

Information about Expo Booth

Gold Sponsors

Details

- All the Expo Booths will be created on the Hopin platform by the Organizing Team.
- We will discuss the details with you.
- We can have a one to one call to show you the platform and how it looks.
- For any questions, please contact Roxana But - roxana.but@arxia.com.

Important

- We will set up an Exhibition Booth for you. You can use it as a normal conference booth, running some presentation materials (video) or someone from your team being present in person. Attendees can write in your Expo Booth Chat.
- You will have a dedicated presentation slot to present your project ideas, your work, or your products to the attendees live. Your slot will be named on the Agenda, and you will have an Hour to discuss with the audience; and we will direct the audience to your booth, which will act as your personal scene. There will be no other sponsor presenting at the same time.

Information that we need

General information

- **Vendor Name**. The name of the company, product, idea, or content. For example, a vendor name could be “Acme Co” or “Sign up list.” It’s up to you and your use case.
- **Vendor Email**. The email where all emails from attendees who click the Register Interest button will be delivered.
- **Vendor Headline**. Any short text about the vendor, e.g. vendor motto or key message.
- **Booth size**. The size reflects the importance of a vendor Booth at the event. Mini, small, medium or large - we get you covered for multiple sponsor tiers scenario.

Add Booth [Back to Booths](#)

Vendor Name required

Vendor Email required

Vendor Headline required

Booth size ?

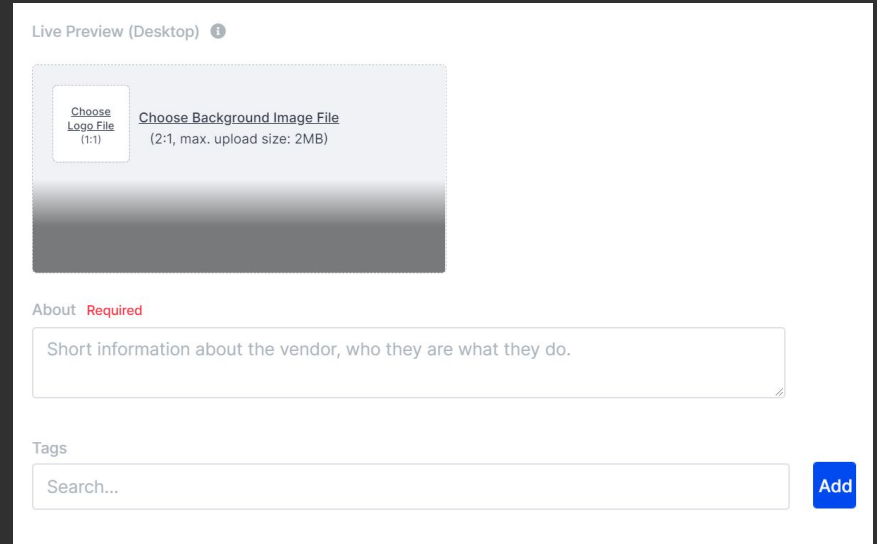
Priority (lower numbers are ordered higher) Optional

Live Preview (Desktop)

- **Live Preview (Desktop)**. Real-time preview for the Expo Booth size Background image and Logo. Make sure to have the Background and Logo image content center-aligned to fit multiple screen sizes.

Tip: Check our [guide on Image dimensions](#) to make sure your images fit just right across the event.

- **About**. A few words to make the booth more descriptive for the event attendees.



Live Preview (Desktop) ⓘ

Choose Logo File (1:1) Choose Background Image File (2:1, max. upload size: 2MB)

About **Required**

Short information about the vendor, who they are what they do.

Tags

Search...

Add

Content Provider.

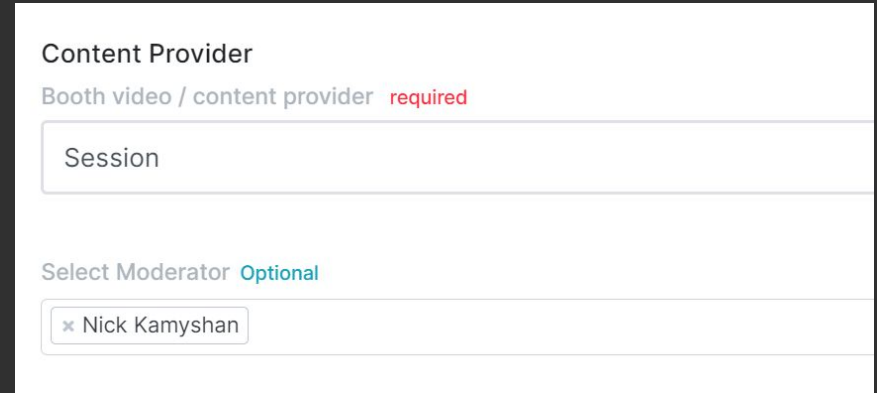
1. **Pre-recorded videos.** You can place pre-recorded videos from YouTube, Vimeo, or Wistia on the Expo. Select the Content provider, choose the provider, and paste the video ID from the hyperlink. Click Save.

YouTube playlist. Adding a YouTube playlist will let attendees select which video(s) they want to watch.

2. **Session.** Select Session to have a live chat session with up to 10 attendees who visit your Booth.

- Fallback provider (presentation mode)

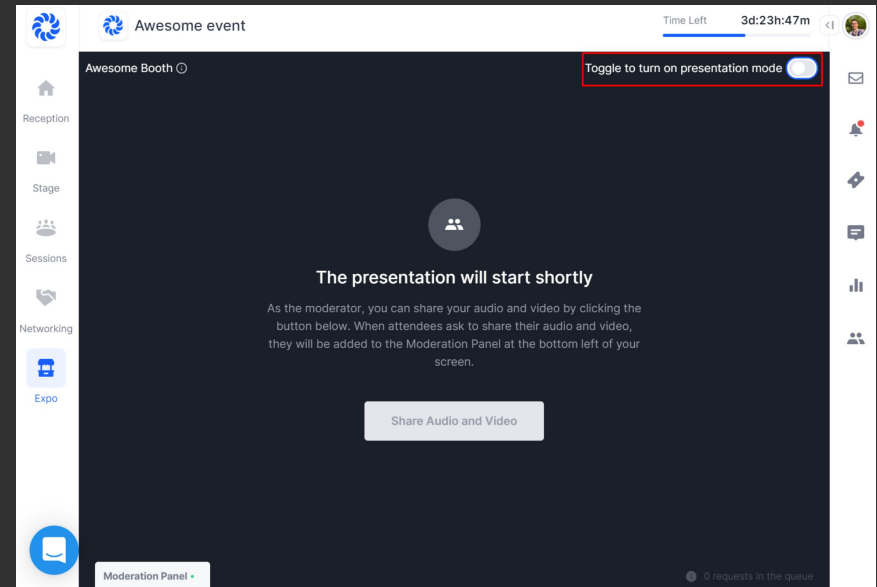
Once the Booth content provider is set to Session the Fallback provider option will become available.



The screenshot shows a configuration panel titled "Content Provider". It contains a label "Booth video / content provider" followed by a red asterisk and the word "required". Below this is a text input field containing the word "Session". Further down, there is a label "Select Moderator" followed by the word "Optional" in blue. Below this is a dropdown menu with a white background and a thin border, containing the text "x Nick Kamyshah".

Fallback provider is a video from YouTube, Vimeo, Wistia or Google Slides that are displayed while there is no one live on the Booth set to Session.

Organizers can also toggle Fallback provider ON or OFF any time.



3. **Google Slides**. The link to any Slides presentation that is published to the Web.

Content Provider

Booth video / content provider **required**

Google slides



Slide Link **required**

<https://docs.google.com/presentation/d/e/xyz>

- **Website link.** The link that will bring to the vendor's website in case the Button action is set to Link to website.
- **Twitter link.** The link to Twitter profile to get in contact with the vendor on social media.
- **Facebook link.** The link to Facebook profile to get in contact with the vendor on social media.
- **Instagram link.** The link to Instagram profile to get in contact with the vendor on social media.
- **Linkedin link.** The link to Linkedin profile to get in contact with the vendor on social media.
- **Offer.** Use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It's optional text, not tied to anything programmatically.
- **Button text.** Any short text used as a click to action for the attendees.
- **Button action.** It can be either Register interest (sends attendee emails to the vendor email on click) or Link to website (opens any website or external resource for downloading more content from the vendor).

Social

Website link **required (if Button Action is link to webpage)**

Twitter link **optional**

Facebook link **optional**

Instagram link **optional**

Linkedin link **optional**

Other

Offer(discounts/promotions) **optional**

Button text **required**

Button Action **required**

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Once the event is live, attendees can also chat with the vendor in a dedicated Booth chat.

Social

Website link **required (if Button Action is link to webpage)**

Twitter link **optional**

Facebook link **optional**

Instagram link **optional**

LinkedIn link **optional**

Other

Offer(discounts/promotions) **optional**

Button text **required**

Button Action **required**

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- If you want some extra information below the video, you can add an image, description, and media.
- After we settle the Expo, we will send it to you to get approval from you.

How do I enter my vendor booth once the event is live?

It's important to make sure you are "in" your vendor booth during the event on Hopin. This will allow you to answer questions in the Booth Chat and be on live camera to engage with visitors, if you've chosen that format.

When it's time for the event, head to the registration page five minutes before the event starts. Click Enter Event.

To enter your booth, click Expo on the lefthand side and find your booth. Click it to enter.

If it's a pre-recorded video, then your job is easy. Just man the Booth chat.

Tip: Use the Event chat to invite people to your booth.

If it's a live session, click Share Audio and Video. Make sure you've given browser permissions for Hopin to use your camera and mic.

When people request to join a live Booth, you'll see their name pop up in the Moderation panel below. Click their profile image to allow them to join. They then select their AV devices and will be on camera shortly. Click the RED button in their screen to remove them.

What does it look like

It will be visible like this on the Hopin platform



* The images are taken from other Hopin events, just as an example.

Video presentation

app.hopin.com/events/citylab-fall-2020-project-showcase/expo/271047

CityLAB Fall 2020 Project Showcase CityLAB Hamilton Time Left 1d:4h:51m

Building Climate Change Resiliency

Reception Stage Expo

Building Change Resiliency Watch later Share

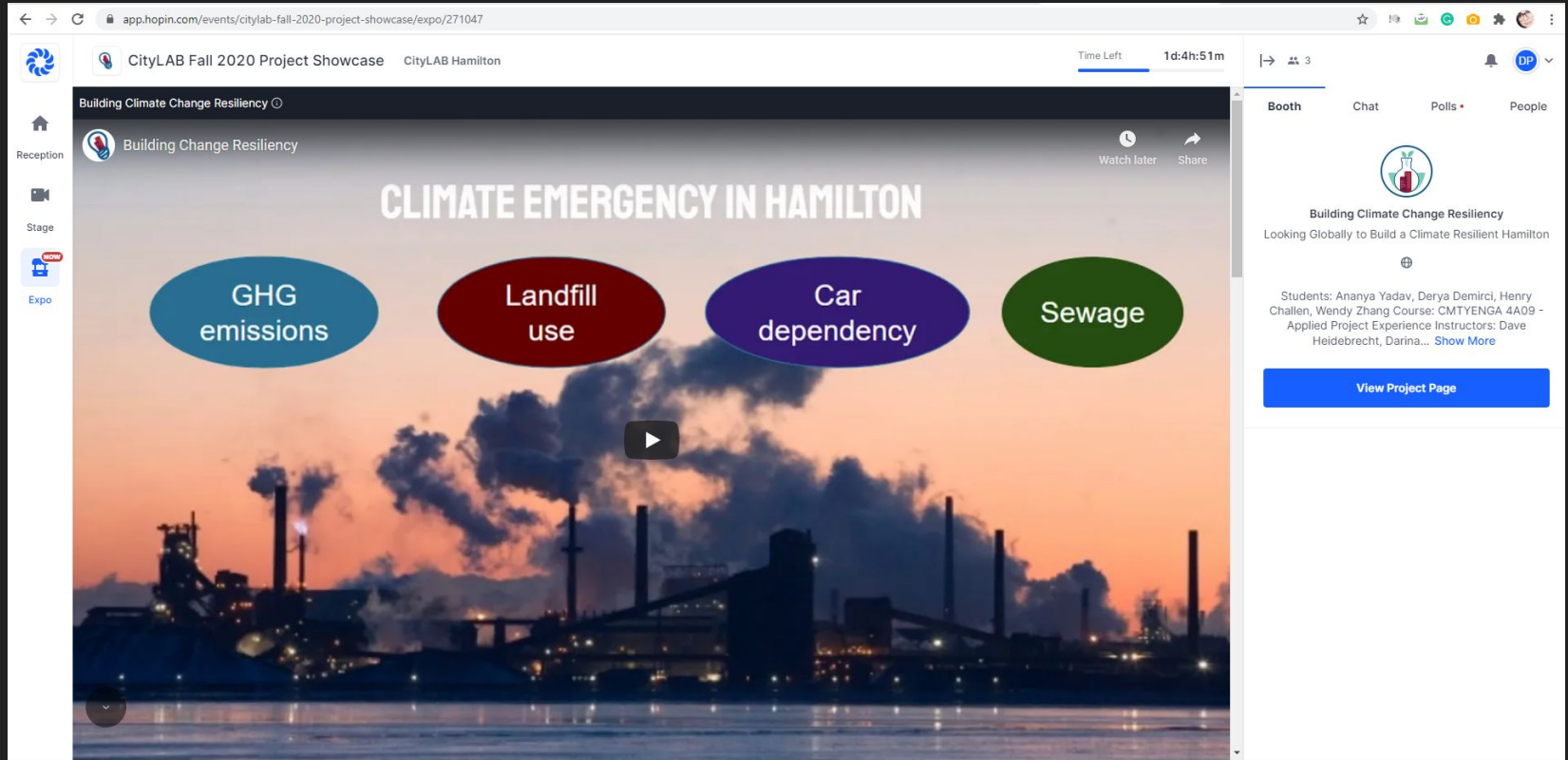
CLIMATE EMERGENCY IN HAMILTON

- GHG emissions
- Landfill use
- Car dependency
- Sewage

View Project Page

Building Climate Change Resiliency
Looking Globally to Build a Climate Resilient Hamilton

Students: Ananya Yadav, Derya Demirci, Henry Challen, Wendy Zhang Course: CMTYENGA 4A09 - Applied Project Experience Instructors: Dave Heidebrecht, Darina... [Show More](#)



Video with description below

The screenshot shows a virtual event booth interface. At the top, the event is titled "CityLAB Fall 2020 Project Showcase" and "CityLAB Hamilton". A video player is the central focus, displaying an industrial scene at sunset with a play button overlay. To the left is a navigation menu with icons for Reception, Stage, and Expo. To the right, the booth details are shown, including the title "Building Climate Change Resiliency", a description "Looking Globally to Build a Climate Resilient Hamilton", student and instructor names, and a "View Project Page" button. Below the video is a large teal banner with a logo of a flask and globe, and the text "BUILDING CLIMATE RESILIENCY Looking Globally to Build A Climate Resilient Hamilton CityLAB Semester in Residence - Ananya Yadav, Derya Demirci, Henry Challen, Wendy Zhang".

CityLAB Fall 2020 Project Showcase CityLAB Hamilton

Time Left 1d:4h:46m

Reception

Stage

Expo

Booth Chat Polls People

Building Climate Change Resiliency
Looking Globally to Build a Climate Resilient Hamilton

Students: Ananya Yadav, Derya Demirci, Henry Challen, Wendy Zhang Course: CMTYENCA 4A09 - Applied Project Experience Instructors: Dave Heidebrecht, Darina... [Show More](#)

[View Project Page](#)

BUILDING CLIMATE RESILIENCY
Looking Globally to Build A Climate Resilient Hamilton
CityLAB Semester in Residence - Ananya Yadav, Derya Demirci, Henry Challen, Wendy Zhang