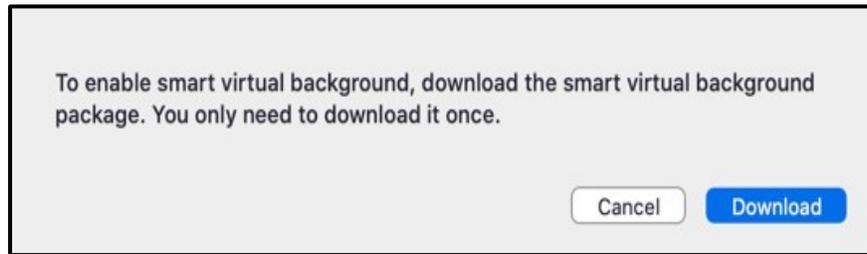
- Click **Choose Virtual Background**.
- Click on an image to select the desired **virtual background** or add your own image by clicking + Add Image.
- Check **I have a green screen** if you have a physical green screen set up. You can then click on your video to select the correct color for the green screen.
- Click on an image to select the desired virtual background or add your own image by clicking + and choosing if you want to upload an image or a video.
- Nature photos or simple backdrops are best. See www.unsplash.com, but remember, keep it simple! You are the star, not your background



2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

If prompted, click Download to download the package for virtual background without a green screen.

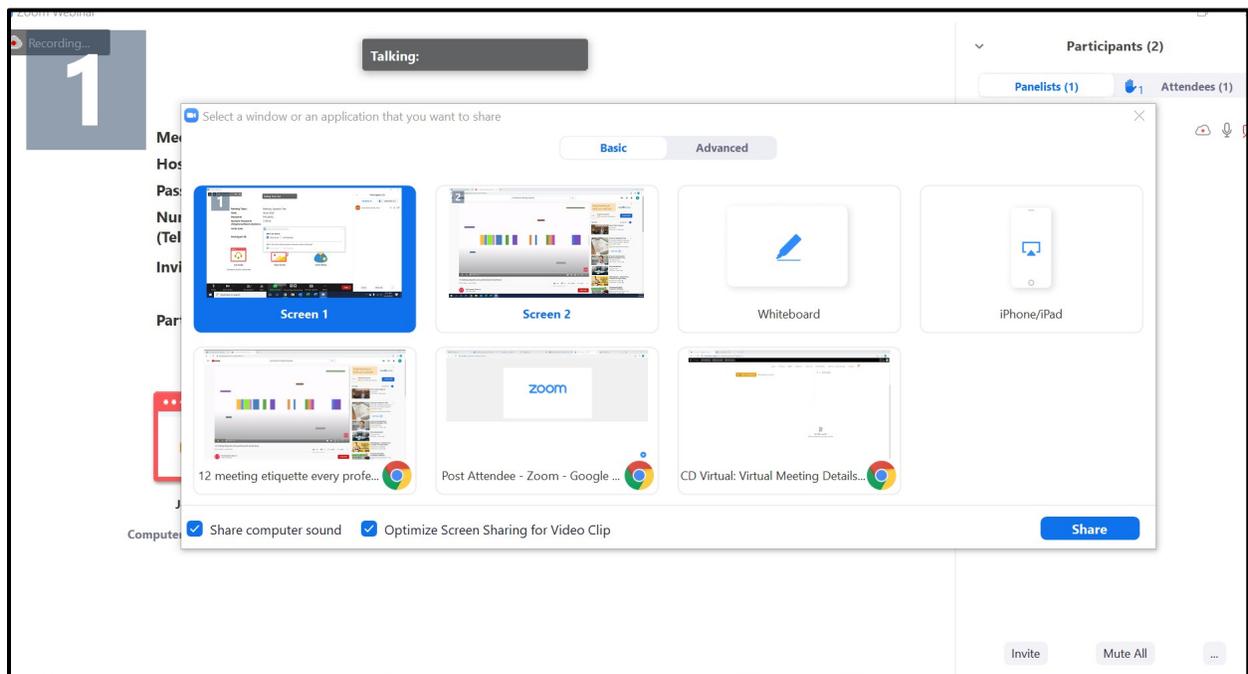
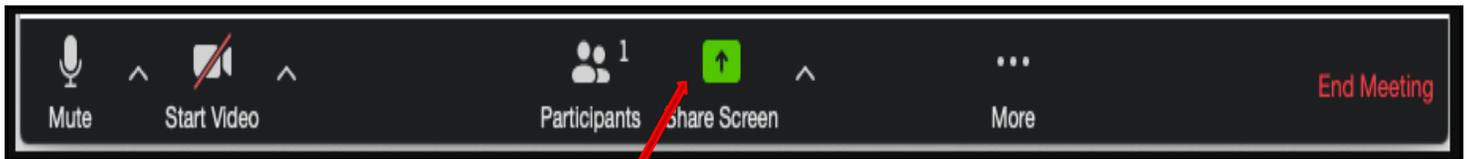


NOTES:

- Ensure that you are using a solid background color.
- After you select an option, that virtual background will display during your meetings.
- To disable Virtual Background, choose the option None.

How to share screen:

- Select ‘share screen’ to share a PowerPoint presentation, PDF, etc.
- If sharing a MP4 video file, YouTube video, etc. select the below checkboxes when sharing your video for your sound to share in the Zoom room to the attendee.



2021 Texas Wine and Grape Virtual Forum

“Solutions Partners Center” Exhibitor Guide to Managing Your Virtual Booth

Need Help? Contact the Support Desk!



DASHBOARD EDIT TEMPLATE Available for "Talk Now" Sabrina Houser Amaya

Home Schedule Sponsors People Solutions Partners Networking Deals & Steals **Help Desk**

2021 Texas Wine & Grape Virtual Forum

Welcome to the Help Desk
Find answers to common questions here

For Technical Questions, please contact virtual@conferencedirect.com

For General Forum Questions, please contact

For the best user experience, we recommend to follow the below:

1. **A device that is connected to the internet**, either by ethernet or WiFi (preferably a computer; tablets and mobile devices can be used if necessary)
2. **A stable internet connection** (check your internet speed by [clicking here](#); some slower speeds will result in slower loading times for our web pages)