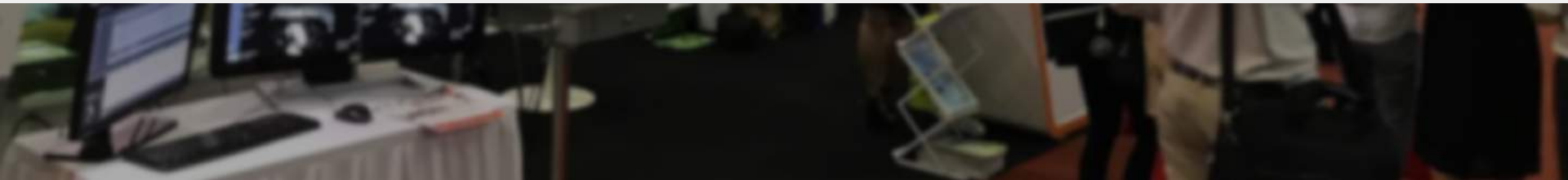




| All-in-one Event Management Solutions

Guidelines on Exhibitor CMS and Booth Features
Aug 2021





Exhibitor Content Management System (ECMS) Guideline

Booth Setup

Booth Setup – Basic Info

Basic info allows exhibitors to define their booth

- A. Image
- B. Booth name (mandatory item)
- C. Booth Website
- D. Booth Description: A synopsis of the booth in Exhibition Hall page
- E. Categories – Filter pre-defined inside the Exhibitor Hall, exhibitors can choose related sectors

****If your content have multiple language, please change the content language at the top right corner before you update the content**

Basic Info

Content Language: English(en)

Drag and drop a file here to upload

(a)

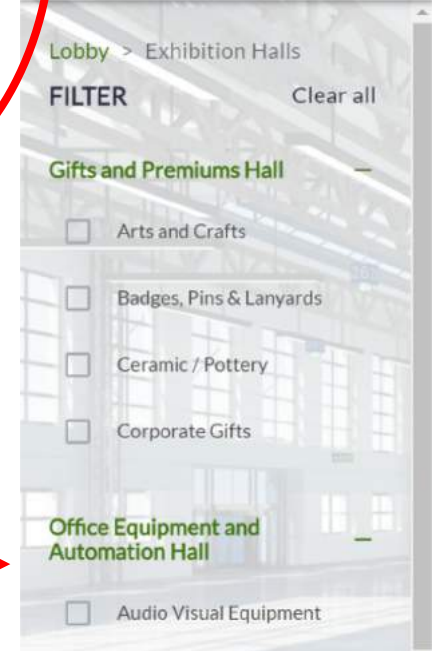
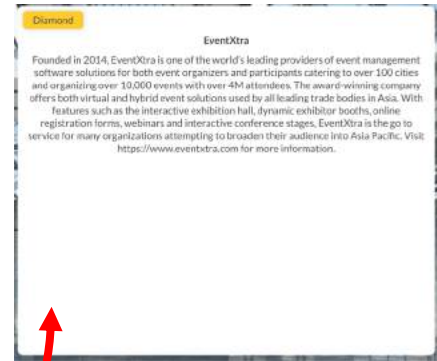
File Name: 103176001_330234402658826_27442108888826800_n.jpg
Image Resolution: 500 x 500

(b) Booth Name: EventXtra

(c) Booth Website: <https://eventxtra.io/>

(d) Booth Description: Founded in 2014, EventXtra is one of the world's leading providers of event management software solutions for both event organizers and participants catering to over 100 cities and organizing over 10,000 events with over 4M attendees. The award-winning company offers both virtual and hybrid event solutions used by all leading trade bodies in Asia. With features such as the interactive exhibition hall, dynamic exhibitor booths, online registration forms, webinars and interactive conference stages, EventXtra is the go to service for many organizations attempting to broaden their audience into Asia Pacific. Visit <https://www.eventxtra.com> for more information.

(e) Categories: Event, Beauty, Education



Booth Setup – Content

Content of the booth: Exhibitor needs to fill the information to the fields defined by the Organiser. For Example:

- A. Basic Info: included Company Name, Country/Region, Website
- B. Files: for uploading files, support most common file format, e.g. PDF, JPG, PNG, GIF, Word, Excel, PPT, MP4.

****Best practice on no. of files uploaded: no more than 20.**

- A. Contact Us: need to fill in contact information like Email, Phone, Website, LinkedIn, Facebook, etc.

****If your content have multiple language, please change the content language at the top right corner before you update the content**

The screenshot shows the 'Content' tab of the EventXtra booth setup interface. It has three sub-tabs: 'Basic Info', 'Files', and 'Contact Us'. The 'Basic Info' tab is active, showing fields for 'Company Name' (with a rich text editor), 'Description' (with a rich text editor), and 'Website' (with a text input). The 'Files' tab is also visible, showing a list of uploaded files with columns for 'File Name', 'File Type', and 'Action' (with 'Backup' and 'View' buttons). The 'Contact Us' tab is also visible, showing fields for 'Email', 'Phone', 'Website', 'LinkedIn', and 'Facebook'.

The screenshot shows the 'Files' tab of the EventXtra booth setup interface. It has three sub-tabs: 'Basic Info', 'Files', and 'Contact Us'. The 'Files' tab is active, showing a list of uploaded files with columns for 'File Name', 'File Type', and 'Action' (with 'Backup' and 'View' buttons). The 'Basic Info' tab is also visible, showing fields for 'Company Name', 'EventX', 'Description', and 'Website'. The 'Contact Us' tab is also visible, showing fields for 'Email', 'Phone', 'Website', 'LinkedIn', and 'Facebook'.

Basic Info | **Files** | Contact Us

Company Name
EventX

Description
Founded in 2014, EventXtra is one of the world's leading providers of event management software solutions for both event organizers and participants offering to over 100 cities and organizing over 10,000 events with over 4M attendees. The award-winning company offers both virtual and hybrid event solutions used by all leading trade bodies in Asia. With features such as the interactive exhibition hall, dynamic exhibitor booths, online registration forms, webinars and interactive conference stages, EventXtra is the go to service for many organizations attempting to broaden their audience into Asia Pacific. Visit <https://eventxtra.com> for more information.

Website
<https://eventxtra.com/>

Basic Info | **Files** | Contact Us

Booth Video.mp4
Login.png
VOC leaflet.pdf
Guidelines on Exhibitor CMS and Booth Features w...product page.pdf
M&P VP about converted.pdf


Basic Info | **Files** | **Contact Us**

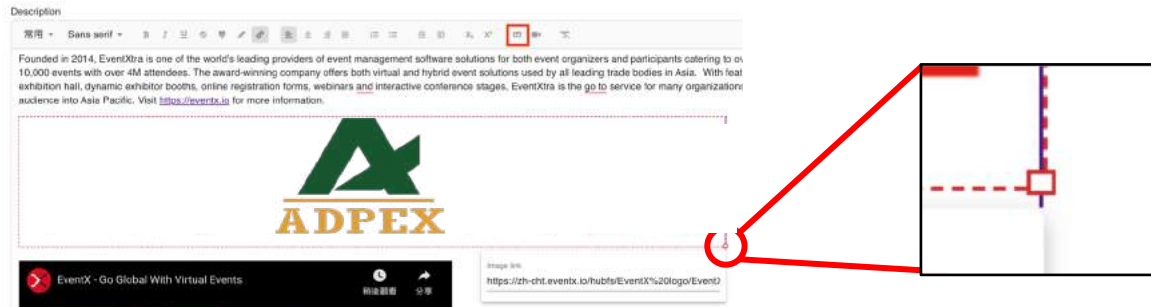
Email
support@eventxtra.com


Address
Tong Yuen Factory Building, Unit C and D, 8/F, 505 Castle Peak Rd, Cheung Sha Wan

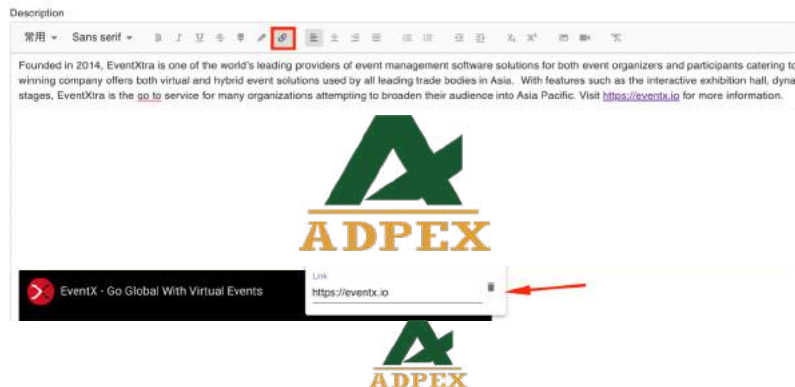
Social Media
<https://www.facebook.com/EventXtra/>
<https://hk.linkedin.com/company/eventxtra>

Booth Setup – Content – Insert Image


If you would like to insert an image to the content, you may use the image link to insert an image by the “Insert Image” button . After inserting the image, you can use the little square at the bottom right corner to adjust the size of image.



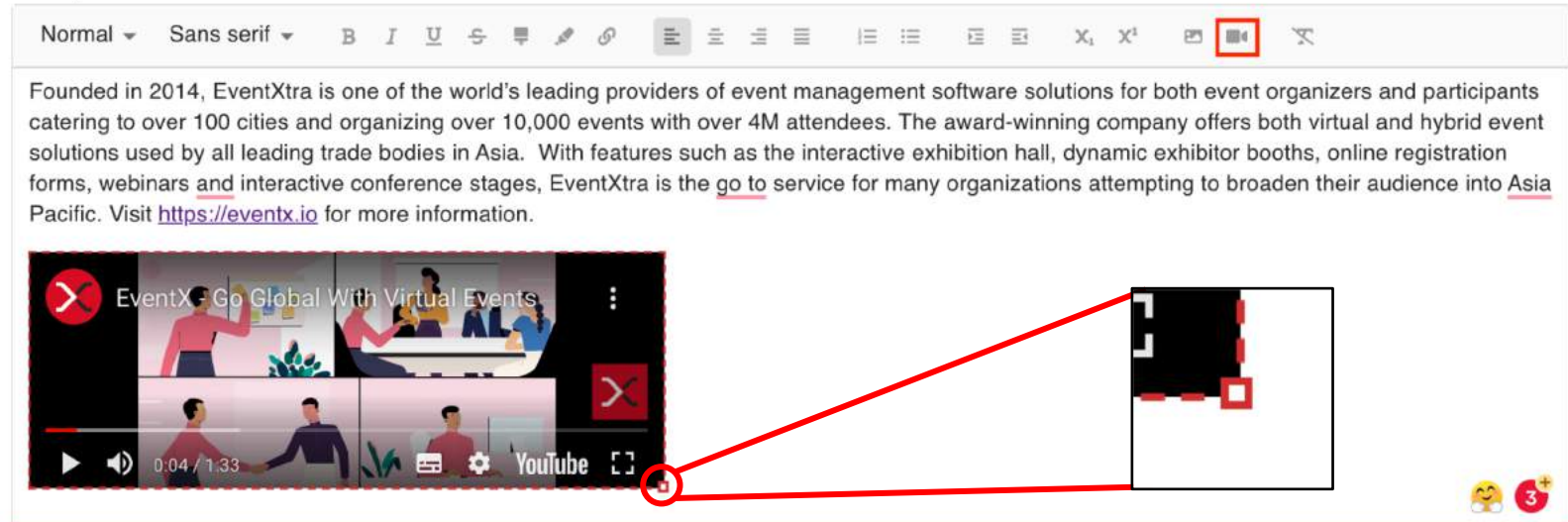
Besides, you may **highlight** the image and insert the URL by using the insert link button  to turn the image as a clickable image. Please be reminded that the URL must be https link.
























Booth Setup – Content – Insert Video

If you would like to insert a video to the content, you may use the “Insert Video” button  to insert a video. It currently support YouTube or Vimeo video link. After inserting the video, you can use the little square at the bottom right corner to adjust the size of video.

Description



The screenshot shows a content editor interface. At the top is a toolbar with various formatting options. A red box highlights the 'Insert Video' icon (a video camera) in the toolbar. Below the toolbar is a text description: 'Founded in 2014, EventXtra is one of the world's leading providers of event management software solutions for both event organizers and participants catering to over 100 cities and organizing over 10,000 events with over 4M attendees. The award-winning company offers both virtual and hybrid event solutions used by all leading trade bodies in Asia. With features such as the interactive exhibition hall, dynamic exhibitor booths, online registration forms, webinars and interactive conference stages, EventXtra is the go to service for many organizations attempting to broaden their audience into Asia Pacific. Visit <https://eventx.io> for more information.' Below the text is a video player. The video player has a red dashed border. A red line connects a small square handle in the bottom right corner of the video player to a larger square handle in the bottom right corner of the content editor frame, indicating how to resize the video.

Normal ▾ Sans serif ▾ B I U                     

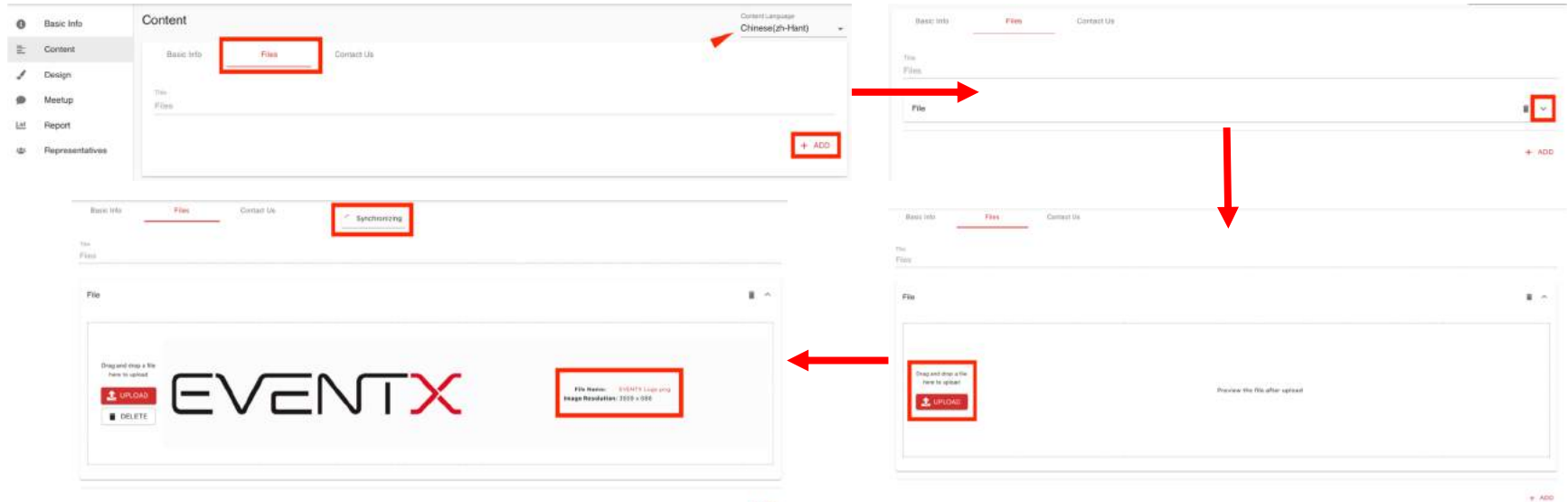
Booth Setup - Content - File Upload

To upload a file at the file tab, we support PDF, JPG, PNG, GIF, Word, Excel, PPT, MP4. The files is/are allowed to be download.

Steps:

1. Click “+ ADD” to add a file upload column
2. Click the arrow down button at the file upload column
3. Click “UPLOAD” button or drag and drop the file to the column. The file is uploaded when the the synchronize completed

****If your content have multiple language, please change the content language at the top right corner before you update the content :**



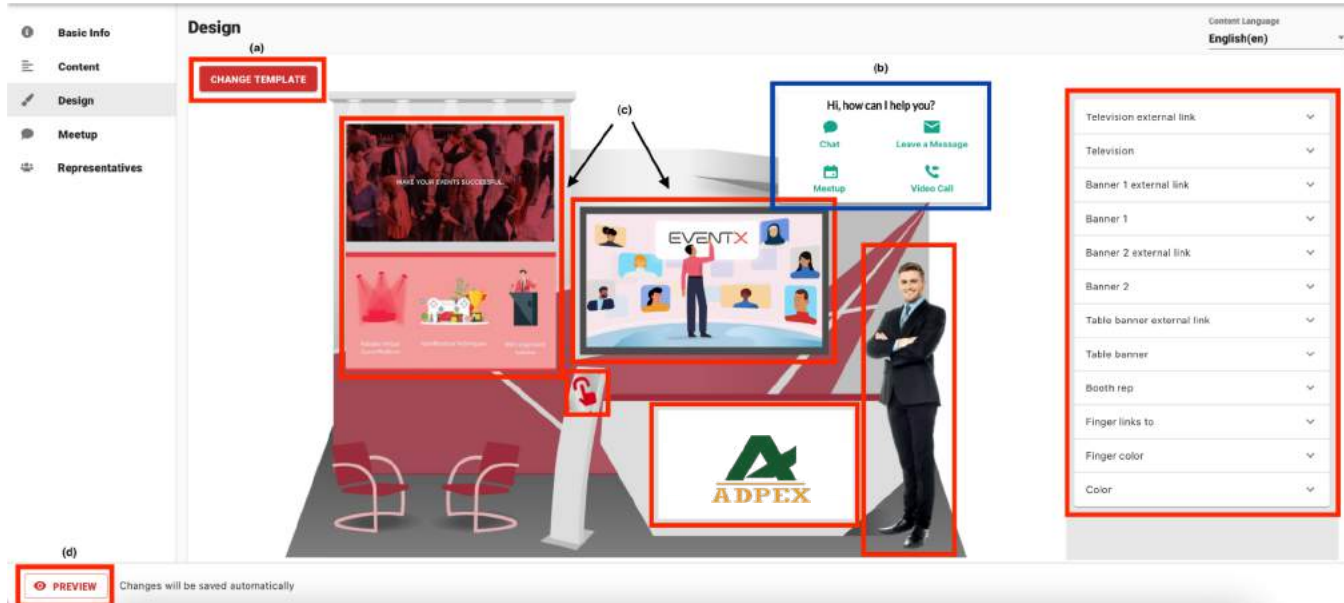
Booth Setup – Design

- A. Change Template: Exhibitors can select their favourite booth template 001 to 006
- B. **Widget: Buttons allow attendees have engagements with exhibitors (no setup is necessary in Exhibitor CMS)**
- C. Banners/TV: Allows exhibitors to upload images/videos/ PDFs to the booth and exhibitor can design the action command (go to External URL).

****Best Practice:** Video file size: less than 10 MB; Images: less than 1 MB; PDF: less than 5 MB

- A. Exhibitor can click the “preview” button to see the result time to time

****If your content have multiple language, please change the content language at the top right corner before you update the content**



Booth Setup – Design – Action

You can add vary action to the banner/TV area. If you do not need to add any action, please select the action type as “ExternalLink” and leave the action URL as blank.

- If the banner/TV is a video/PDF file, uploading the thumbnail image is a must and no action should be set.

Part 1

IMAGE
RICHTEXT
VIDEO
PDF

Television

Content Type
VIDEO
Video

Drag and drop a file here to upload

File Name: Swatch - Go Global With Virtual Events.mp4
Video Resolution: 1280 x 720
Video Duration: 01:33

Thumbnail Image

Drag and drop a file here to upload

File Name: thumbnail.png
Image Resolution: 1000 x 564

Television

Content Type
PDF
PDF File

Drag and drop a file here to upload

File Name: OE 2021 - landing page (1).pdf

Thumbnail Image

Drag and drop a file here to upload

File Name: thumbnail.png
Image Resolution: 1000 x 564

Part 2

Television external link
Television
Pull up banner external link
Action Type
ExternalLink
Action Url
https://eventx.io
Pull up banner
Top banner external link
Top banner
Booth rep
Finger links to
Finger color
Color

Chat
Meetup
ExternalLink
LocalizableExternalLink
ContactUs
FileTab
LiveStream
VideoCall

Enter the booth public chatroom
Open the MeetUp page
Open the external link, but the URL must be HTTPS
Default set as the email address you have input at the booth content
Drop to the file tab at the booth content

Change the colour of booth background and the finger

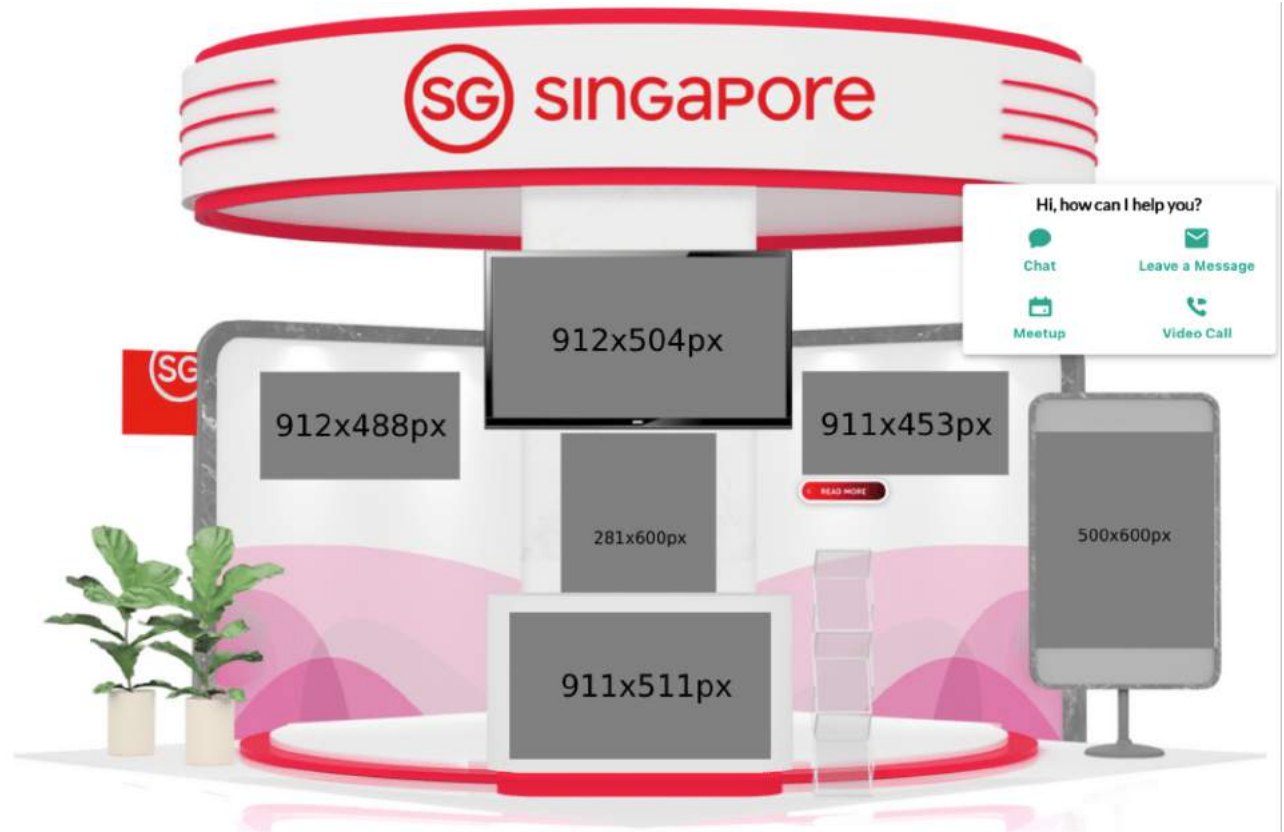
Part 3

Finger color

Color

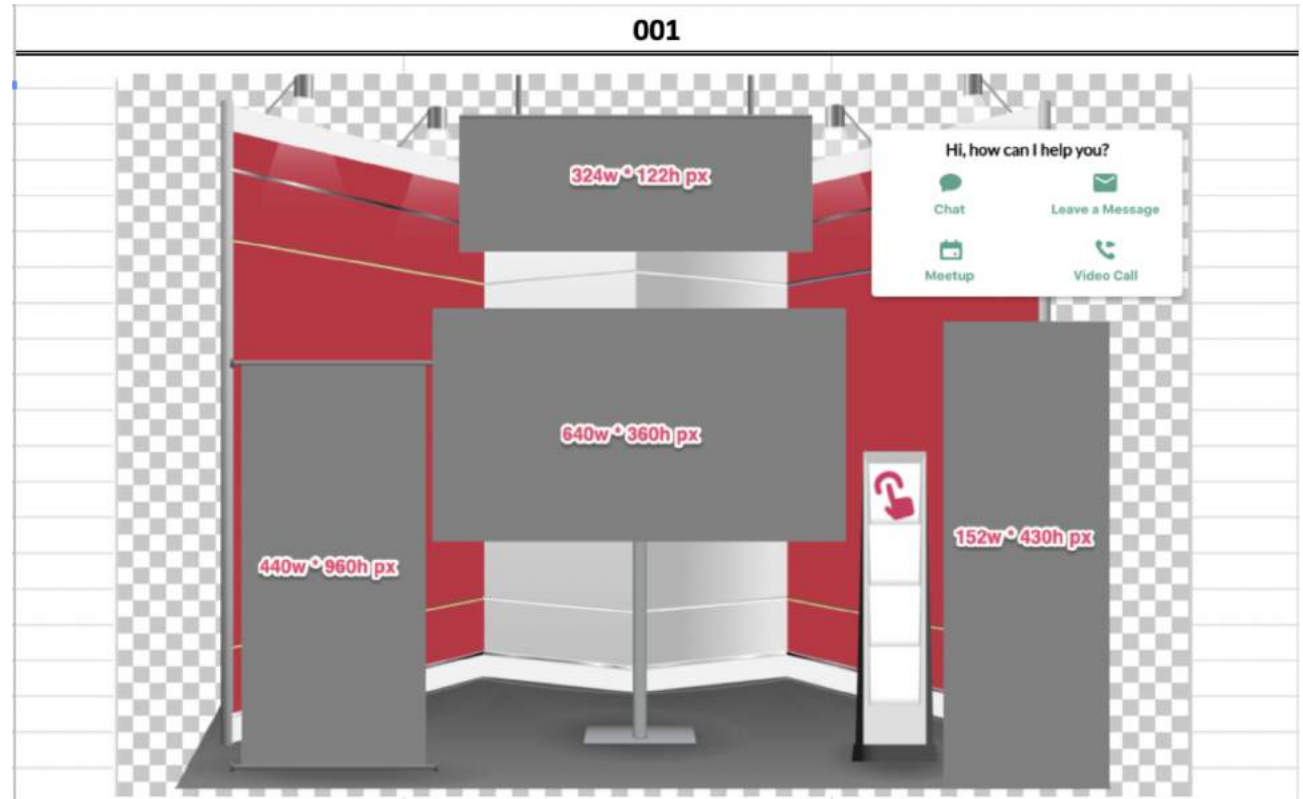
Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



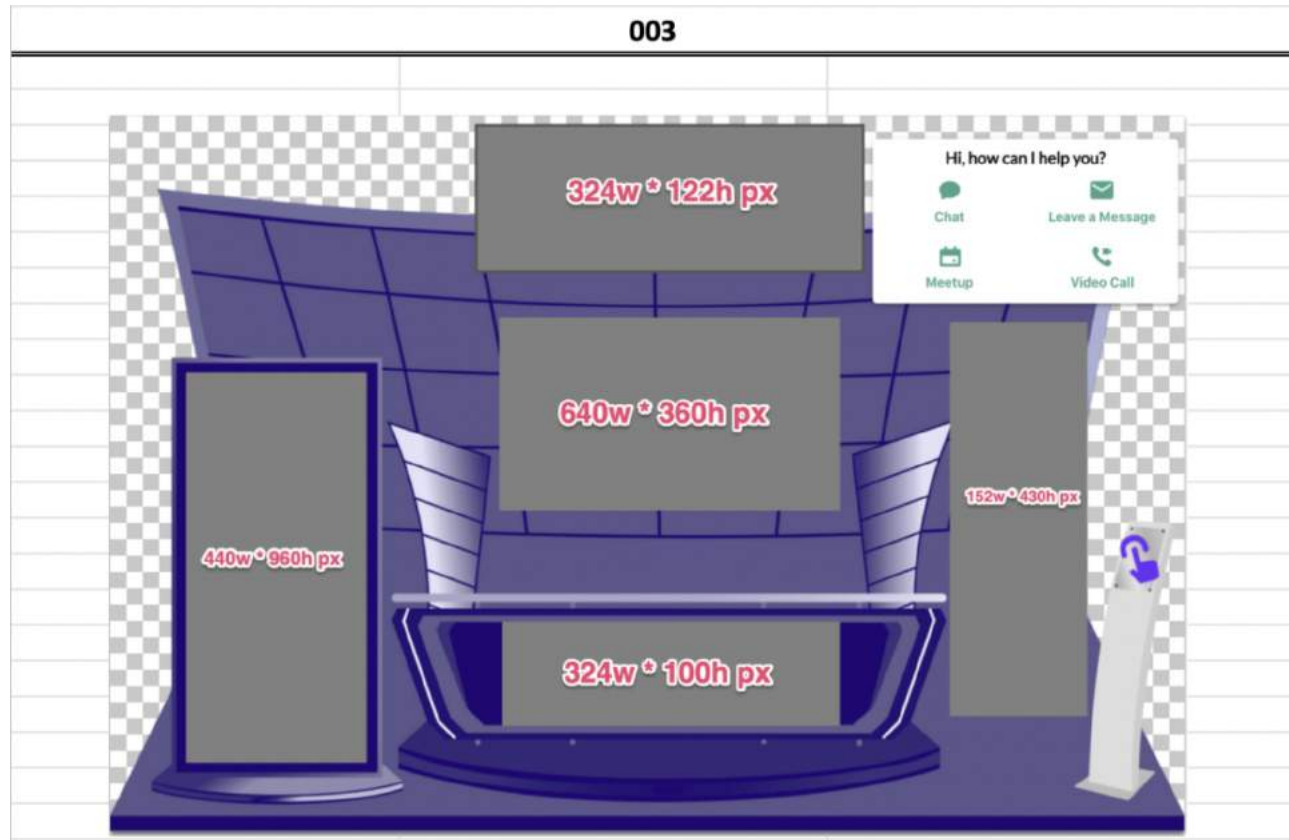
Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



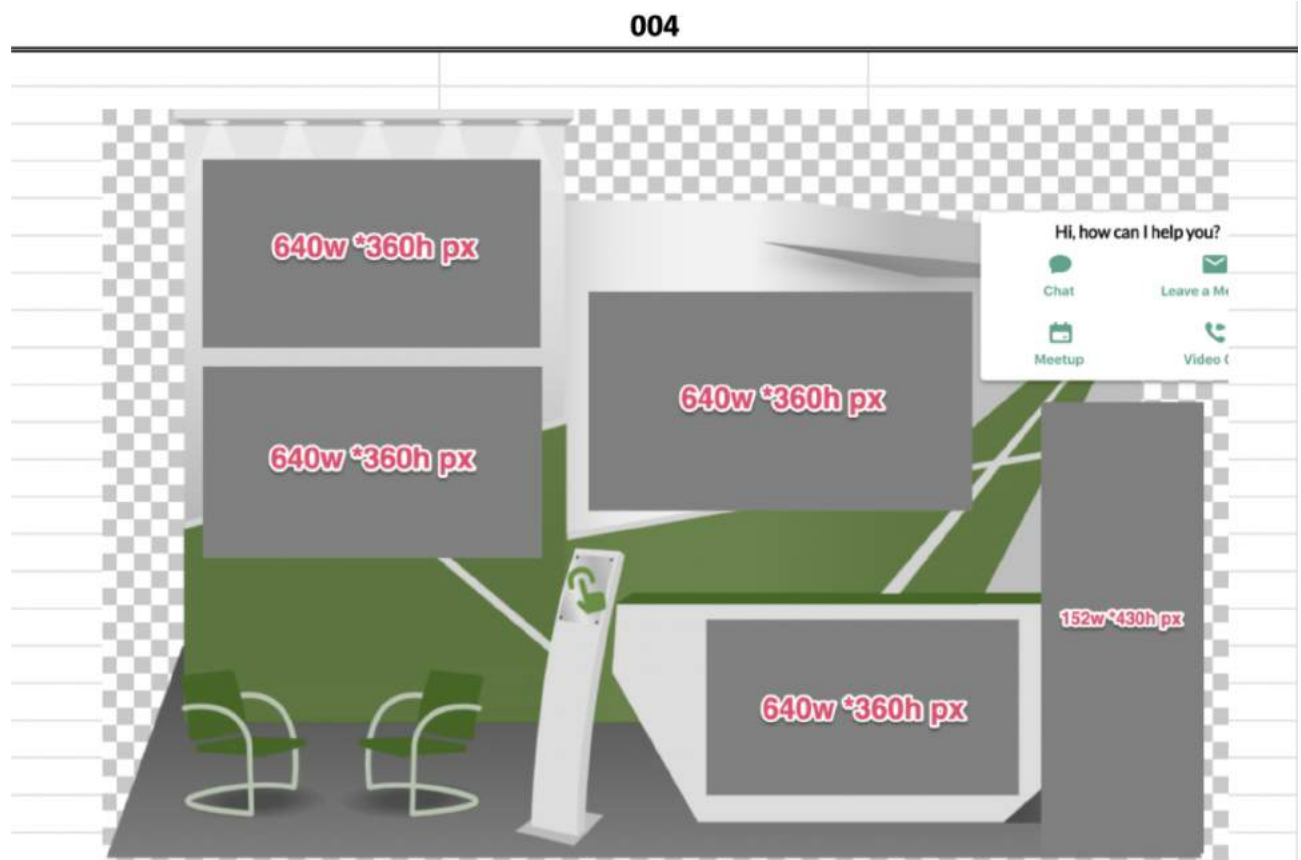
Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



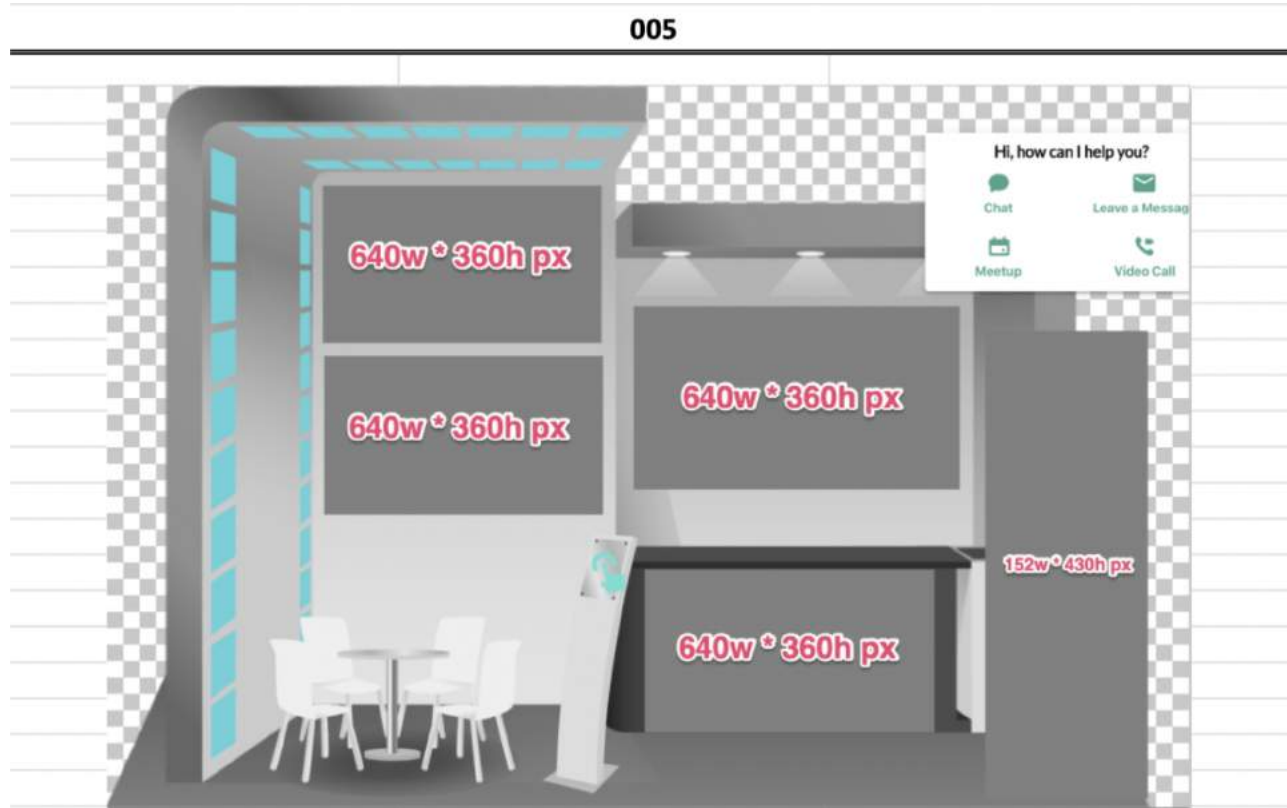
Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



Booth Image Specifications

- Image (JPEG/PNG/GIF)
 - 1920 x 1080 (for 1080p)
 - 1280 x 720 (for 720p)
 - MP4
 - File size less than 10 MB
- Video thumbnail (JPEG/PNG/GIF)
- PDF thumbnail (JPEG/PNG/GIF)



Booth Setup – Meetup function

In Exhibitor CMS, enable the "meetup" function (pic 1)

A. Input the representatives' emails

B. You can add more than 1 representative by clicking the bottom button (best practice: 5 people)

Remarks:

- Those "*" are mandatory items
- Location/URL can be used to put phone number, Zoom meeting URL or even physical location. This information will trigger an email to both exhibitor and attendee during the event if meetup is successfully made.

(pic 1)

The screenshot shows the 'Meetup' section of the Exhibitor CMS. On the left is a sidebar with navigation links: Basic Info, Content, Design, Meetup (selected), and Representatives. The main area is titled 'Meetup' and contains an 'Enable meetup' toggle switch, which is currently turned on. Below the toggle is a red 'EDIT MEETUP' button. At the bottom, there is a link for setup: 'Link for setup meetup Meetup Exhibitor Management URL: https://meetup.eventxtra.com/exhibitor/mpC'.

The screenshot shows the 'Edit Availability' interface for Tom Wong. At the top, there are fields for Name, Email, Location/URL, and Self-Introduction, each with a red asterisk indicating it is mandatory. The Time Zone is set to UTC +08:00. Below these fields is a calendar for April 2021. The calendar shows available time slots for each day, with a red box highlighting the slot for Friday, July 3, 2021, from 10:00 AM to 5:00 PM. The interface also includes 'Delete' and 'Save' buttons at the top right.

Click on the calendar date to edit your available time slots

The screenshot shows the 'Edit Available Time Slots' interface. It displays a list of time slots for July 3, 2021 (UTC +08:00). The slots are listed from 10:00 AM to 1:30 PM in 30-minute increments. Each slot has a red checkmark next to it, indicating it is selected. At the bottom, there are 'Cancel' and 'Apply' buttons.

Booth Setup - Adding Booth Representatives

Adding at least 1 representative to your booth is needed.


- Use “+ ADD” button at the top right corner and insert all the needed information
- You can add more than 1 representative (best practice: 5 people), using “EXPORT” button can generate the unique access URL of all representative at one go.
- Using “COPY LINK” button to get the unique access URL to access the virtual event platform

The screenshot displays the 'Representatives' management interface. On the left is a sidebar with navigation options: Basic Info, Content, Design, Meetup, and Representatives (selected). The main area is titled 'Representatives' and includes a 'Content Language' dropdown set to 'English(en)'. At the top right of the main area are two buttons: '+ ADD' and 'EXPORT'. Below these is a table with columns: Email, First name, Last name, Title, Company, Chat Tag, and Access URL. The table contains one entry for 'support@eventx.com', 'Amy', 'Lai', 'Project Manager', 'EventX', and a red 'COPY LINK' button. Below the table, two modal forms are shown side-by-side, connected by a large grey arrow pointing from the left form to the right form. The left form is titled 'Add representative' and has fields for Email*, First name*, Last name, Title, and Company, with 'CANCEL' and 'CONFIRM' buttons at the bottom. The right form is also titled 'Add representative' and has fields for Email* (filled with 'support@eventxtra.com'), First name* (filled with 'Support'), Last name (filled with 'Team'), Title (filled with 'Customer Success'), and Company (filled with 'EventXtra'), with 'CANCEL' and 'CONFIRM' buttons at the bottom.

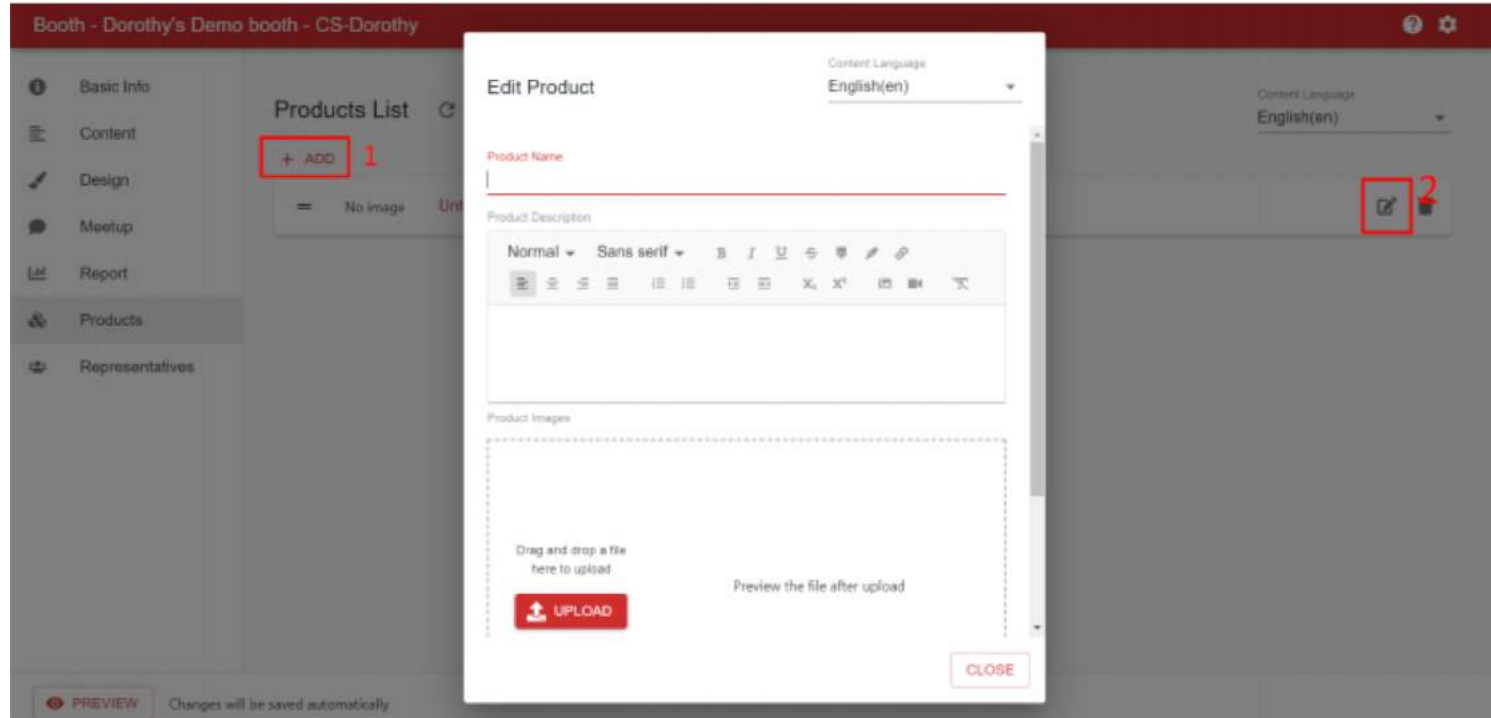
Email	First name	Last name	Title	Company	Chat Tag	Access URL
support@eventx.com	Amy	Lai	Project Manager	EventX	EventX	COPY LINK

Booth Setup - Adding Product

To manage your product, exhibitors may go to “Products” under the menu

Use “+ ADD” at the top left corner Then, click  to edit product information

**Please remember to press the “SAVE” button at the bottom of the page before you close the window.



Booth Setup - Adding Product

Entering the product uploading page, exhibitors may update the product information at the relevant field.

- (a) If the event includes multiple language, please change the content language at the top right corner before you update the content
- (b) Product details, like name, description and image. For the image, it can be more than 1, max. 5 images could be uploaded, only support JPG, PNG, GIF, suggest spec: 400x400px
- (c) Categories – Filter pre-defined inside the product page, exhibitors can choose related sectors
- (d) Tags – For platform search, product can be found when attendee search tags (keywords)

Edit Product

(a) Content Language
English(en)

(b)

Product Name

Product Description

Normal Sans serif B I U

Product Images

Drag and drop a file here to upload

Preview the file after upload

UPLOAD

CLOSE

Content Language
English(en)

Drag and drop a file here to upload

Preview the file after upload

上傳

(c)

分類

Industry

Banking

Accounting

Event Management

tags (D)

+ 新增

CLOSE

During the event - Booth Information: Entering the Booth, Chat, and Appointments

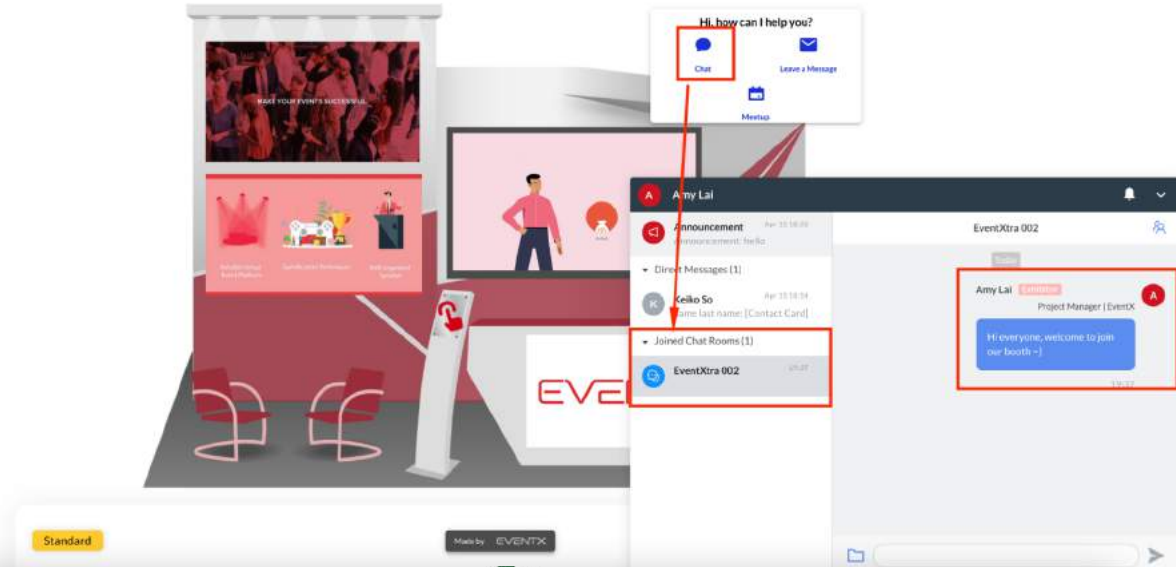
How Booth Staff Enter Their Booth

- Using your own unique access URL copy from ECMS > Representative
- It will straightly go to the booth

During the event – Widget - Chat

- Click on the "Chat" button to open the Chatroom.
- The exhibit booth thread opens by default.
- You are now listed under the Staff tab on the right (Group Members) for attendees to view.
- You can now chat publicly and/or chat privately with participants.

Lobby > Exhibition Halls > EventXtra 002

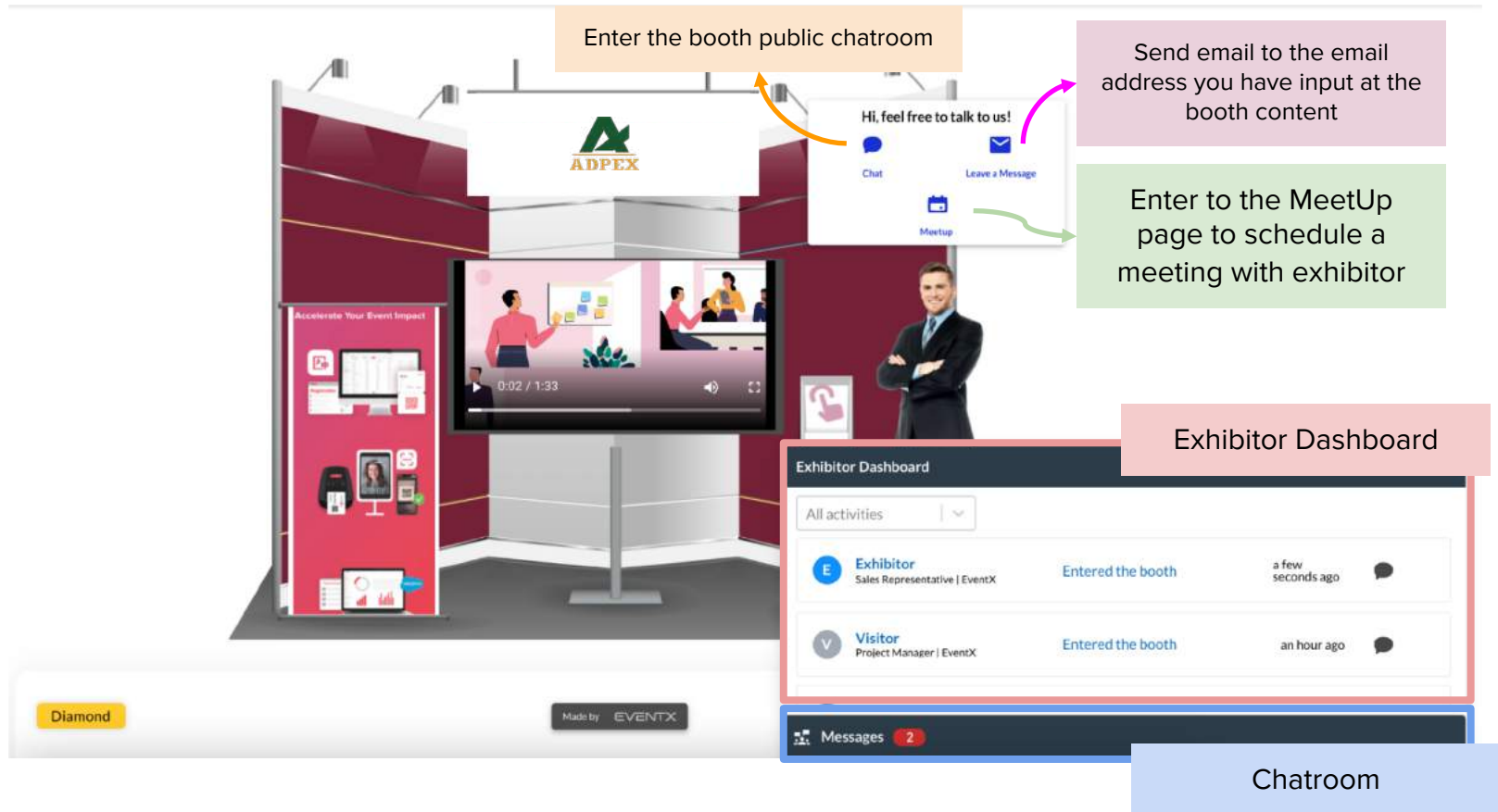





Frontend Demo

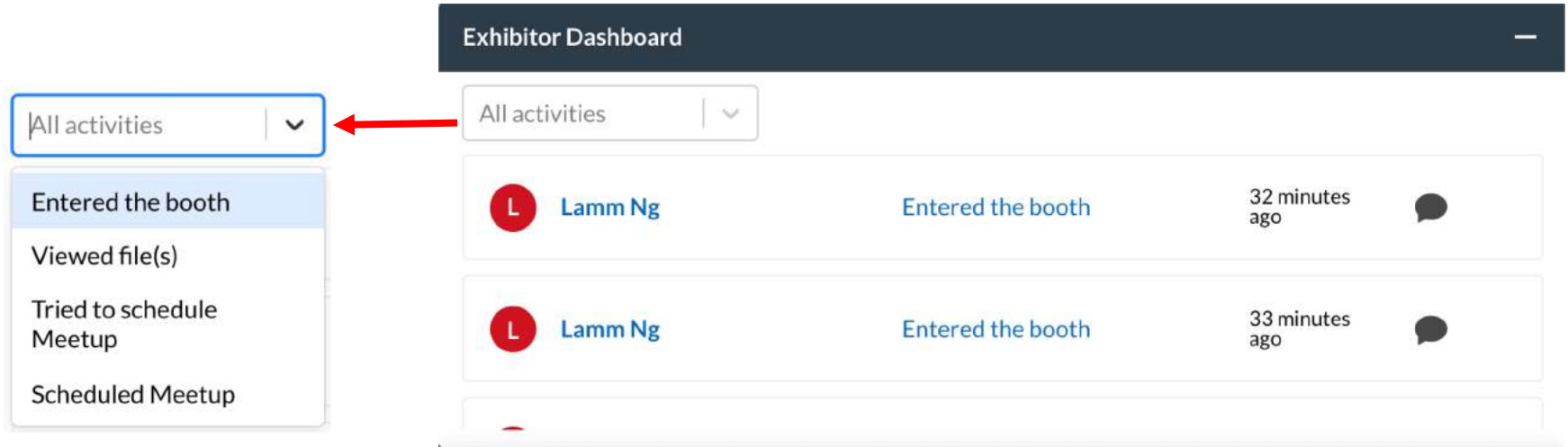
Exhibitor side

Booth Introduction







Exhibitor Dashboard


1. Activities of all visitors & booth rep of other booths who visited your booth will display in the dashboard
2. Dashboard will show the last 100 activities
3. Click the chat button  to initiate a 1-1 direct chat with the visitor
4. Use the filters to look for a specific activities from a visitor and chat with them





The screenshot displays the 'Exhibitor Dashboard' interface. At the top, a dark header bar contains the title 'Exhibitor Dashboard' and a hamburger menu icon. Below the header, there is a filter dropdown menu on the left, currently set to 'All activities'. A red arrow points from this dropdown to a similar dropdown in the main content area. The main content area displays a list of activities. Each activity entry includes a circular profile picture with the letter 'L', the name 'Lamm Ng', the activity description 'Entered the booth', the time '32 minutes ago' (for the first entry) or '33 minutes ago' (for the second), and a chat icon. The first activity entry is highlighted with a light blue background.

Profile	Name	Activity	Time	Action
	Lamm Ng	Entered the booth	32 minutes ago	
	Lamm Ng	Entered the booth	33 minutes ago	


Networking Widget – Chatroom

- Exhibitor can use the public chatroom (if applicable)/ booth public chatroom (if applicable)/ exhibitor dashboard to initiate a group chat or 1-1 direct chat with the visitor
- User can use the send file button  at bottom left corner of the chatroom. No file type limitation
- Do not support withdraw message/file after sent

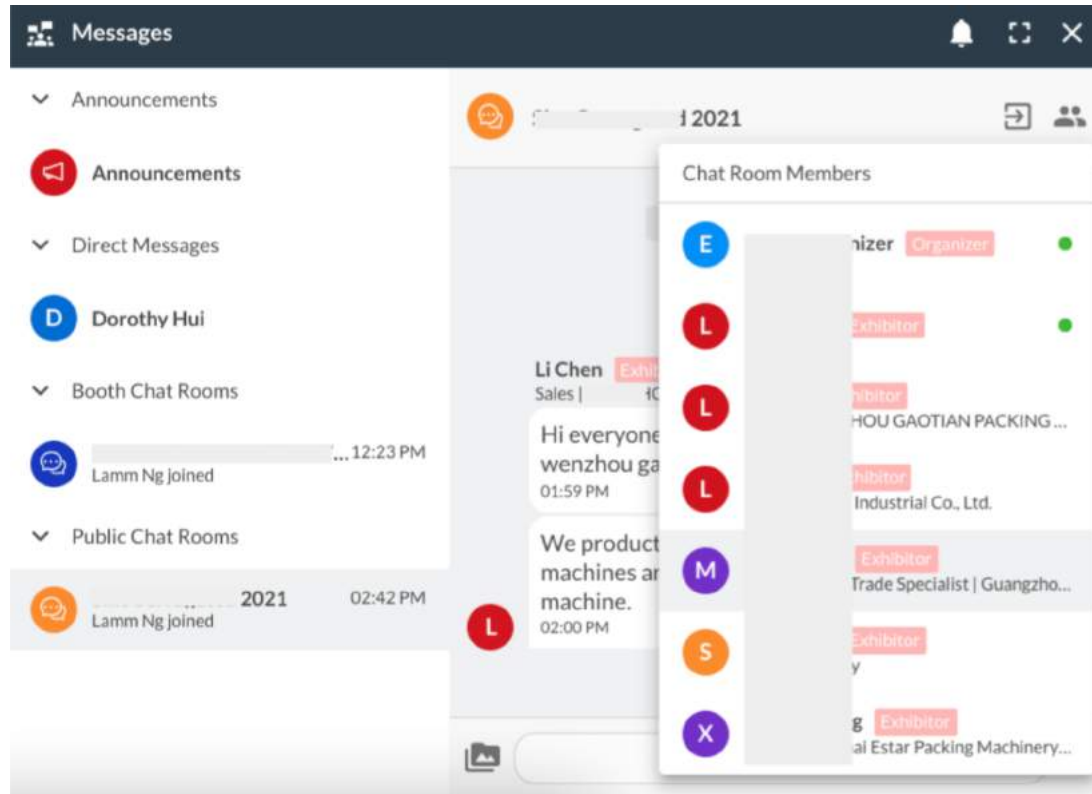
Group Chat

1. Public chatroom (if applicable)/ booth public chatroom (if applicable) is a group chat. However, user can initiate an 1-1 direct chat with others by clicking the user avatar
2. Exhibitor need to click on the chat button  to enter the booth public chatroom
3. In the group chat, user can click the group member list button  at the top right corner, and initiate an 1-1 direct chat with others by clicking the user avatar
4. If the user is online, you will see the green dot next to the name at group member list.



1. Can leave the chatroom by clicking the leave button  at top right corner

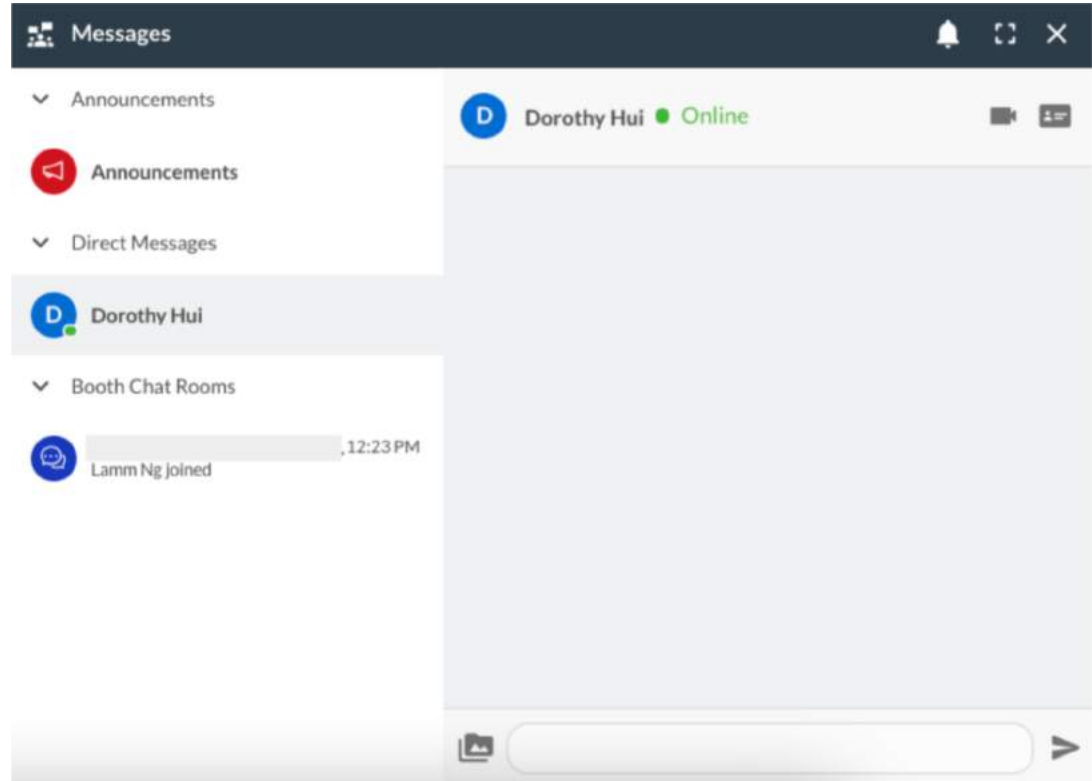
Networking Widget – Chatroom (Group Chat)



Networking Widget – Chatroom (1-1 Direct Chat)

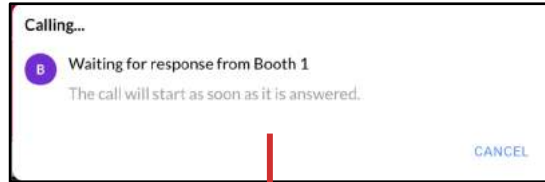
1-1 Direct Chat

1. Other than send message and file feature, user is also allowed to share the business card in the chat by using the business card button at the top right corner. The business card information is included name, email address, company and title. These information are collected from the registration form which is not editable on the platform.
2. User is also allowed to initiate a video call by clicking video call button at the top right corner. The invitee will receive an invitation notice to accept or reject the video call request.

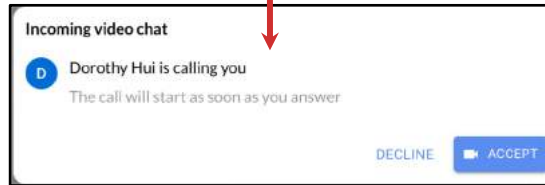


Networking Widget – Chatroom (Video Call)

1. Initiate a video call:

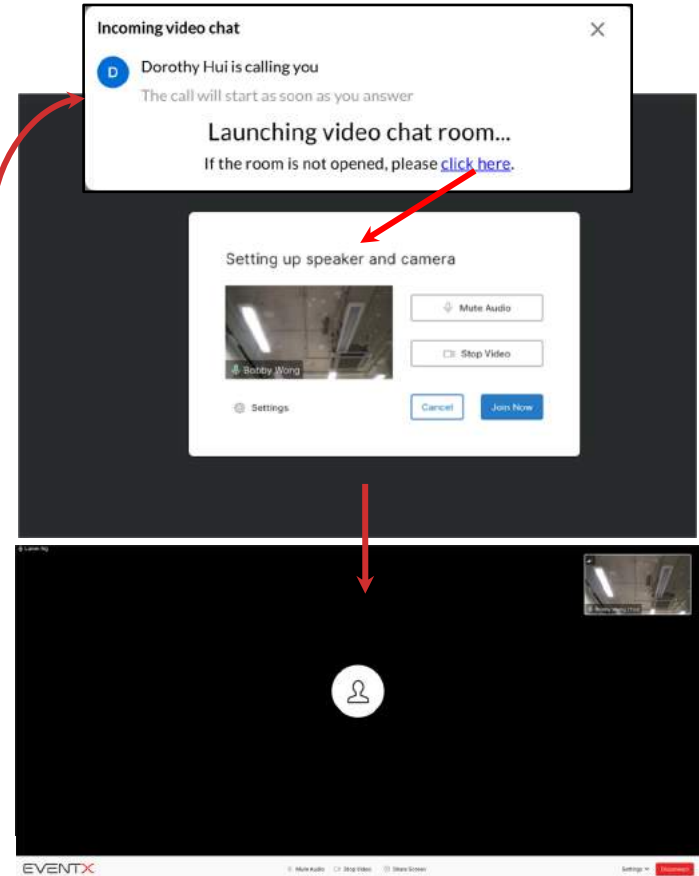


1. Invitation of video call:



1. When the invitee accepted the invitation, both of the users are required to setup the speaker and the camera

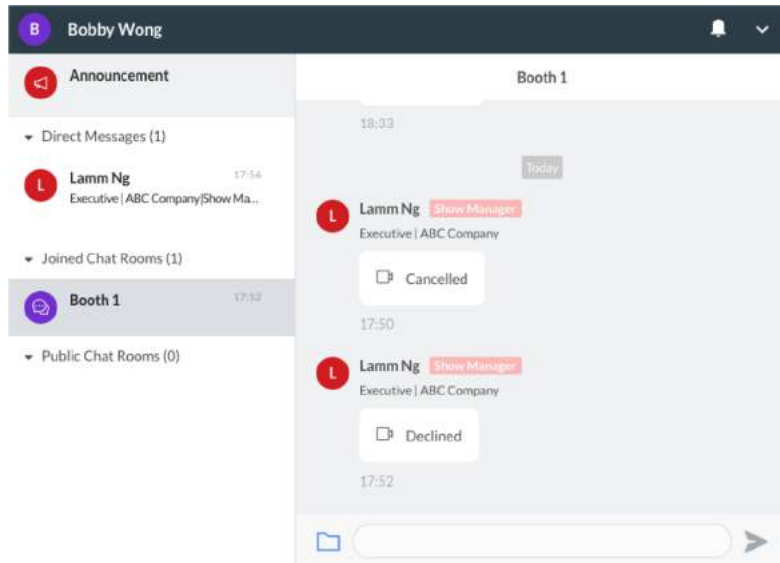
1. Finally, you can start your video call



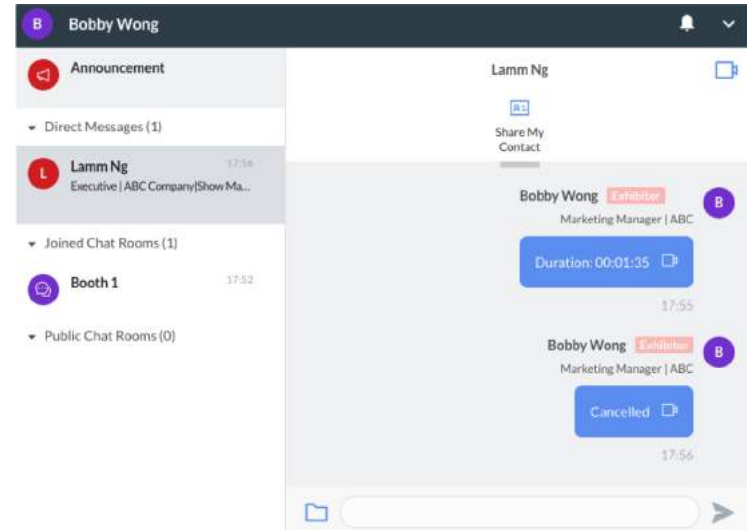
During the event – Widget - Video Call Notification on Chatroom

If you miss the video call request, you will see the “Cancelled” message from the chatroom. ONLY individual chatroom can show the call duration time. If someone declined the video call request, it will also have a record there.

Booth Public Chatroom



Individual Chatroom



Networking Widget – Chatroom (Video Call)

Internet Explorer does not support the video call feature. Please refer to below system requirements of video call feature.

(Always refer to the latest 2 versions)

	Chrome	Firefox	Safari**	Edge (Legacy*** & Chromium)
Android	✓	✓	-	-
iOS	*	*	✓	-
Linux	✓	✓	-	-
macOS	✓	✓	✓	-
Windows	✓	✓	-	✓

During the event - Request Meetup from attendees

1. Attendee clicks the "meetup" to request meeting with exhibitor by filling required information
2. Schedule will be sent to exhibitor by email
3. Both exhibitor/attendee are allowed to cancel the appointment 2 hours before the meeting.

EventXtra 002

Peter Chan

Cara Chan
self-intro.

Cody Chu
I am the project manager of EventX.

Tom Wong
I am the project manager of EventX.

EventXtra 002
Tom Wong
Pick a Date and Time Slot
Time Zone: UTC +08:00

April 2021

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

April 27, 2021
Appointment Duration: 30 minutes

10:00 AM
10:30 AM
11:00 AM
11:30 AM
12:00 PM
12:30 PM

Tom Wong from EventXtra 002
April 27, 2021 (Tue)
10:00 AM - 10:30 AM (UTC +08:00)
Enter Details

First Name * Last Name *

Email *

Company *

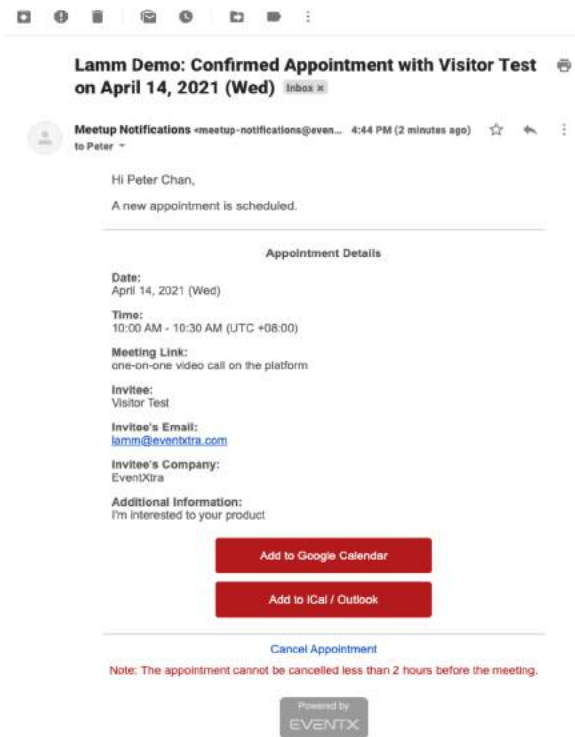
Notes for the representative / meeting:

Notes

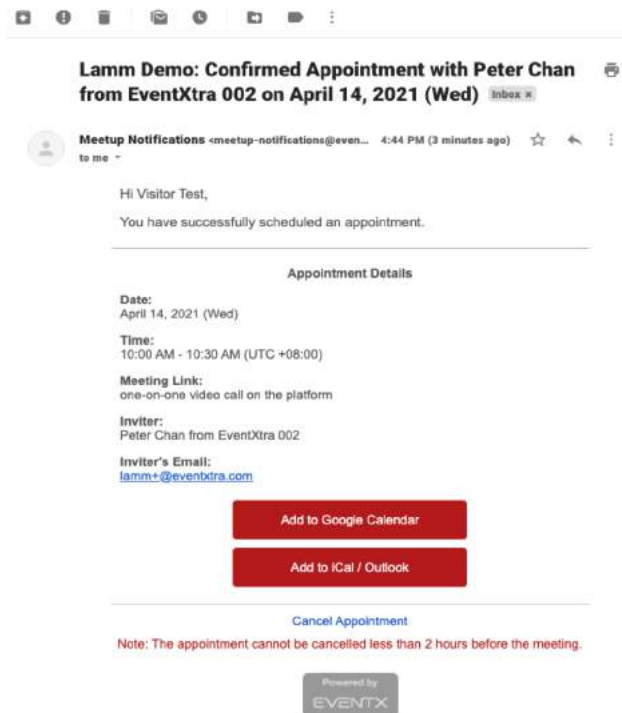
Schedule Appointment

During the event - Meetup Notification Email Sample

Exhibitor Confirmation Email

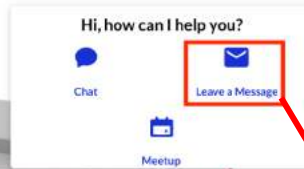
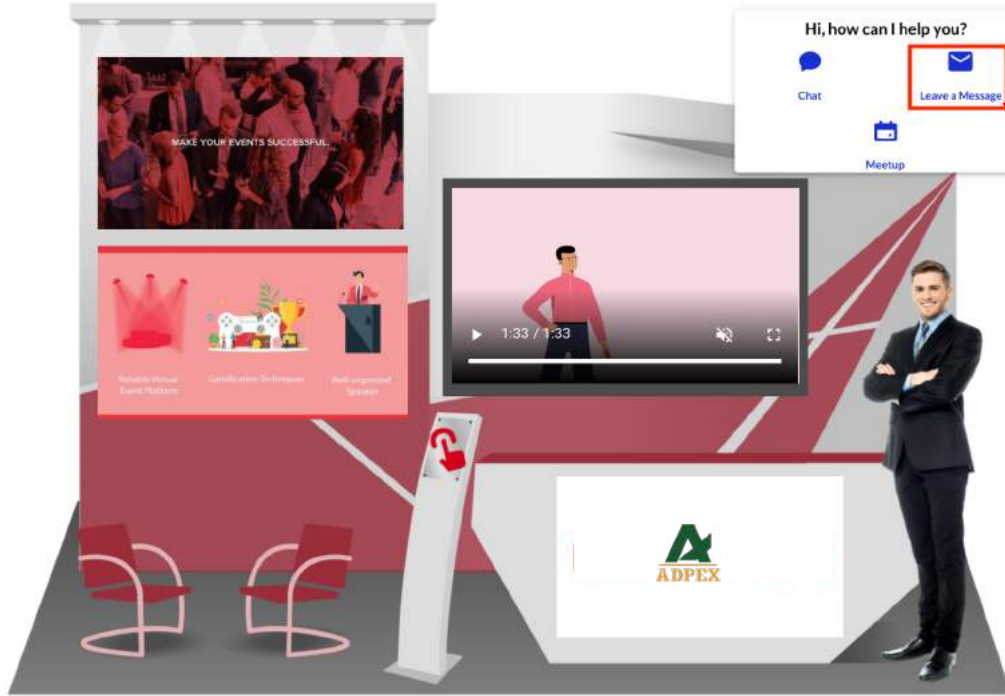


Visitor Confirmation Email



During the event – Leave a Message

1. Put the email under the booth content
2. Attendee can click the button and trigger the email to Exhibitor
3. The message will be sent to exhibitor in the form of emails




New Message

support@eventxtra.com

Subject

Best Regards,

During the event – Product Page



LobbyExhibition HallsWebinarsAbout EventXHelp CenterAbstractProduct Page

Hi, Christine Wo...

Lobby > Product Page

FILTER

Clear all


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☐ Hardware Rental Service

☐ Software Related


☐ Others



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Thank You!

If you have further enquiry,
feel free to find us at the question mark button 
or email to pharmed@pharmed.vn.