

# IMX2020 / VIRTUAL

*streaming live* SEPTEMBER 29 - OCTOBER 1

## BOOTH STAFF – HOW TO LOG IN & NAVIGATE THE VIRTUAL EVENT PLATFORM

### Logging in to the Service Center:

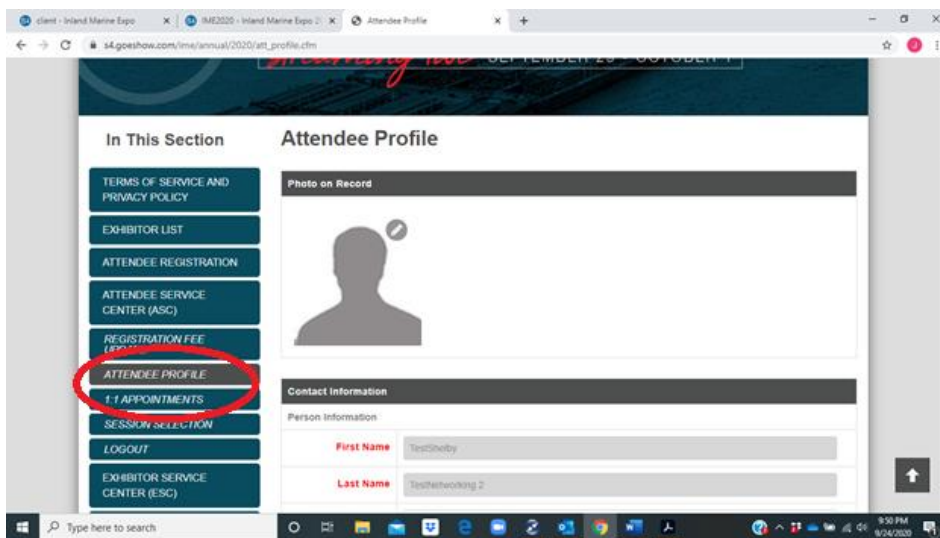
Booth staff will log in to the Attendee Service Center (ASC) using the credentials that were included in the email registration confirmation. If you need your credentials emailed to you again, please contact Registration Services. You will be designated as an exhibitor within the system even though you are accessing the Attendee Service Center.

***TIP--Please note that email confirmations, as well as future event communication, will be generated from our virtual event platform software, eShow. If you are not receiving these emails in your inbox, please check your spam or junk folders.***

### Setting up Your Profile:

Prior to the event, you will want to log in to the ASC to update your profile and event availability. After logging in to the ASC, please select the Attendee Profile button on the left. This will allow you to double check that your title and contact information is correct. You may also add your profile picture and LinkedIn URL at this point. When you have completed your update, press SAVE at the bottom of the page.

***TIP--Check that your Products/Services selections accurately reflect your company's offerings. These selections will be used by the virtual event platform to “match” you with attendees who have expressed interests.***

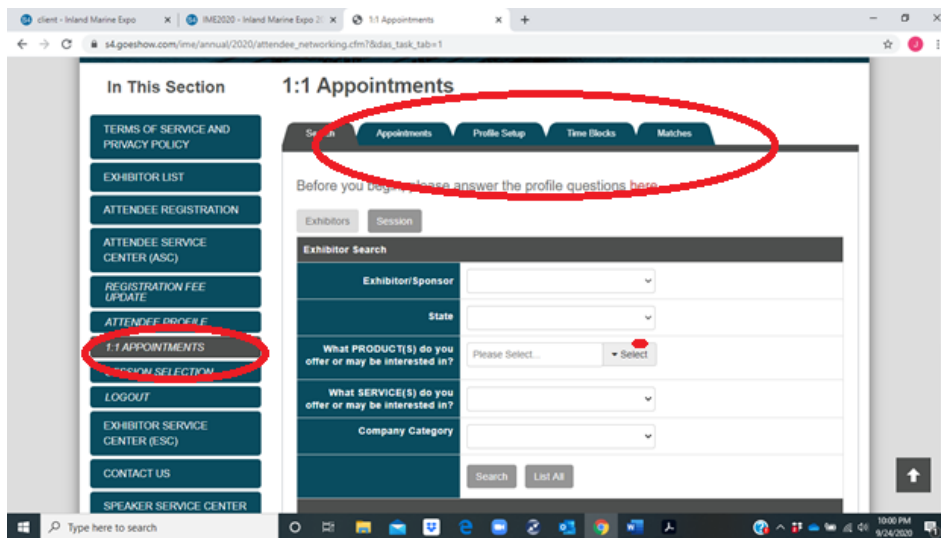


## Determining your Availability and Creating Appointments:

Determine your availability during the event by clicking on the 1:1 Appointment button on the left. The 1:1 Appointment screen will show several tabs towards the top of the page.

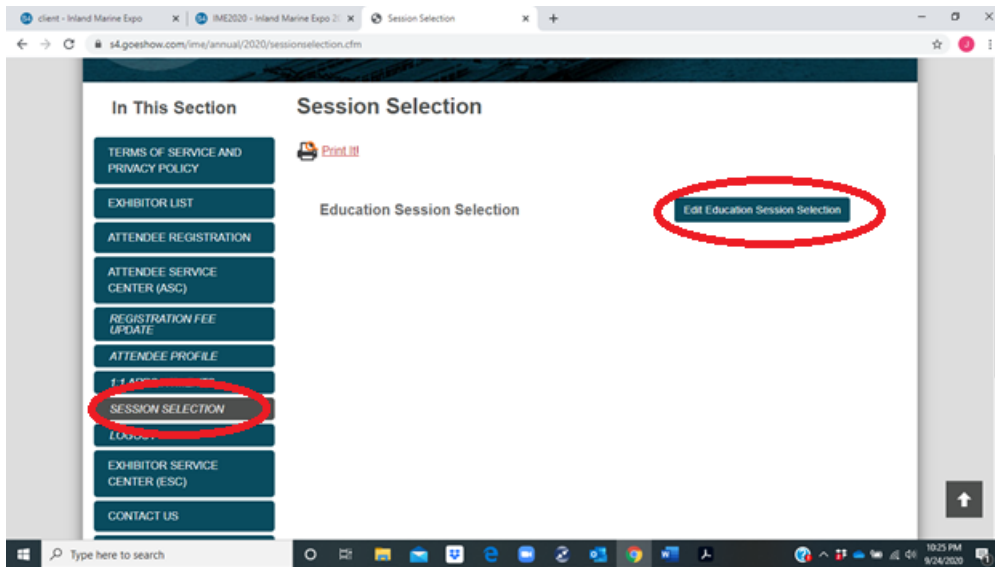
- *Time Blocks* allows you to select specific times when you know that you will be unavailable to accept attendee appointment requests.
- *Matches* shows you which registered attendees share common product/service interests with you. Next week you may begin requesting appointments with these registrants by simply pressing the “Make Appointment” button within this tab. The system will email the individual, prompting them to confirm the request or even suggest another time.
- *Appointments* track confirmed or requested appointments and allow you to export those meetings to your Outlook or Google calendars.

***TIP--The Matches tab allows you to view potential customers by the number of matching answers. You can also search for specific individuals who may be included in your list and/or search for specific matched products or services. This is great if your company’s booth staff have different areas of expertise.***

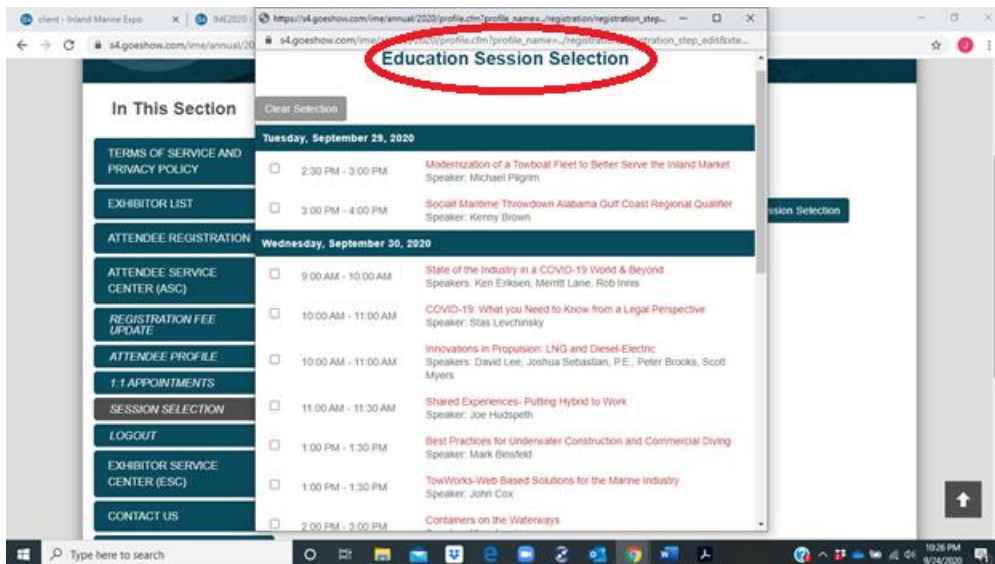


## Session Selection:

If your schedule permits, you may be interested in one of the IMX2020 education sessions or webinars. To select a session, click the Session Selection button to the left. You should then click on the Edit Education Session Selection button on the right.



The Education Session Selection box will then open. Make your selection and remember to select Submit at the bottom of the window.

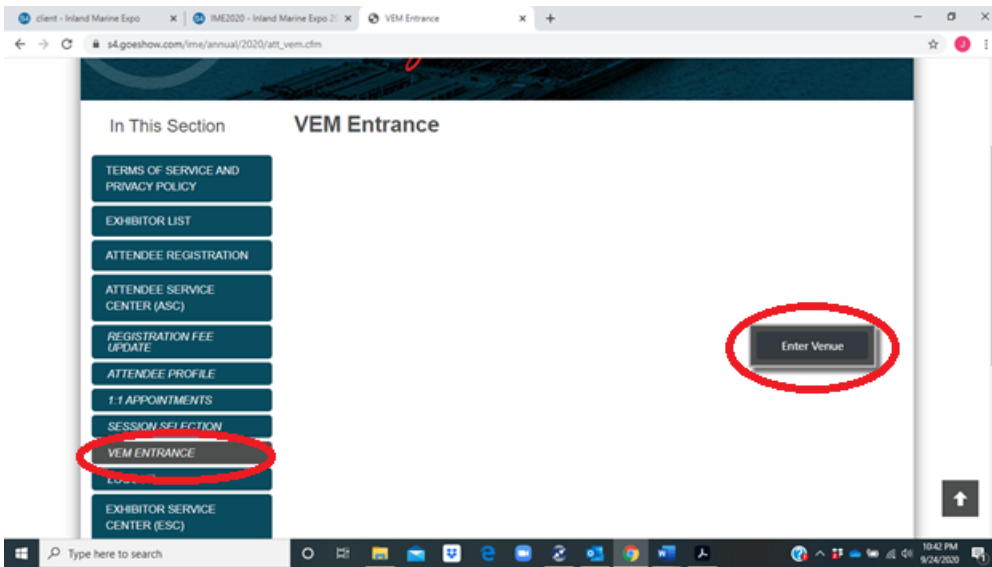


## Accessing the Virtual Event Platform:

### Expo Hall Activity

- Tuesday, September 29      10:00 AM – 3:00 PM    Tradeshow Preview/Make Appointments
- Wednesday, September 30    10:00 AM – 4:00 PM    Tradeshow is Open
- Thursday, October 1          10:00 AM – 4:00 PM    Tradeshow is Open

To access the Virtual Event Platform, log in to the ASC using your credentials and click the VEM Entrance button to the left. Click on Enter Venue.

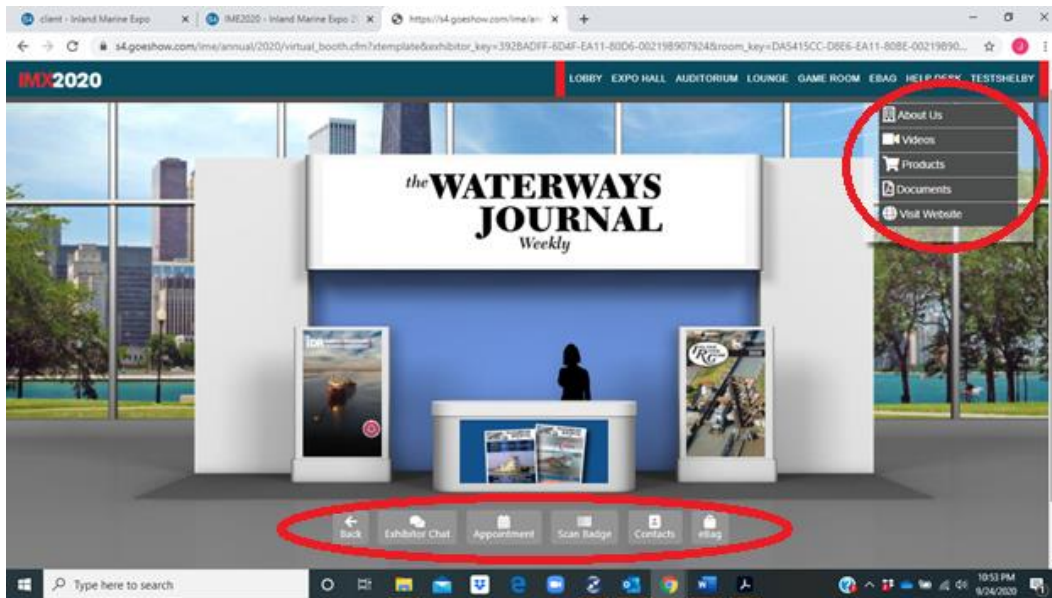


Once you have entered the Venue, navigate to the Expo Hall to see what Attendees will see when they visit your booth.



Attendees can view the documents, product highlights and videos that were previously uploaded to your company's virtual booth by clicking on any of the tabs in the box to the right. Attendees can also engage in chat, contact any one of the booth staff directly, scan their badge, or request an appointment by using the buttons at the bottom.

***TIP--Just a reminder that appointment requests will be generated by the eShow software. Please ensure that you continue to check your spam or junk folders for event-related emails.***

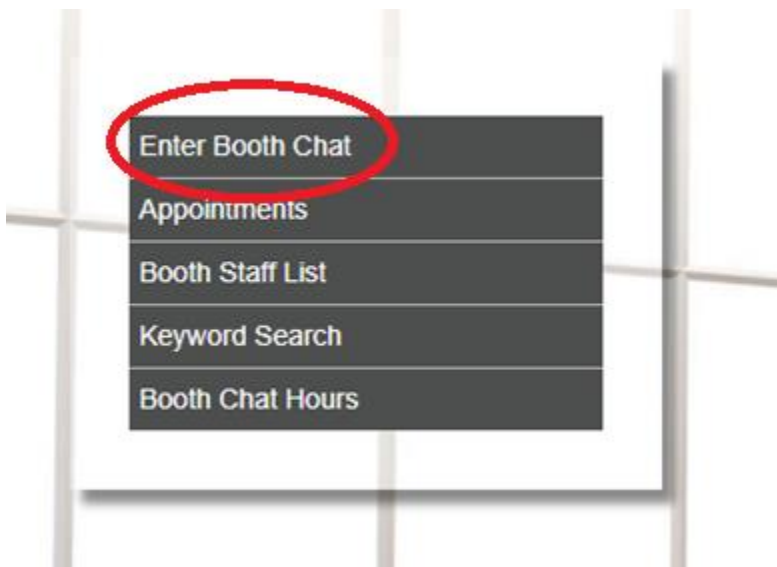
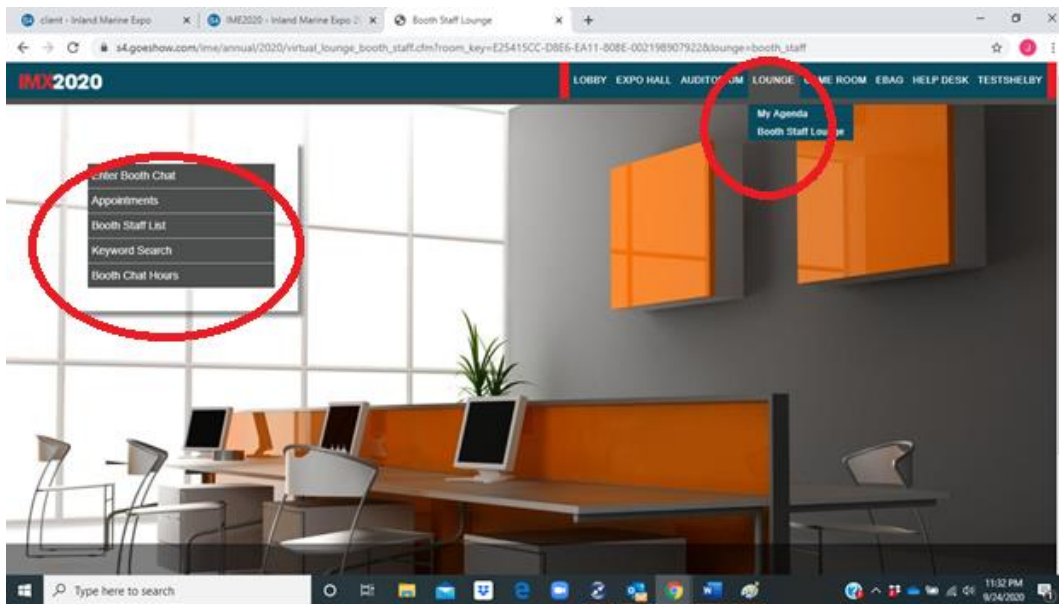


## Working within the Virtual Event Platform:

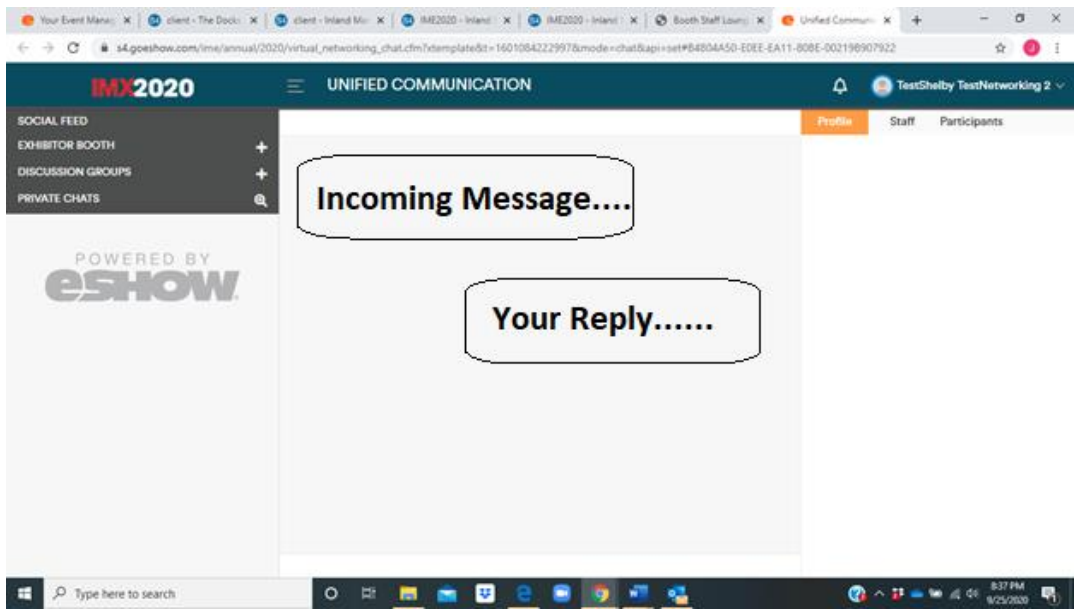
Take some time to familiarize yourself with the event “facility.”

- The Interactive Schedule can be viewed by clicking on the Auditorium tab. This is also where Education Sessions and Webinars can be accessed.
- Visit the Lobby to thank the IMX2020 Virtual Event sponsors.
- Have questions? Stop by the Help Desk for answers to some of the most asked event questions. Contact the IMX2020 event team for further assistance by scrolling over the Help Desk tab and selecting Staff Office.
- Attendees will be filling their eBag with documents from your booth so that they can download them at their convenience during the event.
- Check the Leaderboard to see which Attendee is in the running to win the IMX2020 Virtual scavenger hunt.
- End your tour at the Booth Staff Lounge, located in the drop-down menu under the Lounge tab. This will be where you spend most of your time during the event.

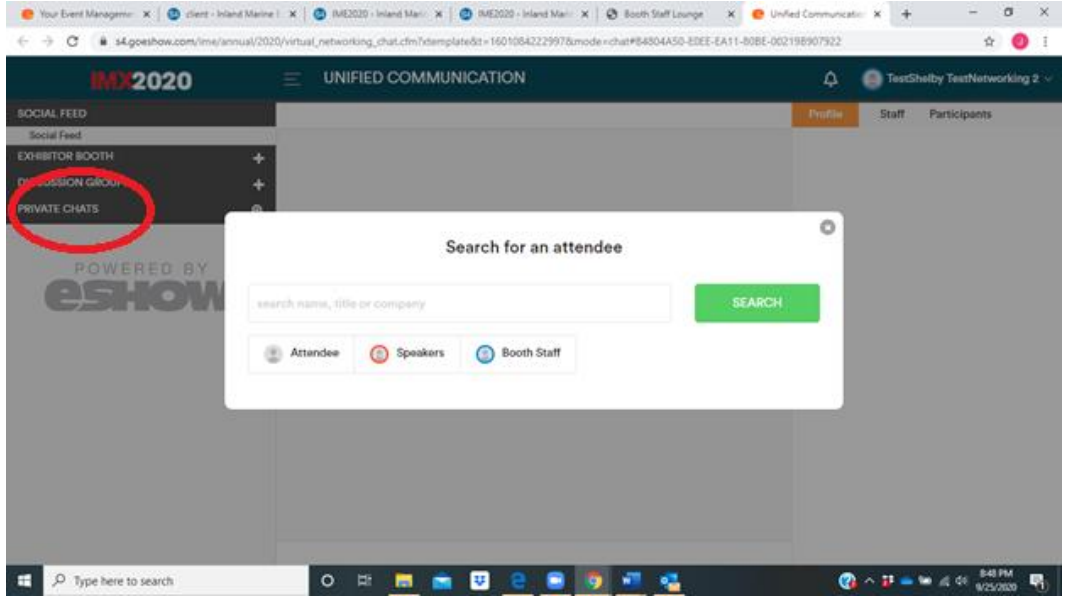


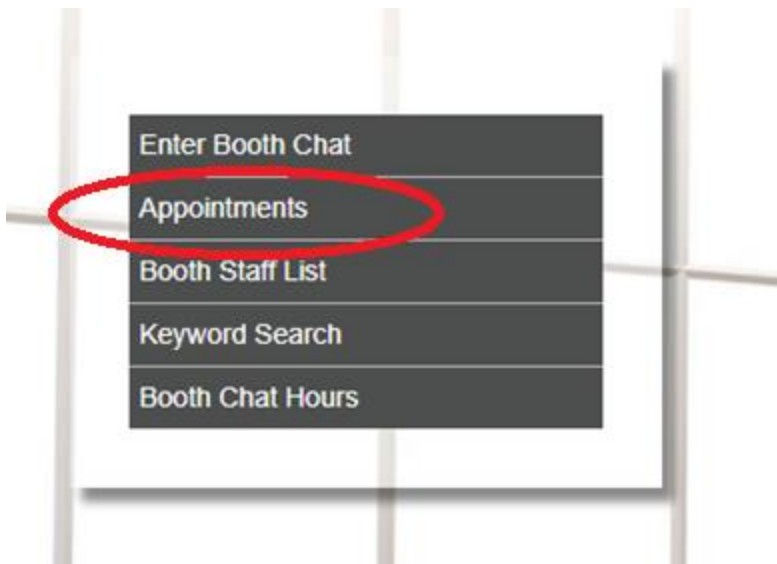


Incoming chat messages (whether from an attendee, another exhibitor, or industry acquaintance) will be visible within Booth Chat found in the menu box inside the Booth Staff Lounge. Replying to an incoming chat is as simple as sending a text on your phone.



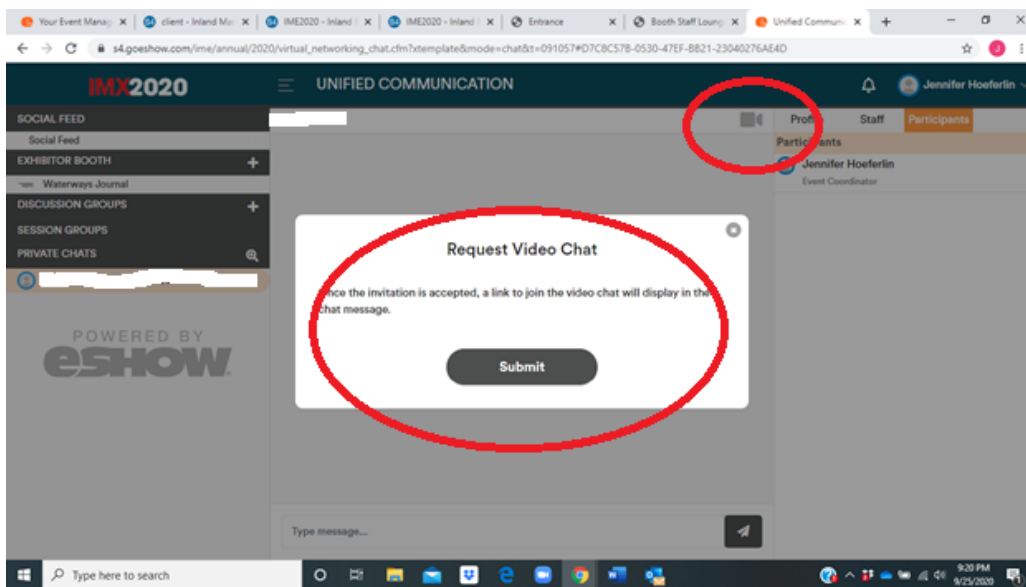
You may also initiate a chat by searching for a specific individual or company. Simply click the icon to the right of Private Chat to open the search option.





Appointments that you pre-arranged through the Attendee Service Center (see page 2) or that have been requested by attendees and assigned to you by the company's assigned sales contact are listed within Appointments found in the menu box inside the Booth Staff Lounge.

During the agreed-upon appointment time, both you and the attendee will access your respective Appointment windows and click the chat icon which will open a direct chat line between the two parties. At this point, you have the option to engage a video chat option within the platform (*optional*).



### Additional Assistance:

At any point prior to or during the event, please feel free to contact the event team at [jhoeflerlin@wjinc.net](mailto:jhoeflerlin@wjinc.net) or 314-446-4905 for assistance.

**Thank you for your participation in IMX2020 Virtual!**