Virtual Booth Guide

This guide is to help exhibitors prepare their virtual booths for the Virtual Catch Up event

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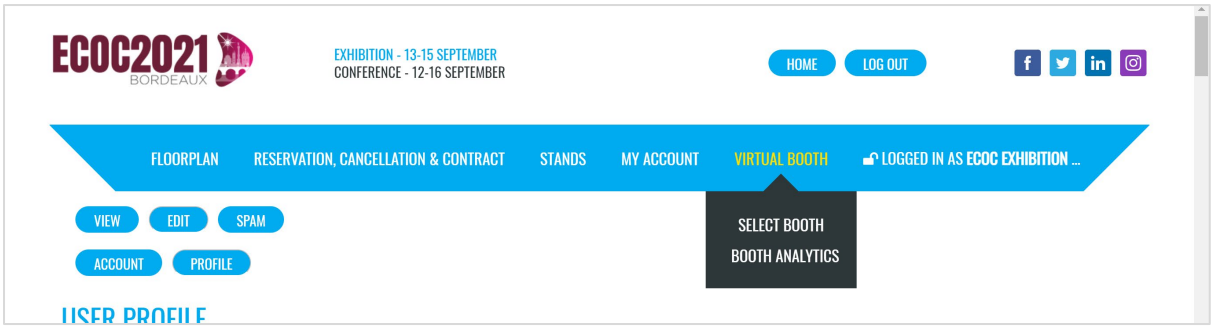
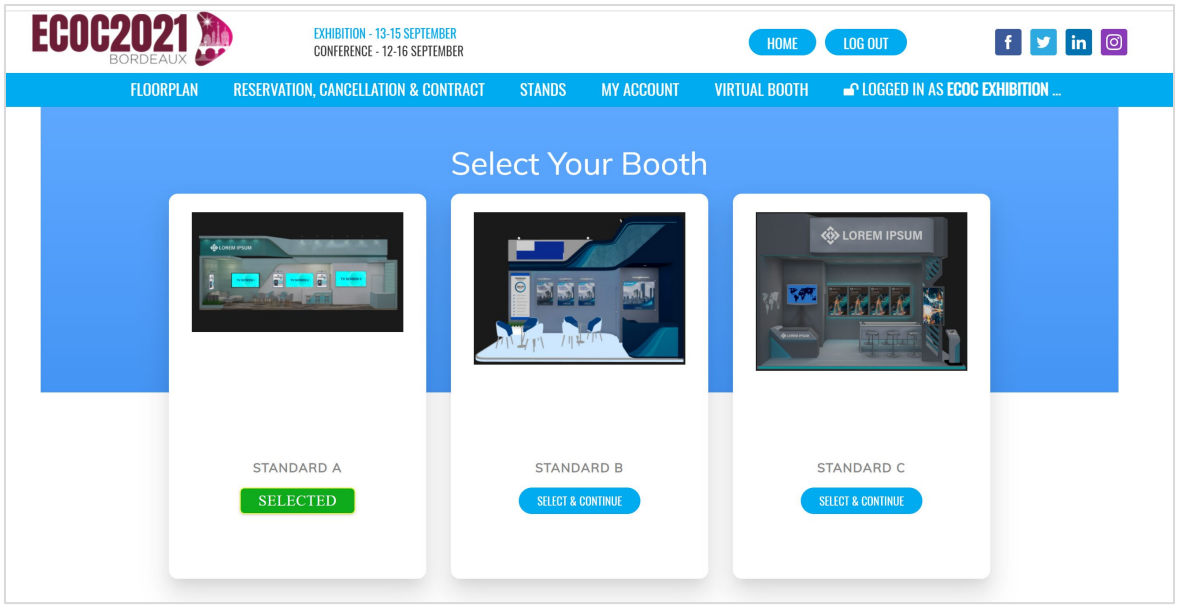
Selecting your virtual booth

3 easy steps to access the tool from https://bookings.ecocexhibition.com/

1. Use your credentials to login and click on the “Virtual Booth” on the main navigation bar (Please note, only the main contact on your account will be able to log in and access the Virtual Booth options. If you have forgotten your log in details please contact us on support@nexusmediaevents.com)



2. Select one of the booth layouts that suits your requirements. Please note you can change your booth design at any time but any content already uploaded will not be carried across to the new selection.



3. Click “Select & Continue” and you will be directed to “Manage Booth” where you can now customise your booth and upload content.

Visual content specifications

All dimensions are width x height.

Images should be jpg, png or tif and 500kb maximum per image. **All logos must be png files.**

The TV screens will display a holding image which should be uploaded as a jpg, png or gif. Adding video links and documents to the hotspots can be found on page 8.

Standard Booth A:

Hotspots:
3 x posters: 350px x 480px
3 x TV Screens: 622px x 325px
Logo: 3000px x 600px (png)

Customisation:
Edit the following areas to a colour of your choice: Back Wall, Header, Floor, Side Walls and Counter Front.

Standard Booth B:

Hotspots:
3 x posters: 1035px x 1500px
1 x long poster: 400px x 1000px
1 x square poster: 1120px x 1000px
Logo: 3000px x 1200px (png)

Customisation:
Edit the following areas to a colour of your choice: Back Wall, Floor and Counter Front.

Standard Booth C:

Hotspots:
4 x posters: 400px x 600px
1 x TV Screens: 600px x 400px
1 x long poster: 300px x 550px
2 x Logos: 1500px x 300px (png)

Customisation:
Edit the following areas to a colour of your choice: Back Wall, Floor and Fascia and counter front

Exhibitors who have booked a Premium Booth will have access to three further booth designs.

Premium Booth A:

Hotspots:
1 x TV Screens: 560px x 360px
2 x TV Screens: 540px x 300px
4 x posters: 420px x 700px
2 x Logos: 4500px x 900px (png)

Customisation:
Edit the following areas to a colour of your choice: Back Wall, Fascia and Counter Front.

Premium Booth B:

Hotspots:
3 x posters: 420px x 700px
1 x TV Screens: 560px x 360px
3 x TV screens: 540px x 300px
1 x Logo: 4500px x 900px (png)

Customisation:
Edit the following areas to a colour of your choice: Back Wall, Floor and Counter Front.

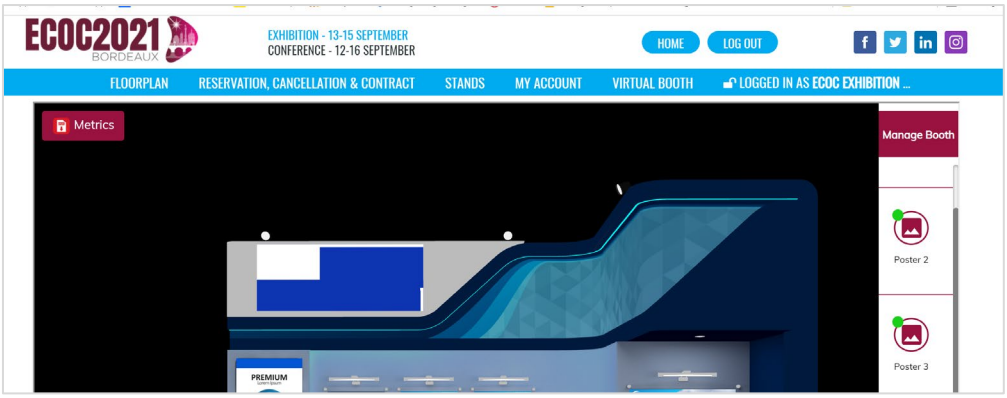
Premium Booth C:

Hotspots:
2 x posters: 900px x 550px
2 x posters 540px x 300px
4 x TV Screens: 560px x 360px
1 x Logo: 3000px x 1200px (png)

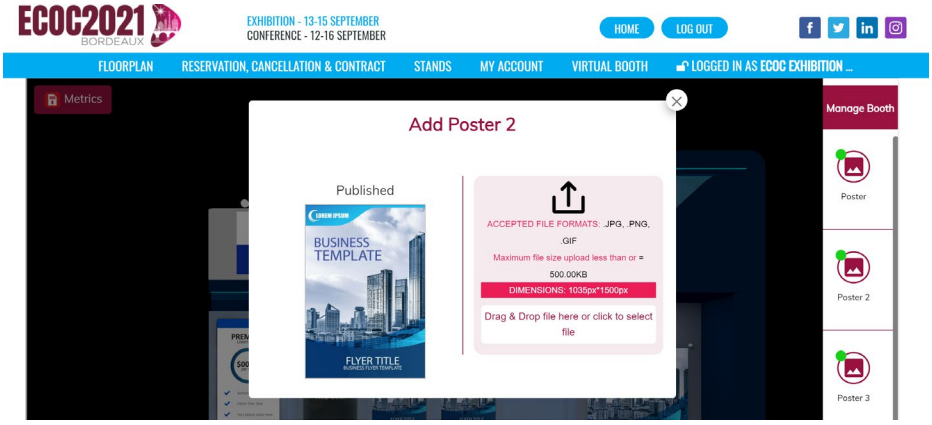
Customisation:
Edit the following areas to a colour of your choice: Back Wall and floor

Managing your booth content

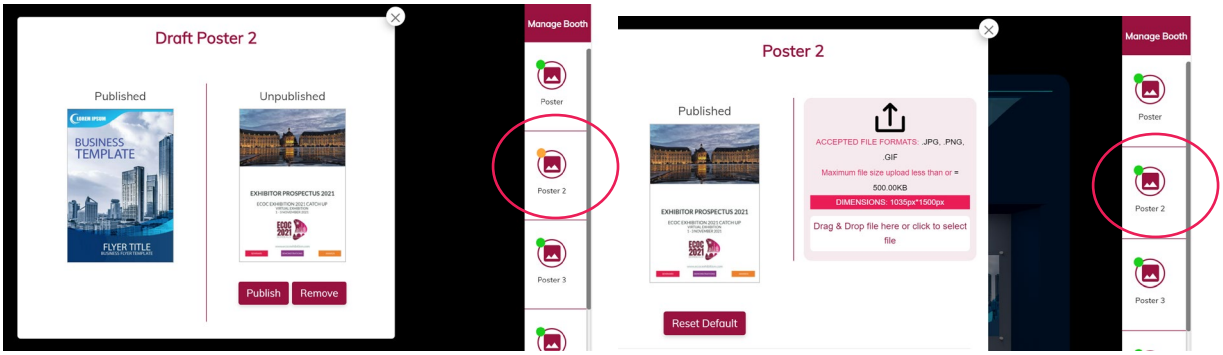
All visual content can be added using the Manage Booth toolbar on the right. Content such as videos and pdfs must be uploaded via the “Information” tab and can then be assigned to the relevant hotspot.



To upload your graphics to your booth simply click on the item in the menu you wish to manage. All of the specifications are displayed. Either drag and drop your image, or browse your computer files to find and select the correct file.



Once your image is selected you can then click “Upload” to upload the file, and then click “Publish”. You will notice in the menu an orange dot on the item you are editing, this means the new image is not yet published. This will turn green once the image has been published to your booth.

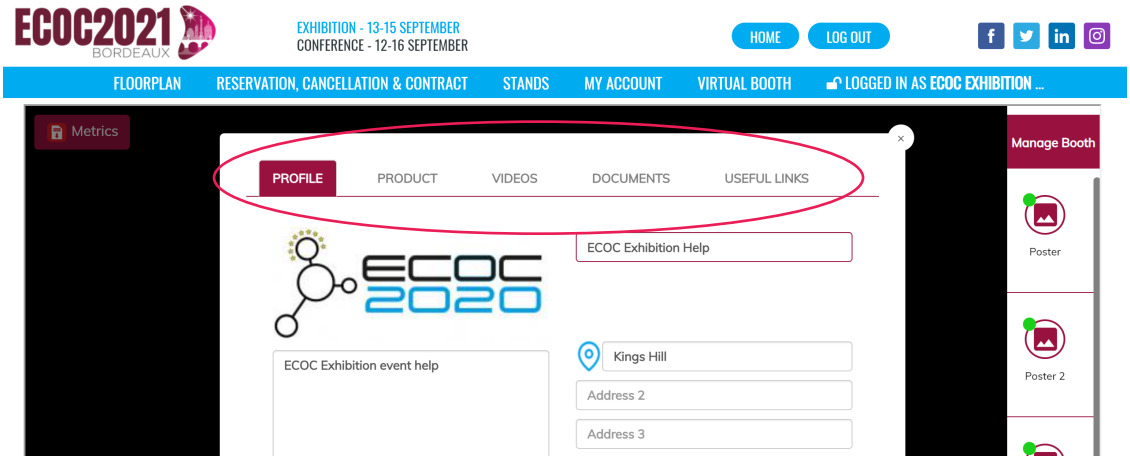


Repeat these steps for all the images you wish to upload to your booth.

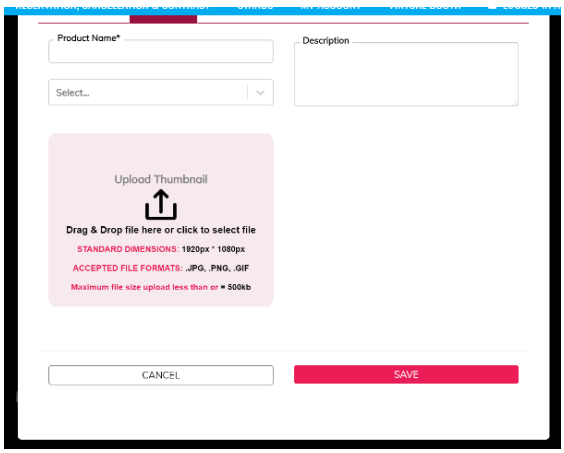
Uploading videos, files or weblinks

All video files, pdfs and other files and web links can be added via the “Information” tab along the bottom menu bar.

Products and documents can be uploaded, by simply browsing for the file on your computer and uploading the file.



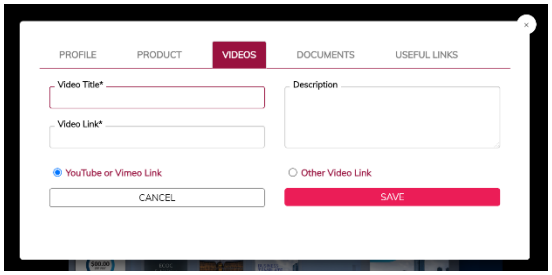
Upload specifications:



Products:

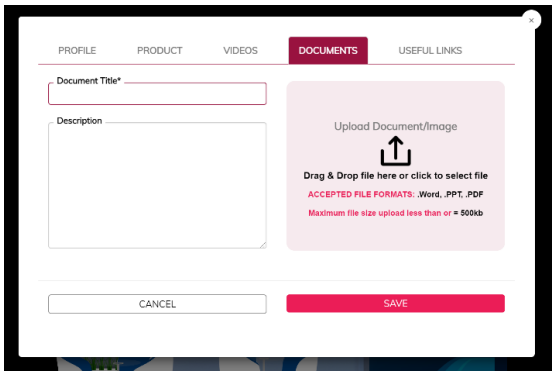
Please note, if linking to a product leaflet or pdf you will need to upload this first into the “Documents” tab. The file can then be assigned to the product from the dropdown menu.

Product thumbnail image: 1920px x 1080px



Videos:

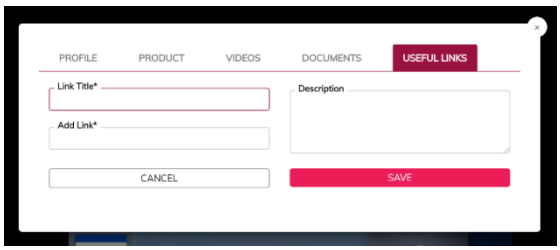
Maximum 10 videos per booth
You Tube or Vimeo link



Documents:

Maximum 10 uploads per booth

PDF, Word or Powerpoint files accepted.



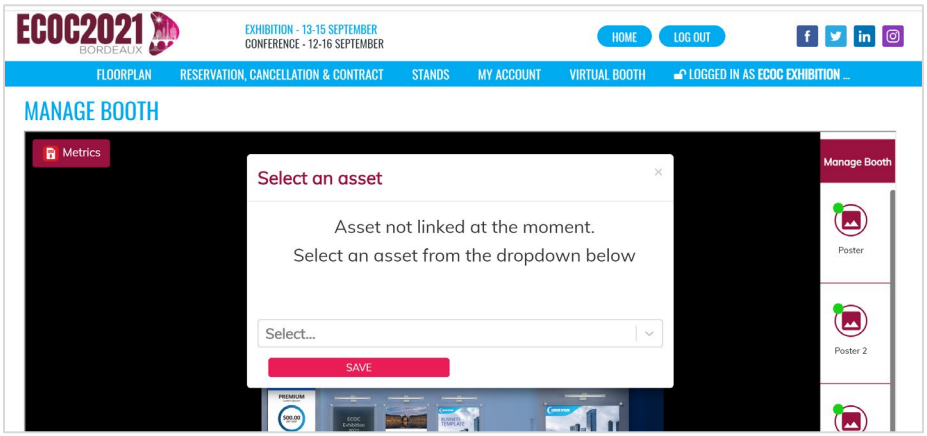
Useful links:

Maximum 10 links per booth

Assigning assets to the hot spots

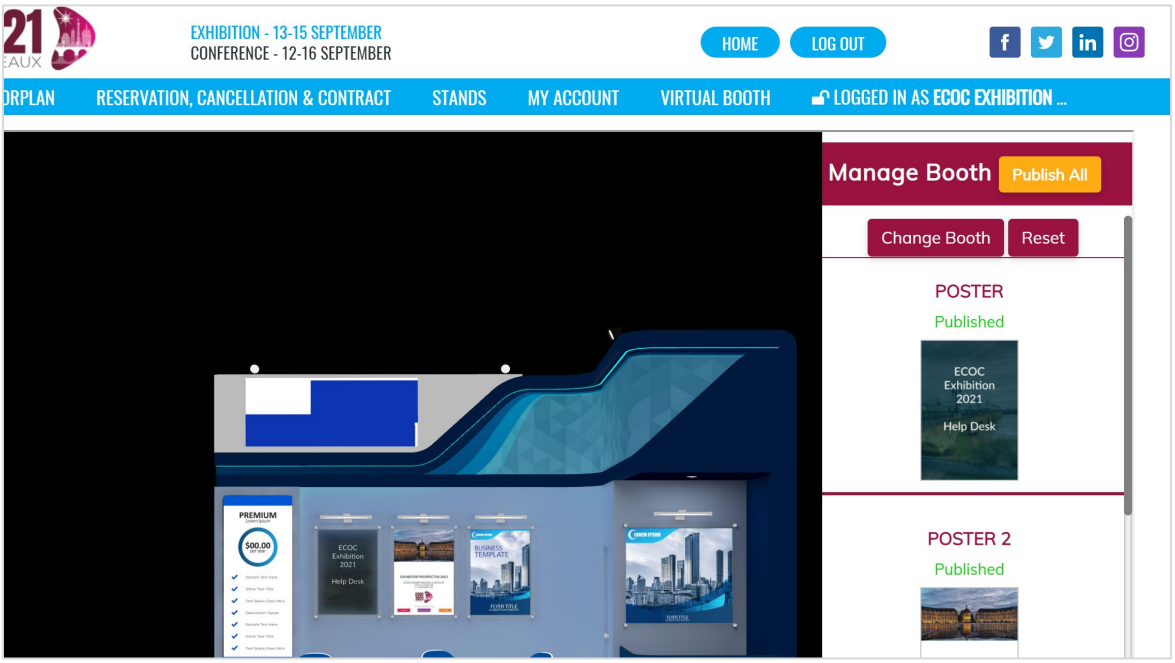
To assign a video or document to the hotspots on the booth, return to the main view of the booth and click on the hotspot to bring up the “Select an asset” menu. From here you can select any of the documents or video links uploaded in the previous step.

Repeat this step for all hotspots.



Publishing your booth

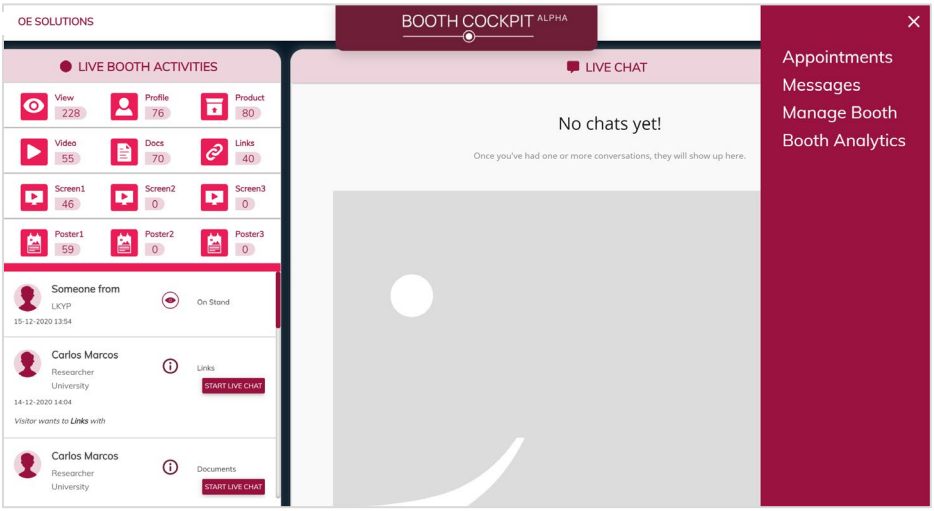
Once all materials have been uploaded, you can check that all have been published by clicking “Manage Booth” the top of the right-hand menu. From here you will be able to Publish All and all items will be visible to anyone viewing your booth at ECOC Virtual Catch Up 2023



Live booth activities

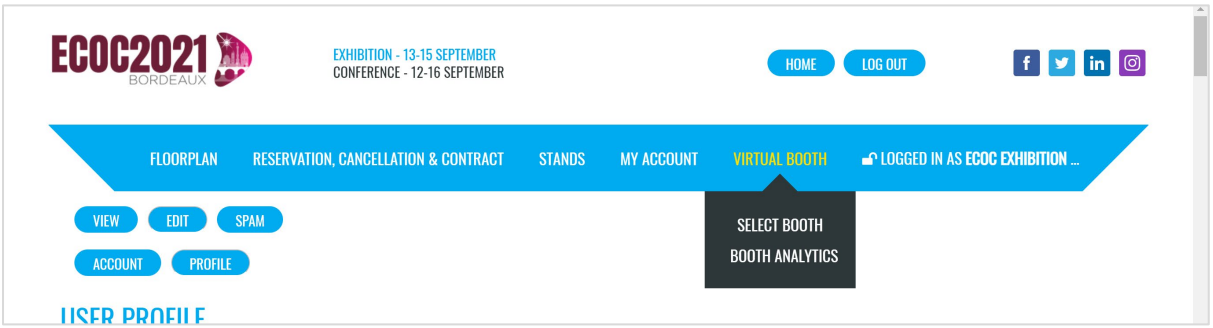
The booth cockpit is the central point for all activity happening on your booth and where you can see real-time analytics.

All virtual booth staff can view the Booth cockpit at any time.



Booth analytics

Booth analytics reports can be access via your account.
(Please note, only the main contact on your account will be able to log in and access the Booth Analytics. If you have forgotten your log in details please contact us on support@nexusmediaevents.com)



FAQ's

When can I start adding content to my booth?
The virtual platform is now live. You will now be able to see the 'Virtual Booth' option on your menu when you log in at https://bookings.ecocexhibition.com/

Can all booth staff upload content to the booth?
No, only the main contact will have access to manage the look of the booth and the uploaded content. Booth staff will have access to the Booth Cockpit so view and respond to messages and see who is on the booth.

When will the virtual event go live?
The online exhibition will be live to attendees from 10th – 12th October. We would ask that you plan to have your booths complete by 3rd October. You can continue to update and change the content on your booth as often as you wish after 3rd October as well as throughout the event.

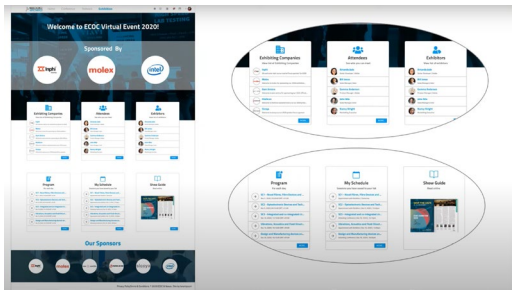
How long will the event last?
The virtual event will run open to visitors 13:00 (CET) on 10th October through to 18:00 (CET) on 12th October and will be run in CET (Central European Time Zone). The exhibition and video content will only be available during the event dates.

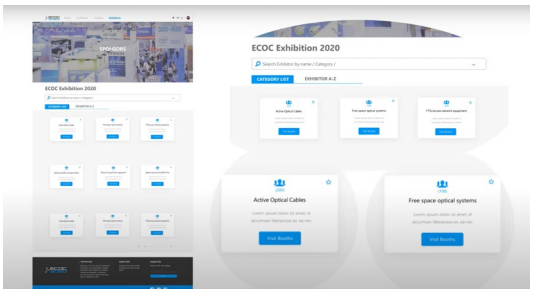
What are the opening times of the event?
As the event is international and virtual, the online event will be open 24 hours a day, however this doesn't mean you need to man your booth 24/7. Attendees will be able to leave a message if your staff are not available, for you to respond to at a time that suits you.

We have structured the timetable to try and suit most time zones, and these sessions will run in CET. The timetable can be viewed online and forms the central basis of our timetable.

Do I need to be online at all times during the virtual event?
No, although the event is open for the three days, the booth cockpit will be the main place for you to keep track of any incoming messages or meeting requests. You can check in at different times throughout the day and respond to messages and enquiries at a time that suits you.

How can attendees find us at the exhibition?
The exhibition lobby will be the first screen that attendees will see. Using our matching software, based on the market sectors provided on your Company Profile, attendees will be shown the exhibitors most relevant to them.

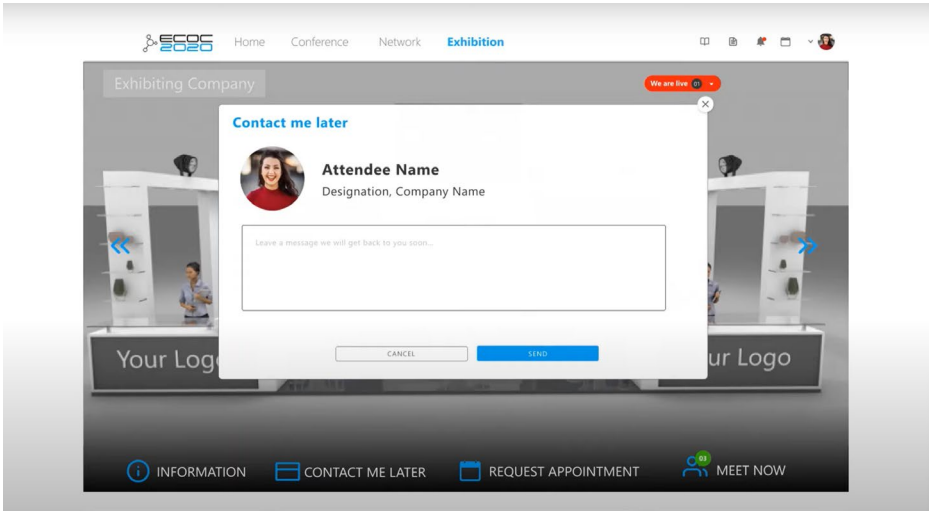




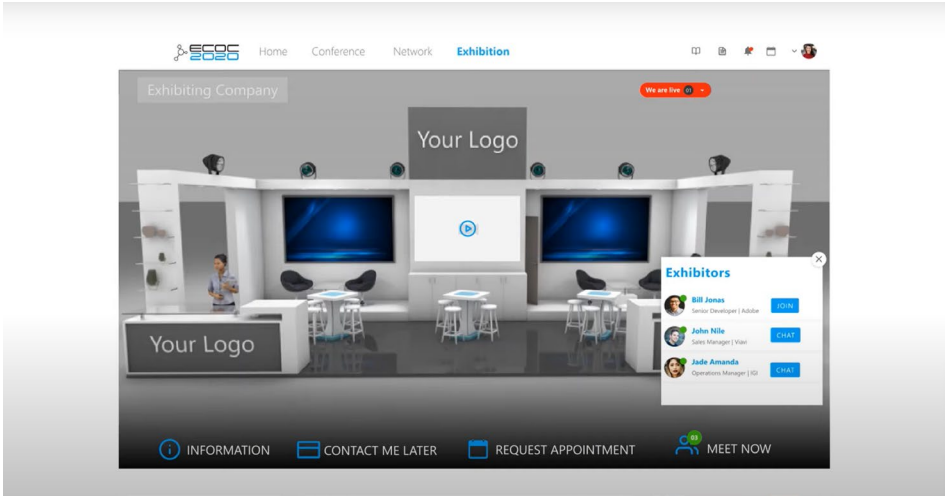
Attendees can also choose to search the exhibitor list by name (A-Z) or by market sector category.

How can attendees contact us on our booth?
Attendees have different options for contacting you on your booth:

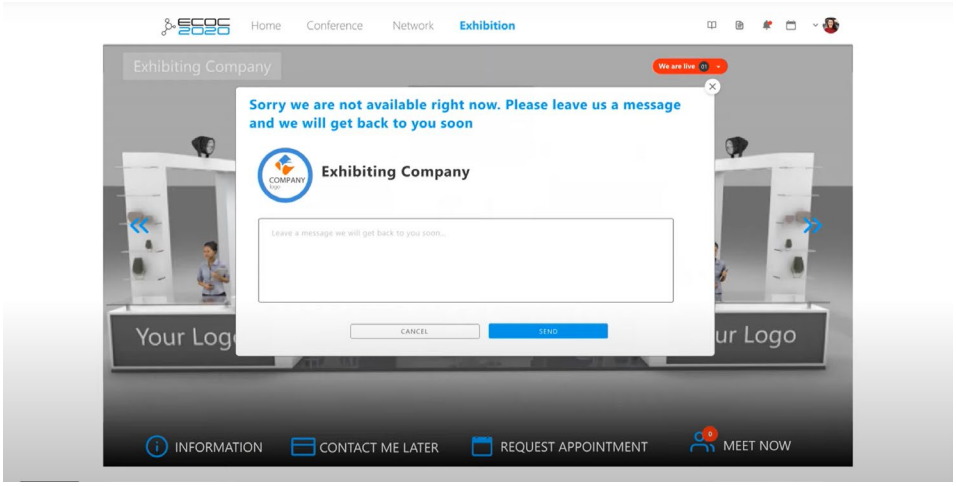
- **Contact me later** – by clicking on the tab along the bottom of the screen, attendees can show their interest and send a message.



- **Meet Now** – in the Control Panel you will be able manage whether you appear online or offline. If there are some booth staff available and marked as online, a green dot will appear on the Meet Now tab. If no staff are available this will display a red dot.



If there are no available staff on your booth, attendees will still be able to leave a message or request for information.



How do I know if someone is on my booth?

When an attendee is interacting with your content – watching a video, downloaded a brochure, you will be able to view their profile information under 'Live booth interaction'. If someone is just looking at your virtual booth and has not interacted with your stand you will only be able to see that 'Someone' is visiting your booth.