

Setting Up Your Encountering Innovation Virtual Conference Booth

Virtual Platform Accelevents

All help articles for Accelevents can be found at
<https://support.accelevents.com/en/>



Overall example
(snapshot) of an
Exhibitor booth
from a different
event

DIGITAL MARKETING DAY
Fresh Thinking for Engaging Tomorrow's Customer

Lobby

Main Stage

Breakout Sessions

Networking

Lounges

Workshops

Expo

People

My Speaking Schedule

My Booth

Digital Marketing Day

Company Details

Offer

Video

Claim a Free Session

Click here for a free consultation session

Our Mission

To help businesses distinguish themselves from competitors in the digital space by building an authentic narrative with data, research, and technologies.

To us, it's not just a talent you are hiring and whose growth is our pursuit. By working with us, you are not just hiring an agency to take over your handles. You are building a strong business relationship with someone who will put their heart into your business' growth. Most importantly, you are connecting with someone who will join with you on the long road, and who is wholeheartedly passionate about your business.

Who We Are

We are an indie digital marketing firm that believes in a proven strategy to help our clients grow digital marketing back to the relationship building and people driven style, helping B2B companies to discover new opportunities while not losing focus on their relationship with their current clients. There are no two companies with the same strategy that are in the same business. While the principles of the industry remain ubiquitous, the adaptation and customization of digital marketing theories and strategies are what make us special.

The Secret Behind Our High ROI

Our radiation model aligns with the latest SEO keyword cluster model, the most powerful content marketing strategy that allows you to cover multiple levels (guilt-free unpaid) without having to switch gears.

The Starlight Initiative

Are you a small business with a limited budget but doesn't want to miss out on the growth opportunities in the digital space? Starlight Initiative is an exclusive accelerator group for small businesses that are ready to push for a new level. Designed for younger businesses, the Starlight Initiative features member-only workshops, VIP training materials, complimentary consultation sessions, and a vast support group.

Curious about how this works? Book a meeting with us once you're in our booth!

#letsshine

Documents & Links

Presentation Agenda.pdf

DigitalMarketingDayKIC.pdf

Company Representatives

Xiao Faria daCunha

Shaun Southern

Verna Liang

WESTERLUND, CO

Chat

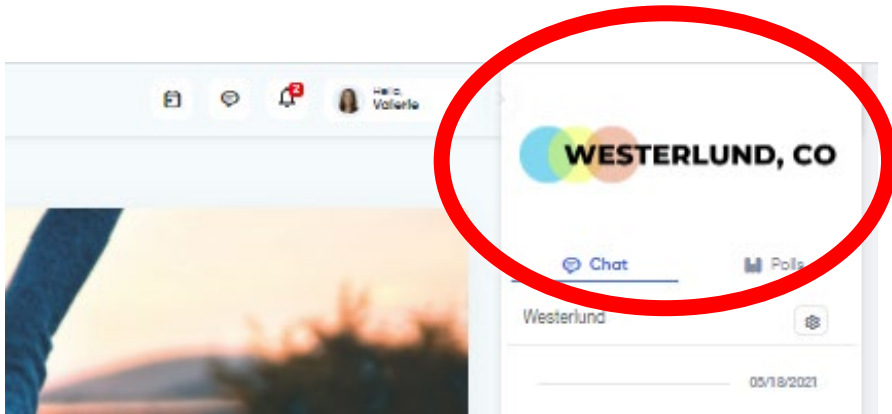
Westlerlund

05/18/2021

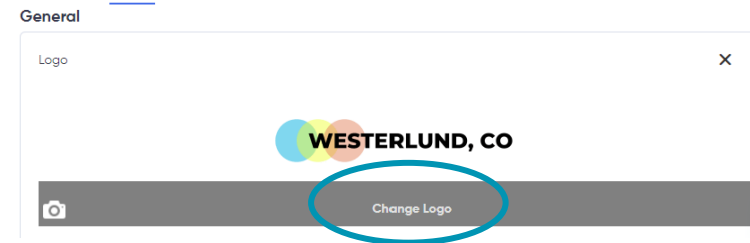
Xiao Faria DaCunha [Exhibitor]

Hello everyone, notice that we have an offer linked in the booth description. Claim your \$120 value free consultation/marketing evaluation session use the link before the end of the day!

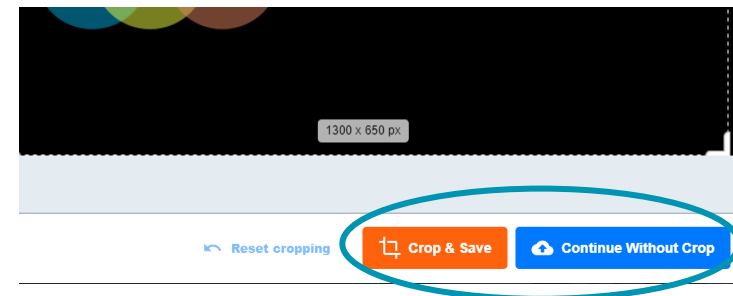
Adding logo to top right of booth



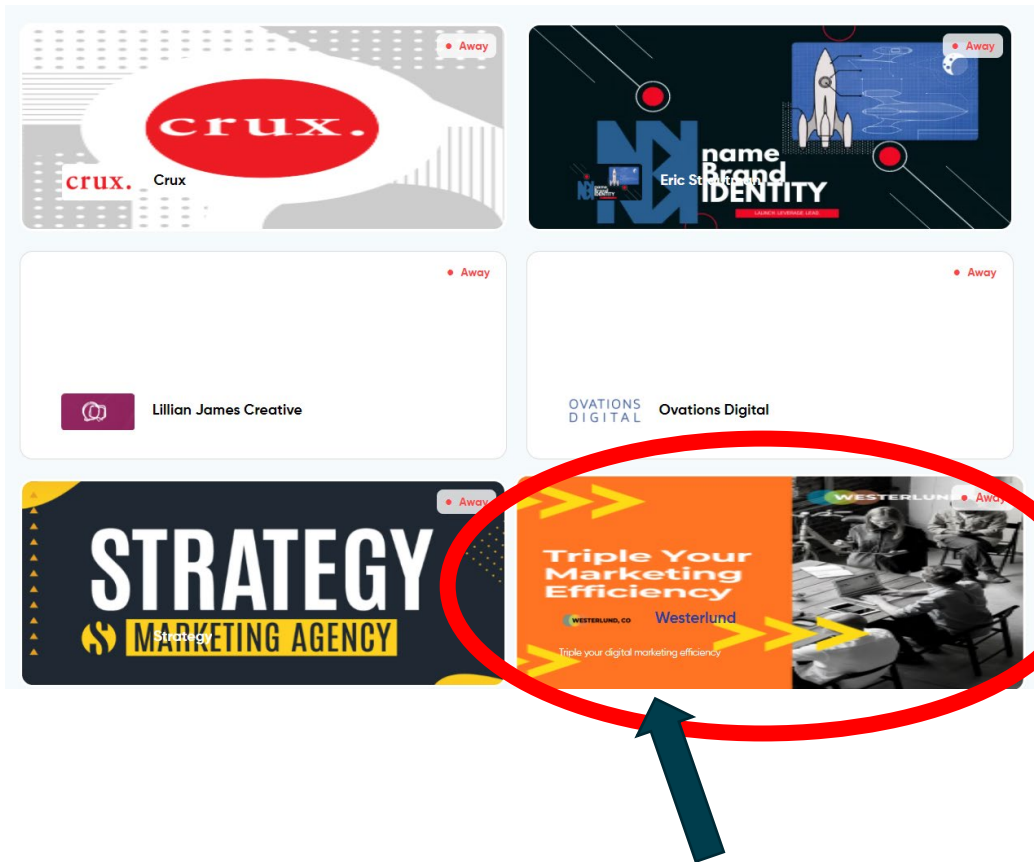
1. In "Design", click "Change Logo"



2. A new window will open to add an image. Either drag & drop or click "Browse" to add from your computer. Optimal image dimensions are 700x350 pixels.
3. The window will allow you to crop your image (if needed). Crop and then click "Crop & Save" OR click "Continue Without Crop".

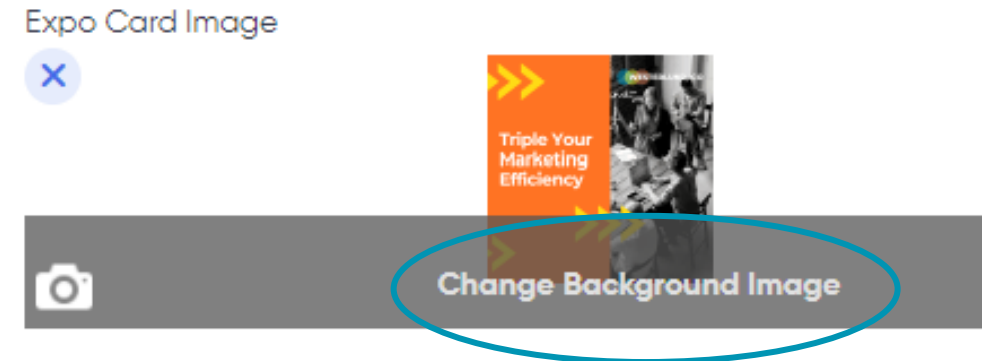


Update Expo Card Preview (in main Expo Hall)



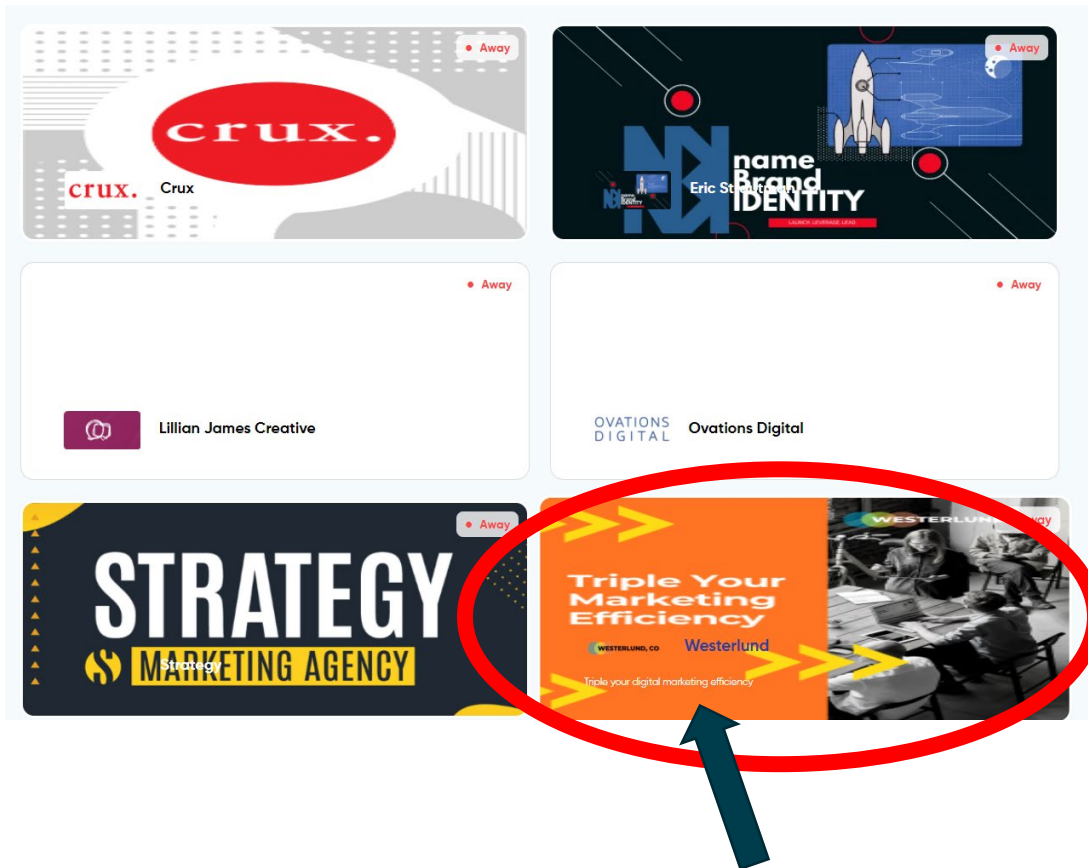
- Logo will automatically update from previous step

1. Under “Expo Card Image” click “Change Background Image”

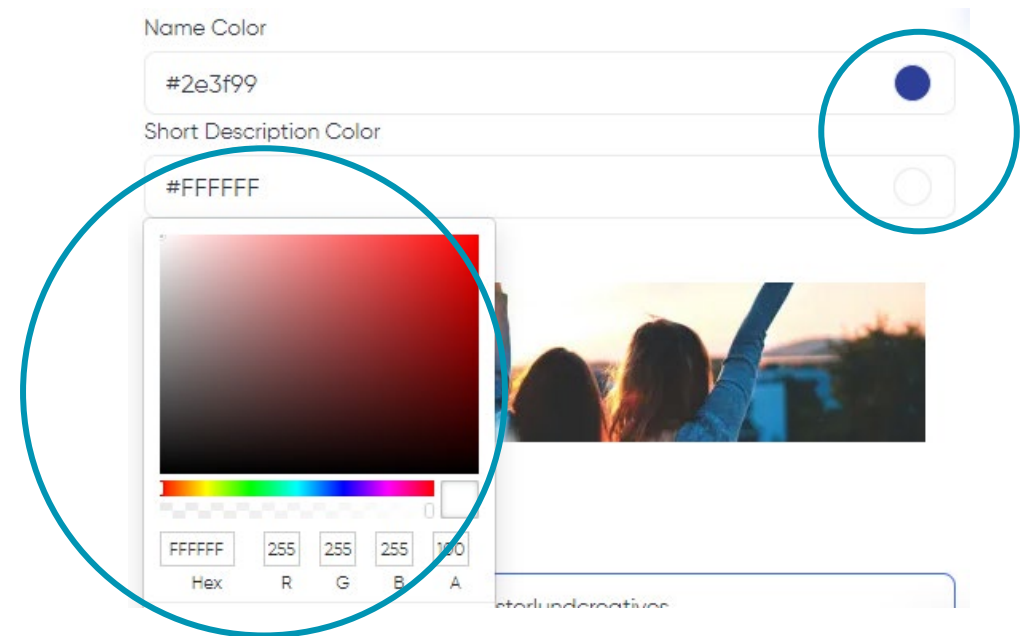


2. A new window will open to add an image. Either drag & drop or click “Browse” to add from your computer. Optimal image dimensions are 540x256 pixels.
3. The window will allow you to crop your image (if needed). Crop and then click “Crop & Save” OR click “Continue Without Crop”.

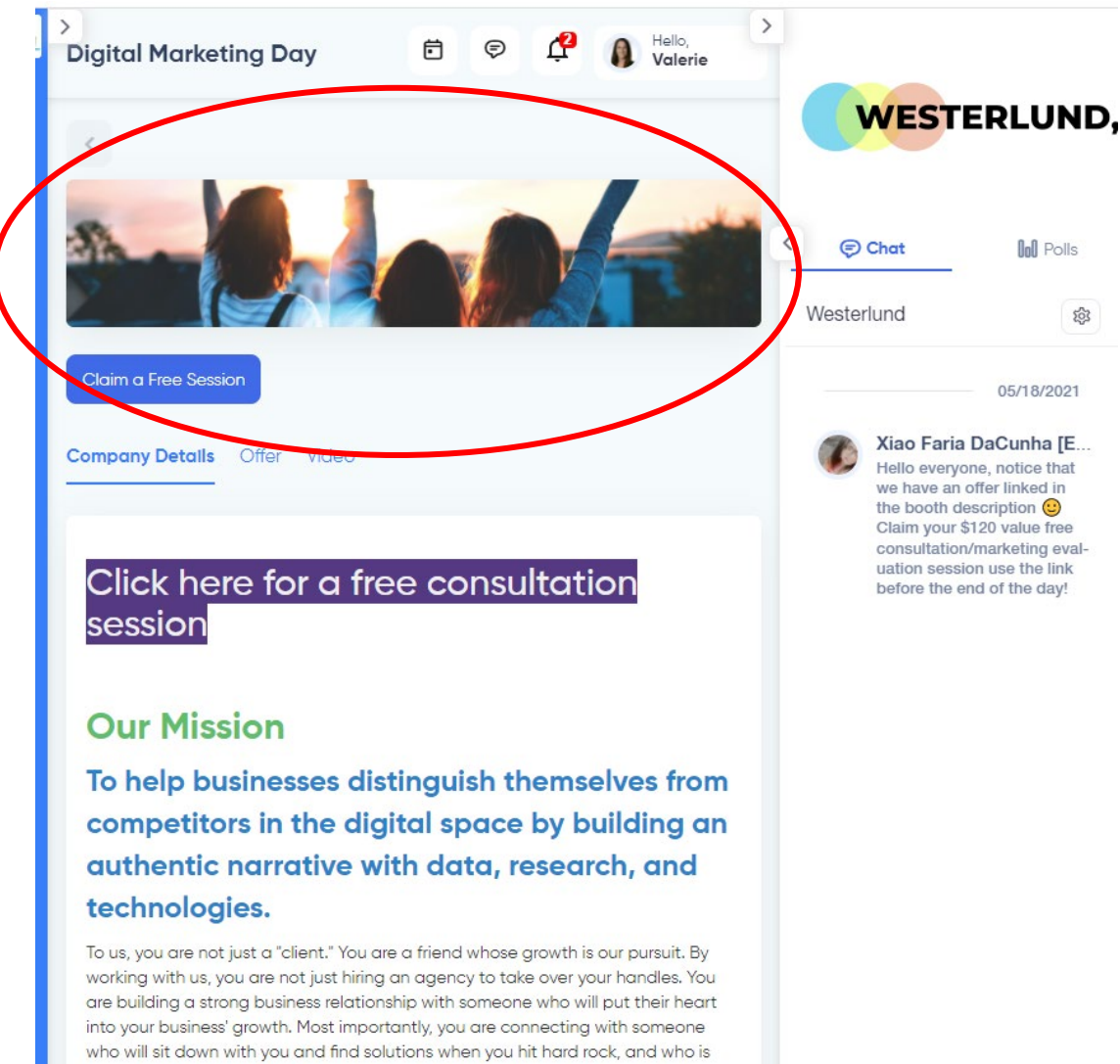
Update Expo Card Preview Continued



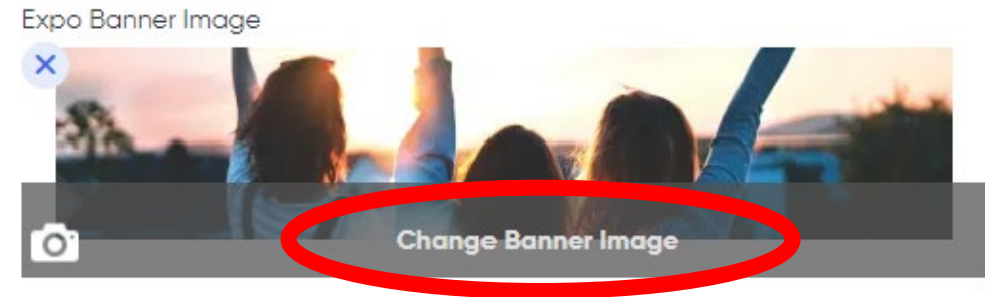
- Below the “Expo Card Preview” you can add a “Short Description” (160 characters or less) that will appear when someone hovers over your Expo Card in the Expo Hall. (See image to left, and blue arrow points out this line).
 - You can change the color of your Booth Name AND the color of the Short Description using Hex code or RGB codes.



Adding Expo Banner Image (in actual booth)

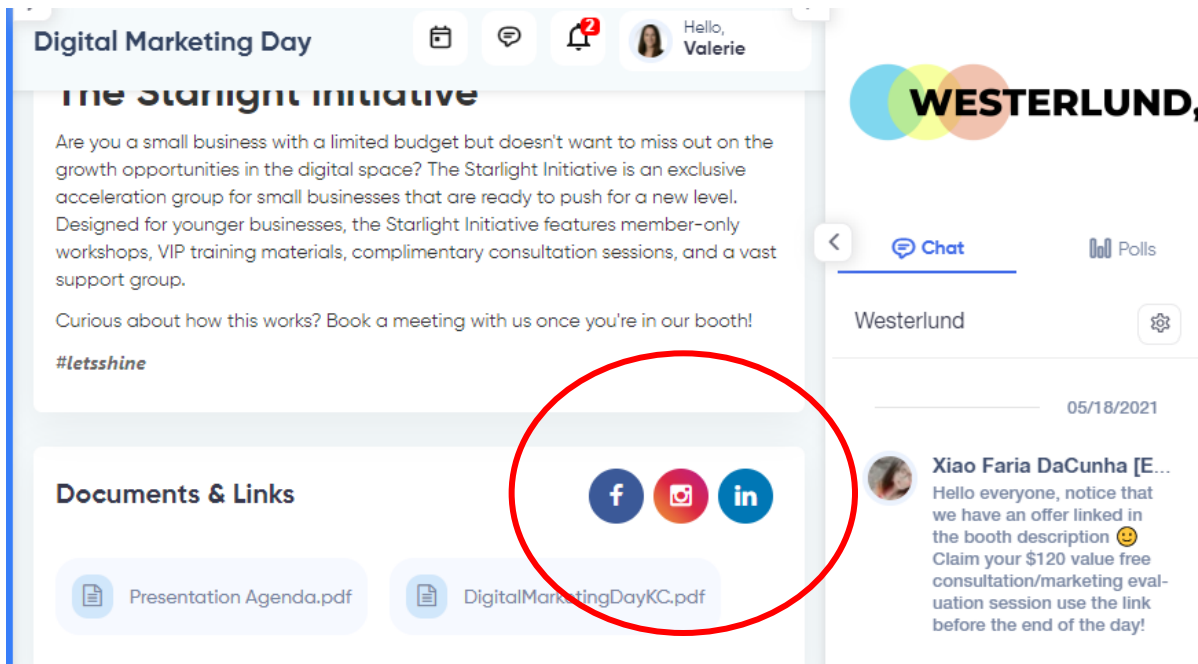


1. In Design, under Expo Banner Image hover and click “Change Banner Image”



2. A new window will open to add an image. Either drag & drop or click “Browse” to add from your computer. Optimal image dimensions are 1100x234 pixels.
3. The window will allow you to crop your image (if needed). Crop and then click “Crop & Save” OR click “Continue Without Crop”.

Adding Social Media Buttons/Links to Booth

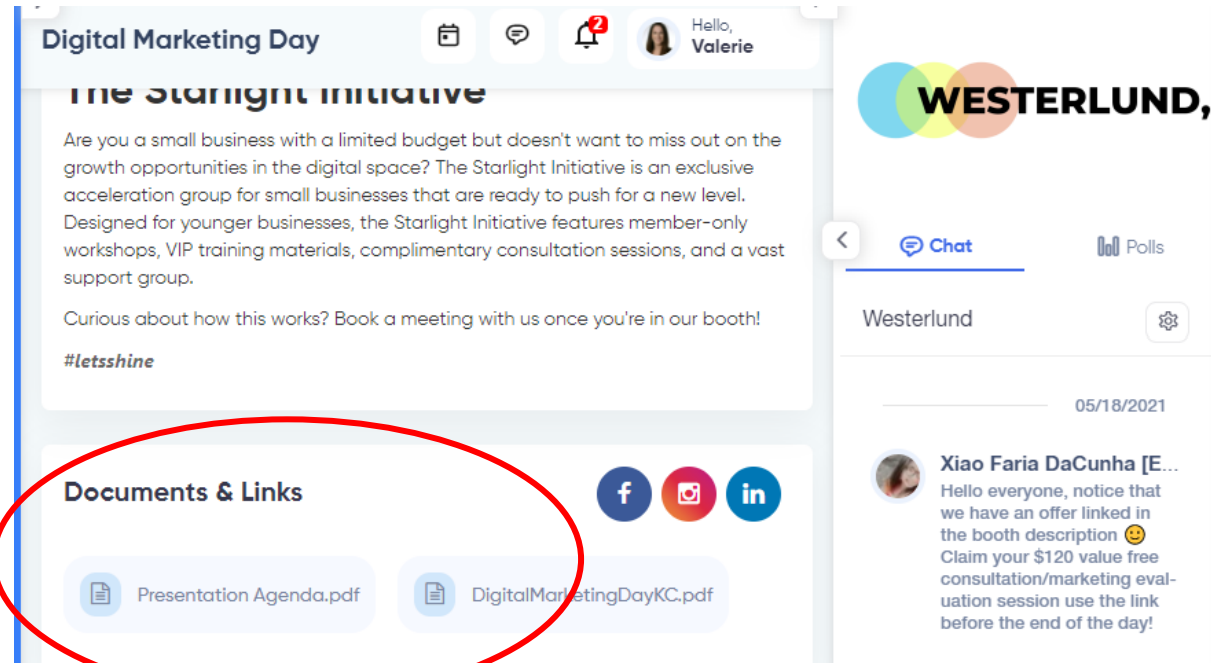


1. In Design tab, scroll to “Add Social Links”

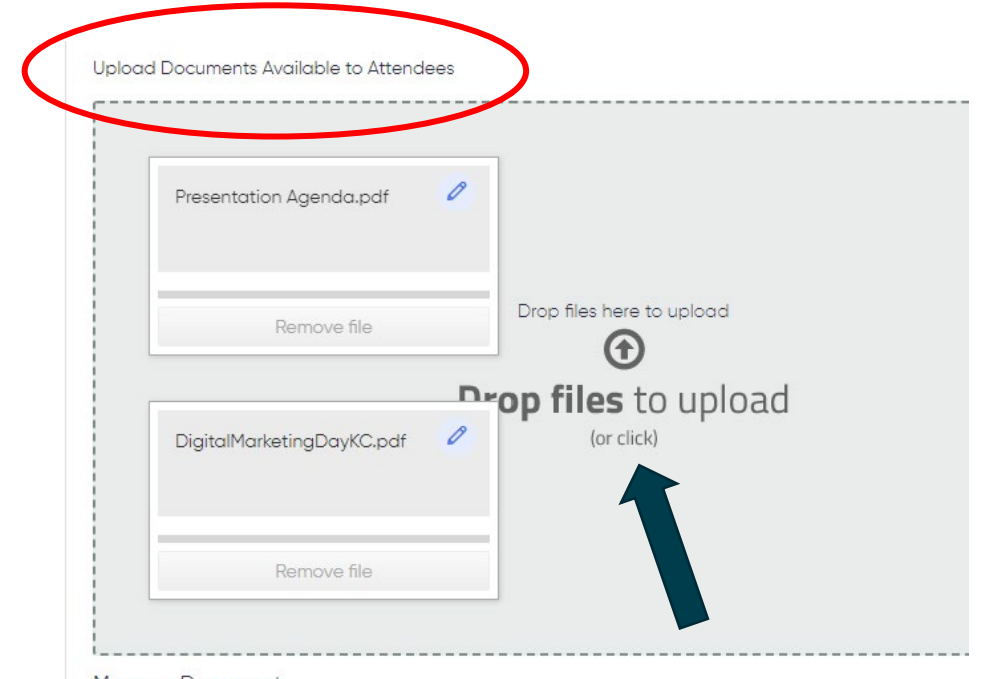
- Add any links you have. Options are Facebook, Twitter, Instagram, and LinkedIn.
- Only the ones you add will populate buttons on the front end of your booth for visitors to see. (For example, this booth did not have a Twitter – a Twitter button is not visible to any visitors).

A screenshot of the 'Add Social Links' form in the design tab. The form is titled 'Add Social Links' and has a red circle around the title. It contains four input fields for social media links: 'facebook' (with a red circle around the label), 'twitter', 'instagram', and 'linkedin'. Each field contains a URL. A dark blue arrow points from the social media icons in the booth screenshot to the 'Add Social Links' form. The URLs are: <https://www.facebook.com/westerlundcreatives>, <https://www.instagram.com/westerlundmarketing/>, and <https://www.linkedin.com/company/westerlund-co/>. The 'twitter' field is empty.

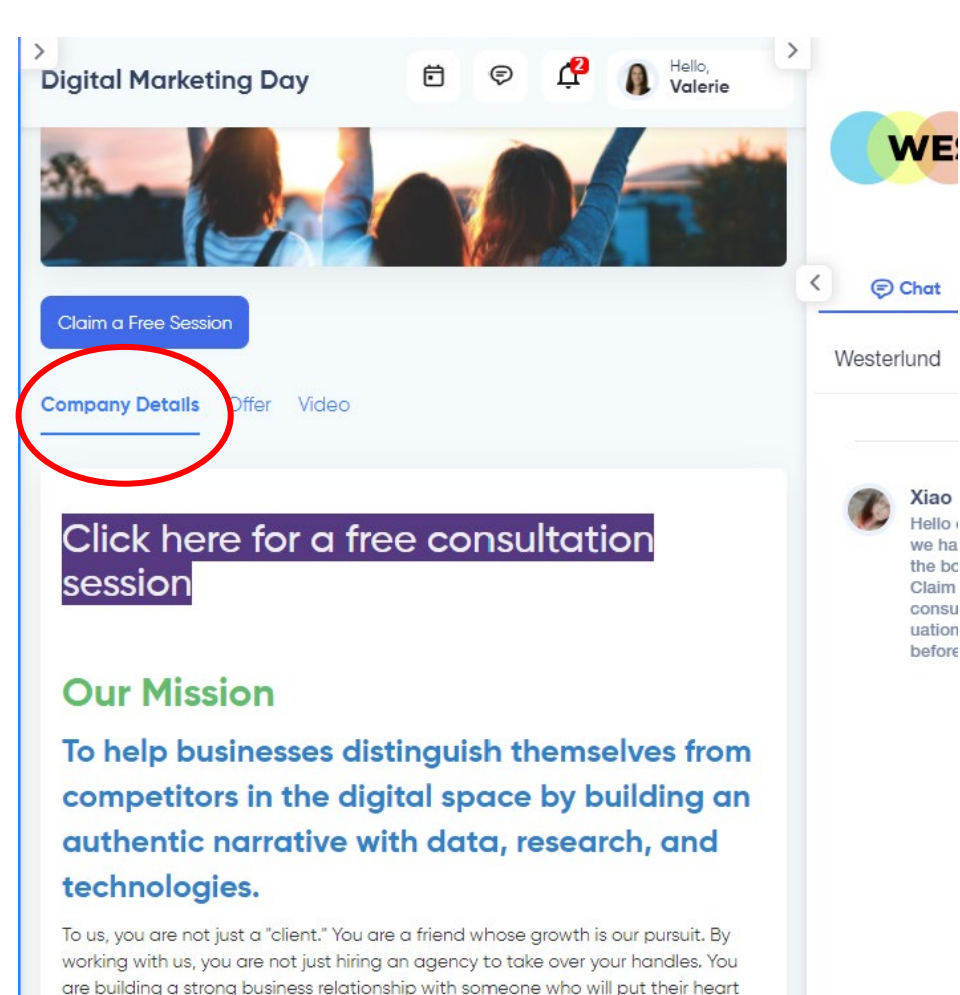
Add Documents and/or Links to Booth



1. In Design tab, scroll to “Upload Documents Available to Attendees”
2. Drop files to upload OR click in the gray box to open an Upload window. Browse your computer to upload PDFs to this spot.

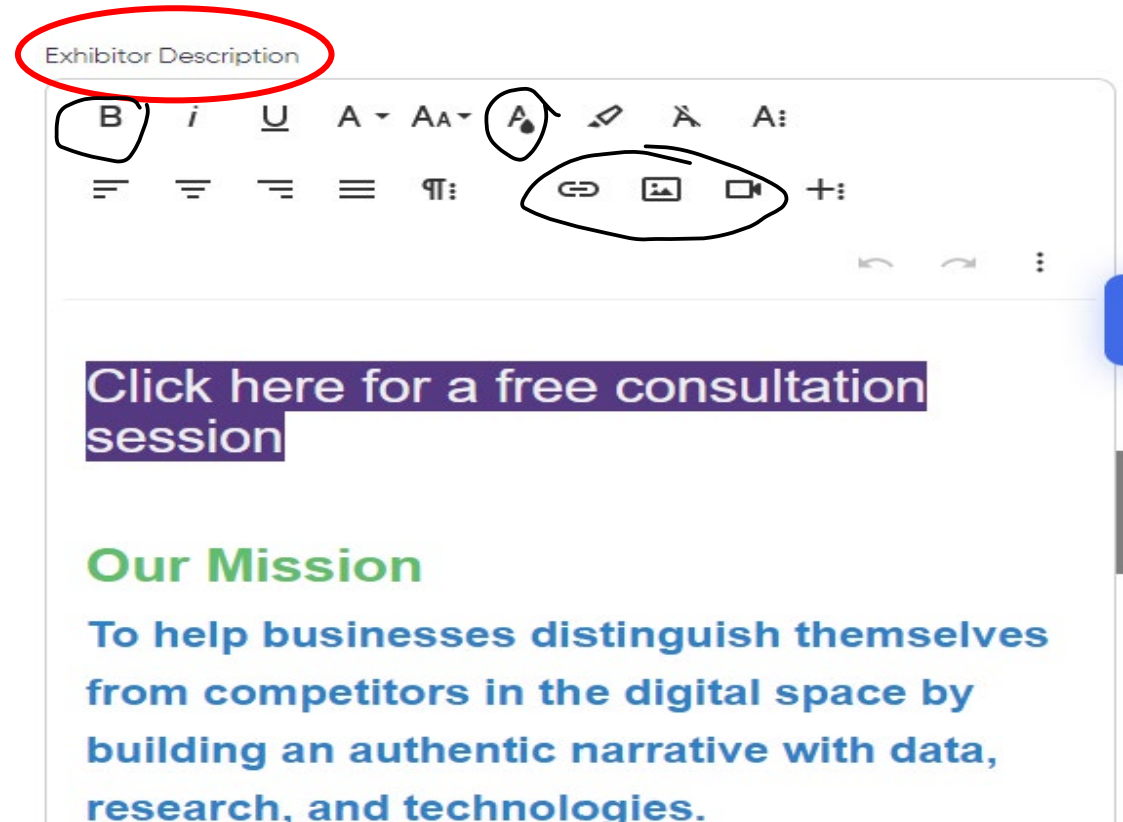


Edit Company Details/Description Text

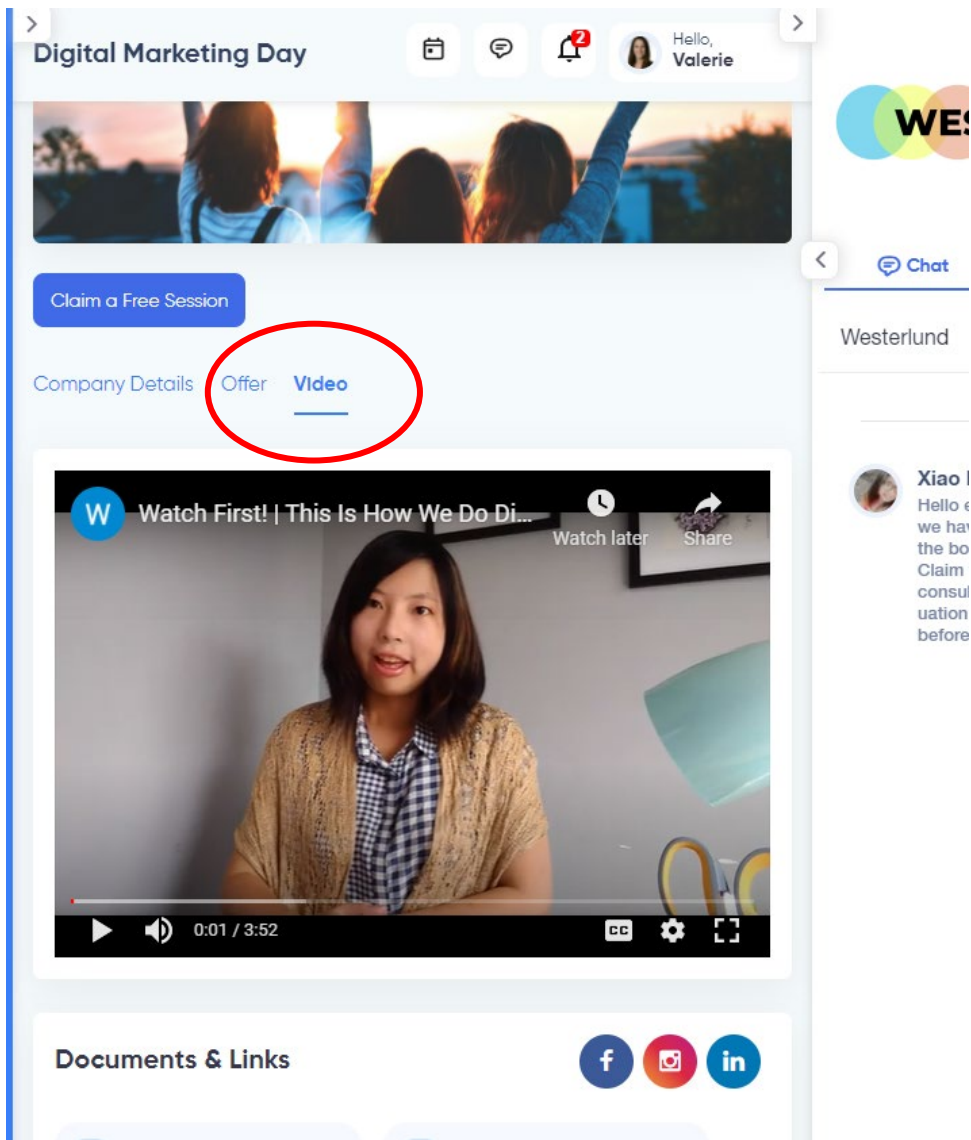


1. In Design tab, scroll to “Exhibitor Description”

- Within this section you can add text, change font size/color/highlight, add hyperlinks, additional images, etc. using the Formatting options.



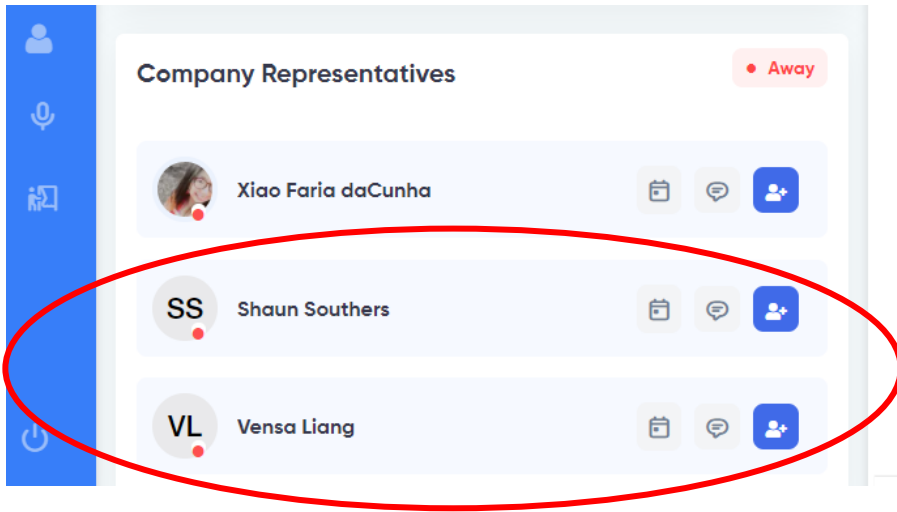
Embed a Video into your Booth



1. In Design tab, scroll to “Promo Video URL”
2. Enter the full video URL (including https://) in this field.
3. Videos can be embedded from YouTube, Wistia, or Vimeo

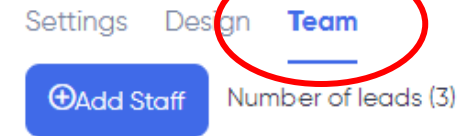
A form for entering a video URL. The label 'Promo Video URL' is circled in red. Below it is a text input field containing the URL 'https://youtu.be/yBw261-DdZQ'. Underneath the input field, there is a small text prompt: 'Enter the full URL from YouTube, Wistia, or Vimeo'.

Add Company Representatives (others to assist with your booth)



1. Our staff will upload you, and anyone else we *already know* is also with your company.
2. If you wish to add someone else, click the “Team” tab in your editing section. Then click “Add Staff”.

Edit Exhibitors



3. Fields to add are First Name, Last Name, and Email.
4. Then, select Role from the dropdown.
 - Exhibitor Admin will have all the same rights to edit images, descriptions, and text.
 - Lead Retriever will only be able to view booth setup and manage booth interactions such as chats and posts from booth visitors.
 - In the example to the left, Xiao was our main Booth “Exhibitor Admin”. She created the booth, set up the images/logos, and she added Shaun and Vensa to her booth as “Lead Retrievers”.

A screenshot of the 'Add Staff' form. It has four input fields: 'First Name', 'Last Name', 'Email', and 'Role'. The 'Role' field is a dropdown menu with 'Exhibitor Admin' selected, indicated by a blue checkmark. The form is titled 'Add Staff' in the top right corner.