



ESRF User Meeting 2022

Exhibitor Instructions



Below is a list of important items to watch for, steps for the day of the event, and our recommended best practices.

TABLE OF CONTENTS

[How to access the event](#)

[How to manage the booth](#)

[Hosting the booth](#)

[Chatting at the event](#)

[How do I collect virtual business cards?](#)

[How do I retrieve business cards that are left for me?](#)

[How do I pull my booth traffic/activity report?](#)

[Exhibitor best practices](#)

[Booth training](#)

[Share with your community](#)

How to Access the Event

1. To access the virtual conference, go to: <https://app.forj.ai/ESRF-UM22>
2. Click the LOGIN or SIGN UP
3. **Click on the *Existing Users tab* and then log in with your credentials**
4. Log in with your **credentials** received by email
5. *When you first log-in, you will be prompted to change your password*
6. Once you change your password, you will be automatically sent to the lobby

Tip: Select the keep me logged in so it's easier to access the show next time

How to manage the Booth

From Saturday 5th January, the attendees will be able to visit your booth at any time outside the three Commercial Exhibitors sessions (8 Feb. 10:30 – 11:00, 12:30 – 13:15, 15:35 – 16:05).

How to manage your booth during the three Commercial Exhibitors sessions:

You will have already chosen your booth employee team and all employees will have access to the booth. You will need to login and be present during the three commercial Exhibitors sessions. Attendees will be stopping by your booth to text and video chat; make sure to have extra staff available during unopposed exhibit hours. Attendees can also request a one-on-one meeting time with you using the chat feature at your booth. Make sure you designate a meeting area (zoom, webex, phone, etc.) and block it off on your calendar so you receive a reminder notification/ You can create a Zoom meeting

Hosting your Booth

Introduce yourself in the chat and offer to speak via the video chat for greater engagement and face to face discussions. Offer nibbles of information/data/updates throughout the event.

Chatting at the event

Chat is available in each area of the event, as well as each exhibitor booth. You can chat to everyone in the room using text, or have private one-on-one text, audio, or video chat! Here's how it works:

Chat to all: Use the text bar at the bottom of the chat window to type a message. Simply hit send and your message will be public and visible to all.

TIP: To tag someone in your message simply use the @ symbol to search for their name. The chat will automatically populate names of those who are in the same chat.

Private text chat (1:1): To have a private text conversation select the person you would like to chat with from the right hand side of the screen. When you click their name a private message window will pop up. From here you can engage by text, audio, or video.

Audio & Video calls: To make a 1:1 audio or video call follow the steps above to pull up who you would like to connect with. Once you are in your private chat window you will be able to see a phone icon (voice only) and a video camera icon (video call). Click on the corresponding icon to initiate your call.

Note: For an optimal video chat user experience, we recommend users access events using Chrome or Firefox, and native browsers on mobile devices.

TIP: Use the private text chat to confirm someone has time and is ready to connect by phone or video.

How do I collect virtual business cards?

- This is an effective way to make connections you can follow up with!
- Offer a freebie if they leave a business card - i.e. free trial, gift card, demo, etc
- View collected business cards post-event in your Booth Dashboard Report (see how to below)

How do I retrieve business cards that are left for me?

- Hover over your profile icon in the top right hand side of the screen
- Click on your company name (listed below your name)
- Navigate to the contact tab and select business cards from the drop down

How do I pull my booth traffic/activity report?

- Hover over your profile icon in the top right hand side of the screen
- Click on your company name (listed below your name)
- Navigate to the contact tab and select visitors from the drop down

Exhibitor Best Practices

- Make sure the content is relevant to the theme of the event. Don't be shy, refresh content throughout the event and announce this in the event chats. Is your content current and messaging targeted, meaningful, and engaging?
- Add links or direct downloads to whitepapers, product brochures, PDFs, etc.
- What is one thing that you want attendees to remember about your booth? What do you want them to know, feel, and do? Add in some fun, a funny image or avatar, a trivia question, a "closest guess wins"

Booth Training

We encourage you to attend booth training hosted by Forj every Tuesdays and Thursdays at 12:00 pm EST. If you have any questions leading up to your session feel free to use the LiveChat feature (from 3:00 PM to 11:00 PM CET) with the platform experts or contact directly the platform for assistance: boothsupport@forj.ai

Share with your community!

Now, let your community know about the event, how to register, and where to find you. Share via social media using the event links and hashtags to gain more traction and drive people to your booth.

We appreciate the content and value you bring to the event and look forward to seeing you there!