

inspiring



CREATIVITY

2021 CAAEYC Exhibitor Toolkit
Your Guide to the Virtual Exhibit Experience | April 23-25



through
innovative practice



caaeyc

California Association for the
Education of Young Children

EXHIBITOR INFORMATION AND TOOLKIT

Welcome to the 2021 Virtual Annual Conference and Expo! This Exhibitor Toolkit is a collaboration of information from CAAEYC and our platform partner, eShow.

There are two booth sizes you may purchase: medium or large. The pages that follow may reference a small booth size – this size is not available. There is also reference to an appointment scheduling tool. This feature is not available for our virtual event.

In addition, this toolkit is predominantly focused on guiding exhibitors in building out their online exhibit experience. However, it provides comprehensive information to help you make an informed decision about purchasing your online exhibit experience.

Exhibit Space Size, Pricing and What's Included

Medium.....	\$800
Large.....	\$950

All exhibit space is purchased online. For immediate access to begin building your online experience, pay with a credit card. If you wish to pay by check, access to build your online experience will be pending until payment is received in our office and posted to your profile.

DESCRIPTION OF SPECIFIC ENHANCEMENTS

Some of the upgraded packages listed to the right include some or all of the items below. Refer to the Packages B, C and D to learn which items are included.

HIGHLIGHTED LISTING

Your company will stand out with this highlighted listing. In the list of exhibitors, your company will be visually highlighted in color. This feature is available when your purchase enhancement Package B, C or D.

DIRECTORY PROFILE HEADER IMAGE

When an attendee clicks on your directory profile, there is an option for you to place a banner at the very top of your profile. This is in addition to your company logo. This feature is available when you purchase enhancement Package C or D.

PREMIUM POSITION

Your exhibitor listing will be placed at the top of the exhibitor list and search results. This feature is available when you purchase enhancement Package D.



PACKAGE A

These enhancements are included in either the medium or large exhibit space:

- Address
- Social Media Links
- Website URL
- Company Logo
- Company Profile (1000 characters)
- 1 Press Release
- 1 Document Upload
- 1 Video Upload
- Lead Capture/Retrieval
- Booth Chat Hours

For additional fees, you can increase the enhancements in the exhibit space by upgrading to any of the following levels.

PACKAGE B – \$125

Includes all items in Package A plus the following:

- 1 Online Product Showcase
- 1 Additional Document Upload (2 total)
- Highlighted Listing

PACKAGE C – \$200

Includes all items in Package A plus the following:

- 2 Online Product Showcase
- 1 Additional Press Release (2 total)
- 1 Additional Document Upload (2 total)
- 1 Additional Video Upload (2 total)
- Directory Profile Header Image
- Highlighted Listing

PACKAGE D – \$275

Includes all items in Package A plus the following:

- 4 Online Product Showcase
- 3 Additional Press Releases (4 total)
- 3 Additional Document Uploads (4 total)
- 3 Additional Video Uploads (4 total)
- Directory Profile Header Image
- Highlighted Listing
- Premium Position



caaeyc

California Association for the
Education of Young Children

Brandie Delaney
California AEYC
950 Glenn Drive, Suite 150, Folsom, CA 95630
(916) 486-7750 | brandied@caeyc.org
conference.caeyc.org



TABLE OF CONTENTS

This toolkit packet contains information that you can use as a guide to navigate through the services available to you as an exhibitor.

- Understanding Your Booth
- Exhibitor Analytics
- How to Enter Your Booth
- How to Chat with Your Team
- How to Private Chat with Attendees
- How to Send an Attendee a Video Chat Request
- How to Join a Video Chat
- Benefits of the Lead Capture Solution
- Activating the Lead Capture Solution
- Lead Capture Access Points
- Downloading Lead Capture Information



Understanding YOUR BOOTH

This virtual booth mimics a physical event with booth space, sponsorship opportunities, networking, webinars, and much more. Booths come in small, medium, and large. Custom booth offerings are available as well.



THE DIFFERENT PARTS OF YOUR BOOTH

- 1 Branding Options:** Banners, banner stands, TV display, etc.
- 2 Media Display:** Display products/services, training, or marketing videos
- 3 About Us:** Full company information
- 4 Press Release:** Add your company's press releases for attendee consumption and education
- 5 Videos:** Catalog of product/services and/or marketing videos
- 6 Products:** Product documents showcasing new or current products/services
- 7 Webinars:** List of webinar schedules where attendees can join in real time
- 8 Documents:** Documents, sign up forms, etc. that attendees can view or download
- 9 Social Media Links**
- 10 Exhibitor Chat:** Real time chat with booth staff
- 11 Appointment:** Attendees can see the exhibitor appointment schedule and be able to request for an appointment
- 12 Scan Badge:** Attendees click this to scan their badge, sending their contact information to the exhibitor
- 13 Contacts:** Available booth staff from the company with the ability to add them to eBag
- 14 eBag:** Attendees can add the exhibitor to their eBag for later reference

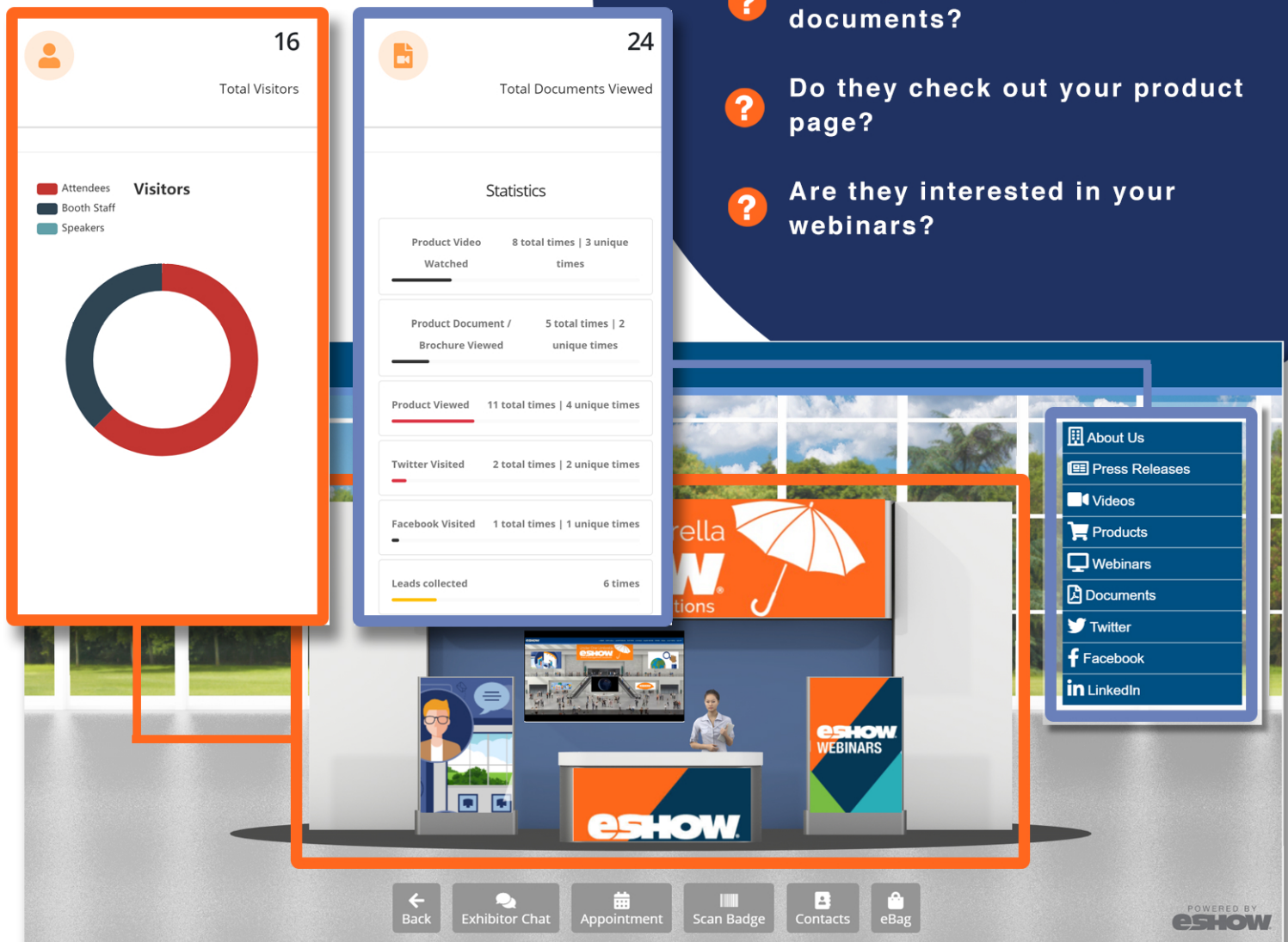
EXHIBITOR ANALYTICS

why is it relevant?

With analytics data, exhibitors can see how effectively their booth is performing. Useful information is displayed, including but not limited to, how frequently the booth is visited and details on which type of attendee visits the booth.

Reports also include information on how often uploaded materials are being accessed. Exhibitors can use this information in deciding how to best make use of the booth. Which items/materials do you need to promote more.

- ? Where does your audience go to learn more about you? Twitter? Facebook? LinkedIn?
- ? Which materials do your audience find most interesting?
- ? Do they access your uploaded documents?
- ? Do they check out your product page?
- ? Are they interested in your webinars?



ENTERING YOUR BOOTH

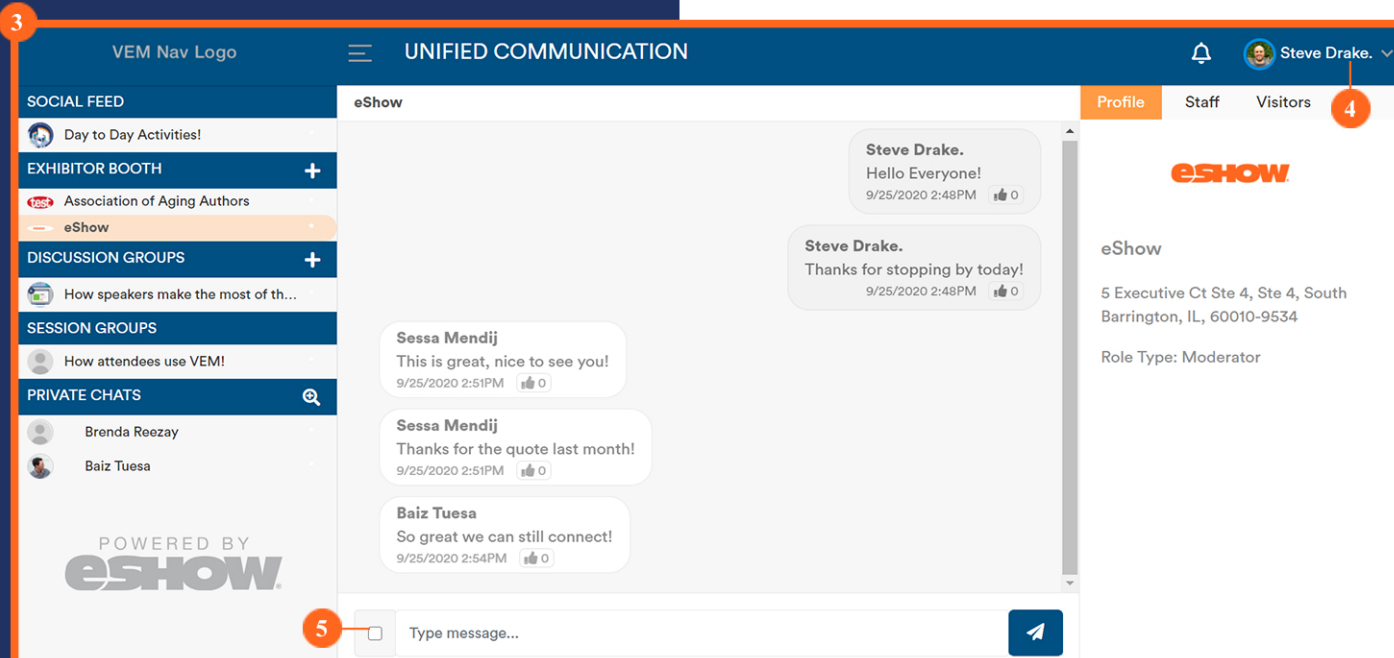
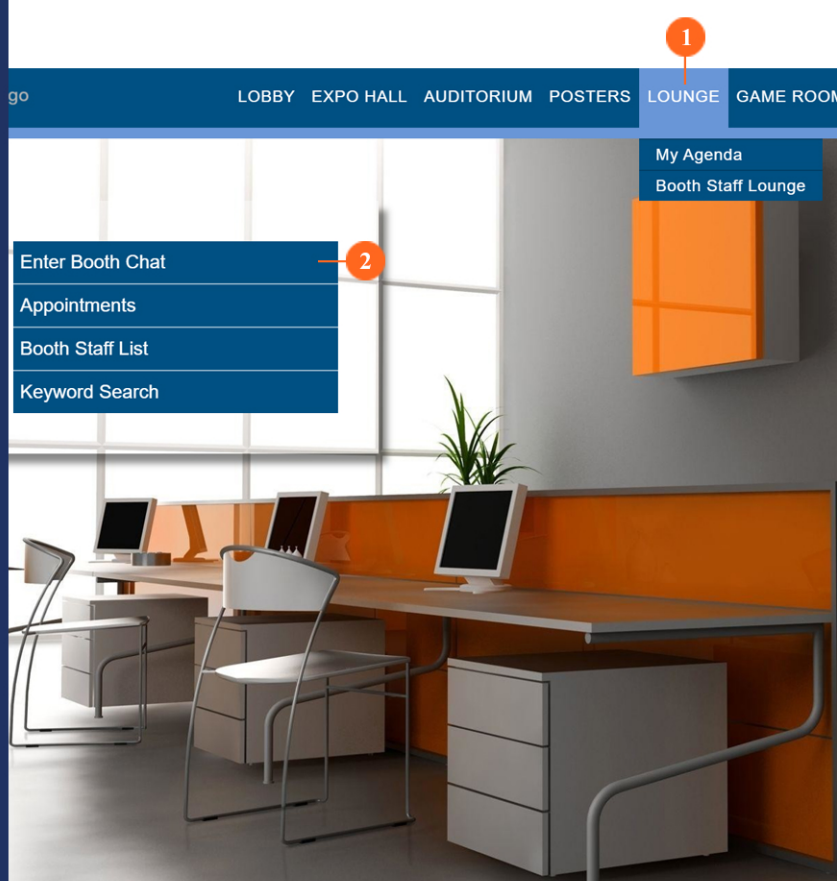
Click on the **LOUNGE** tab and then on the **BOOTH STAFF LOUNGE** navigation

Click on **ENTER BOOTH CHAT** to open the **Unified Communication (UC)** dashboard

Your exhibitor booth thread opens by default

You are now listed under the staff tab on the right for attendees to view

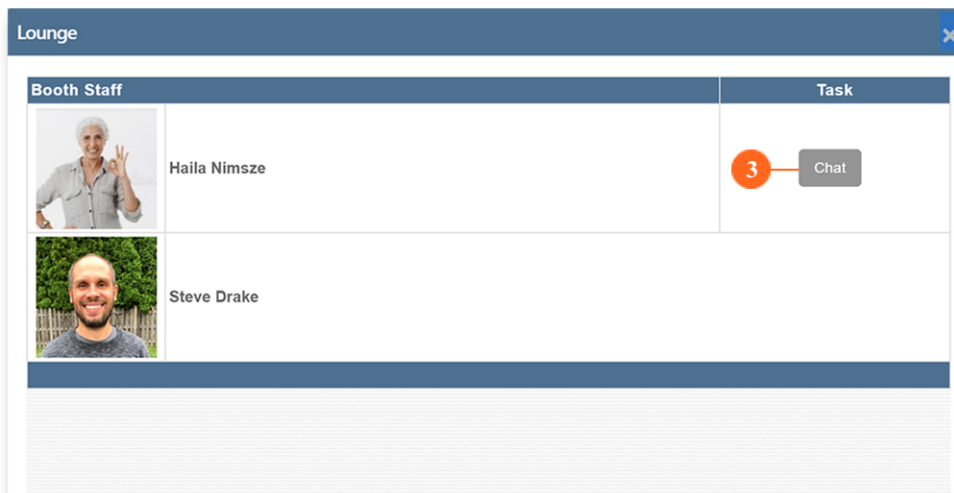
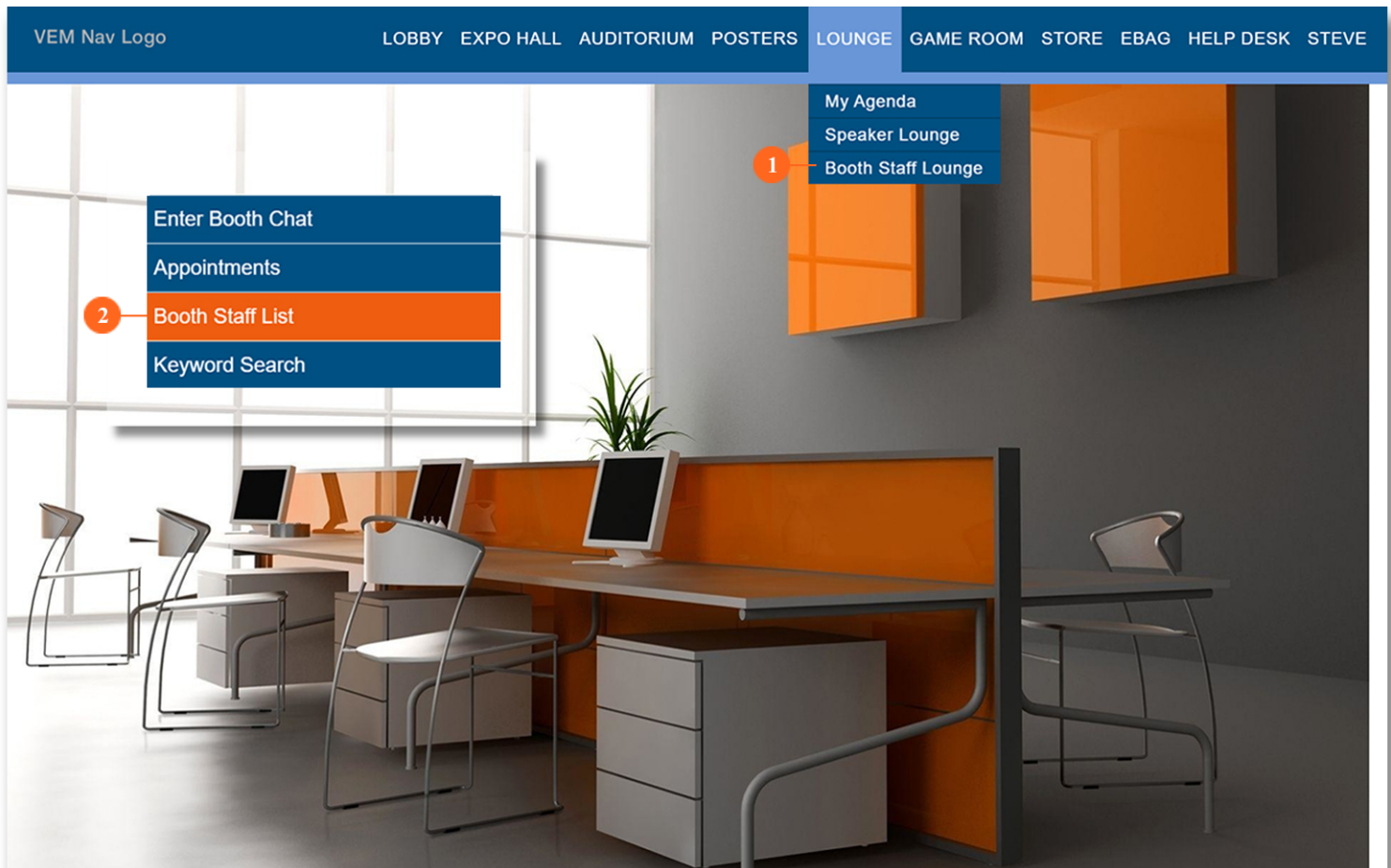
Chat publicly and/or chat privately with participants



We know how important it is to be able to easily communicate, not just with customers, but with your staff as well. This is why we have included this feature in your booth! Now, you don't need to go anywhere else to chat with you team.

chatting with your

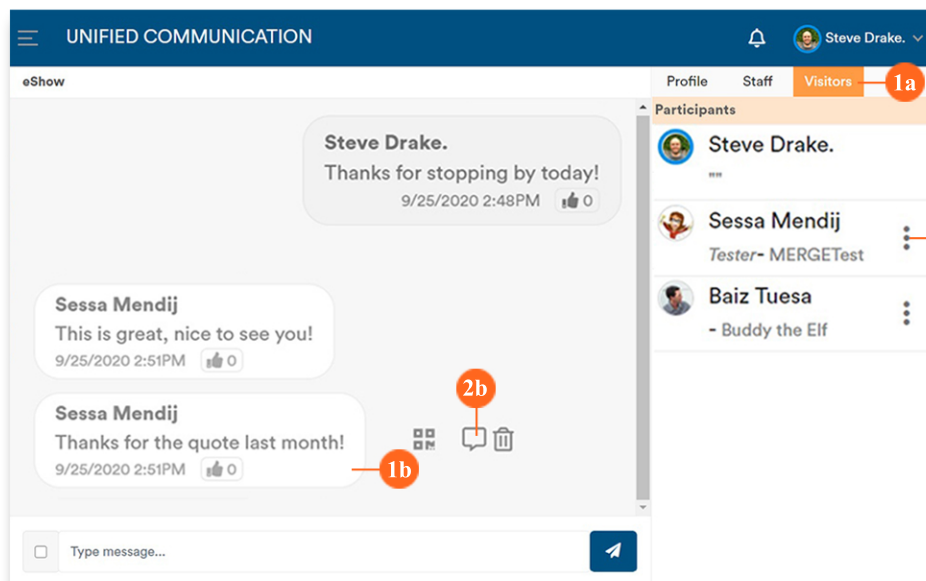
BOOTH STAFF TEAM



- 1 On the main toolbar, click on **Lounge** and then on **BOOTH STAFF LOUNGE**.
- 2 To open your list of team members, click the **BOOTH STAFF LIST** navigation.
- 3 Click the **CHAT** button to start chatting in the **Unified Communication (UC)** dashboard.

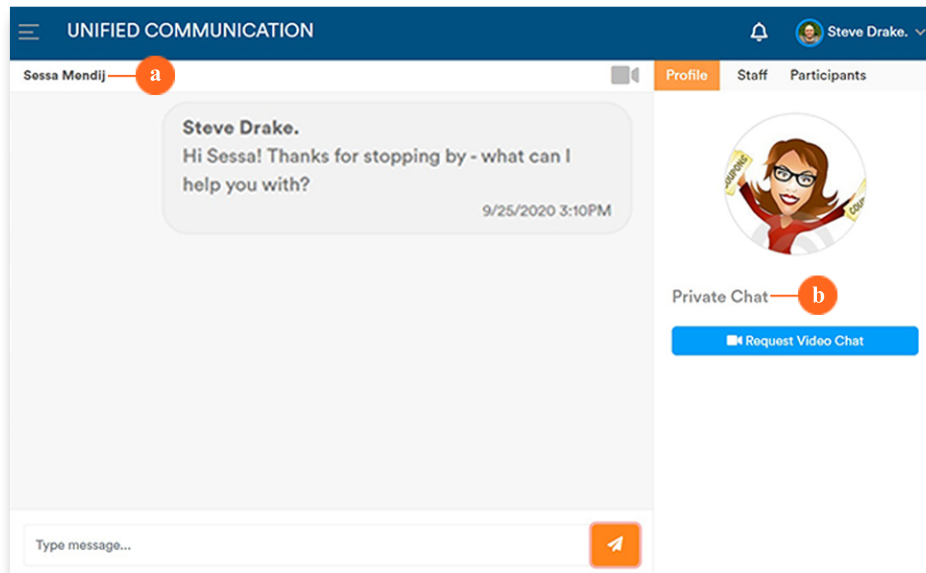
how to send a PRIVATE CHAT REQUEST

Private chatting is fun and easy. Just follow this **two-step guide**.



EXHIBITOR CHAT THREAD

- 1a Click on **Visitors** to pull up a list of attendees.
- 2a Click on the **three dots**, and then the **private chat button**.
- OR**
- 1b **Hover over** the chat bubble of the person you want to chat with.
- 2b Click on the **private chat button** that will appear beside the bubble.



PRIVATE CHAT THREAD

End Result:

- a Their **name** is now listed on the thread.
- b A **private chat** tag confirms that you are in a private chat room.

QUICK TIP

To access this feature, open **Unified Communication (UC)** window by clicking on the **Exhibitor Chat Button** in your booth. Go to the **UNDERSTANDING YOUR BOOTH** page (p3) for more information.



how to request to VIDEO CHAT

QUICK TIP:

First, open a private chat with the person you want to video chat with in order to access the camera or the request video chat buttons.

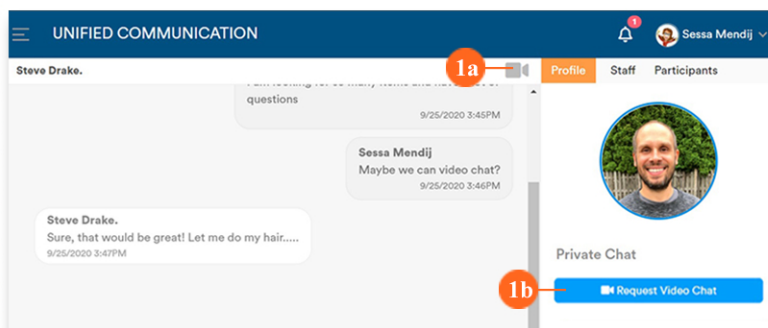


WHAT THE RECEIVER SEES

WHAT THE SENDER SEES

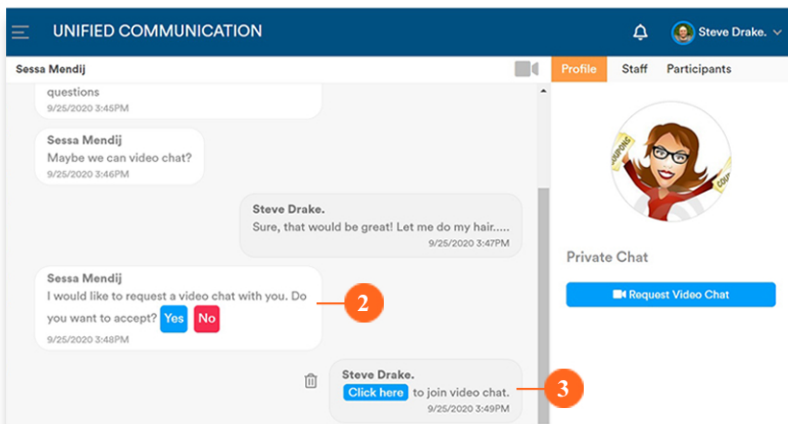
1

Click on the **CAMERA (1a)** or the **REQUEST VIDEO CHAT (1b)** button. Then click **SUBMIT** in the pop up.



The **RECEIVER** gets a **REQUEST VIDEO CHAT** notice.

2



3

When the **RECEIVER** clicks **YES** (in STEP 2), the **SENDER** receives a message with a **CLICK HERE** to join button. Click to start the video chat!



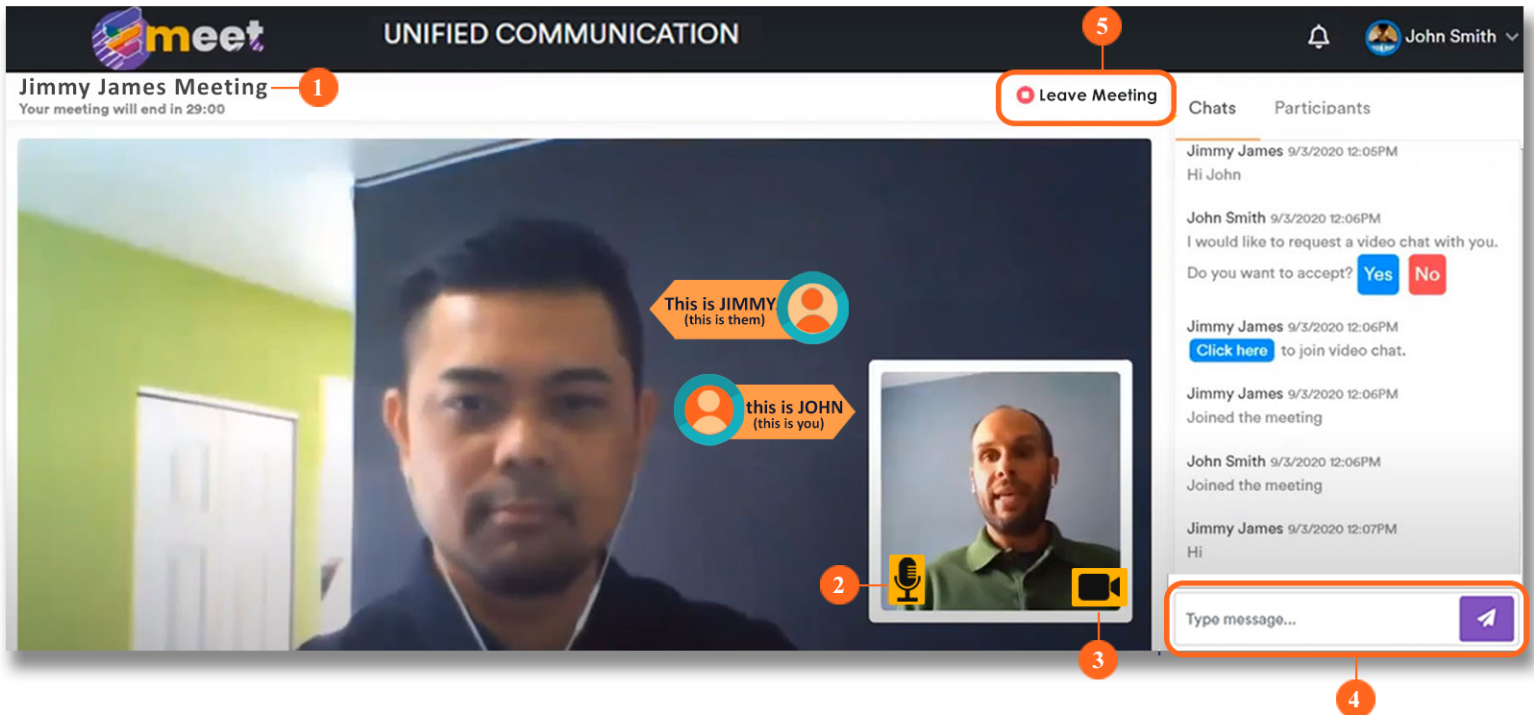
SMILE
you're on camera!

how to VIDEO CHAT

After clicking on

 Join video chat

the video connects automatically.



KEY COMPONENTS OF UC VIDEO CHAT

- 1 VIDEO CHAT TITLE:** view the meeting title and how long the meeting has left.
- 2 MUTE ICON:** switch your mic on/off.
- 3 CAMERA ICON:** switch your camera on/off.
- 4 CHAT BOX:** use this to send additional information.
- 5 LEAVE MEETING:** click to exit the meeting.

QUICK TIPS

- ✓ Enable your webcam on your browser
- ✓ Check your internet speed
- ✓ Have your IT confirm your VPN allows video streaming



LEAD CAPTURE

benefits

KEY FEATURES

- ✓ Add custom qualifiers to pin point attendee areas of interest
- ✓ Attendees can easily send information to exhibitors
- ✓ Multiple attendee access points for scanning information
- ✓ Easy to use
- ✓ Interactive attendee lead capture dashboard in the service center
- ✓ Request attendee information with one click
- ✓ Access downloadable attendee lead reports

Exhibitors can add custom qualifiers to get to know attendees and what they are interested in.

Attendees can send their information anytime through the booth and chat.

Exhibitors can easily access leads in the ESC, all real time.

Exhibitors can download information in Excel format in the ESC.

What is Lead Capture?

Exhibitors can take advantage of the **VEM™ Lead Capture Solution** to easily gather booth visitor and chat participants contact information!

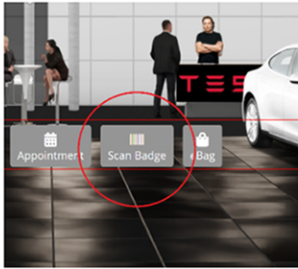


Attendees can send their information to you through the booth and in your booth chat. You can request their information while chatting with them. All of this information is available to you through the Exhibitor Service Center (ESC) Lead Capture webpage.

ACTIVATING the Lead Capture Solution

Lead Capture Solution

eShow is pleased to provide Virtual Lead Capture technology to . Using state-of-the-art technology, you will easily collect accurate and complete lead information accessible throughout your virtual event. Each attendee will have an access to submit their "virtual" badge containing their contact information.



VEM© Lead Capture Features:

- Quick easy access to visitors
- Customizable Survey Questions
- AI based Lead Quality Score
- Real-time access in ESC
- Demographics

Activate

ACTIVATE* the Lead Capture Unit anytime in the Exhibitor Service Center (ESC) on the Directory Upgrades page.

save

Lead Capture Solution Setup

* After editing your questions please click "Save" to finalize your updates.

#	Survey Question(s)	Task
---	--------------------	------

Add Question

1

Create **Custom Qualifiers** for attendees to provide detailed information for their inquiry or reason for scanning their badge.

Complete the following steps to finalize activation:

1 To add **Custom Qualifiers**, click on **ADD QUESTION** on the **Lead Capture Solution Set-up** window.

2 Fill out the form and click on **SAVE**.

3 This will take you back to **Lead Capture Solution Set-up** window. Click on **SAVE** to finalize the set-up.

This will activate the **Lead Capture Unit** in three different **Access Points***:

- Scan Badge Button** in exhibitor booth.
- Barcode Button** in **Attendee's Unified Communication** window.
- Barcode Button** in **Booth Staff Unified Communication** window .

**See Lead Retrieval Access Points page*

save

delete

Edit Question

* After editing your questions/answer information please click "Save" to finalize your updates.

Question	Please select the product(s) you are interested in:
Question Type	Checkbox
Required to Answer	<input type="checkbox"/>
Display Order	1

Question Answers	Display Order	Task
In Person Event Products	1	Delete
Virtual Products	2	Delete

2

save

Lead Capture Solution Setup

* After editing your questions please click "Save" to finalize your updates.

#	Survey Question(s)	Task
---	--------------------	------

1	Please select the product(s) you are interested in:	Edit
---	---	------

Add Question

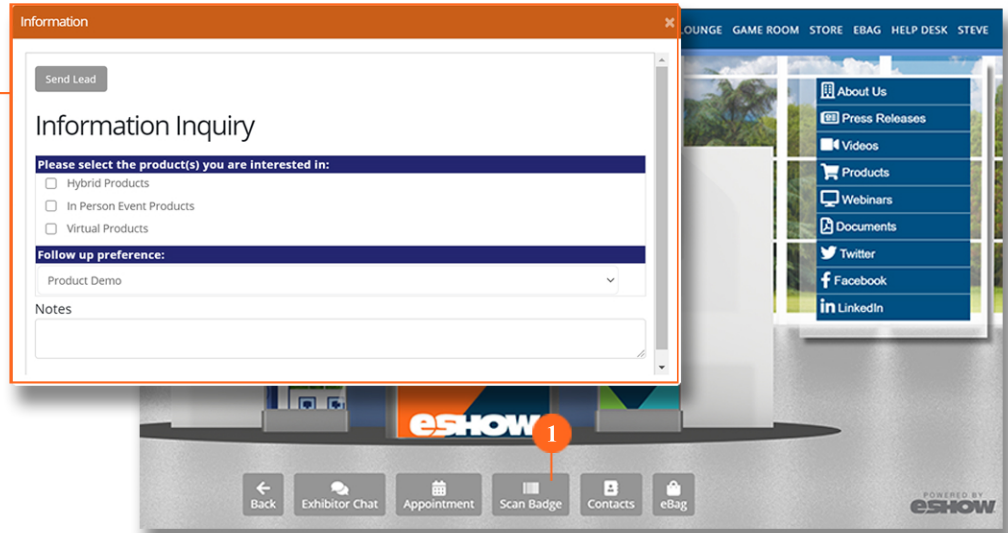
3

Lead Capture Solution

ACCESS POINTS

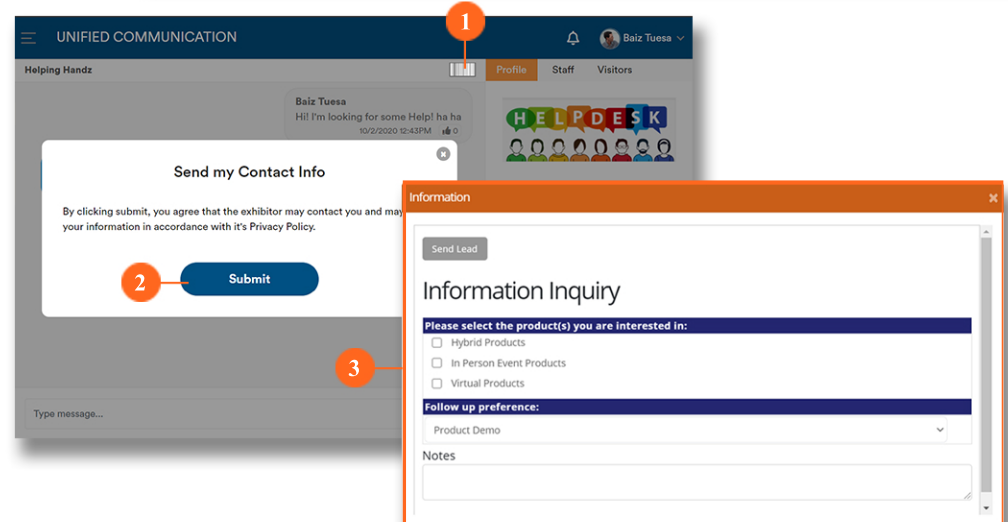
ATTENDEES SCAN BADGE IN BOOTH

- 1 Attendees click the **SCAN BADGE** button to send their information to the Exhibitor.
- 2 The **INFORMATION** window opens for the Attendee to fill out.



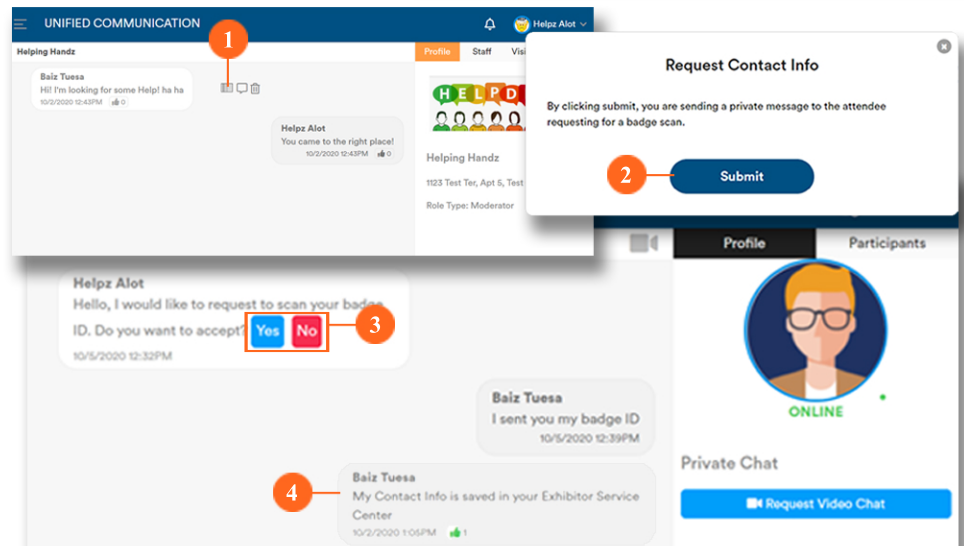
ATTENDEES SCAN BADGE IN UC

- 1 Attendees click the **BARCODE ICON** in the Exhibitor's Booth Chat thread through **Unified Communication**.
- 2 A pop up appears. To confirm the request. Click on **SUBMIT**.
- 3 The **INFORMATION** window opens for the Attendee to fill out.



SCAN BADGE VIA BOOTH STAFF REQUEST

- 1 In Exhibitor Chat, **Booth Staff** requests scanning approval by clicking the **BARCODE ICON** that appears when mousing over the chat bubble.
- 2 A pop up appears. To confirm the request. Click on **SUBMIT**.
- 3 The attendee receives notification.
- 4 When approved, a confirmation message appears in the chat logs.



DOWNLOADING LEAD CAPTURE INFORMATION

from the
Lead Capture Unit

Through the **Exhibitor Service Center (ESC)**, exhibitors can visit the **LEAD CAPTURE DOWNLOAD** page to access a detailed list of all the participants who accessed your booth's **Lead Capture Unit**.

Lead Capture

*Download the Leads in XLS format 

#	Create Date	Attendee Name	Company Name	Title	Email
1	10/02/20 10:55 AM	Steve Drake	eShow	Professor	steve.drake@goeshow.com
2	10/02/20 01:14 PM	Baiz Tuesa	Buddy the Elf	Associate Professor	Katlyn@goeshow.com
3	10/02/20 02:53 PM	Tory Cormy	Belcher & Associates	Elf	core@astct.com
4	10/02/20 02:54 PM	Barbara Caspari	Department of Communication	Associate Professor	test@goeshow.com
5	10/02/20 02:55 PM	Sally Mitchell	ABC Company	Professor	mich@goeshow.com
6	10/02/20 02:56 PM	Samuel Hendrix	TestCompany	Tester	michele@goeshow.com



QUICK TIP

For your convenience, clicking on the **DOWNLOAD THE LEADS IN XLS FORMAT***, exports all the available information on the list to an **MS Excel** sheet.

