

EXSE2021 EXHIBITOR WELCOME PACK

SETTING UP YOUR BOOTH

Customizing your exhibit booth is quick and easy. Just make sure you have everything on hand before you get started:

WHAT YOU'LL NEED

- A desktop web browser
- Company description, LinkedIn ID, and Website URL
- Versions of your logo on a white or preferred colour background
- Roll-up banner (800px, 2000px)
- A promotional video for participants to see (MP4, 50MB maximum file size) (optional)
- Up to 3 documents for download (each <10MB) such as a coupon or 'goody bag' item for visitors to takeaway

GETTING STARTED

1. Visit www.eventzoo.io and login with your email and temporary password (you will have received this via email when you registered!)
2. Select 'ExSE 2021' from the Events List
3. Visit 'My Booth'
4. You've entered the Booth Configurator! To customise your booth to your brand, complete the Information, Design, and Options sections
5. Save your changes and you're good to go!

ON THE DAY

Be ready to go live at 9:30am UK TIME

1. Log in to www.eventzoo.io and select 'EXSE 2021' from the events list
2. Click on Go Live! during the event hours to connect with visitors
3. Time to network! Visitors will be able to interact with any materials you uploaded to your customised booth
4. Visitors will be able to message you via our in-built chat function. For Gold members, you will also be able to connect with visitors via video conference link

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We've got a jam-packed programme of speakers you'll not want to miss, including:

Why You're Missing Out on Tomorrow's Talent
Ben Miller (Latitude Project)

AR Product Visualisation
Vincent McAtamney (VINTEC Immersive)

Realising Innovation in Your SME
David Adlington (The Consortium)

How to Win a Queen's Award for Enterprise
Graham Broughton (Graham Broughton Consulting)

Perfect PR in 20 Minutes!
Sarah Brockwell (sarahBee marketing)

The Pop-Up Shop Revolution
Carlo Giordani (Pioppo)

Climbing the Ladder: From Rock Bottom to Success
Lee Strachan (Galactica Group)

Creating Social Media Content to Increase Sales
James Berg (Picaroons)

Getting Customers Faster, Easier and for Less Money
James Sinclair (Partyman Group)

Check out our full list of speakers
exse.co.uk/speakers

45+
speakers share
their stories



How do I interact with delegates visiting my booth?

All booths have the built-in chat functionality to interact with visitors. Exhibitors with a Gold package can also live video conference with visitors directly on the platform. The platform will generate the video link for you. Simply click 'Info Session' to start a meeting.

Alternatively, if you'd prefer to use your own video conferencing software, you can enter your own meeting URL in the Booth Configurator. Enter 'My Booth', select 'Options', check the 'Info Session' box, and enter your URL in the space provided.

As an exhibitor, can I attend other sessions at the festival?

Absolutely! The event has been designed to be flexible for both delegates and exhibitors to drop in and out throughout the day. We have a range of networking sessions, masterclasses, and keynote speeches for you to attend. You can view the agenda and enter each virtual zone, including our World Café and Main Auditorium, via the Event Zoo dashboard.

What happens if someone visits my booth while I am away?

Delegates will still be able to interact with and access the materials at your booth. If a visitor sends you a message while you are away, our doorbell system will alert you, so be sure to keep your sound on. You also have the ability to reschedule times to connect with visitors if you are busy. Ideally you should be at the stand during the core hours of the exhibition.

What are the core hours for the exhibiting?

Most delegates will visit the exhibition during the breaks between sessions (Tuesday and Wednesday: 12-1pm; 2:30-3:30pm and 4:30-5pm. Thursday: 12-1pm and 2:30-3:30pm). These core hours are when the booths will experience the most (virtual) footfall, so it's advisable to man your stand during these times. It also gives you the opportunity to maximise your exhibiting time whilst still having the flexibility to attend sessions.

Do I need to keep my booth open in my browser throughout the event?

We recommend keeping your booth chat window open in your browser so that you can connect with visitors quickly and efficiently. However, if the chat window is not open when a visitor sends a message, you will still receive a doorbell audio alert.

Can more than one person man a booth?

If you would like some assistance manning your booth, they will need to register as a delegate. Registration for delegates is free and will give them access to the whole of the festival. You will also be able to share video links with them so that they can connect with visitors. Register as a delegate here:

exse.co.uk/delegate-registration/

Who do I contact if something goes wrong?

We hope your time at ExSE will go off without a hitch. But, if you have any questions during the event or need further support, get in touch here: info@bestgrowthhub.org.uk. We will be monitoring the inbox throughout the festival and a member of the team will be in touch asap to assist you.

Don't forget
Be ready to go live
at 9:30am UK TIME