

IBIC 20

International Beam
Instrumentation Conference

Virtual Platform Manual

Customization of Exhibitor and Sponsor pages



MINISTRY OF
SCIENCE, TECHNOLOGY
AND INNOVATIONS



IBIC 2020 - Virtual Platform Manual

Customization of Exhibitor and Sponsor pages

IBIC 2020 virtual platform is based on the Whova app, which segments Exhibitor and Sponsor as two separate roles. However, IBIC 2020 organizers decided to give all exhibitors both roles by default. This will give you the opportunity of interacting with delegates via virtual booths on the Exhibitor page and expose your brand in banners spread over the virtual platform as a Sponsor, both in web and mobile views.

To edit your Exhibitor and Sponsor pages you will receive two Whova links by e-mail, giving access to the pages' customization forms. This manual will guide you through these forms and describe the recommended usage of each of their fields.

Please beware that the customization forms do not require any login to be editable. Only share the links with people who are meant to manage your Exhibitor and Sponsor pages.

Exhibitor Page Customization

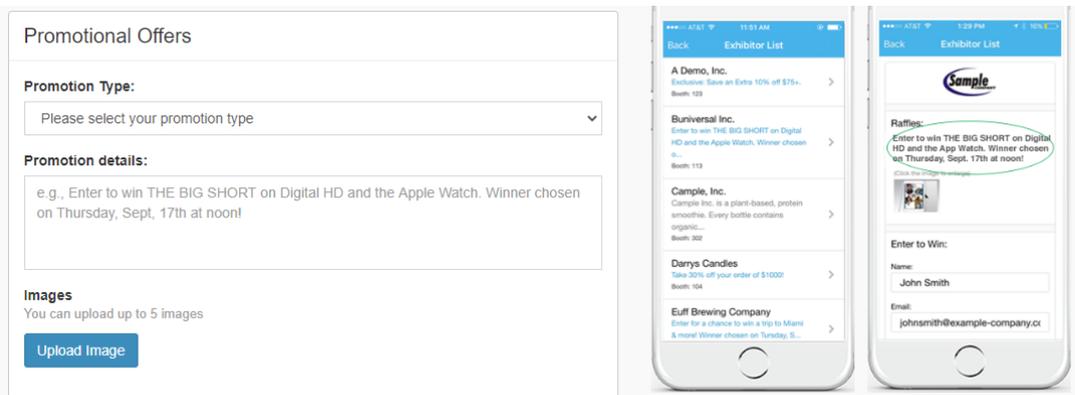
The Exhibitor page works as a virtual booth. It is dedicated to the interaction with the delegates: chat, live stream and promotions.

Promotions

We recommend you to consider using two types of promotions: coupons or giveaways. They will allow you to offer some benefit to the delegate in exchange of his/her contact information. Using the mobile app you can collect the delegate leads (contact info).

Coupons and giveaways work very similarly. The major difference is that you can limit the total number of coupons you will be distributing, while giveaways are always unlimited. Limiting the number of coupons may be desirable when offering discounts or gifts.

To create a promotion you must use the first section in the customization form "Promotional Offers".



The image shows a desktop form for creating a promotion and two mobile app screens displaying the promotion. The desktop form is titled "Promotional Offers" and includes a "Promotion Type" dropdown menu, a "Promotion details" text area with an example, and an "Images" section with an "Upload Image" button. The mobile app screens show a list of exhibitors with a promotion for "Sample" highlighted, and a form for entering to win the promotion.

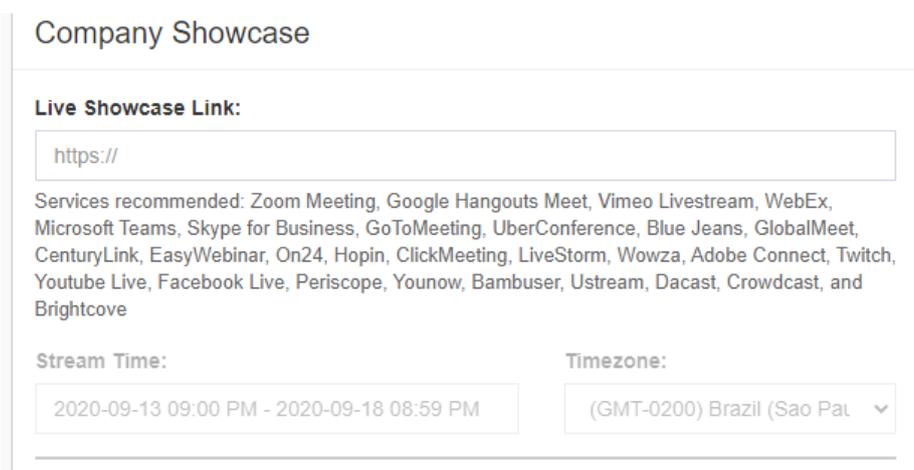
If you do not want to offer any promotion, you can click on the "Take down the promotion" button at the end of the form.

You might also insert up to 5 images to illustrate your promotion. For more information about the promotions you can also look at the "Frequently Asked Questions" on the box at the right side customization form.

Live Stream

The link to the live stream will give you the chance to interact with the participants by video call during the event. The participants will be able to join the live stream when browsing through your virtual booth (Exhibitor page).

You will be able to use your own video conference meeting room (Zoom, Microsoft Teams, Google Meet, Cisco WebEx or similar) and have full control to moderate it. You must add the link to your live session in the “Live Showcase Link” field and schedule the date and time of the stream.



The screenshot shows a form titled "Company Showcase". It contains a "Live Showcase Link:" label above a text input field containing "https://". Below the input field is a list of recommended services: "Services recommended: Zoom Meeting, Google Hangouts Meet, Vimeo Livestream, WebEx, Microsoft Teams, Skype for Business, GoToMeeting, UberConference, Blue Jeans, GlobalMeet, CenturyLink, EasyWebinar, On24, Hopin, ClickMeeting, LiveStorm, Wowza, Adobe Connect, Twitch, Youtube Live, Facebook Live, Periscope, Younow, Bambuser, Ustream, Dacast, Crowdcast, and Brightcove". At the bottom, there are two dropdown menus: "Stream Time:" with the value "2020-09-13 09:00 PM - 2020-09-18 08:59 PM" and "Timezone:" with the value "(GMT-0200) Brazil (Sao Pat)".

For best interaction with the participants, it is recommended to schedule a new stream just after ending one. This will allow the participants to look for your company in predefined times, which can be especially important when trying to cover different time zones.

The time when the bulk of attendance is expected to occur is during the live sessions on **14-18 September**. We recommend having at least one company representative online from **15h00 to 16h30 (UTC)** each day of the event.

Company Video

Besides the live stream, a link to a company video can also be provided in the Exhibitor page. However, we strongly suggest you keep the “Company Video” field unfilled and set the prerecorded company video in your Sponsor page only. This will be more straightforward for participants browsing over the virtual platform. You can experience it by yourself and check the results to decide if you want to use this field.

Company Video:

https://

Services recommended: Youtube, Vimeo, Zoom, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, VeritasTV, Crowdcast, and Wix Video

Other information

You can customize your company information such as website URL, company description, etc. and upload your logo. This logo will only be visible in the virtual booth. For setting the company banner, which will be displayed throughout the virtual platform on the web and mobile app, use the Sponsor customization form.

Company Information



Upload Logo

Phone Number:

Website:

Address:

Company Description:

Primary Contact

Contact_Name

Booth Staff

You can invite any additional staff that will be at the booth collecting leads in the Whova app.

By selecting this box, you agree to Whova's [Terms of Use](#) and [Privacy Policy](#). Whova is not responsible for any disputes between you and individuals who sign up for the offers. Whova is also not responsible for any misconduct from individuals who sign up for your offers. While this service is designed to help exhibitors get more booth traffic, Whova is not responsible for the final result. You agree and acknowledge that Whova is entitled to modify, improve or discontinue any of its services at its sole discretion and without notice to you even if it may result in you being prevented from accessing any information contained in it.

Submit

You can simply ignore the “Primary Contact” and “Booth Staff” fields. They will be already set up by IBIC 2020 organizers based on the information sent upon registration. If you do need to change those fields, please contact comercial2@fbeventos.com.

Once you are done, you can submit your form after checking the Terms of Use and Privacy Policy agreements. You may use this form as many times as you want to refine your virtual booth and reschedule live streams.

Sponsor Page Customization

The Sponsor page can be used as a showcase, sharing advertisement videos and the company banner. This area is intended to expose your brand, and you may use up to two videos to showcase and advertise your company's offerings.

We suggest you leave the “Live Showcase” field unfilled. Interactive live stream sessions are best suited in your Exhibitor page. Alternatively, you can simply fill the “Live Showcase” field with a secondary video link. When asked for entering the stream date and hour, you can simply ignore it or enter the whole time period of the event. The scheduled hour affects only live streams, not videos.

The link to the company video (Youtube, Vimeo, Zoom, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, VeritasTV, Crowdcast, and Wix Video) must be added in the “Company Video” box.

The image shows a screenshot of a web form titled "Company Showcase". The form is divided into two main sections. The top section, "Live Showcase Link:", is enclosed in a red border and contains a text input field with the placeholder "https:// secondary video link here (if any)", a "Stream Time:" field with the value "09/14/2020 12:00 AM - 09/18/2020 11:59 PM", and a "Timezone:" dropdown menu set to "UTC". The bottom section, "Company Video:", is enclosed in a green border and contains a text input field with the placeholder "https:// primary video link here".

Next, you may insert the company information, upload and edit the logo (banner) and submit your form.

Company Information



Upload Logo

Phone Number:

Website:

Address:

Company Description:

A short demo video prepared by the IBIC 2020 organizers is available [online](#). You can use it to have an idea of the expected results of the Exhibitor and Sponsor pages customization.

If you have any further queries or would like to schedule a live session with our support team, do not hesitate to contact Julia Pizani (comercial2@fbeatos.com).

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