



EXHIBITOR BOOTH SETUP MANUAL

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How to Set Up Your Booth in 6 Easy Steps

For both new and returning sponsors and exhibitors you will receive a booth setup link in your email. This is unique to your booth.

Click the link in the email to be directed to your booth setup form. It has 6 steps. Follow the instructions below for detailed instructions on each step including video tutorials. For a full video tutorial, [click here](#).

Look for the green arrows ✓ for tips on successful content for students and educators at this year's NW Youth Careers Expo!

Returning booth exhibitors note

For returning sponsors and exhibitors the booth template and resources (content links and documents) have been copied over from the 2021 Expo. To view, update, and change the booth, follow the six steps as outlined below.

Step 1: Basic Information

Step 1 includes filling basic information about your booth.

Step 1 video tutorial - For a tutorial explaining this step, see: <https://youtu.be/4ERW4LnbGyc>

It includes:

- The name of the booth
 - Your booth name is your organization name. This has already been set for you. Please contact PWA before making any changes to the name as this will affect other resources that will cross-reference your booth.
- Booth logo (.jpg or .png) (BEST FIT ~110x30px)
 - Use the slider to adjust the image to the best crop.
- Adding Booth description
 - Use this space to say 2-3 sentences about your organization and the types of careers or learning opportunities students should know about.

Let's Get Started ...
Tell us more about your booth

Booth Name

This is the name that will be displayed on your booth and also in the list of exhibitors. Usually, this is your company/department name.

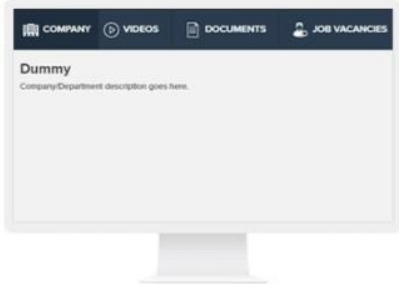
Upload company logo (110x30px)

Drop a file here to upload!


Booth Description

Rich text editor toolbar: Undo, Redo, Bold, Italic, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Image.

Example:



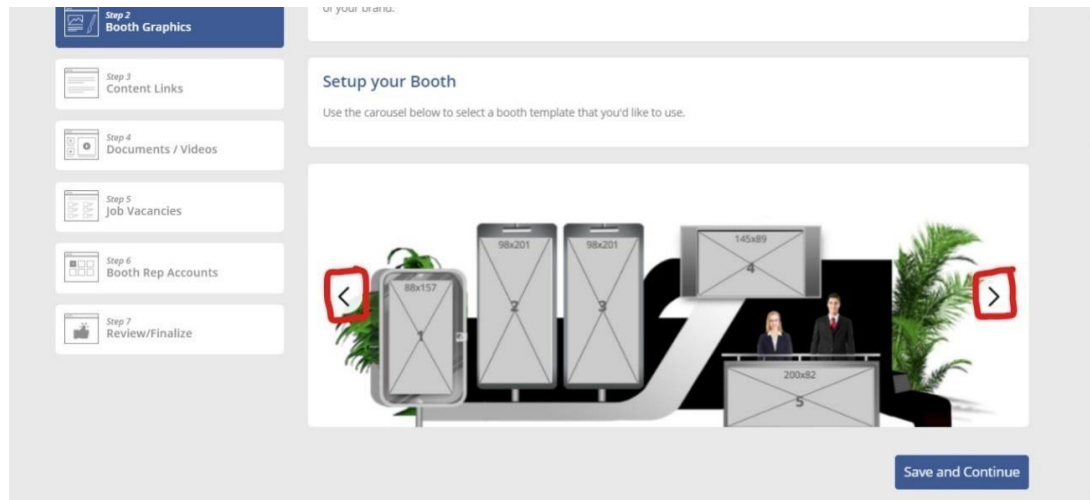
Do not forget to click “**Save and Continue**” after adding information or else changes will not be saved.

 Keep your content accessible by avoiding using acronyms and abbreviations in your booth description and on any materials.

Step 2: Booth Graphics

Step 2 includes selecting your booth template, or layout, and adding booth graphics to your selected booth template. These graphics are called “Banner Images”.

Step 2 video tutorial - For a tutorial explaining this step, see: <https://youtu.be/IVfgZBM2pdk>



Start by selecting your booth layout. Click on the left and right arrows (highlighted in red above) to choose between templates.

On each booth template, dimensions are indicated on image banners. **Images must be uploaded in a sequence**, starting from banner image 1 and so on. Make sure the image that you upload is equal to the dimensions specified or as close as possible. The dimensions listed are in pixels.

Some booth templates allow you to change the panel colors. After selecting the layout, you may see the following color options underneath the booth template:

Select the booth wall colors

Back Panel Color:



Front Panel Color:



Show Dimensions:



You can change the outline color of your booth through this option. Both back and front panel colors of the booth can be changed. *Please note that booth template 4863 is the only exhibitor booth that allows for customization of colors.*

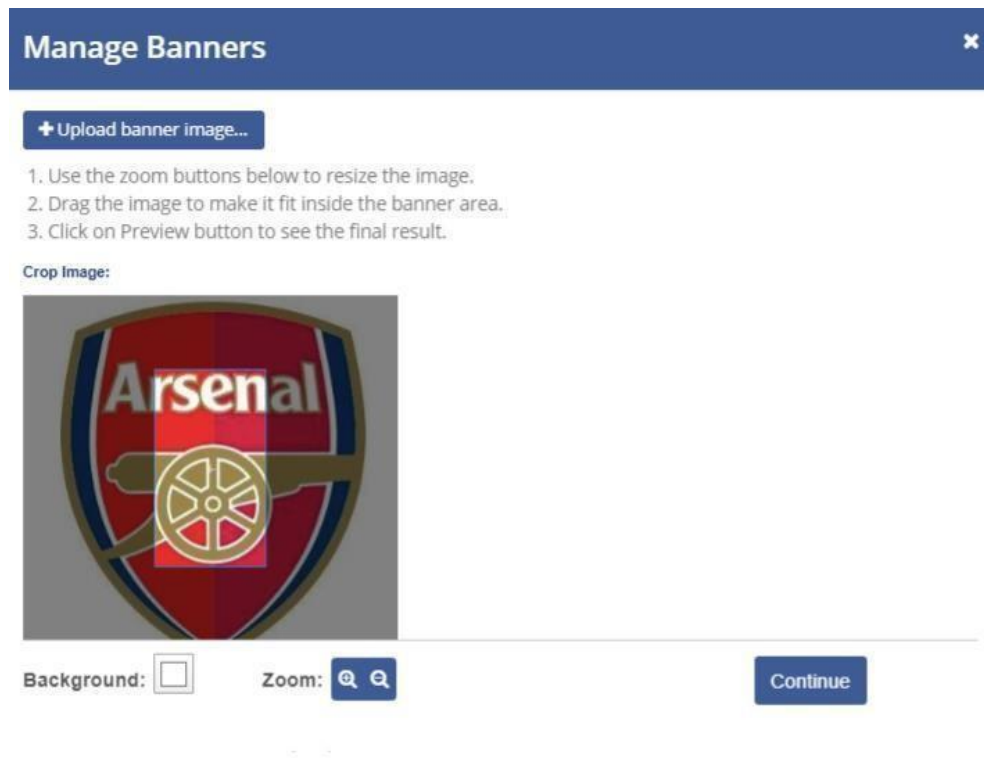
To upload an image, click on the banner and a pop-up window will appear like this:



After clicking on 'Upload Banner Image', you can upload your desired image from your computer.

Upon choosing your desired image (**.jpg OR .png ONLY**), you will be asked to resize the image. You can 'zoom in' or 'zoom out' the image to make sure it fits the banner space. Make sure to not 'zoom out' an image too much or it can affect the quality of the image.

Choose horizontal images for the horizontal spaces and vertical images for the vertical spaces for the best crop. You may need to crop images in an external app if the images are not displaying as you wish. You can toggle the dimensions of the images on or off underneath the color options.



Click on 'continue' and the image will be displayed on banner space.

Do not forget to click “**Save and Continue**” after adding information or else changes will not be saved.

Before the banner image is uploaded, you are given the option to add a hyperlink to the banner with any external link. If you add a URL, the attendee will be directed to that site, and away from the Expo site and your booth; therefore they will be removed from the Expo platform and your booth. **Note:** Adding external links to banner images is not recommended. External links will be added in the next steps.

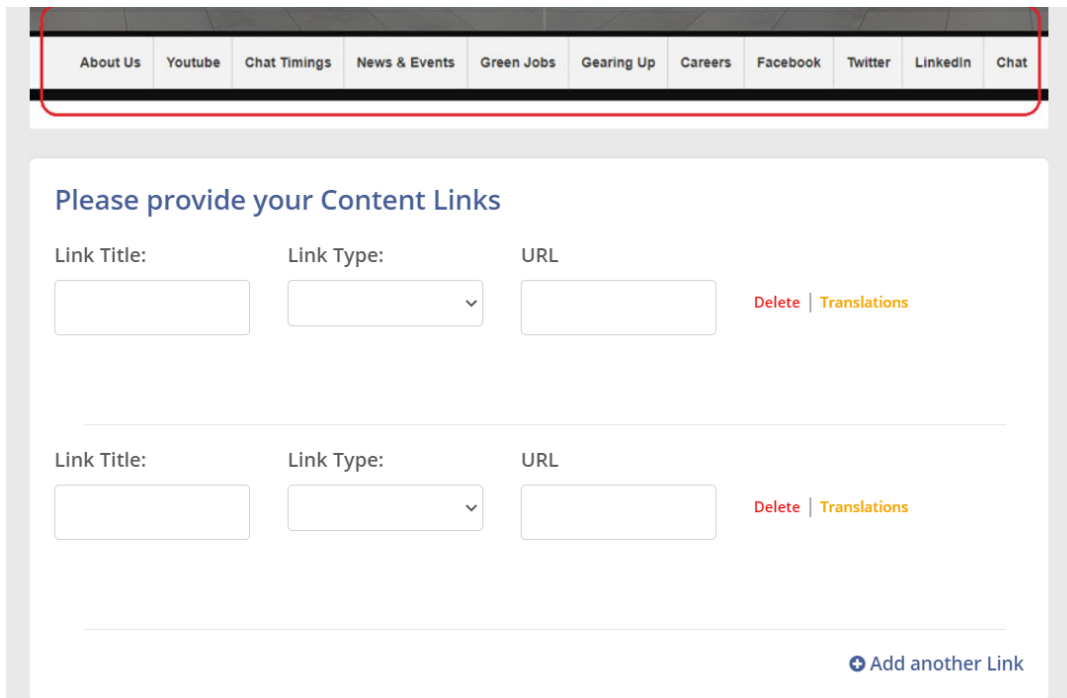


Banner images are your chance to grab a student's attention. Use image dominated graphics with limited text. Small text can be hard to read and difficult, if not impossible, for those with vision impairment or screen readers.

Step 3: Content Links

Step 3 includes adding external links that can redirect a participant/attendee to your places on your website, career paths, social media pages and more. These links appear beneath your virtual booth.

Step 3 video tutorial - For a tutorial explaining this step, see: <https://youtu.be/WYE5JA6HFd0>



Please provide your Content Links

Link Title: Link Type: URL: [Delete](#) | [Translations](#)

Link Title: Link Type: URL: [Delete](#) | [Translations](#)

[+ Add another Link](#)

Add up to 10 links by clicking on 'Add another link'. Adding more than 10 links can make the space congested and will affect the overall appearance of the booth. **The suggested number of content links are 7.**

Do not forget to click "**Save and Continue**" after adding information or else changes will not be saved.



The content links will appear under your booth. Great examples of additional links for students include "About Us", "Career Paths", "Internships or Job Opportunities" (if applicable), different departments or parts of your organization, or special "live" talks, tours or office hours hosted on Zoom.*



You can interact with students using the chat feature in your booth. If you decide to host a few short Career Talks or demos in your booth as well, you can include the times of your talks in your Booth Description (see Step 2) and let PWA know so we can promote your content! The Chat tab is automatically added for your booth. You will not need to add this yourself.

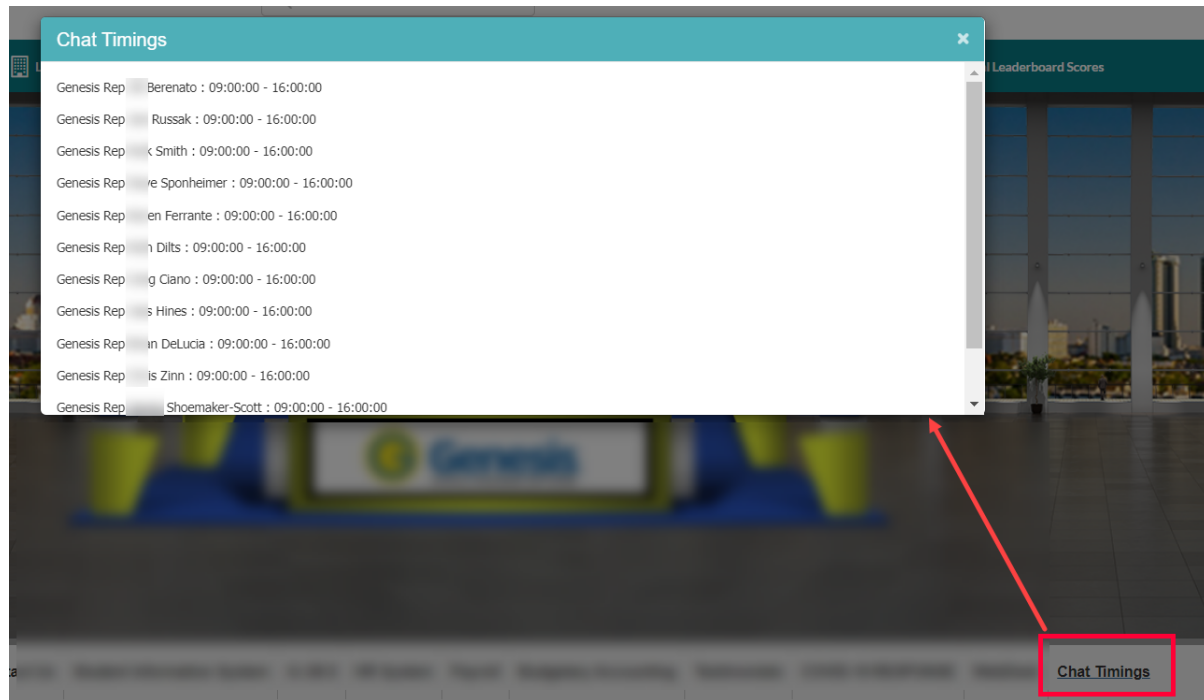
**For consistency and ease of student use, we are asking all live content to be hosted on Zoom. Learn more with our [Zoom best practices guide here](#).*

Types of content link tabs that you can add to your booth

Remember: *The maximum number of content tabs that can be set up for a booth is 10, but it is recommended to add a maximum of 7 content tabs so that the navigation bar does not look congested.*

External Link: This is to navigate the users to any other external URL. For example, your website link.

HTML Content: Select this option if you want to display content in a popup window instead of redirecting the event attendees to an external link. Below is an example of how it can look like:



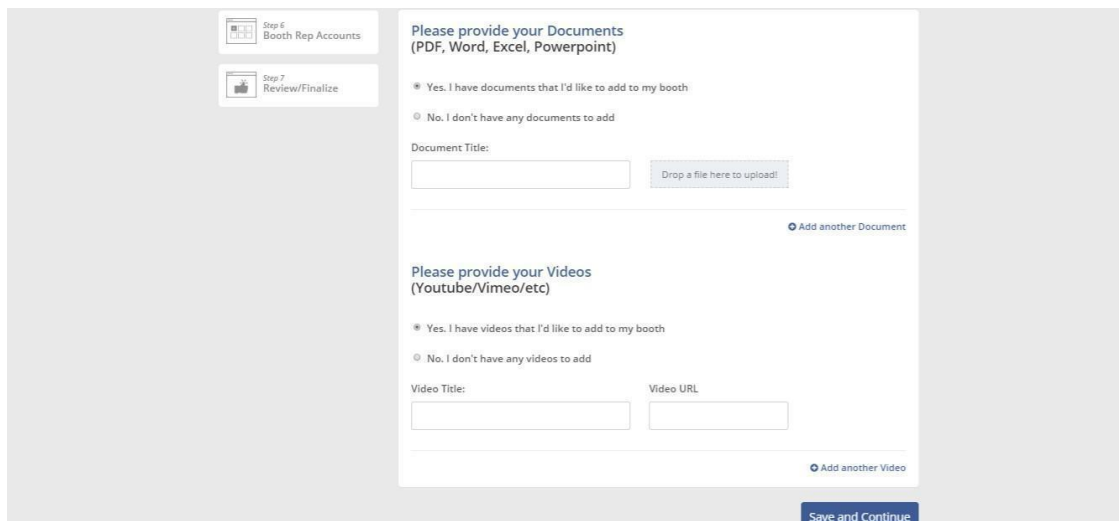
Business Card & Leave a Message options:

VFairs offers some content link options that are more suitable for adult-centered events, such as "Business Card" and "Leave a Message." Ignore these options. **You can communicate with students via the chat, a new feature this year.**

Step 4: Documents / Videos

Step 4 includes adding documents and videos to your booth. Click 'Add another document' to upload more documents.

Step 4 video tutorial - For a tutorial explaining this step, see: <https://youtu.be/Tsvs7LDZ5Dc>



Step 4: Booth Rep Accounts

Step 7: Review/Finalize

Please provide your Documents (PDF, Word, Excel, Powerpoint)

☒ Yes, I have documents that I'd like to add to my booth

☐ No, I don't have any documents to add

Document Title:

Drop a file here to upload!

[Add another Document](#)

Please provide your Videos (Youtube/Vimeo/etc)

☒ Yes, I have videos that I'd like to add to my booth

☐ No, I don't have any videos to add

Video Title:

Video URL:

[Add another Video](#)

[Save and Continue](#)

Document types you can add: PDF, WORD, EXCEL or PPT. (PDF is the preferred file type)

Naming files: Please use your Org Name in all the files you upload so attendees can easily find and access your materials in the Resource Center (for documents) and the Video Vault.

Use the following naming convention for your files and videos: **[Company-or-Org Name]-[File name].[file type]**

Examples of correct naming formats:

- *Emerick-Careers in Construction.pdf*
- *ACE Mentor Program-student projects*

Supported video platforms: only 'Vimeo' and 'YouTube' links are compatible to play within your booth. Just enter the URL of the video underneath the 'Video Title' heading.



Videos are a great way to capture the look and feel of your organization and convey concise information to students. The best videos are short, less than 5 minutes and ideally under 3 minutes. Longer videos, especially guides on applying or detailed tours can also work if used sparingly.



Students at the Expo represent a diverse group of backgrounds and identities. Please consider this in selecting your images, content and videos.

Generating a video link

Don't have a Vimeo or YouTube link for your video? No problem! In order to generate a vimeo video URL go to [vfairs.com/upload](https://vimeo.com/upload) and select a video file to upload. Your selected video will create a Vimeo video. Once the upload finishes, copy and paste the video URL that is populated in the highlighted area in attached screenshot:

vFairs Video Upload Form

[Need Help](#)

Please fill out the following fields and upload your video. Once the video has been uploaded, it will be shared with your vFairs Rep.

Virtual Event Name or URL

Webinar Title

Your Name

Your Email Address

Video Upload

Video URL: <https://player.vimeo.com/video/472090322>

Drop Files Here

Browse...

Remember to click “**Save and Continue**” after adding information or else changes will not be saved.

Step 5: Booth Representative Accounts

Step 4 Documents / Videos

Step 5 Job Vacancies

Step 6 Booth Rep Accounts

Step 7 Review/Finalize

Create your Booth Rep Accounts

Add User

Name	Email	Action

Continue

Step 5 includes adding booth representatives (booth reps) to your booth. If others from your organization will attend the Expo and “staff the booth” enter their name and email address here. Each identified booth rep then gets an email allowing them to set their own password. This allows them to login with their own accounts once the site is accessible.

Step 5 & 6 video tutorial - For a tutorial explaining this step, see:

<https://youtu.be/ICddx1rNg2o>

After clicking on “Add User” the following pop-up will appear:

Add User

First Name:

Last Name:

First Name

Last Name

Email:

Email

We always recommend having a prefix before the first name that identifies you as a rep from your company. See some examples below::

Microsoft HR Rep John Smith
Dell Booth Rep John Smith
Admissions Counselor Jamie etc

Availability to chat (Optional):

Time Zone: Asia/Karachi - GMT+5:00

Start Date	Start Time	End Date	End Time
	e.g 09:15		e.g 12:45

[+ Add Another Timing](#)

Save

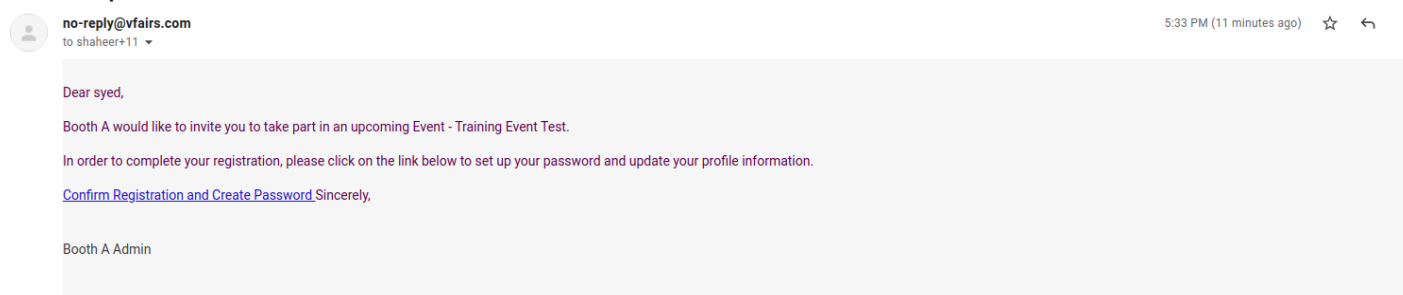
Close

Note: Booth reps will be emailed a link to set up their password. The following message (see image below) will be displayed on the screen upon clicking the **Save** button.

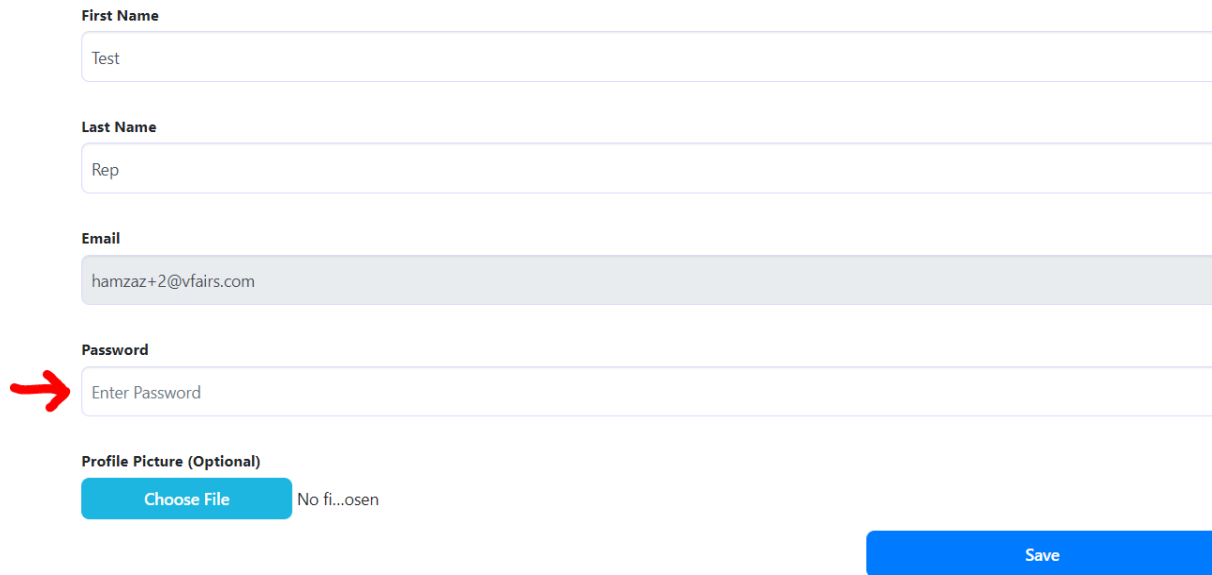
An email invitation will be sent to skha@pwa.com with a link to set up the account password.

The invitation email will have a link to the **Exhibitor Form** with pre-filled data e.g. first name, last name, email, link, etc. The booth rep will be able to add/update the information and submit the form.

Please refer to the image below to see an example of the invitation email that is sent to a booth rep.



The booth rep will click on the link to create a password for the event. By clicking on the link the user will be directed to a form like below:

A registration form for booth reps. It includes fields for First Name (containing 'Test'), Last Name (containing 'Rep'), Email (containing 'hamzaz+2@vfairs.com'), and Password (containing 'Enter Password'). A red arrow points to the Password field. Below the Password field is a 'Profile Picture (Optional)' section with a 'Choose File' button and the text 'No fi...osen'. A blue 'Save' button is at the bottom right.

First Name

Test

Last Name

Rep

Email

hamzaz+2@vfairs.com

Password

Enter Password

Profile Picture (Optional)

Choose File No fi...osen

Save

They will need to enter/edit their information and password and click Save. This email address and password can now be used to login into the front end of the event. At the time of the event if a booth rep has forgotten their password there is a “forgot password” option to reset it on the event login page.

REMEMBER to click “Continue” after adding information or else changes will not be saved.

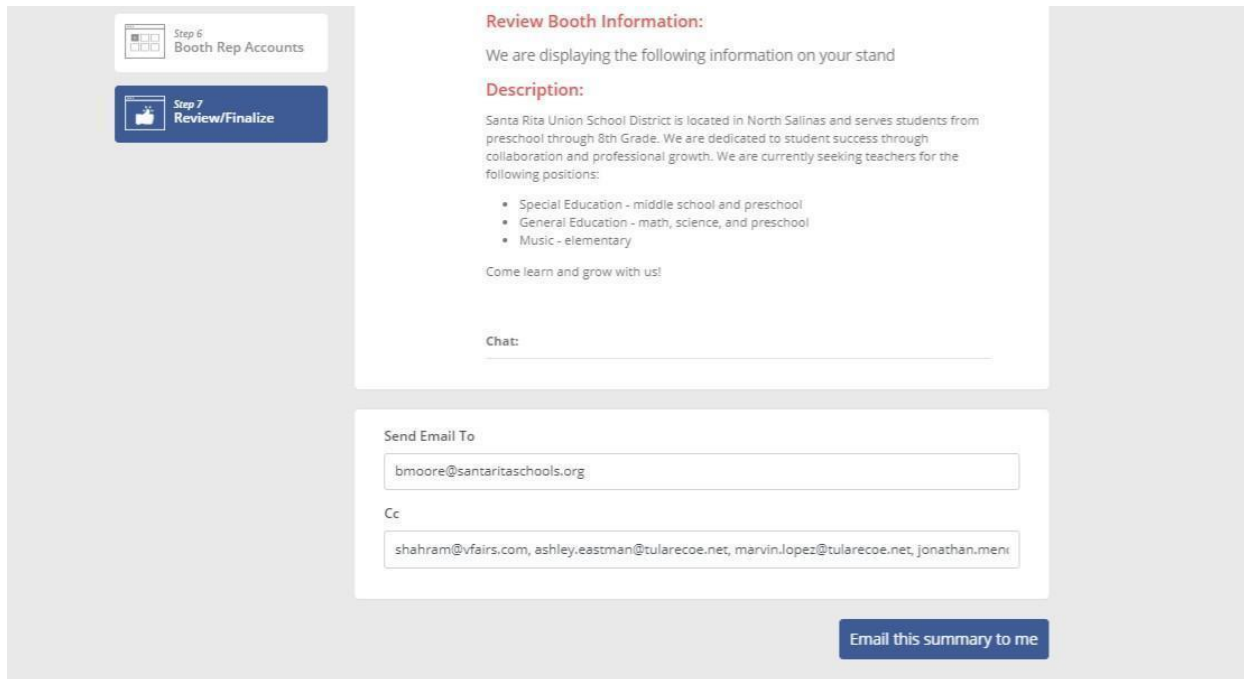


Booth reps can answer questions directly in their booths using the chat feature. This allows booth reps to see all questions asked, answer them and post for others to see.



Thinking about hosting a video panel, virtual tour or other direct engagement for students? We recommend hosting a Zoom meeting and posting the join time and link in your booth description. Please refer to PWA’s best practices [here](#).

Step 6: Review/Finalize



Step 6: Booth Rep Accounts

Step 7: Review/Finalize

Review Booth Information:

We are displaying the following information on your stand

Description:

Santa Rita Union School District is located in North Salinas and serves students from preschool through 8th Grade. We are dedicated to student success through collaboration and professional growth. We are currently seeking teachers for the following positions:

- Special Education - middle school and preschool
- General Education - math, science, and preschool
- Music - elementary

Come learn and grow with us!

Chat:

Send Email To

bmoore@santaritaschools.org

Cc

shahram@vfairs.com, ashley.eastman@tularecoe.net, marvin.lopez@tularecoe.net, jonathan.men

Email this summary to me

Step 6 will display information that has been filled out in previous steps. It will include the login credentials of booth reps, booth preview with graphics, booth description etc.

Step 5 & 6 video tutorial - For a tutorial explaining this step, see:

<https://youtu.be/ICddx1rNg2o>

The email entered in the 'Send Email To' field at bottom will receive a booth confirmation email. You can also cc other people in the 'Cc' field.

Final step involves clicking the 'Email this summary to me' button and this will ensure that your booth has been set up.



To see your booth on the front end, use your login that you created in Step 5 to access the site via the landing page: <https://pwaexpo.vfairs.com/>



You can make changes even after submitting the booth by using the same booth setup link. Remember to **hit the "Save and Continue" button after each step,**

Note: that any changes you will make may take up to 2-3 days to show up on the front end.

Important Reminders and Best Practices

- The file types to upload images on the banners are .jpg or .png.
- Do not upload files that are very large in size. Maximum 1-2 MB.
- Do not add video or document links in banners.
- The email and password you will enter or that the booth reps set up are important to remember as that will be the login information for your booth reps (there is a “forgot password” function.)
- If any of your documents, videos or links do not work, reach out to the contacts below.
 - For any general questions, advice on content, email PWA staff at expo@portlandworkforcealliance.org
 - For any technical assistance with the Setup Wizard or the vFairs site, email pwaexpo@getvfairs.io

Cheat Sheet: Common booth items and the best places to feature them

- Description of my company and jobs here: Booth description (see step 1)
- More information about career paths, salary ranges and education requirements: Could be a document “inside” your booth (see step 4).
- Teaser about any Zoom info sessions or career talks (optional) that you are hosting each day.
 - Add the teaser and link in your booth description. In addition, you can promote sessions in your banner images or content links.
- A simple 1-2 minute video with someone from your company sharing on a topic such as 1) their job and why they like it, or a “day in the life of an accountant” for example, 2) qualities they are looking for in applicants, or 3) what’s great about working in their industry: This works well as a video (see step 4).