



**DIA 2021**  
GLOBAL ANNUAL MEETING

**VIRTUAL**  
JUNE 27-JULY 1

# **DIA 2021 Global Annual Meeting**

## **Exhibit Portal Training Guide**

# Sign in

The [Exhibit Portal](#) will allow your company's Primary, Secondary, and Marketing contacts upload all content related to your booth for this event.

## To login in, follow these simple steps:

1. Enter the email address you used to register for the event
2. Password: *provided to you by DIA*
  1. Upon first log in, you will be prompted to set a new password
  2. If you cannot remember your confirmation code or password, please click Forgot Password to reset
3. Company Code: This is a unique code that will be provided by DIA



Sponsor Portal

**SIGN IN**

[Forgot password?](#)

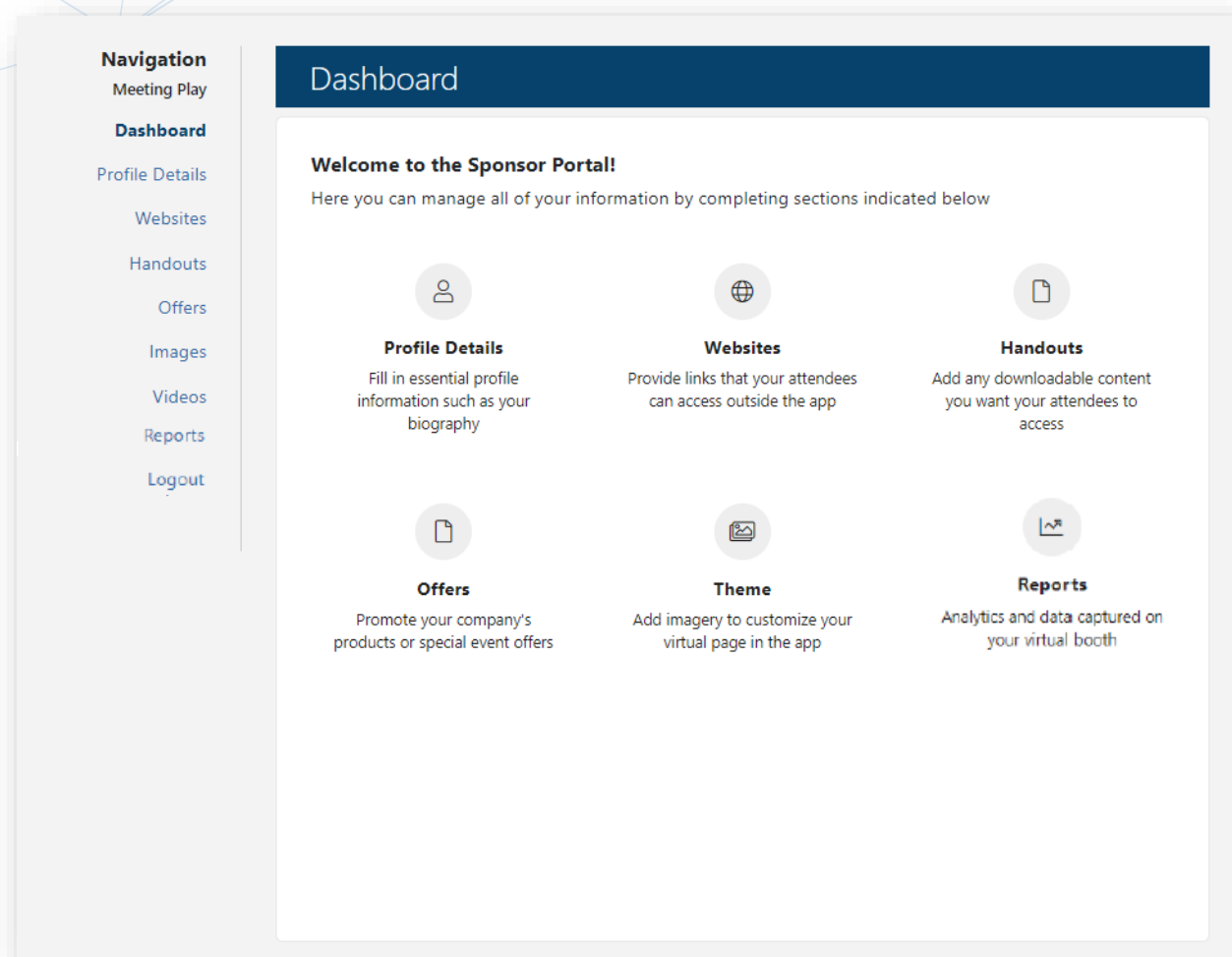


# Dashboard

From the dashboard you can you can easily select areas of your booth to manage!

The dashboard provides a brief explanation of key areas of the booth.

**Please note:** any information omitted will simply not display in your booth. (It will not look "empty" to attendees)



The screenshot shows a web dashboard for a sponsor. On the left is a navigation menu with the following items: **Navigation** (Meeting Play), **Dashboard** (highlighted), Profile Details, Websites, Handouts, Offers, Images, Videos, Reports, and Logout. The main content area is titled "Dashboard" and contains a "Welcome to the Sponsor Portal!" message. Below the message are six interactive cards, each with an icon and a brief description: **Profile Details** (person icon) - "Fill in essential profile information such as your biography"; **Websites** (globe icon) - "Provide links that your attendees can access outside the app"; **Handouts** (document icon) - "Add any downloadable content you want your attendees to access"; **Offers** (tag icon) - "Promote your company's products or special event offers"; **Theme** (image icon) - "Add imagery to customize your virtual page in the app"; and **Reports** (line graph icon) - "Analytics and data captured on your virtual booth".



# Company Details

Company Details allows you to provide basic information about your company. These details will appear to attendees in the Overview section of your booth.

- Update how the name of your company displays in your booth
- Add a company description
  - 1,000 character limit
  - Cannot include links or markup
- Your company description is included in the keyword search!

## Profile Details

Fill in essential profile information such as your biography

**Company Name** (50 characters max) \*

Meeting Play

**About Your Company** (1000 or less characters recommended; do not include links or markup)

Save



# Websites

The Websites tab allows you to add up to 5 links for attendees to click and view outside of the event platform. These links will appear to attendees in the Websites section of your booth.

Requirements:

- Link Label – 45 character limit
- Links in http:// or https:// format

## Websites

Provide links that your attendees can access outside the app

When entering URL's **include** http:// or https://. You may have up to 5 websites. 45 character max for labels

<b>Label One</b> (45 characters max)	<b>URL One</b>
<input type="text"/>	<input type="text"/>
<b>Label Two</b> (45 characters max)	<b>URL Two</b>
<input type="text"/>	<input type="text"/>
<b>Label Three</b> (45 characters max)	<b>URL Three</b>
<input type="text"/>	<input type="text"/>
<b>Label Four</b> (45 characters max)	<b>URL Four</b>
<input type="text"/>	<input type="text"/>
<b>Label Five</b> (45 characters max)	<b>URL Five</b>
<input type="text"/>	<input type="text"/>



# Downloads/Handouts

Handouts allows you to add downloadable resources for attendees to view and save. These handouts will appear to attendees in the Downloads tab in your booth. (Up to 10)

Files must be:

- 10MB or less
- PDFs (recommended), .DOC or .DOCX (accepted)
- You must include a sort order to save your handout

Each handout can be named and designated an order in which it will appear in your booth. Files can be removed or edited. Attendees can download and save these handouts to their devices. Attendee clicks of each download will show on reporting pulled in the portal.

## Handouts

Add downloadable resources for attendees. Please **remove spaces** from the file names before you upload and ensure your files are **under 10MB**.

Accepted Formats: [.PDF](#), [.DOC](#), [.DOCX](#) (10 handouts max)

\*PDF is the preferred file type. Prior to uploading your document please ensure there are no spaces or special characters in the file name.

Handout Name (100 characters max) \*

Sort Order \*

File to Upload \*

Choose File No file chosen

Save

### Previously Uploaded Handouts

Order	Handout Name	File Type	Delete
1	<a href="#">Download Sample 1</a>	pdf	<a href="#">remove</a> <a href="#">edit</a>
2	<a href="#">Download Sample 4</a>	docx	<a href="#">remove</a> <a href="#">edit</a>



# Giveaways

From the Giveaways tab, one can provide a description of the giveaway and inform attendees on what they need to do to qualify (up to 5)

**Each offer can include:**

- Title – 100 characters max
- Sort order (to determine the display in your booth)
- Description – 500 characters
- External Link
- Image – 400px x 200px .JPG or .PNG

Giveaways can be removed, previewed, and edited. Clicks will show on the click report found in the sponsor portal.

**Please Note: If an offer is removed, it will not show on reporting.**

Ideas of how to conduct a Giveaway/Raffle

- Link to form via an external link (ex. Survey Monkey)
- Use the Survey/Poll feature in your booth
- Pull the report of who visited your booth & generate a random winner
- Use the "Drop Business Card" Feature & generate a random winner

**Offers**

Promote your company's products or special event offers (**10 offers max**)

**Title** (100 characters max) \* **Sort Order** \*

**Description** (500 characters max) \*

**Link to Product**

When entering URL's include http:// or https://.

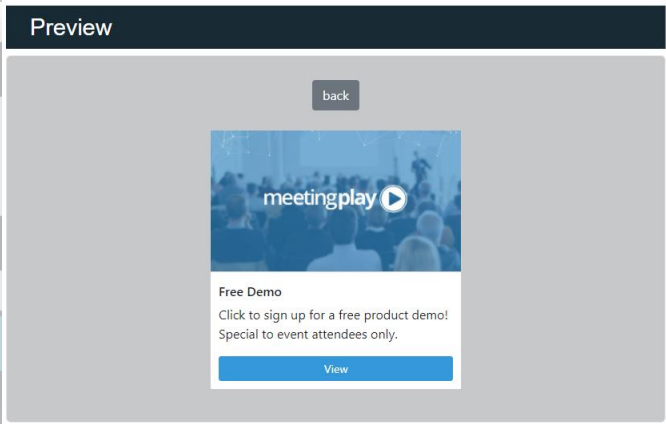
**Add Product Image** \*

No file chosen

Upload a JPG or PNG - **400px wide by 200px tall** that will appear on your product card

**Previously Uploaded Offers**

Order	Offer Name	Delete
1	Free Demo	<input type="button" value="remove"/> <input type="button" value="preview"/> <input type="button" value="edit"/>



Remember:  
Submit the [Giveaway Form](#) by June 3 to be included in the Giveaway Listing!



# Images

Images allows you to customize your virtual booth branding.

You can upload the following:

- Thumbnail – 200px x 200px
  - This image will display on attendees Followed page and in the Hall listing
- Virtual Hall Logo – 533px x 260px
  - This image will display on the virtual Hall page and in your booth

## Theme

Add imagery and more to customize your virtual branding

### Thumbnail

[Choose Image](#)

JPG or PNG **200px wide by 200px tall**

Will display in attendees' followed items

### Virtual Hall Logo

[Virtual Hall Logo](#)

JPG or PNG **533px wide by 260px tall**

Will display on virtual exhibit hall page with your company's tile





# Videos

Videos allow you to upload commercials and other video content that will play in your booth. (Up to 4)

## Video Suggestions:

- Recommended max length 10 minutes
- If uploading an MP4 file, its best to compress the file to the specs suggested in the portal

## Acceptable files:

- External MP4 link
  - **Example:** <https://www.test.com/video.mp4>
- MP4 File
- YouTube Link

Drag and drop uploaded videos to change the order in which they will play in your booth.



## Videos

Add video(s) that will play in your booth. Multiple videos will loop in your specified sort order.

Use the 'Add New' option below to add video(s) to your booth. Once uploaded, use the grid icon to the left of each video to drag and drop the videos in the order you would like them to play in the booth.

[There are 3 options to process your video\(s\) to the booth.](#)

1. External MP4 Link: These are MP4 links that are hosted on an external video platform. i.e. <https://www.test.com/video.mp4>
2. Upload MP4 File: Upload an MP4 File directly to the platform
3. YouTube Link: Drop in a YouTube video link

You may load a max of 4 videos.

19046e96167f0c79a58856561468dbce6fb38582.mp4

Delete

watch?v=vHZFmLPmOs8

Delete

vHZFmLPmOs8

Delete

Add New

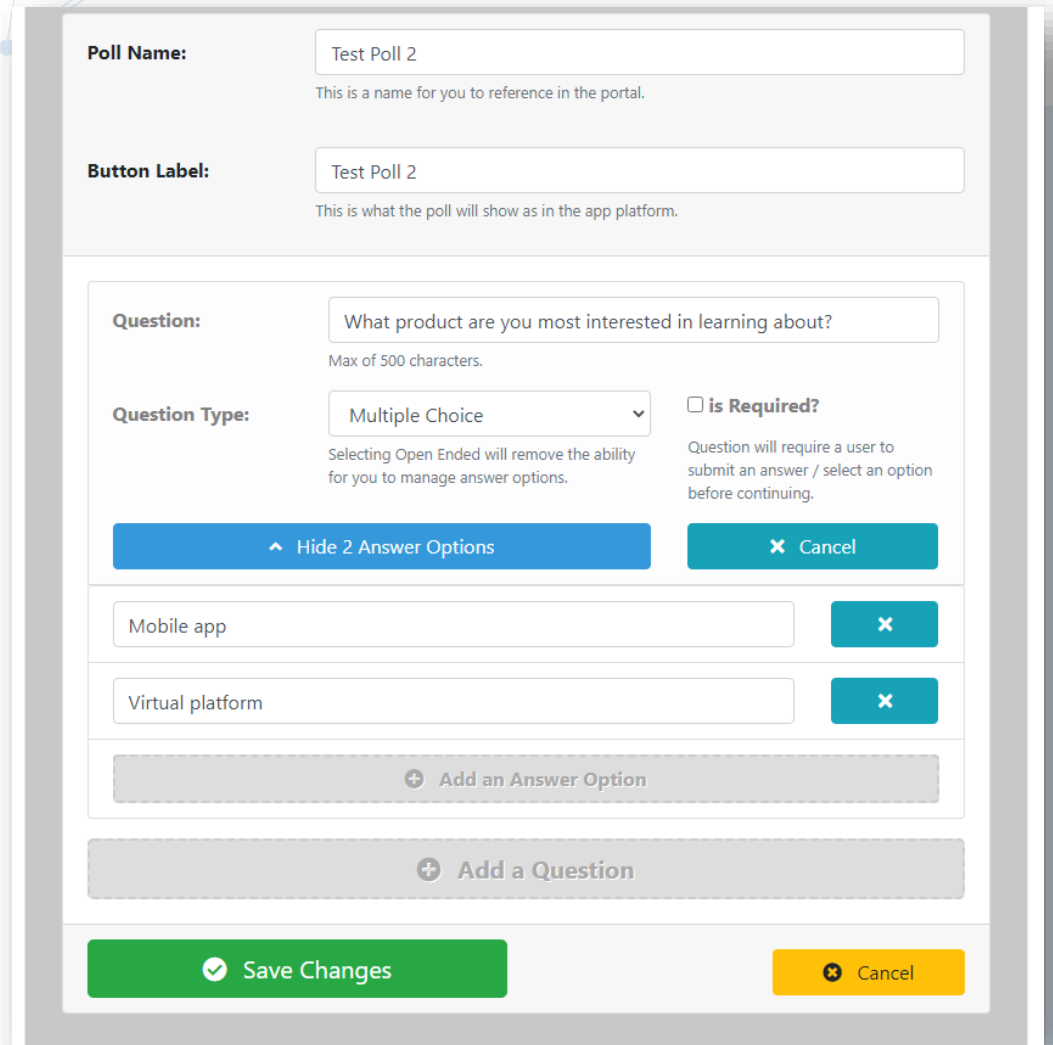


# Polls

Polls allow you to receive feedback from attendees. The polls will appear to attendees in the Take Poll tab in your booth

Things to note:

- Each booth can have up to 2 polls
- Questions can be multiple choice or open ended
- Set specific questions as required by checking the box to the right of question type.
- See polling results in the reports section of the portal
- *Please Note: Polls cannot be edited and/or deleted after an attendee submits a response.*



The screenshot shows a poll creation form with the following fields and options:

- Poll Name:** Test Poll 2 (with a note: "This is a name for you to reference in the portal.")
- Button Label:** Test Poll 2 (with a note: "This is what the poll will show as in the app platform.")
- Question:** What product are you most interested in learning about? (with a note: "Max of 500 characters.")
- Question Type:** Multiple Choice (with a note: "Selecting Open Ended will remove the ability for you to manage answer options.")
- is Required?**  (with a note: "Question will require a user to submit an answer / select an option before continuing.")
- Buttons:** "Hide 2 Answer Options" (blue), "Cancel" (teal), "Save Changes" (green), and "Cancel" (yellow).
- Answer Options:** "Mobile app" and "Virtual platform" (each with a delete "x" button), and a dashed box for "Add an Answer Option".
- Footer:** A dashed box for "Add a Question".



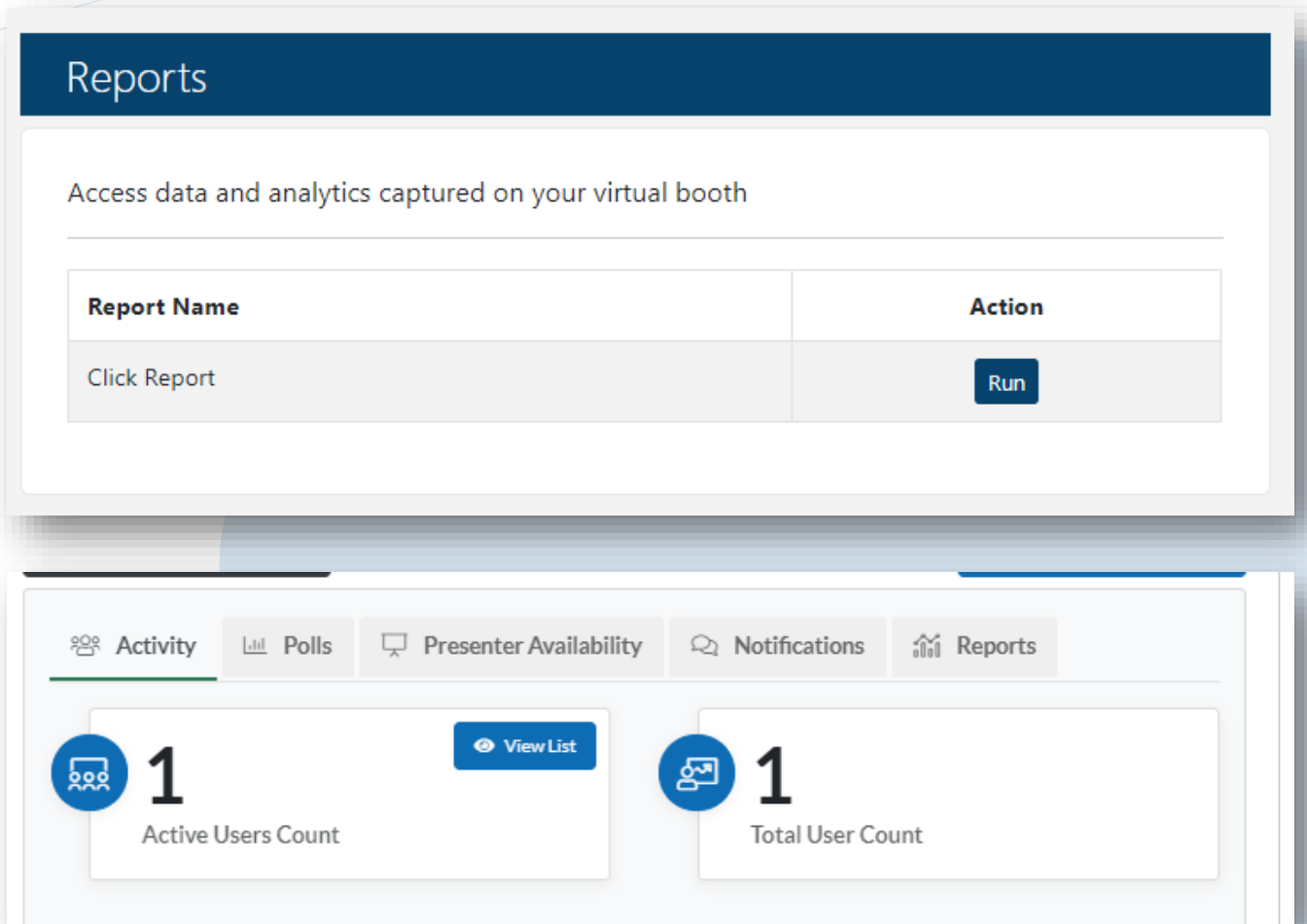
# Reports

Any available data and analytics captured in your virtual booth will be available via the reports tab.

Reports update roughly every 15 minutes however we recommend pulling these reports after the live event sessions.

You may view attendee visits at a glance in your booth at any time throughout the event.

Please note: Only attendees who opt in to share their information with sponsors are included in these reports.




**Reports**


Access data and analytics captured on your virtual booth

Report Name	Action
Click Report	<a href="#">Run</a>

---

**Activity** | Polls | Presenter Availability | Notifications | **Reports**

 **1**  
Active Users Count [View List](#)

 **1**  
Total User Count





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**DIA 2021 Global Annual Meeting**

**Virtual Booth - Attendee Perspective**

# Exhibit Showcase Listing

**Exhibitors**

**Featured**

- Ellucian**  
Powering What's Next in Higher Education  
Ellucian is the provider of software and services higher education institutions need to enhance o ...
- Facebook**  
Facebook helps you connect and share with the people in your life.  
Facebook Inc. operates as a social networking company worldwide. The company engages in the devel ...
- MeetingPlay**  
At MeetingPlay, we work with you individually to create custom event Apps that m ...
- Teradata**  
Analytics, Data Lakes and Data Warehouses Unified in the Cloud  
Teradata delivers real-time, intelligent answers, leveraging 100% of the relevant data, regardles ...

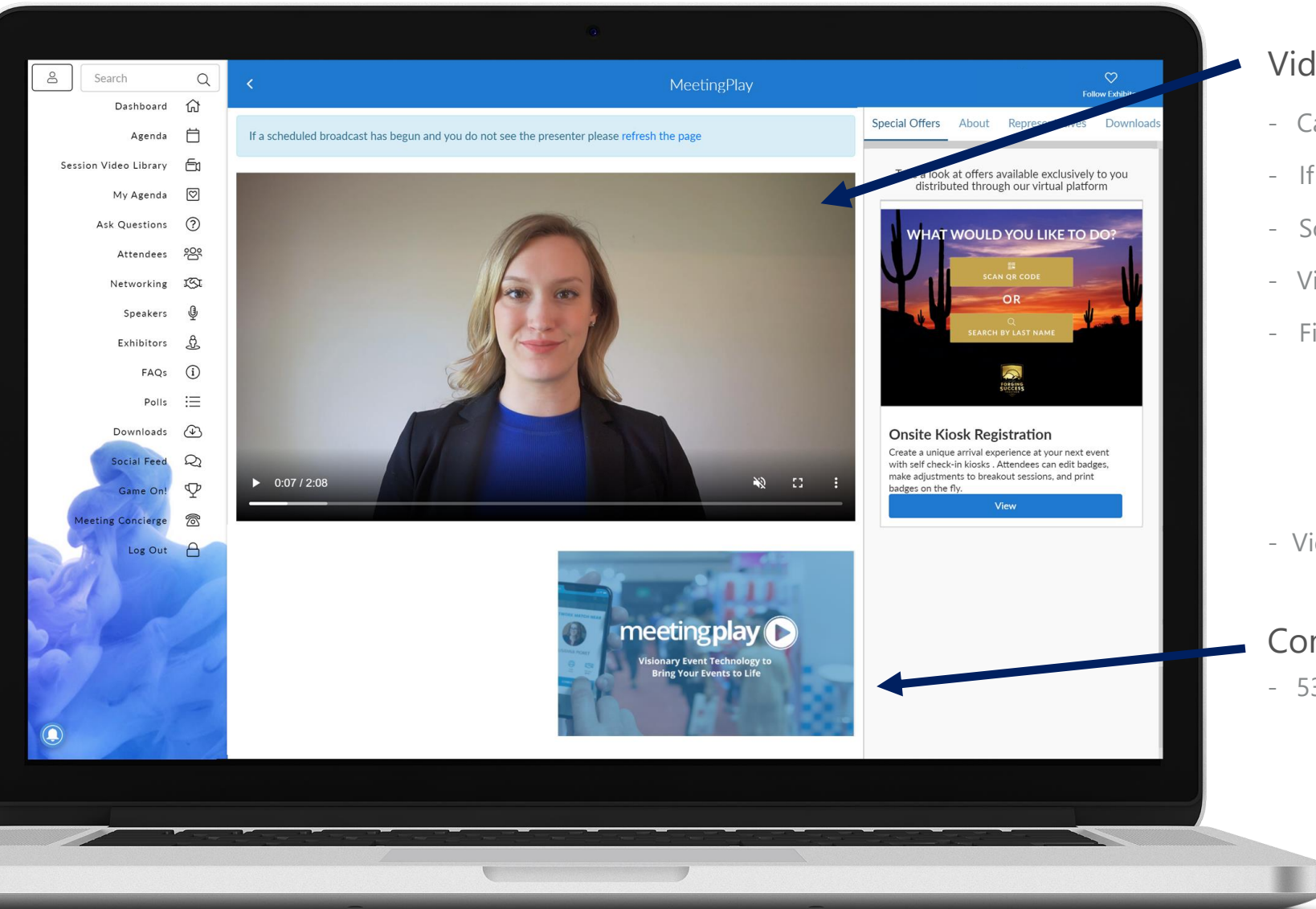
**Participating**

- Dell**  
Turn it up to 11.  
Dell Technologies Inc. designs, develops, manufactures, markets, sells, and supports information ...
- Microsoft**  
Microsoft  
Our mission is to enable people and businesses throughout the world to realize their full potenti ...
- Motorola**  
Motorola created the mobile communications industry. We invented most of the protocols and techno ...
- PSAV**  
Technology Meets Inspiration  
PSAV offers a wide array of planning, design and technology solutions to create awe-inspiring eve ...
- SUSE**  
We adapt. You succeed.
- Valve**  
At Valve we make games, Steam, and hardware.

## Exhibitor Listing

- Logo
- Company Name
- Company Description

# Exhibitor Page



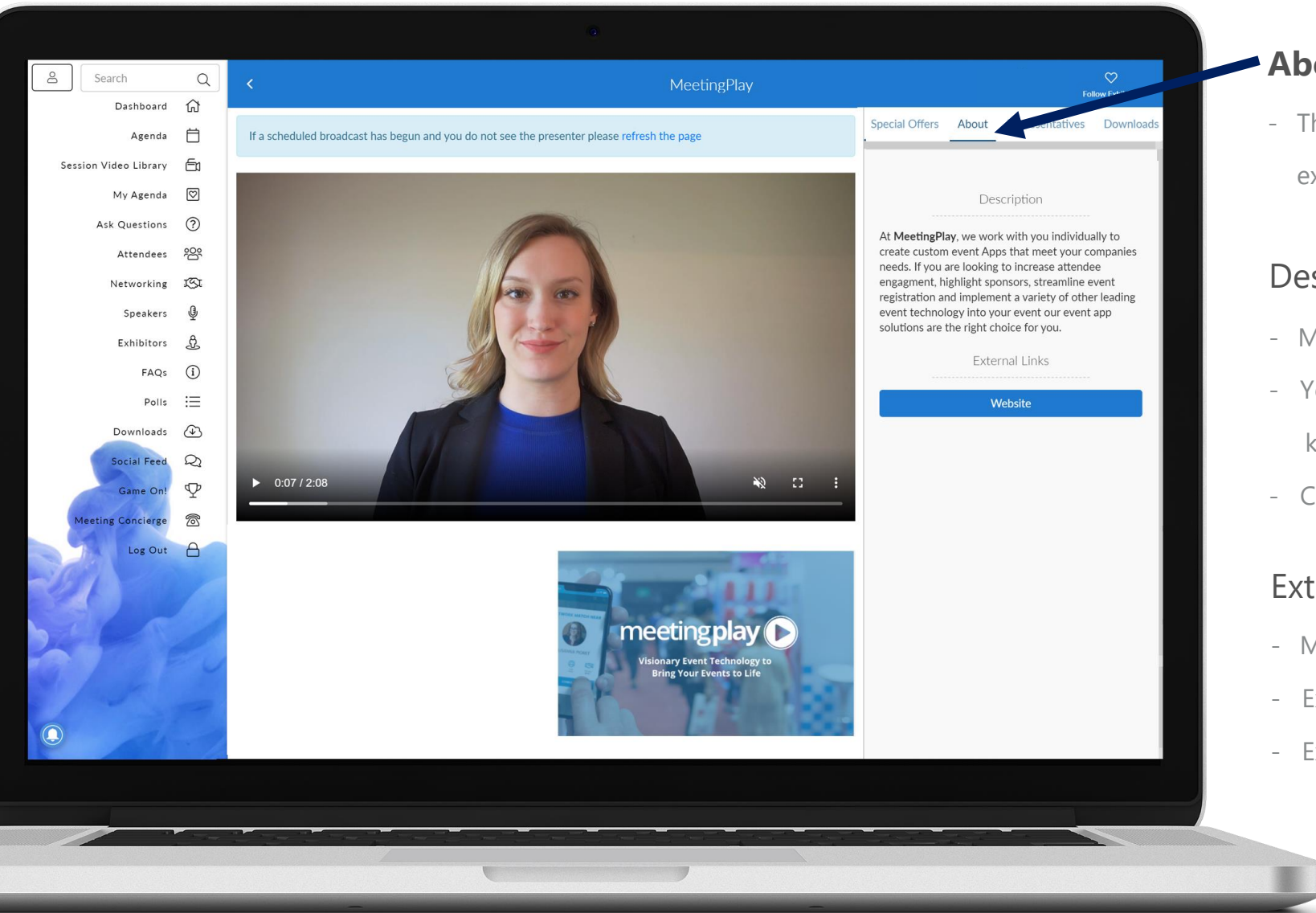
## Videos

- Can have up to 4 videos
- If you have more than 1 video, they will loop
- Sort order can be set to select order played
- Videos can be uploaded through the portal
- File Types Accepted:
  - External MP4 link
  - MP4 File
  - YouTube Link
- Video length recommended to not exceed 10 minutes

## Company Logo

- 533px by 260px JPG or PNG

# Exhibitor Page



## About

- The about tab displays the company description and external website links

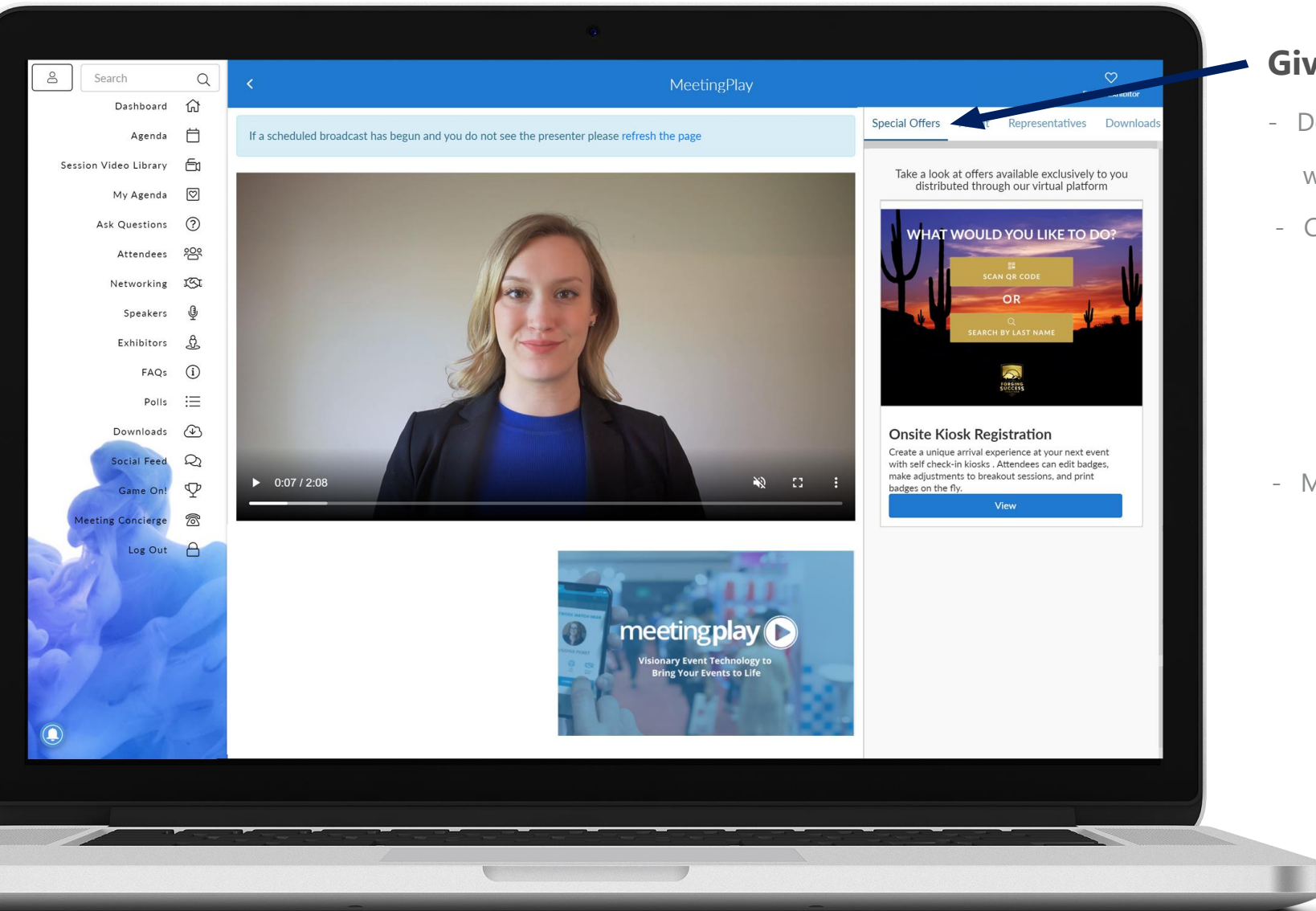
## Description

- Maximum 1000 characters
- Your company description is included in the keyword search!
- Cannot include links or markup

## External Links

- Maximum of 5
- External URLs must include http:// or https://
- External link label name: 45 characters max

# Exhibitor Page

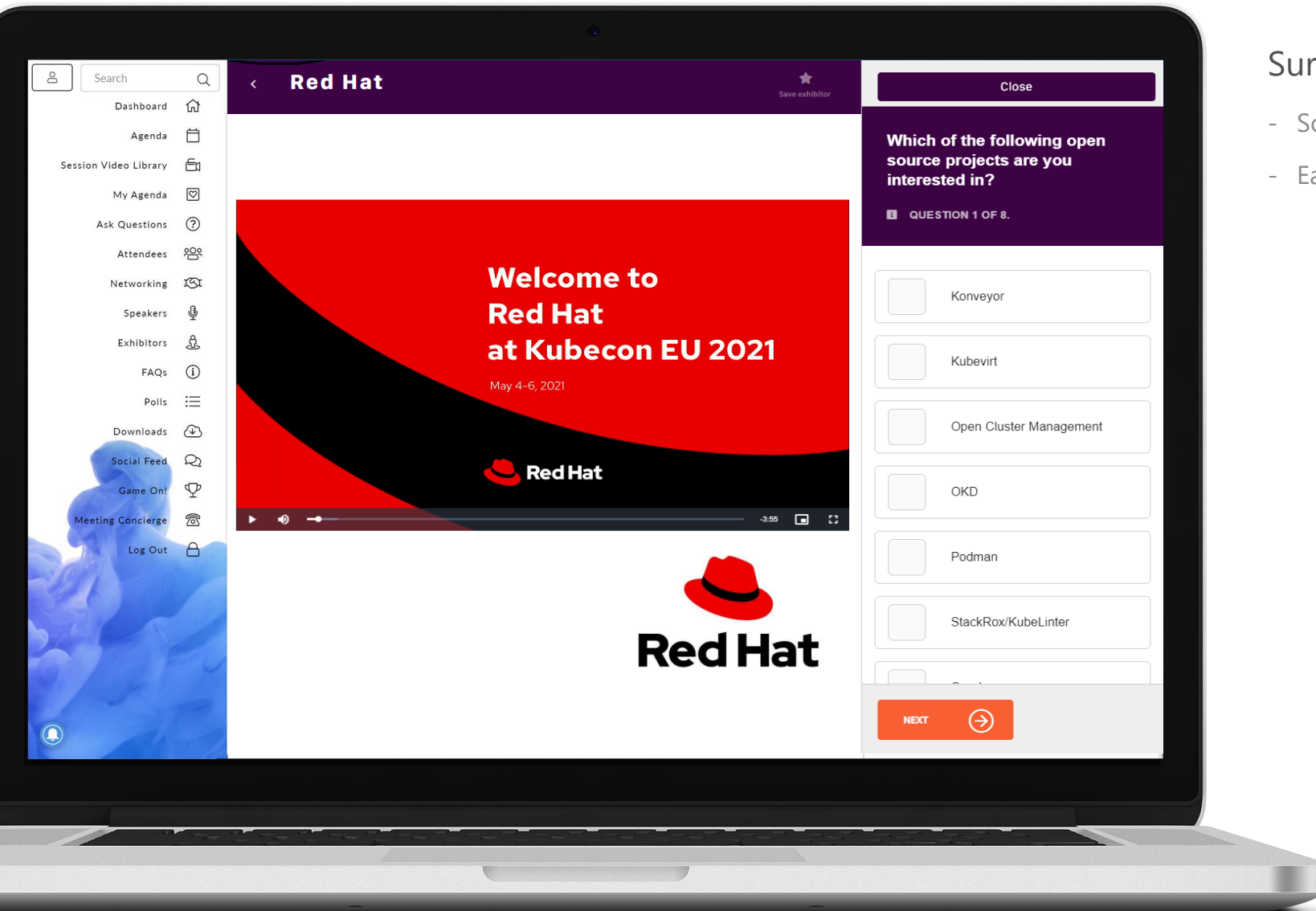


## Giveaways

- Description of giveaway and informs attendee on what they need to do to qualify
- Content can include:
  - Title/name (100 characters max)
  - Description (500 characters max)
  - External Link (must include http:// or https://)
  - 400px by 200px JPG or PNG image
- Maximum of 5



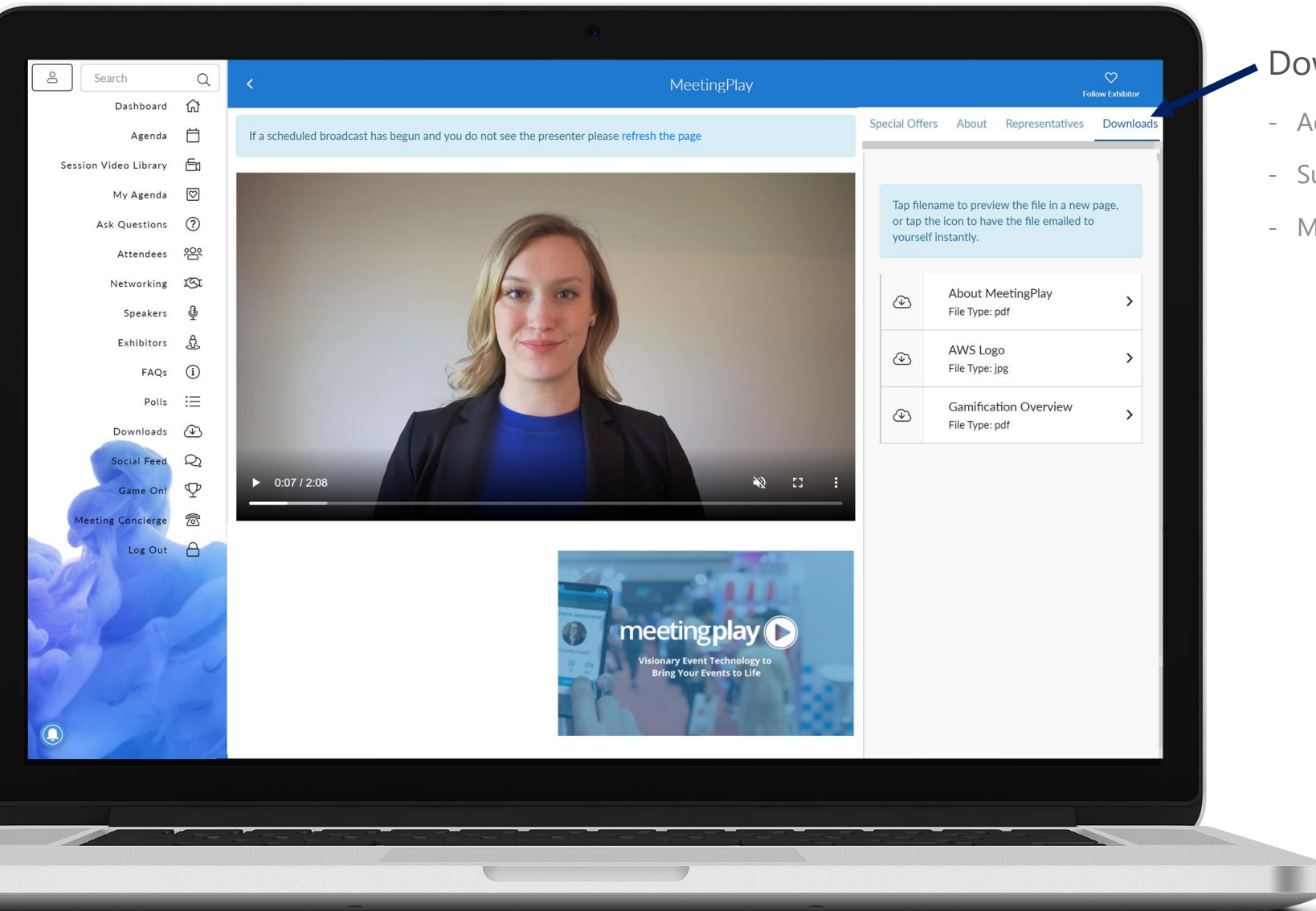
# Exhibitor Page



## Surveys & Polls

- Solicit feedback from attendees through surveys and polls!
- Each booth can have up to two surveys and/or polls
  - Answer options can be multiple choice or open ended
  - Poll/Survey questions: 250 characters maximum

# Exhibitor Page



## Downloads

- Add up to 10 files for participants to view and download
- Supported file types are PDF, DOC, DOCX
- Max size per file is 10MB



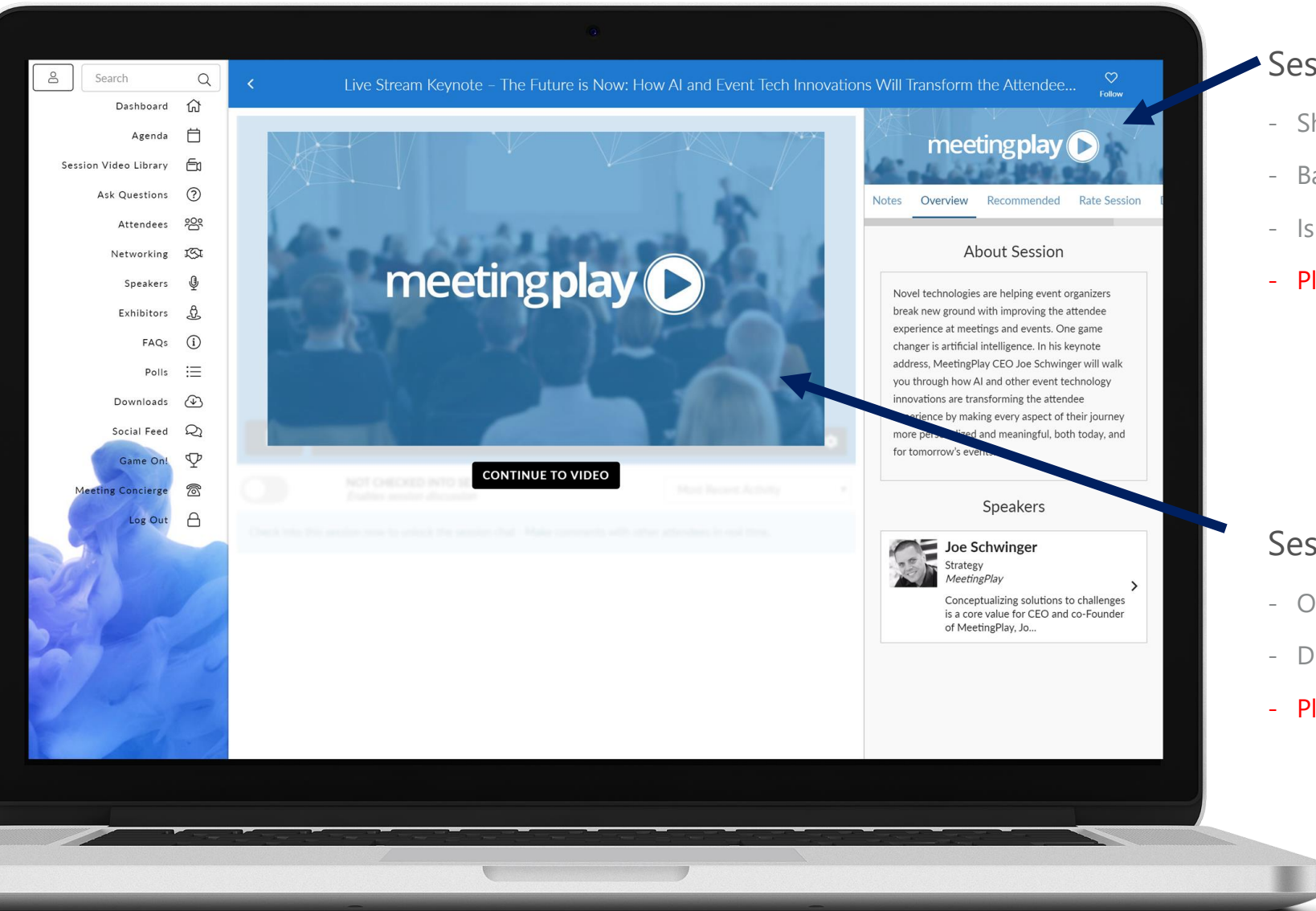
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# **DIA 2021 Global Annual Meeting**

## **Innovation Theater & Spotlight Symposia Sessions**

# Innovation Theater & Spotlight Symposium Sessions



## Session Banner Ad

- Shown in top right corner of a session
- Banner rotates if more than one sponsor
- Is clickable and takes attendee to exhibitor booth
- **Please note these cannot be adjusted during the event.**

## Session Interstitial Ad

- One per session, pops up as attendees enters a session
- Displays until participant presses Continue to Video Button
- **Please note these cannot be adjusted during the event.**