

# EXHIBITOR GUIDE

For TMS2021 CONNECT Online Virtual Event Platform

Profile set up

Virtual Booth set up

Virtual Leads

Qualifying Questions

Virtual Sessions

Scheduled Appointments

On Demand Appointments

During the event



# EXHIBITOR PROFILE

- Profile
- Basic Information
- Marketing Materials
- Search Keywords
- Logo
- Products

### Basic Information

Save ⓘ

Company Name	Booth
Bravura Technologies	
Email	Website
salesnspa@457bravuratechnologies.com	http://www.bravuratechnologies.com
Phone	Address
2019876655	1 main st
Address2	City
suite 500	Sarsota
State	Country
FL	USA
Zip	Twitter
46789	https://twitter.com/Bravura_Tech

Don't forget to SAVE!

Edit your company website, phone, address, and a brief description of your company, as well as available social media links.



# PROFILE: MARKETING MATERIALS

You can also add links to a video or website

**Marketing Materials**

To add a new item, click on Add, enter the required information. When you are done, click on Save to save your changes.

Name	Collateral		
Non-Emergency Medical Transportation	19SA033+KS-duals-transp-5-panel-eng-sp-flip_v1_ES.pdf		
Value-Added Benefits - English	19SA159+KS+BAAG-brochure-Eng_v4.pdf		
Value-Added Benefits - Español	19SA159+KS+BAAG-brochure-Eng_v4_SP+WEB.pdf		
About Aetna Better Health of Kansas	19SA159+KS+BAAG-brochure-Eng_v4.pdf		
About Aetna Better Health of Kansas	19SA159+KS+BAAG-brochure-Eng_v4.pdf		
KanCare Renewal	19SA159+KS+BAAG-brochure-Eng_v4.pdf		
KanCare Renewal	19SA159+KS+BAAG-brochure-Eng_v4.pdf		

Files can be in any format, including video formats but are limited to 10 MB each. If you have a large file, create a link to it and use the Add Link feature.

**Upload Document**

Name

Collateral  No file chosen

Click on 'Choose File' to upload

Upload PDF documents, press releases and any other materials to your company profile. This material is available to the event attendees. Select Upload document, enter a name and select a file and click on upload.



# PROFILE: SEARCH KEYWORDS

**Search Keywords** Save

Enter keywords that best describe your company and/or products. The more keywords you define, the greater the chances of your company appearing, when attendees search for products and services. Please note the keywords cannot include BLANK spaces or any special characters.

Only alphanumeric characters, hyphen and underscore are supported.

Keyword 1 Medicaid	Keyword 2 United_Healthcare
Keyword 3 KanCare	Keyword 4 Sunflower_Healthcare
Keyword 5 Healthcare	Keyword 6 vision
Keyword 7	Keyword 8

Enter keywords that best describe your company and/or products. The more keywords you define, the greater the chances of your company appearing when attendees search online or on the app.

**\*Note, keywords cannot include blank spaces or any special characters. Only alphanumeric characters, hyphen and underscores are supported.**



# PROFILE: LOGO

The screenshot shows the 'Exhibitors' section of a website. At the top, there is a search bar with the text 'Enter your Keyword' and a magnifying glass icon. Below the search bar are three filter buttons: 'Computer Software', 'Multinational Technology', and 'Consumer Products'. The main content is a table of exhibitors with columns for 'Logo', 'Company Name', and 'Booth'. The table lists 10 exhibitors, including 3M, Bravura Technologies, LLC, Altex Solutions Group, LLC, Amatrol, Inc., American & Efid LLC, Avalon Eyewear, Inc., Bay Product Development, BHC, Inc. - Brulin, Bio-Cide International, and Blue Bird Corporation. At the bottom of the table, it says 'Showing 1 to 10 of 57 Entries' and has pagination controls with the number '03' highlighted.

Overlaid on the right side of the screenshot is a modal window titled 'Upload Logo'. It contains a 'Logo' label, a 'Choose File' button, and the text 'No file chosen'. Below this, it says 'Click on 'Choose File' to upload'. At the bottom of the modal is a large blue 'Save' button.

Upload a logo for your company that appears next to your company listing on **CONNECT** app or online.

**Suggested size: square  
300x300**

Attendee's view of the exhibitor listing

# PROFILE: PRODUCTS

**Add products for your company. Users will be able to view your products and related information. You can add up to 150 products.**

Profile

Basic Information

Marketing Materials

Search Keywords

Logo

Products

Product Details

Import

Add

Delete All



Name

Description












(No Information Available)



**Add: Enter or edit the product name, description and a picture of the product. Suggested size for the image is a 200x100 rectangular image.**

**You can also Import an .xls file with your product information. Click on Import and download the sample file, update it with your product information and follow the instructions to import. The file must be .xls file (not .xlsx) and must be in the same format as the sample provided.**

# PRODUCT DETAILS

Name	Description				
Bravura APPOINTMENT	Robust and intelligent appointment-setting logic assists with availability, qualification, and even auto-scheduling. Planners can establish rules to allow for minimal administration and user ease. Organizers can view, modify, or fine tune appointments at any time.				
Bravura GAMIFICATION	Event planners simply define the locations for each hunt and display the unique QR code generated for each location. Planners can also view a list of users that have checked in at each location.				
Bravura REGISTRATION	Provides a seamless registration experience for your attendees pre-event, onsite and in-app				

View the documents for this product

Add documents for this product


Edit the product details

Enter or edit the product name, description and a picture of the product. Suggested size for the image is a 200x100 rectangular image.


### Edit Product Details

Name  
Bravura GAMIFICATION

Description  
Event planners simply define the locations for each hunt and display the unique QR code generated for each location. Planners can also view a list of users that have checked in at

Image  
product2.jpg 

File upload success



Save



# VIRTUAL BOOTH

Virtual Events

Sessions

Appointments

Virtual Booth Staff

Virtual Leads

Virtual Booth

Qualifying Questions



This will define your virtual booth setup

The event organizer assigns you a booth



# VIRTUAL BOOTH

## Virtual Booth Information

Save

Tag line 1 (optional, 100 characters limit, this will show on the left of your logo in the virtual exhibit booth)

Bravura Technologies

Tag line 2 (optional, 100 characters limit, this will show on the right of your logo in the virtual exhibit booth)

Event Technology for your In-Person, Hybrid and Virtual Events!

Graphical image that attendees will click to watch the promotional video (REQUIRED image size: 600x420, limited to 500 KB in size)

Video\_Display\_Bravura.png



Promotional video about your company (mp4 file limited to 25 MB in size)

Choose File No file chosen

Booth color option:

#0c5af5

Banner Image (size 430x560, not to exceed 500KB)

Choose File No file chosen

URL for this banner to link to



Setup two tag lines, sentences limited to 100 characters each, that will appear on either side of your booth logo in the virtual booth display.

# VIRTUAL BOOTH

## Virtual Booth Information

Save

Tag line 1 (optional, 100 characters limit, this will show on the left of your logo in the virtual exhibit booth)

Bravura Technologies

Tag line 2 (optional, 100 characters limit, this will show on the right of your logo in the virtual exhibit booth)

Event Technology for your In-Person, Hybrid and Virtual Events!

Graphical image that attendees will click to watch the promotional video (REQUIRED image size: 600x420, limited to 500 KB in size)

Video\_Display\_Bravura.png

Promotional video about your company (mp4 file limited to 25 MB in size)

Choose File No file chosen

Booth color option:

#0c5af5

Banner Image (size 430x560, not to exceed 500KB)

Choose File No file chosen

URL for this banner to link to

Select a booth color

**Upload a video and an image**  
**Image:** dimensions exactly 600x420, size under 500 KB

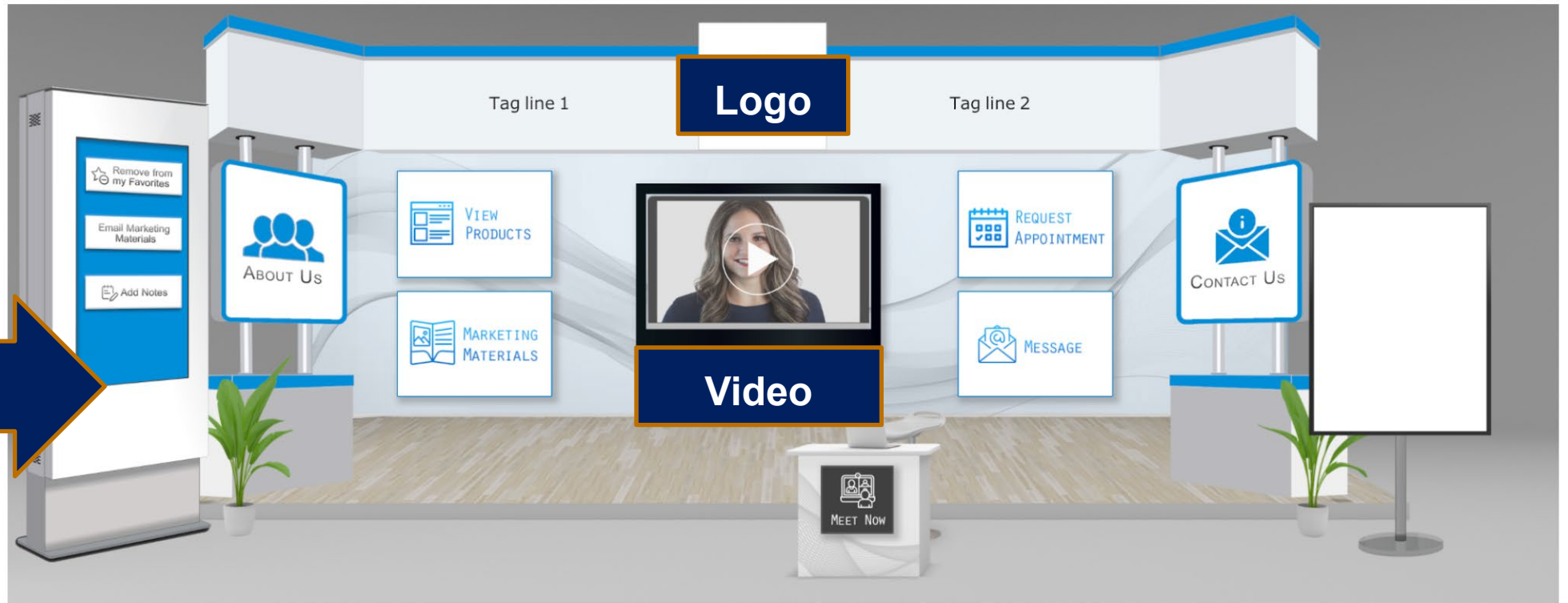
**Video:** mp4 file size under 25 MB, H264 video codec and AAC audio codec.

**Upload a banner that links to a website**  
**Image:** dimensions exactly 430x560, size under 500 KB

# VIRTUAL BOOTH

The virtual booth template might be different for your booth.

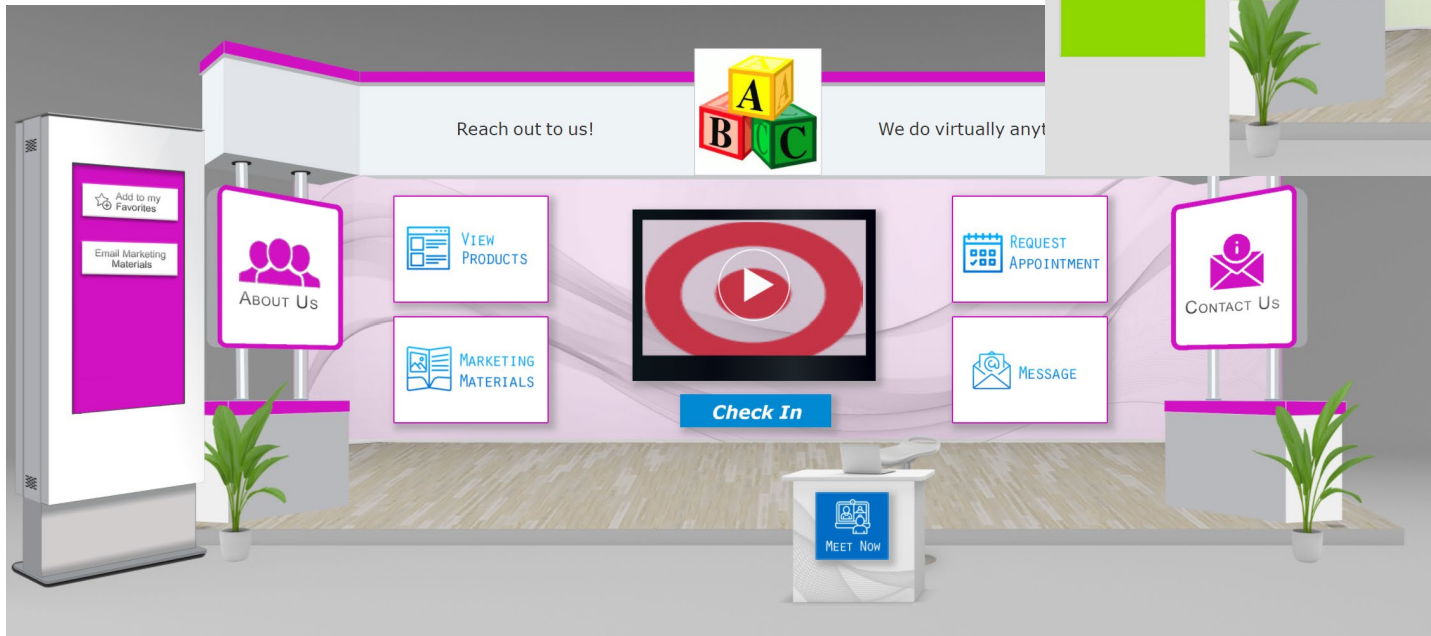
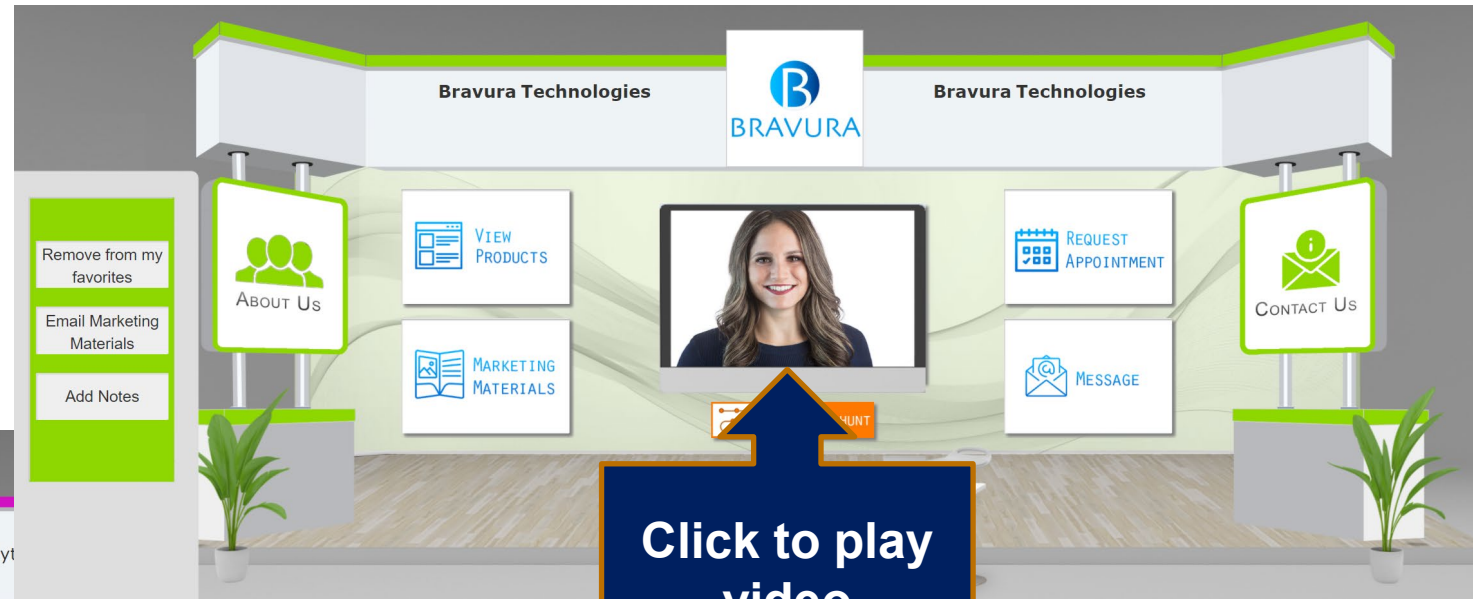
This is a preview of a sample exhibit booth that attendees will view. This display will not change based on the edits you make above.



Common functions such as Add to my favorites, Email marketing materials, notes

# VIRTUAL BOOTH

Sample color options  
(more available)



# VIRTUAL BOOTH

The additional promotional banners for a virtual booth is not available for all events.

Custom Promotional Poster Image (size 430x560, not to exceed 500KB)

No file chosen

URL for this Custom Promotional Poster to link to

Promotional Banners



**Add Promotional Banner** ×

Name

Order

Promotional video (mp4 file limited to 25 MB in size)

No file chosen

Banner Image (size 840X250, not to exceed 1 MB)

No file chosen

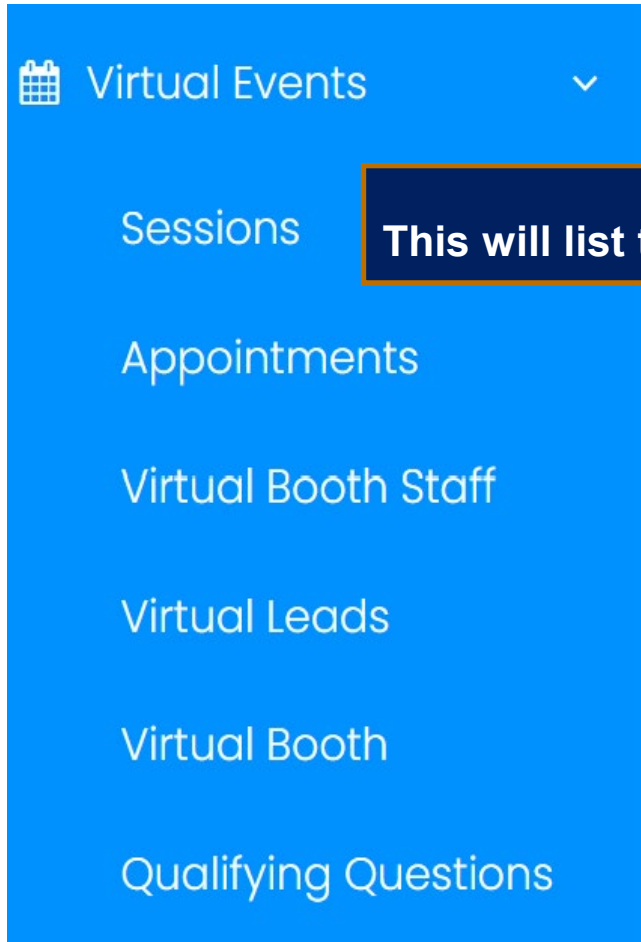
**Add up to 4 additional promotional banners, each displaying an image and pointing to a video.**

**Each image dimension should be 840x250.**

**Video: mp4 file size under 25 MB, H264 video codec and AAC audio codec.**



# VIRTUAL SESSIONS



This will list the sessions assigned to your booth.

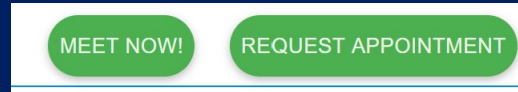
If you are presenting in a virtual session, [CLICK HERE](#) to refer to the Bravura Virtual Speaker Guide for an in-depth look at joining and managing sessions.



# VIRTUAL APPOINTMENTS: OVERVIEW

Exhibitors can be available for virtual appointments pre-scheduled by attendees, as well as on demand (Meet Now) appointments.

Attendees, using CONNECT, will be able to Request Appointment or Meet Now!



Request appointment: the attendee selects a time slot and schedules a meeting with your booth. You will see this appointment on your personal schedule in CONNECT and you can join the virtual meeting 5 minutes ahead of time.

On the Exhibitor console, you can

- set up time slots that your booth members are not available to meet with attendees
- view appointments, and assign an appointment to another staff so they can take the appointment (instead of you, the primary contact)

On the CONNECT platform, you can

- meet with attendees virtually for pre-scheduled appointments

# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the Exhibitor Console

First, define your availability for appointments. Select Virtual Booth Staff and select the Virtual Booth assignment option.

Sessions

Appointments

Virtual Booth Staff

Virtual Leads



Virtual Booth Staff

Virtual booth assignment

Select 'Available' to denote staff that are available for on demand virtual meetings with attendees. The number of individuals you can select is determined by the licenses you have available. To purchase additional licenses, navigate to the Purchase tab. Once you have selected the available staff, the next step is to you can assign each available staff member to one or more time slots using the 'Virtual booth assignment' button.

Name

Email

Use this option to set times that your team is not available for appointments. The event organizer will be setting up the common availability for all attendee-exhibitor meetings. The system assumes you are available unless you modify it here.





# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the Exhibitor Console

This lists all available time slots the event organizer has defined. Select the ones that your staff will NOT be available for.

Virtual booth availability and assignments

Save Back

These are the time periods the event organizer has defined as available for virtual appointments with attendees. If you are NOT AVAILABLE to take appointments for any of these time periods, select those slots. Select Assign Staff to assign an individual staff member to be available for on demand virtual meetings with event attendees. You can assign more than one staff to a time slot.

Time period for appointments (Check if not available)	Number of Staff Assigned	
<input type="checkbox"/> Wed, Dec 2, 2020 05:00 PM - 07:00 PM	0	Assign staff
<input type="checkbox"/> Thu, Dec 3, 2020 09:00 AM - 10:00 AM	1	Assign staff
<input type="checkbox"/> 5 AM - 12:00 PM		

Don't forget to SAVE!

Select this check box, if NOT available

This is not required for Scheduled Appointments. You can assign individual appointments, see next page.



# VIRTUAL APPOINTMENTS: SCHEDULED

## This is on the Exhibitor Console

Here, you will see a list of appointments scheduled for your booth. This lists appointments that attendees scheduled with your booth. You can join these appointments in CONNECT Online. Select each appointment to assign to another booth staff for them to take the appointment, instead of you.

**Appointments** Virtual booth availability and assignments

Name	Company	Subject	Date	Start Time	Type	
CBI CB2	Clean Beam	hi	Mon, Oct 05, 2020	02:20 PM	Scheduled by attendee	<a href="#">Join Virtual Meeting</a>

You can join the virtual meeting a few minutes prior to the start time. We recommend you join these appointments from the CONNECT platform

# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the Exhibitor Console

If you, as the primary contact, are not able to participate in all the scheduled appointments, you can assign the appointments to another booth staff who can join the meetings virtually using the CONNECT platform.

The screenshot displays the 'Appointments' section of the Exhibitor Console. At the top right, there is a link for 'Virtual booth availability and assignments'. Below this, a 'Join Virtual Meeting' button is visible. The appointment details are as follows:

<b>Subject</b> hi	<b>Date</b> Mon, Oct 05, 2020
<b>Start Time</b> 02:20 PM	<b>End Time</b> 02:35 PM
<b>Description</b>	<b>Appointment with</b> CBI CB2

Navigation buttons 'Back' and 'Assign Appointment' are located to the right of the appointment details.

Assign the appointment to another booth staff. They will see it on the CONNECT platform under their schedule

# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the CONNECT online platform



Step 1: Click on this icon to access your personal schedule on the CONNECT platform

Step 2; Select the correct appointment

### Appointments

Scheduled	Requests For Me	Requested By Me	Cancelled	Rejected By Others	Past
Subject	Start Time	Appointment with			
On Demand attendee meetings	Mon, Oct 05, 2020, 02:00 pm				

### Details

[Back](#)

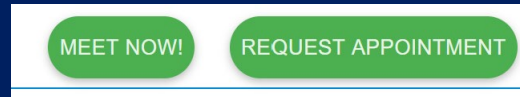
[Join Virtual Meeting](#)

<b>Subject</b>	On Demand attendee meetings
<b>Date</b>	Mon, Oct 05, 2020
<b>Start Time</b>	02:00 pm
<b>End Time</b>	05:00 pm

Step 3: Join the meeting, available 5 minutes before scheduled start time!

# VIRTUAL APPOINTMENTS: MEET NOW!

Attendees, using CONNECT, will be able to Meet Now!



Meet now: the attendee selects MEET NOW! to instantly launch a meeting with you or someone at your booth. Be sure to have someone available during the time periods you have selected as available.

On the exhibitor console, you can

- set up time slots that your booth members are not available to meet with attendees
- assign time slots to one or more staff (licensed) so they can participate in Meet Now On Demand meetings (instead of the primary contact)

You are assumed to be NOT AVAILABLE for On Demand meetings unless you assign staff to specific slots.

On the CONNECT platform, you can

- meet with attendees virtually for On Demand meetings

# VIRTUAL APPOINTMENTS: MEET NOW

This is on the Exhibitor Console

First, define who is available for Meet Now. You can only assign a certain number of booth staff based on licenses you have purchased. To purchase additional licenses, you can check the Purchase option on the left menu.

- Sessions
- Appointments
- Virtual Booth Staff
- Virtual Leads
- Virtual Booth
- Qualifying Questions

To assign staff for On Demand meetings

**Virtual Booth Staff** Virtual booth assignment

Select 'Available' to denote staff that are available for on demand virtual meetings with attendees. The number of individuals you can select is determined by the licenses you have purchased. To purchase additional licenses, navigate to the Purchase tab. Once you have selected the available staff member to one or more time slots using the 'Virtual booth assignment' button.

	Email	
Akima Contact	Judy.McCoy@akima.com	Set to: Unavailable
Allison May	allison.may@akima.com	Set to: Available

Set each staff to be Available for On Demand meetings. You can only assign a certain number.



# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the Exhibitor Console

Next, you can assign the designated booth staff to time slots when they will be available for On Demand meetings with attendees.

Virtual booth availability and assignments

Save

Back

Wed, Sep 30, 2020 10:30 AM - 11:00 AM

0

Assign staff

Fri, Oct 2, 2020 05:00 PM - 10:00 PM

0

Assign staff

Mon, Oct 5, 2020 09:30 AM - 12:00 PM

0

Assign staff

Mon, Oct 5, 2020 02:00 PM - 05:00 PM

0

Tue, Oct 6, 2020 09:00 AM - 10:00 AM

0

Tue, Oct 6, 2020 02:00 PM - 05:00 PM

0

Wed, Oct 7, 2020 09:00 AM - 10:00 AM

0

Assign the On Demand slots to booth staff. An email is sent to notify the staff about the assignment.

This slot has been assigned to two staff members

Mon, Oct 5, 2020 02:00 PM - 05:00 PM

- Attendee1 Company1
- Attendee2 Company1

# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the **CONNECT** online platform

Once you have assigned slots to staff, on the days of the event, they will login to **CONNECT Online** and navigate to their **My Schedule / Appointments** and join the virtual meeting pre-created on their schedule for the current time.



**Step 1: Click on this icon to access your personal schedule on the CONNECT platform**

**Step 2; Select the correct slot for the current time**

Appointments					
Scheduled	Requests For Me	Requested By Me	Cancelled	Rejected By Others	Past /
Subject	Start Time	Appointment with			
On Demand attendee meetings	Mon, Oct 05, 2020, 02:00 pm				

Details		Back
		Join Virtual Meeting
<b>Subject</b>	On Demand attendee meetings	
<b>Date</b>	Mon, Oct 05, 2020	
<b>Start Time</b>	02:00 pm	
<b>End Time</b>	05:00 pm	

**Step 3: Join the meeting, available 5 minutes before scheduled start time!**





# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the **CONNECT** online platform

Each staff determines if they want to let in additional attendees while they are in a virtual meeting. Use this option to control if you want to meet with more than one attendee at a time.

Attendees will be routed to another available staff if you set the option to meet with exclusively with one attendee. Or, if no one is available, they will be asked to try later.

The screenshot shows a virtual meeting interface. At the top, there are two radio button options:  Allow attendees to join. and  DO NOT allow attendees to join. A blue arrow points from a box labeled 'OPTION' to the first option. Below the options is a 'Join Audio by Computer' button. The interface also shows a 'Time Left' timer (02:10:39), a 'Phone Call' button, and a bottom toolbar with icons for Join Audio, Start Video, Security, Manage Participants, Share Screen, Chat, and More. A 'Leave Meeting' button is also visible. At the bottom, there is a note: 'If you are having technical difficulties with audio/video, please close this window for an alternate option. Or Live Chat with us!' and 'Powered by Bravura Technologies'.

A close-up of the two radio button options:  Allow attendees to join. and  DO NOT allow attendees to join.

Hold exclusive meetings by switching to this option once you are speaking with an attendee. Or use this option if you are not available/taking a break!



# VIRTUAL LEADS

Virtual leads are attendees that connected with you using the app or online attendee console. You can see the name and company of the user and you can also view what they did. Virtual leads are users who:

- Viewed your exhibitor details
- Sent you or someone in your organization a message
- Met with you or a staff, via a virtual appointment
- Added your company to their Favorites list
- Checked into your booth/participated in Scavenger Hunt

**Attendees Accessing Your Info**

This lists all attendees who have interacted with your booth via the TMS2021 Virtual Event Online or App.

[Export Leads](#)

Name
Quaylan Allen
Chapman University
Justine Adelizzi

[View](#)

**Don't forget to export your virtual leads after the event**

# VIRTUAL LEADS

What attendees do...

Attendees use the **CONNECT** platform to reach out to exhibitors.

Greater Kansas City Psychological Association

Request Appointment   Email Marketing Materials   Add to my favorites   Message   Back

 <https://gkcpa.org>  
11010 King Street, Suite 105, Overland Park, KS 66210 USA

 <https://www.facebook.com/greaterkcpsychologicalassociation>

Shows up in virtual leads

While this view does not show the entire contact information, when you export the leads to MS-Excel format, all contact information for each of the leads will be available. In addition, the MS-Excel will contain the qualifying questions and the responses to the qualifying questions.

Name	Origin
Cynthia Trager Palm Beach State College	View, Added to favorites
Michael Stokes University of Miami	View, Added to favorites
Marcy Glassford Utah Valley University	View, Message, Appointment, Added to favorites
Emily Siegel Campus Labs	View

# SCAVENGER HUNT SPONSORSHIP

An attendee has to respond to qualifying questions if they check in to your booth, if you are part of the Scavenger Hunt Sponsorship. (\$1,000 USD)

Create a set of questions that you want to record for each lead captured.

You can set up questions for a free text response or multiple choice answers.

Select **ADD QUESTION** to get started.

Select from a predefined type

The screenshot shows a two-step process for creating a question. Step 1, 'Choose Question Type', is highlighted in blue. It lists four options:

- Multiple Choice Question with Single Response** (checked with a blue checkmark):
  - Option 1 (radio button)
  - Option 2 (radio button)
  - Option 3 (radio button)
  - Option 4 (radio button)
- Multiple Choice Question with Multiple Responses** (checkbox):
  - Option 1 (checked checkbox)
  - Option 2 (checked checkbox)
  - Option 3 (checkbox)
  - Option 4 (checkbox)
- Yes/No Question with Single Response** (checkbox):
  - Yes (radio button)
  - No (radio button)
- Question with Free Text Response** (checkbox):
  - Free text input field

Step 2, 'Choose Options', is currently empty.

# QUALIFYING QUESTIONS

The screenshot shows a two-step process for creating a question. Step 1, 'Choose Question Type', is highlighted in green. Step 2, 'Choose Options', is highlighted in blue. Below the steps, there is a text input field for the question, currently containing 'Insert Question Here'. Below this, there are ten rows of options, each with a label (Option 1 through Option 10) and a text input field. The first row shows 'Option 1' with 'No Response' in the input field, and 'Option 2' with 'option 1' in the input field. The remaining rows show 'option 2' through 'option 9' in the input fields. At the bottom of the form, there are two buttons: 'Back' and 'Finish'.

- **Question with Free Text Response: Capture text/notes**
- **Multiple Choice Question with Single Response: Select ONE option from a list of options.**
- **Multiple Choice Question with Multiple Responses: Select MANY options from a list of options.**

**These are just templates, you can edit both the question and the options. You are limited to 10 options.**

**You cannot edit a question that has already been used.**

# QUALIFYING QUESTIONS

Qualifying Questions Collapse All Add Question i

Select "Add Question" to create your own set of qualifying questions for each lead you track. Drag and drop questions to reorder them.

**Drag and drop to reorder**

1 DID YOU? - ✎ 🗑️

Type: Choice Selection Type: Multiple

Question: DID YOU?

**Edit or Delete**

2 Multiple Choice Question with Single Response - ✎ 🗑️

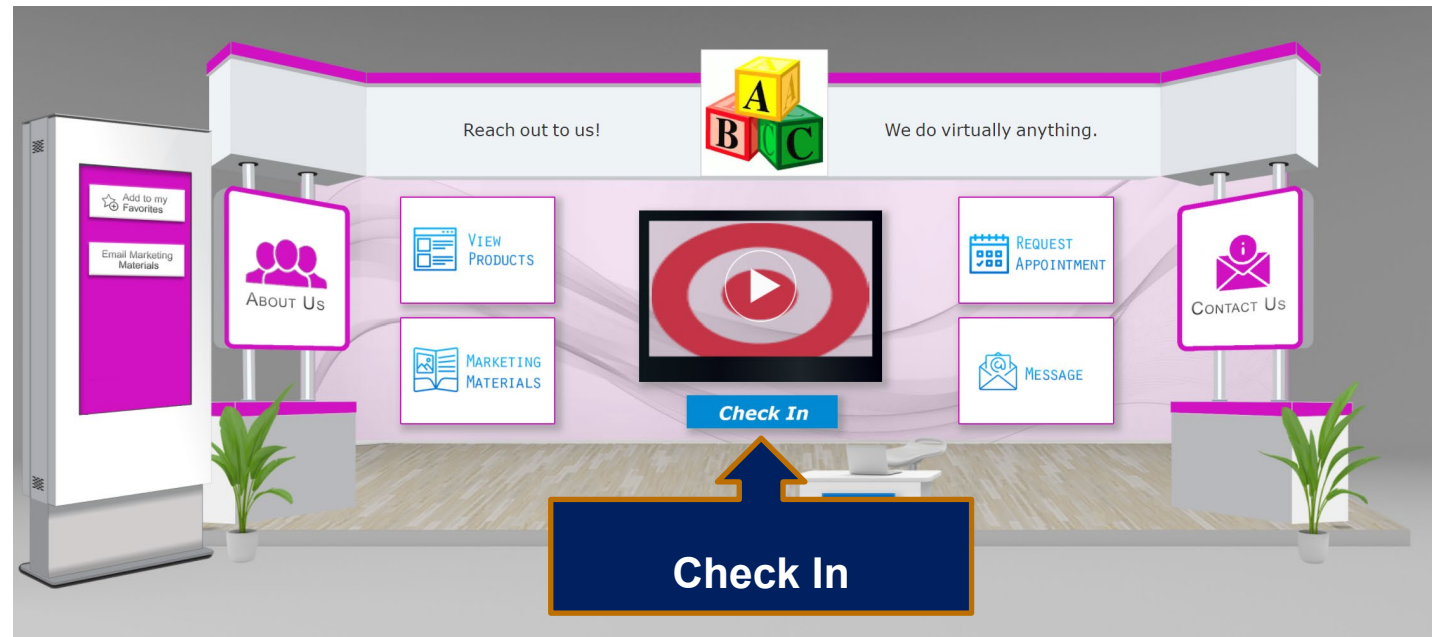
Type: Choice Selection Type: Single

Question: Multiple Choice Question with Single Response

# QUALIFYING QUESTIONS

Qualifying questions get used in 2 places:

1. If your event has a Scavenger Hunt and your booth is participating in the Hunt, then attendees are prompted to enter responses to your questions when they Check In to your booth. Check In is an option available for your booth if you are participating in the Hunt.
2. If you are logged in to CONNECT as the primary booth contact, you can view your Virtual Leads and add responses to qualifying questions for each of your virtual leads.



# DURING THE EVENT: EXHIBITORS ON CONNECT ONLINE

- During the event, all exhibitor booth staff will login using the CONNECT Online platform to take appointments and respond to messages (and attend sessions if they have access).
- When messages are sent to an exhibitor or appointments are requested, the primary contact also receives an email notification for each appointment and message. The primary contact will use the CONNECT platform to view and respond to the message or meet with the attendee using the virtual appointment feature.
- If the primary contact is busy, not available or in other meetings and cannot take an appointment, they can assign the appointment to another staff member using the Exhibitor console. Appointments cannot be assigned in the CONNECT portal.
- If the primary contact does not plan on being available during the meeting dates, they should share their credentials with another staff member
- Primary contact: Use the same credentials you used to login to the exhibitor console on the CONNECT platform as well.
- Additional staff: login with your individual credentials to the CONNECT platform