



Sponsor User Guide

ASHG Virtual Meeting 2020

Monday, Oct. 26th to Friday, October, 30th

Links and Useful Information

Start Building Booths: Tues. Sept. 8th

Complete booths by: Friday, Oct. 2nd

Booth Builder Login URL:

<https://onlinexperiences.com/Launch/Setup.htm?ShowKey=110723>

Login instructions:

Login ID is your Email Address, all lowercase letters.

Password is ashg2020, all lowercase letters.

*****PLEASE RESET YOUR PASSWORD BY GOING TO THE FORGOT
PASSWORD LINK*****

If you have issues logging into the Booth Builder, please email:

VM Meetings: VMMeeting@americanmeetings.com with the subject line:

ASHG 2020 Booth Builder Support

Links and Useful Information Training Sessions



- [COMPUTER TIPS](#)
- [SYSTEM CHECK](#)
- [TUTORIAL VIDEO](#)

Booth Training Sessions: Via Zoom, calendar invite sent, please join any session you wish.

- Thursday, Sept. 10th @ 11am EST
- Thursday, Sept. 17th @ 8am to 9am EST
- Friday, Sept. 18th @ 1:30pm to 2:30pm EST



Overview

The Space Builder is an interactive application that allows sponsors to design and configure the look and feel of their sponsor space. Using pre-defined styles, unlimited color palettes and a variety of existing content, the Space Builder allows each sponsor to easily configure their own unique combination of pre-defined and custom elements to make their sponsor space an exciting, one-of-a-kind experience for every visitor.

The following guide is designed to help **ASHG Virtual Meeting 2020** sponsors learn more about the Space Builder and the sponsor space building process. Each of the steps listed in the next slides is discussed in greater detail in the later sections of this guide.



Booth Builder Steps

Select a Space	
Sponsor Space	
1	Name
2	Style
3	Colors
4	Logo
5	About Us
6	Front Screen
7	Documents and Links
8	Tab Content
9	Staff
10	Search Words

REMINDER:
Click 'Apply Changes' after every step.



Booth Name: Type in the name of your booth.

Booth Style: Choose from either of the three layouts: Vertex, Quantum, or Elevate.

Booth Colors: Choose the primary and secondary colors of your booth tabs. Primary will apply to tab backgrounds, secondary will apply to font color.

Booth Logo: 200x200 pixels

About Us: Tell us about your booth! Do not use special characters (% , & , * , \$, @ , () , " "). Best practice is to keep this text under 250 characters.

Front Screen Welcome Image/Video: Optimal size for image is 484x272px (.jpg, .png files) – under 10MB for video file (.mp4, .flv files).

Documents and Links: Upload all downloadable content that you would like available for attendees here. You may upload any type of file except .exe files, but best practice is to stick with .PDF files.





Booth Builder Steps

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Tab Content: Booths are set up with the following standard tabs: Documents and Links, Message Board, Video Collection, External URL, Live Chat, Social Media Feeds, and Survey. You may change the verbiage and display order of the tabs.

Video Collection: Think of this as your own YouTube channel! Feel free to upload an unlimited number of videos here. File size limit =10MB per video file.

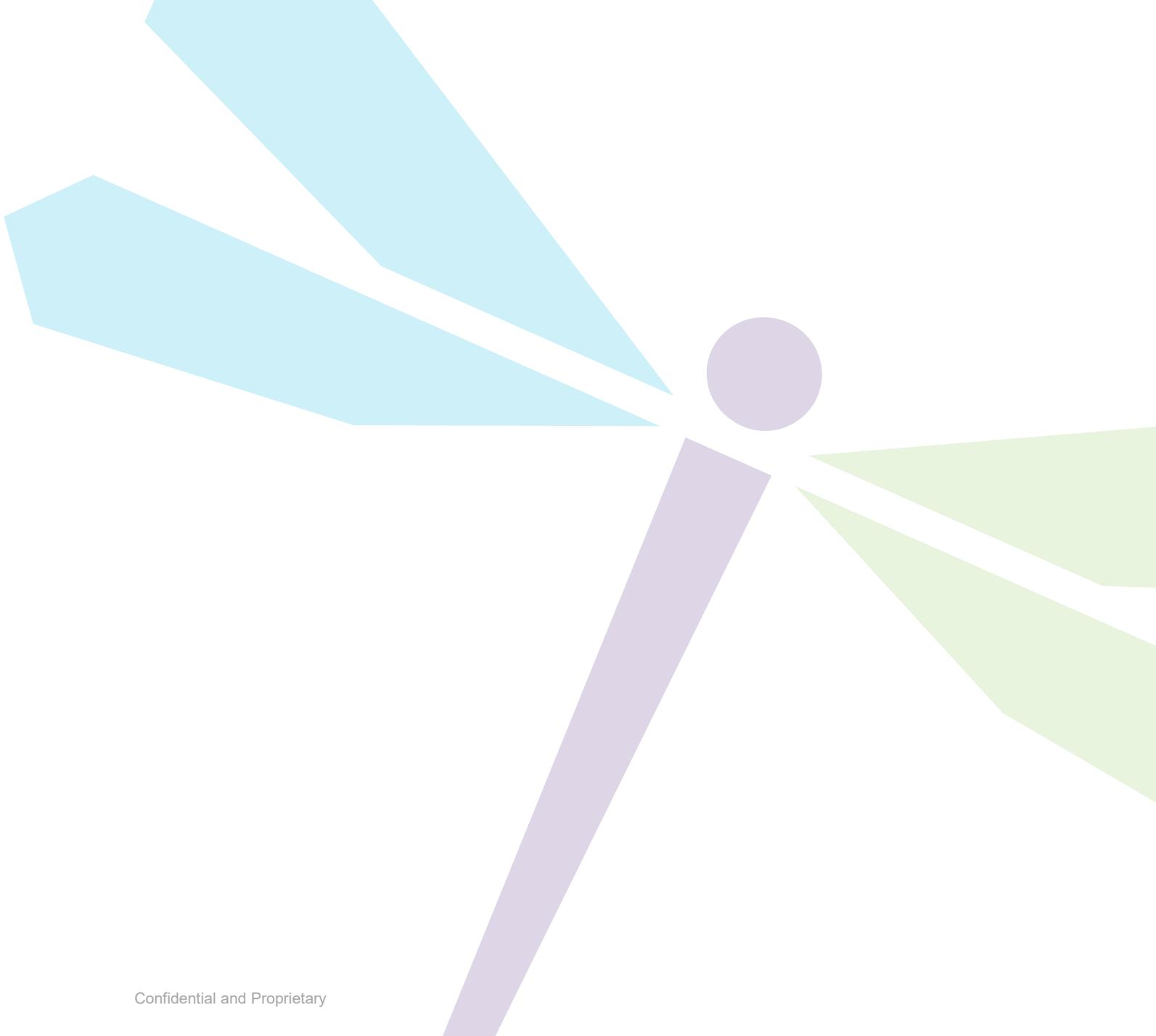
Marquee Message: Best practice is to keep this short and sweet. There is a limit of 1 message per booth.

Staff: Add new staffer here, click the link, add new staffer, fill out the contact information, save changes and click apply changes.

Search Words: Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma only, no spaces.

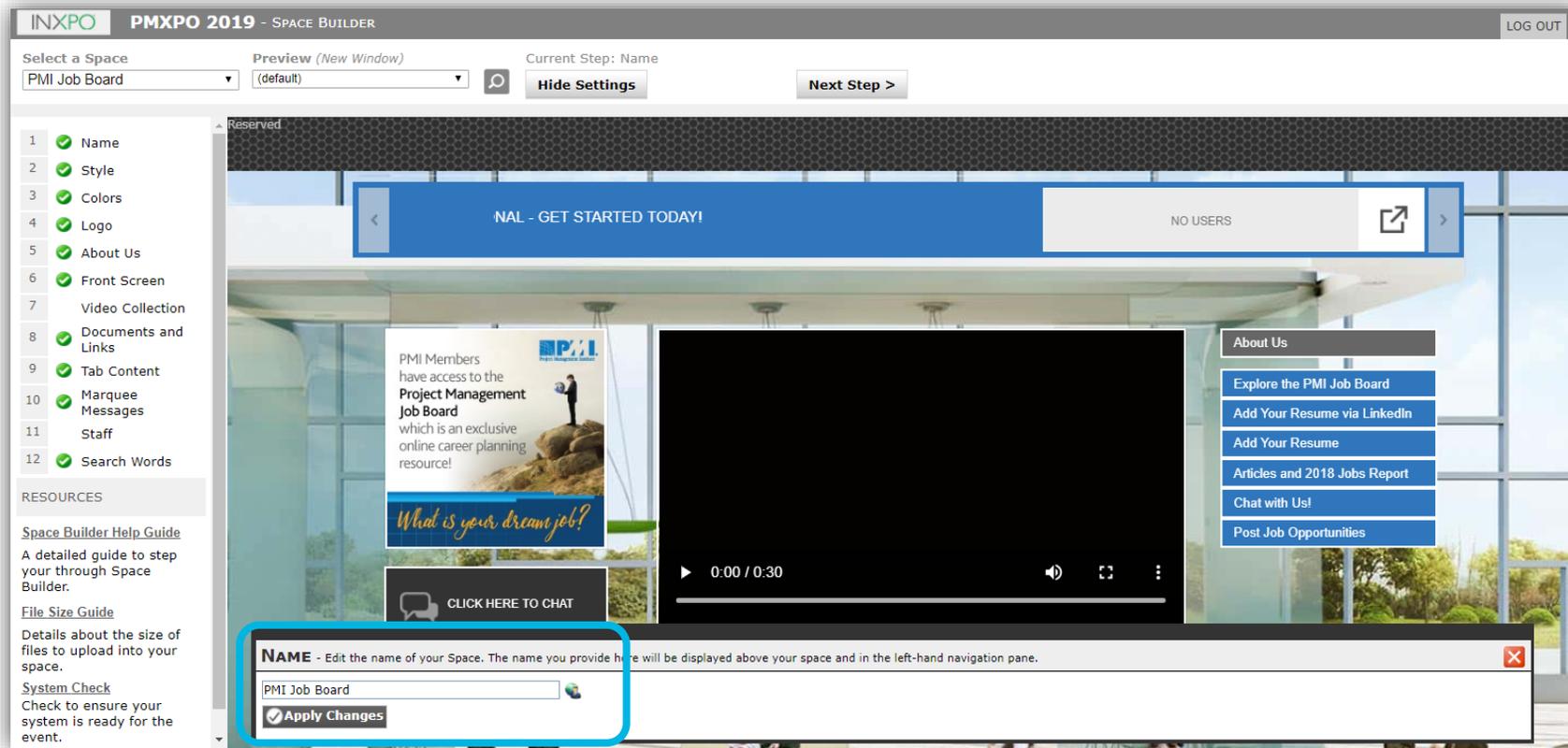


Booth Builder



Booth Name

This step allows you to enter your sponsor space name. Your sponsor space name will be displayed in the event's directory of sponsors.

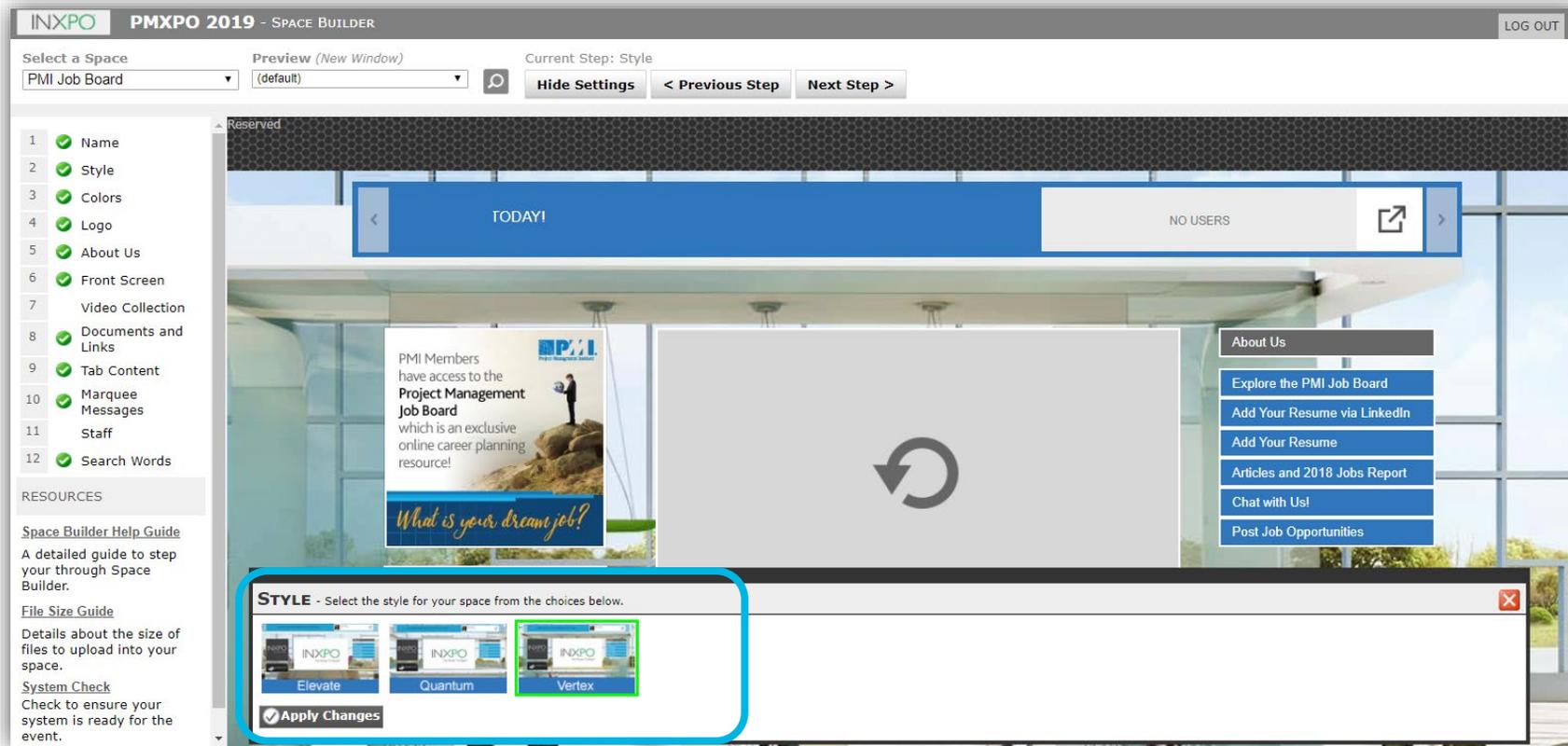


Once you have entered a sponsor space name, click “Apply Changes”.

Note: You can go back and edit any step at any time during the sponsor space building process.

Booth Style

This step allows you to choose the visual appearance of your sponsor space. Space styles are chosen for aesthetic value and to match your corporate image. Each style offers identical functionality.

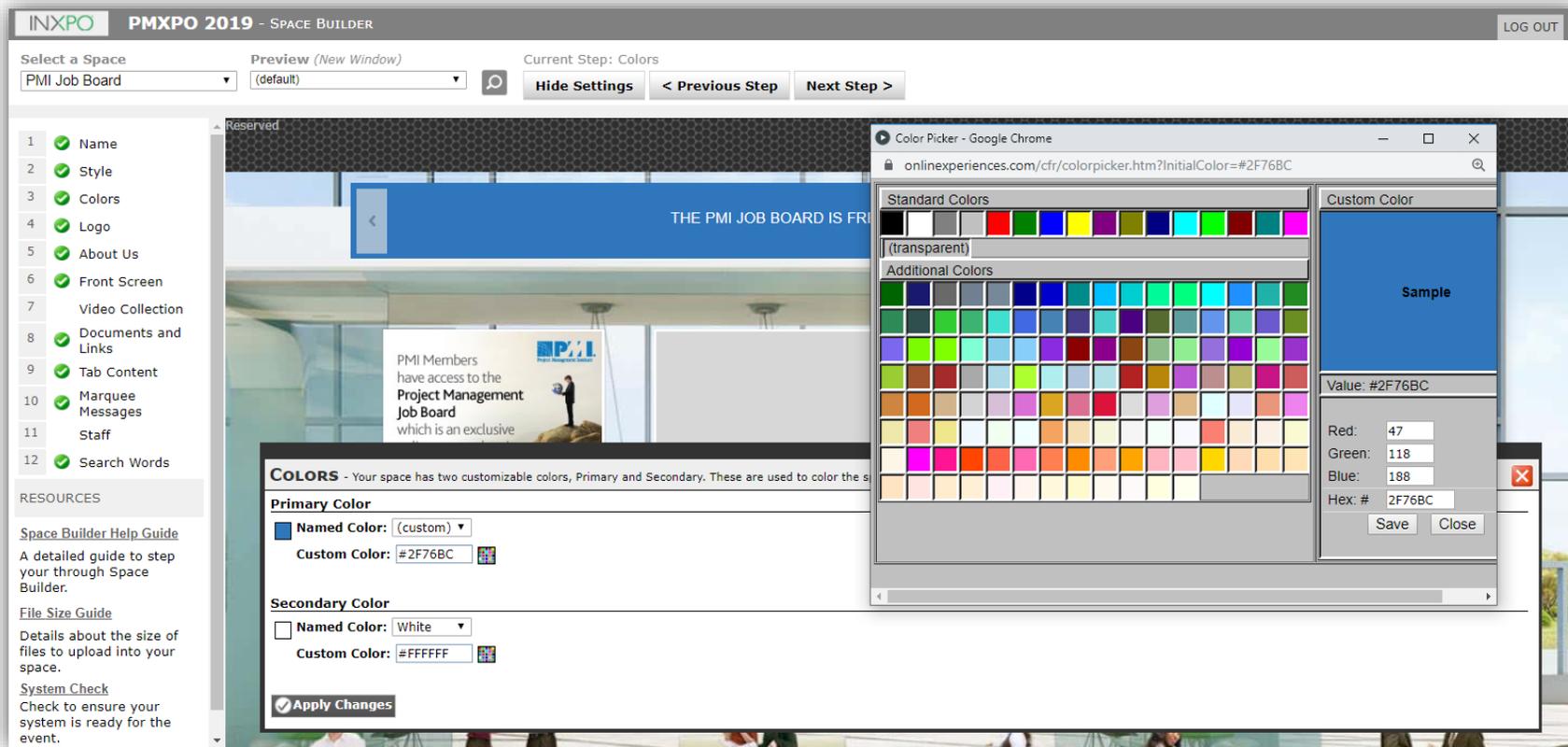


To see a large preview of any sponsor space style, select the sponsor space style thumbnail you want to preview and then click “Apply Changes” or double-click on the selected thumbnail.

This will display the selected sponsor space style in the main work area.

Booth Colors

This step allows you to choose two (2) colors for your sponsor space. The primary color will apply to tab backgrounds and the secondary color will apply to font color.



To choose your space colors, you can do one of the following:

- Select your colors from the drop-down menu
- Click the “Define Custom Color” button and pick a color from the Color Selection grid
- Enter a specific shade of color by entering the six-digit HEX value (i.e. #CCCCCC)

Once you have chosen the color, click “Save” in the lower right-hand corner of the Color Selection window.

Booth Logo: We encourage all sponsors to upload a logo for use in the event website!

This step allows you to upload your sponsor space logo, which is typically your company logo.

Please refer to the [Preferred File Formats table](#) for the accepted file formats for the logo.

The screenshot displays the 'SPACE BUILDER' interface for 'PMXPO 2019'. The top navigation bar includes the INXPO logo, the event name, and a 'LOG OUT' button. Below the navigation, there are dropdown menus for 'Select a Space' (set to 'PMI Job Board') and 'Preview (New Window)' (set to 'default'). The 'Current Step: Logo' is indicated, with buttons for 'Hide Settings', '< Previous Step', and 'Next Step >'. A sidebar on the left lists 12 steps, with 'Logo' (step 4) highlighted. The main workspace shows a 3D rendering of a booth with a blue header and a white body. A blue callout box highlights the 'Logo' step in the sidebar and points to a 'LOGO' settings panel. This panel includes a 'Logo Type' section with radio buttons for 'Use An Image' (selected) and 'Use The Space Name'. The 'Settings' section contains a 'Logo URL' field with the value 'https://content.onlinexperiences.com/BoothImages/2471/62867/BoothLogo_302133.jpg', an 'Upload New Logo' button, and an 'Apply Changes' button.

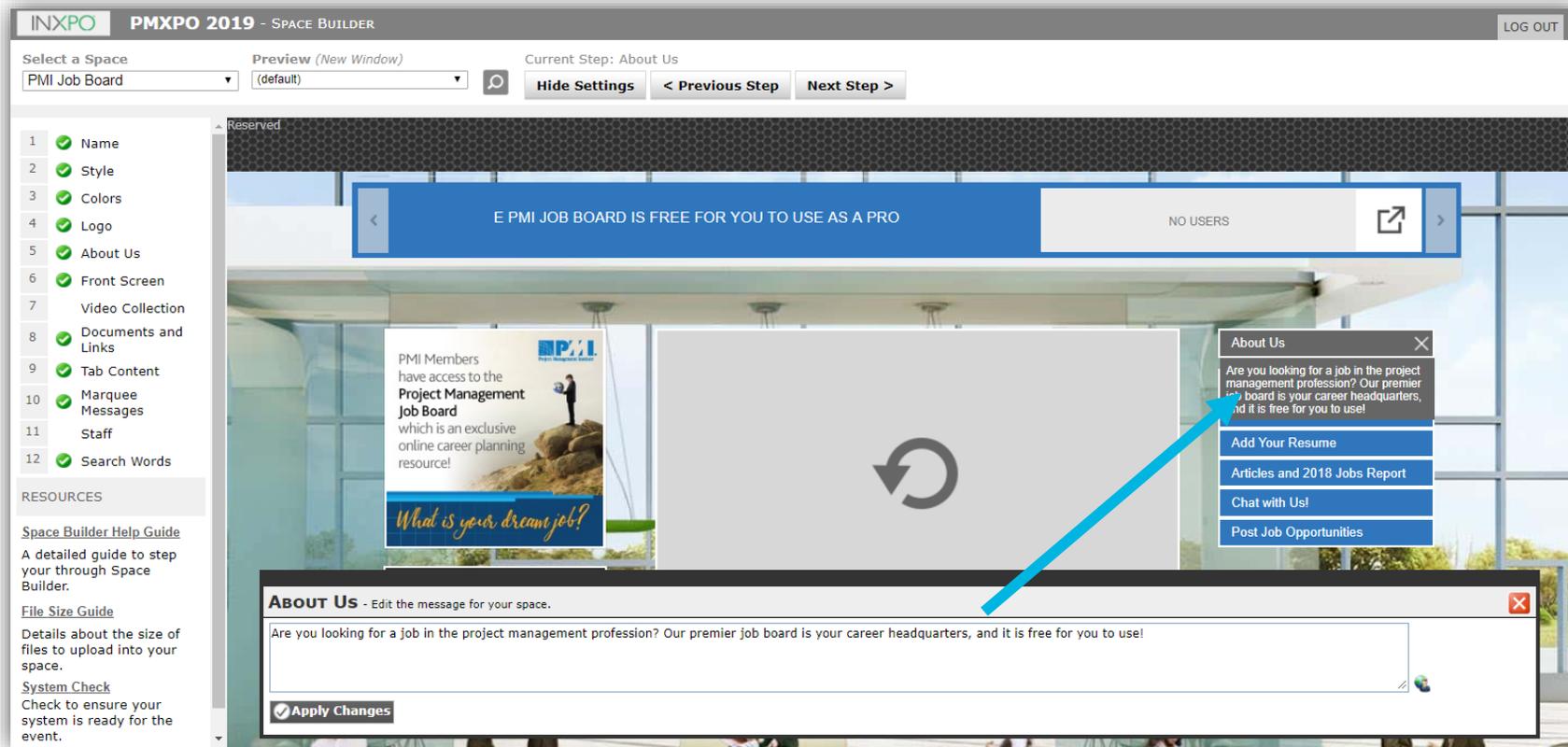
If you do not have a logo that you wish to upload, you can just enter your sponsor space name as plain text. Simply check the box next to “Use My Space Name” and define the font, color and size of your text.

To see a large preview of any sponsor space style, select the sponsor space style thumbnail you want to preview and then click “Apply Changes” or double-click on the selected thumbnail.

This will display the selected sponsor space style in the main work area.

About Us

This step allows you to add a brief message that will pop-up when the users mouse over your sponsor space on the sponsor directory and will display on your sponsor space.



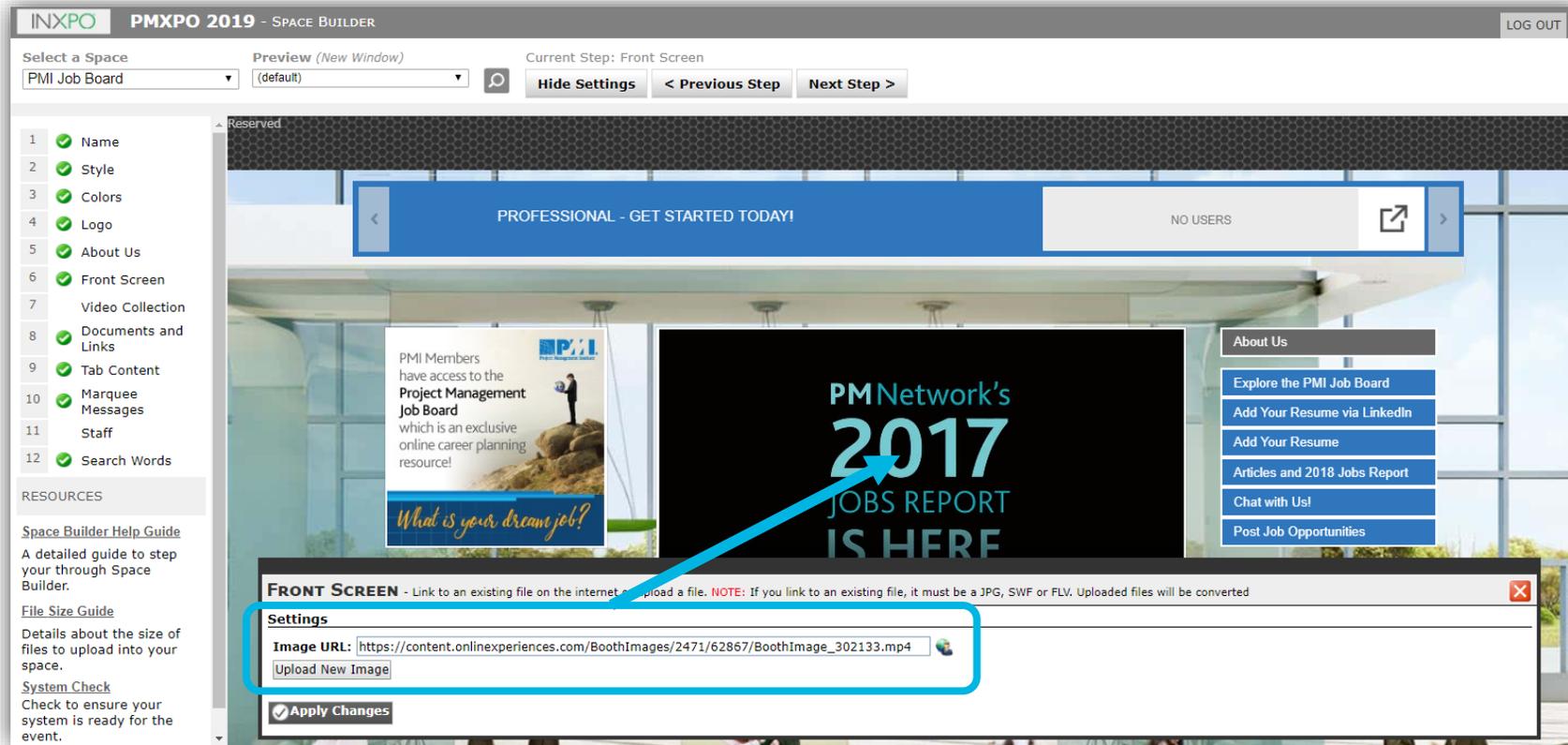
The About Us message does not have a character limit, but it is recommended to use shorter messaging (i.e. 100 characters including spaces).

To add the About Us message, simply type in the text you want to display.

Note: The "About Us" message does not support the characters ", %, or &

Space Front Screen

This step allows you to add animations, presentations, graphs, and short video clips to your sponsor space. Please refer to the [Preferred File Formats table](#) for the accepted file formats for the Front Screen.



The front screen is one of the first things that an attendee's eye is drawn to before they begin exploring the rest of your space. Thus, we encourage you to make this feature as exciting as possible.

When the upload is complete your file will appear in the work area.

IMPORTANT: If any custom work is required, the client must provide the original source file in either .PSD, .AI, or .FLA

Documents and Links

This step allows you to upload the files and links (for example, your corporate website, brochures, product details, and white papers) that you want to be available in your sponsor space.

INXPO PMXPO 2019 - SPACE BUILDER

Select a Space: PMI Job Board

Preview (New Window): (default)

Current Step: Documents and Links

Hide Settings < Previous Step Next Step >

RESOURCES

- Space Builder Help Guide
- File Size Guide
- System Check

DOCUMENTS AND LINKS - Important: You must configure one of your space's tabs to display "Documents and Links" in order for the files and links you specify here to be available to event users.

Current Documents / Links (3 of 99 allowed) Add New Document/Link

Title	Subject Category	Category	Type	Delete
2018 Jobs Report		General	Link	Delete
3 Ways to Set Yourself Apart		General	Link	Delete
Job Growth and Talent Gap		General	Link	Delete

Apply Changes

To add your document or link:

- Click “Add New Document/Link.”
- If you would like to upload a file from your hard drive, click “Upload a File”. If you would like to link to an external URL, click on the “Enter a URL” tab.
- Enter the title of the file or link in the “Title” field and include additional information in the “Description” field. Specify the “Subject Category” of the file or link, if desired.
Note: Selecting a Subject Category allows you to display the document/link in your sponsor space as well as in the event’s Media Center (if available).

Tab Content

This step allows you to upload the files and links (for example, your corporate website, brochures, product details, and white papers) that you want to be available in your sponsor space.

The top screenshot shows the 'TAB CONTENT' dialog box with the following settings:

- Title: (required)
- Display Order: 0
- Track Visits:
- Type: HTML Content
- HTML: (edit)
- Buttons: Save Changes, Cancel

The middle screenshot shows the 'TAB CONTENT' dialog box with the following settings:

- Title: (required)
- Display Order: 0
- Track Visits:
- Type: External Web Page
- URL: [text input]
- Launch in a new window:
- Enter Message Here: [text input]
- Buttons: Save Changes, Cancel

The bottom screenshot shows the 'TAB CONTENT' dialog box with the following table:

Title	Type	Order	Track	Delete
Explore the PMI Job Board	External Web Page	0	Yes	Delete
Add Your Resume via LinkedIn	External Web Page	1	Yes	Delete
Add Your Resume	External Web Page	2	Yes	Delete
Articles and 2018 Jobs Report	Select Documents/Links	3	Yes	Delete
Chat with Us!	Chat Room	4	Yes	Delete
Post Job Opportunities	External Web Page	5	Yes	Delete

Buttons: Apply Changes

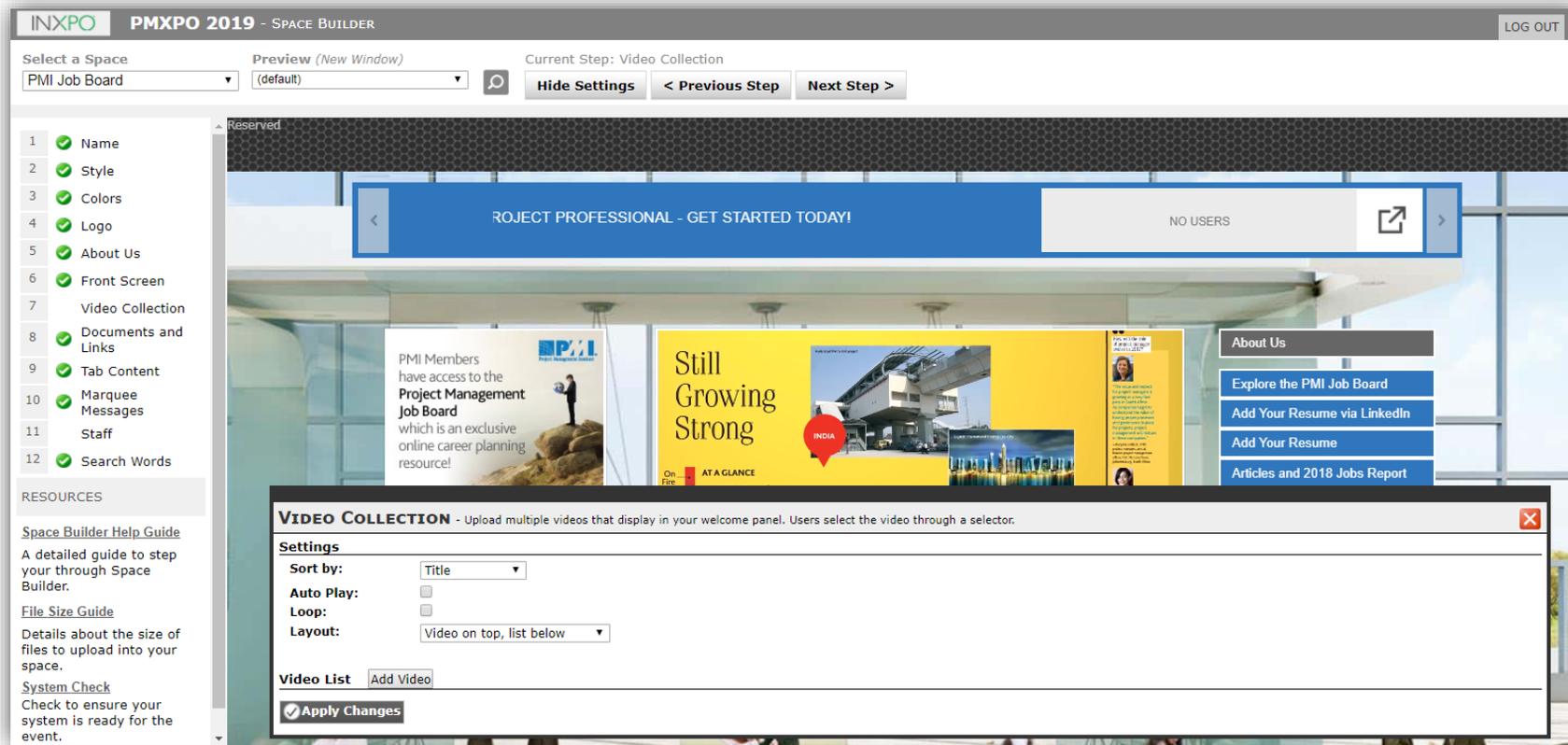
You can link your tab to the documents and links that you uploaded in the Docs./Links step, redirect a tab to an external web page, or create a custom HTML page to be displayed when the user clicks on the tab.

Consult your event host or your primary event contact for more information.

The default setting when adding a new content tab is External Web Page.

Video Collection

This step allows you to add videos that will display in the video collection on your sponsor space. Users will be able to scroll through and select a video to view. Select Auto play and loop for the video to play once when someone enters your booth.

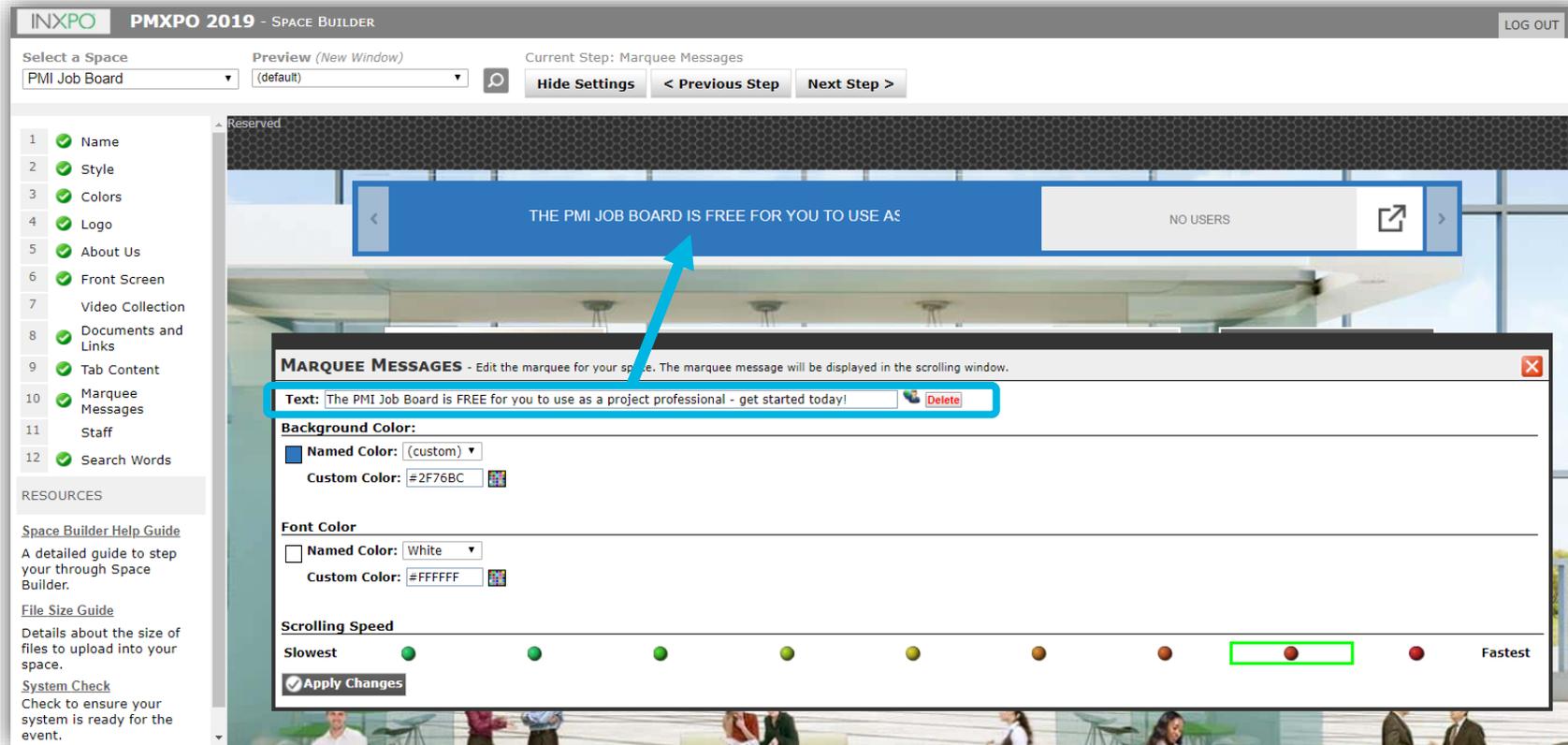


The video collection is a great way to display product demos, case studies, and other company related information.

When you have finished uploading your video, click “Save Changes” and you will be brought back to the Videos home page where you will need to click “Apply Changes”.

Marquee Message

This step allows you to add a short scrolling message in your sponsor space, typically used to add a welcome message, highlight a special product/deal/promotion, or make an important announcements.



The marquee message does not have a limit but it is recommended to use shorter messaging (i.e. 100 characters including spaces). The message cannot contain the following characters: & (ampersand), ' (apostrophe), or " (quotation marks).

Note: Since only 1 marquee message can be added per sponsor space, two shorter messages (with less than 50 characters each) can be added with spaces in between to work as two messages.

Staff

This step allows you to add your sponsor space representatives and register them for the event by configuring their login and password information. See [this link](#) for more information.

STAFF - Below is the current list of space staffers. Click a name to edit or click the "Add New" button.

Currently Defined Staffers (3 of 99 allowed) [Add New Staffer](#)

Name	Is Space Admin	Edit Jobs	Hide From Rep List	Edit Profile	Delete
Ansley Stauffer	Yes	Yes	No	Edit	Delete
Gennifer Cunningham	No	Yes	No	Edit	Delete
Kimberly Whitby	No	Yes	No	Edit	Delete

Apply Changes

SPACE STAFF EDIT - Edit the attributes for a space staffer.

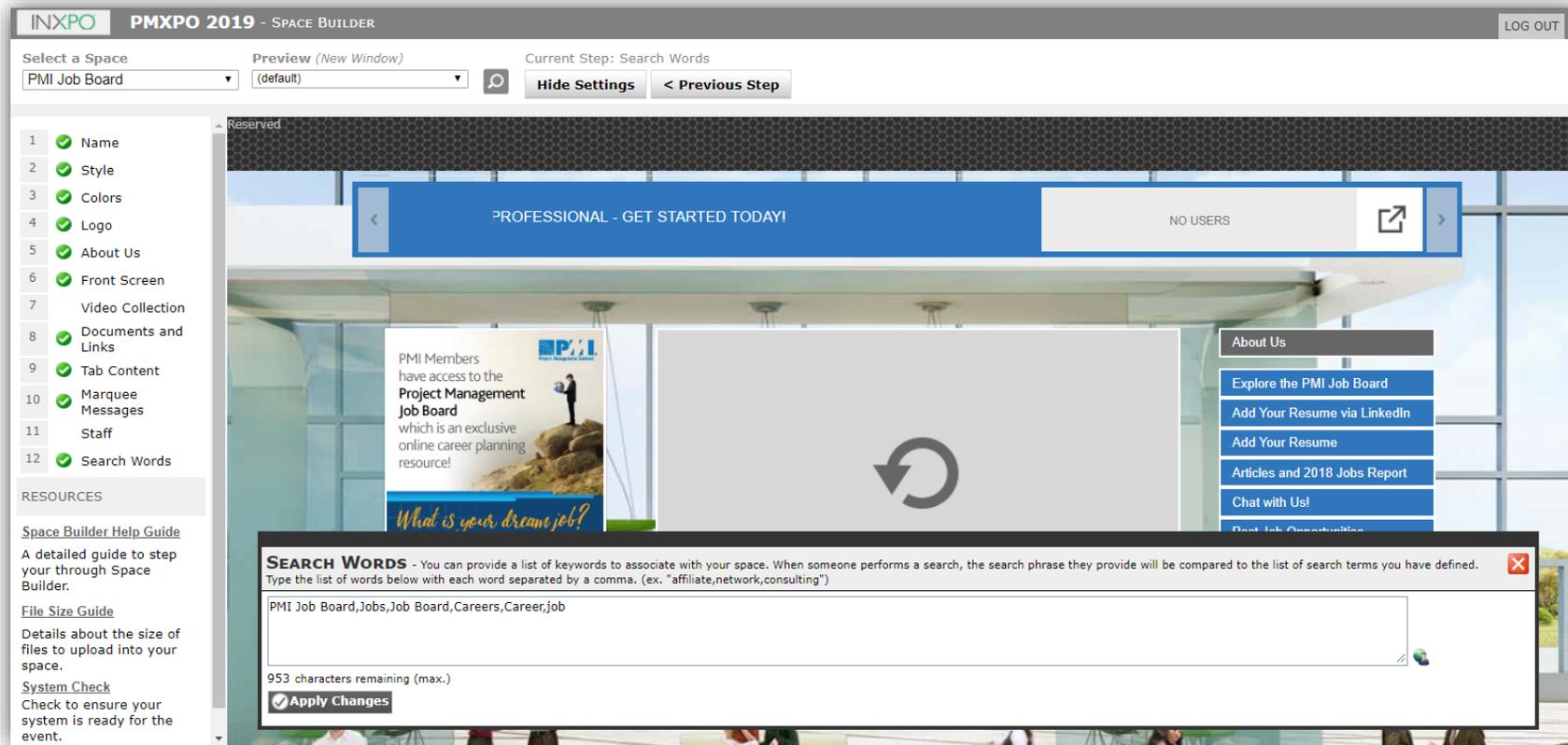
Select User:

- Allowed to manage/build this space
- Can edit job postings
- Hide From Space Rep List

Note: The information you provide in this step will be used as the event login information. However, each sponsor space staff member will be able to set up and modify their own profiles, including login and contact information, once they log into the event.

Search Words

This step allows you to add all relevant search terms that you think should be associated with your sponsor space, your content, and/or your staff.



You can specify keywords that will help event attendees and fellow sponsors find your sponsor space when using the event's search feature.

To add search words to your sponsor space, type in all relevant search terms separated by a comma in the main text area window.

During the event, if a user searches for a keyword that you supply in this step, your sponsor space will be displayed in the search results.

Complete Booth Example

PMI
Project Management Institute

Home Sessions Exhibit Hall Lounge Resources Profile Survey Help Desk Exit

THE PMI NO USERS

PMI Members have access to the **Project Management Job Board** which is an exclusive online career planning resource!

What is your dream job?

CLICK HERE TO CHAT

PMNetwork's
2017
JOBS REPORT

0:00 / 0:30

About Us

- Explore the PMI Job Board
- Add Your Resume via LinkedIn
- Add Your Resume
- Articles and 2018 Jobs Report
- Chat with Us!
- Post Job Opportunities

POWERED BY west



Thank You