EXHIBITOR BOOTH SETUP MANUAL

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How to Set Up Your Booth in 6 Easy Steps

You will receive a booth setup link in your email. This is unique to your booth.
Click the link to be directed to your booth setup form. It has 6 steps. Follow the instructions below for detailed instructions on each step.

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

Step 1:

Basic Information:

Step 1 includes filling basic information about your booth.
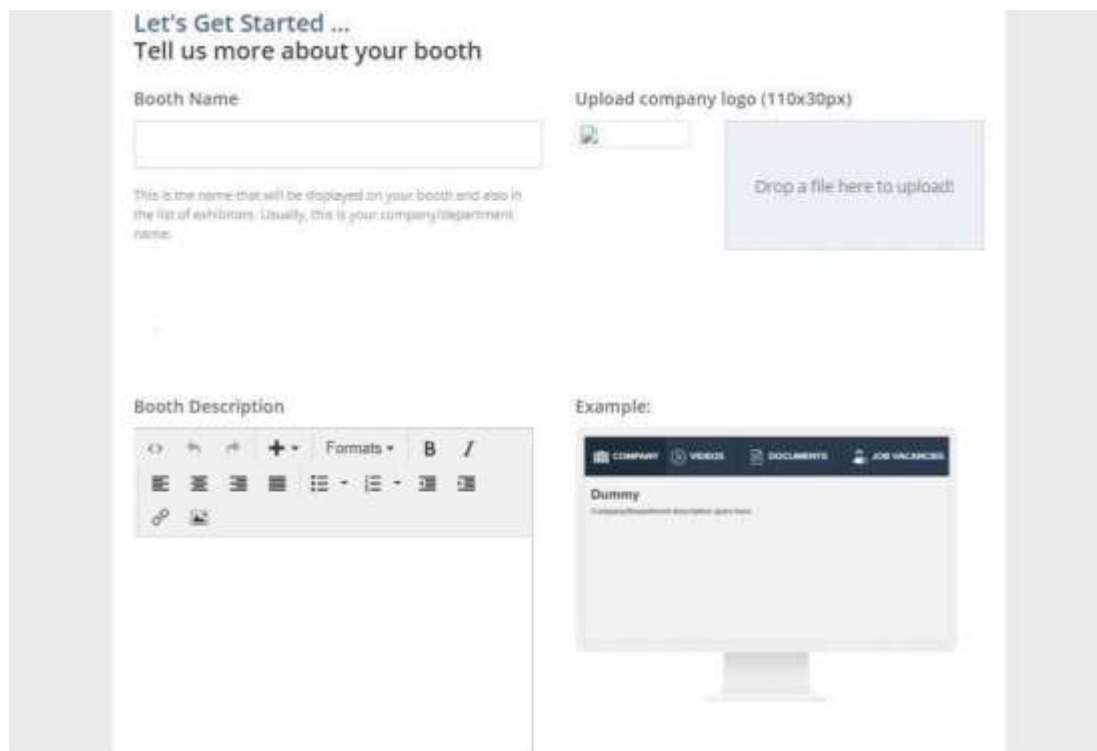
It includes:
- The name of the booth
    - Your booth name is your organization name. Please contact PWA before making any changes to the name as this will affect other resources that will cross-reference your booth.

- 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 a 2-3 sentences about your organization and the types of careers or learning opportunities students should know about.
  - Include any times booth reps will be available for live demonstrations, webinars or Q&A such as, *"Ask Emerick Construction questions using the Q&A and we'll do our best to answer as soon as possible. Join us from 2-3PM on March 16 when Jane Jones, our HR manager, will be available to answer your questions."*

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".

For a 2-minute video explaining this step, see https://player.vimeo.com/video/418308909.

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.

After selecting the layout, you will be able to 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 in some of the smaller booth templates the colors are not possible to change.*

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

Manage Banners   ✕

+ Upload banner image...

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 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 by checking the box '**Show Dimensions**' underneath the color options.
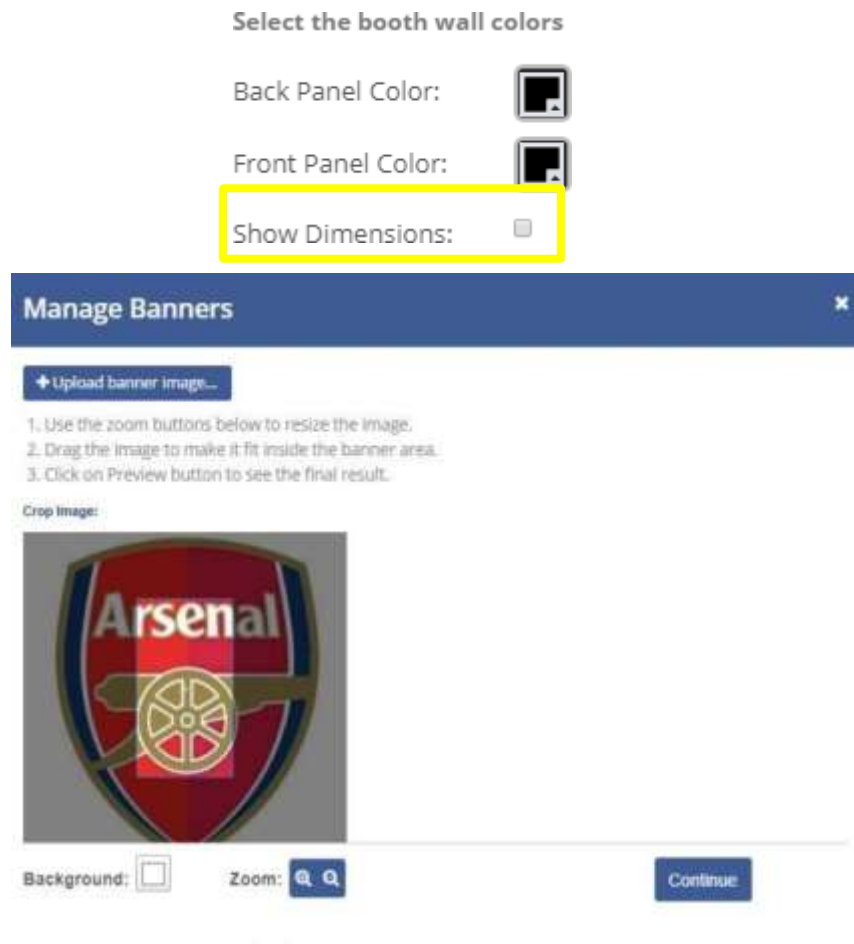
Click on **'Continue'** and the image will be displayed on banner space.

REMEMBER to click **'Save and Continue'** after adding information or else changes will not be saved.

Once the banner is uploaded, you can add a hyperlink to the banner with any external link. Note that there is an option to add external URLs to any other website. If you add a URL, the attendee will be directed to that site when they click on the image.

Do not add shareable links to any document or videos using the banner images. Those will be added in Step 4.

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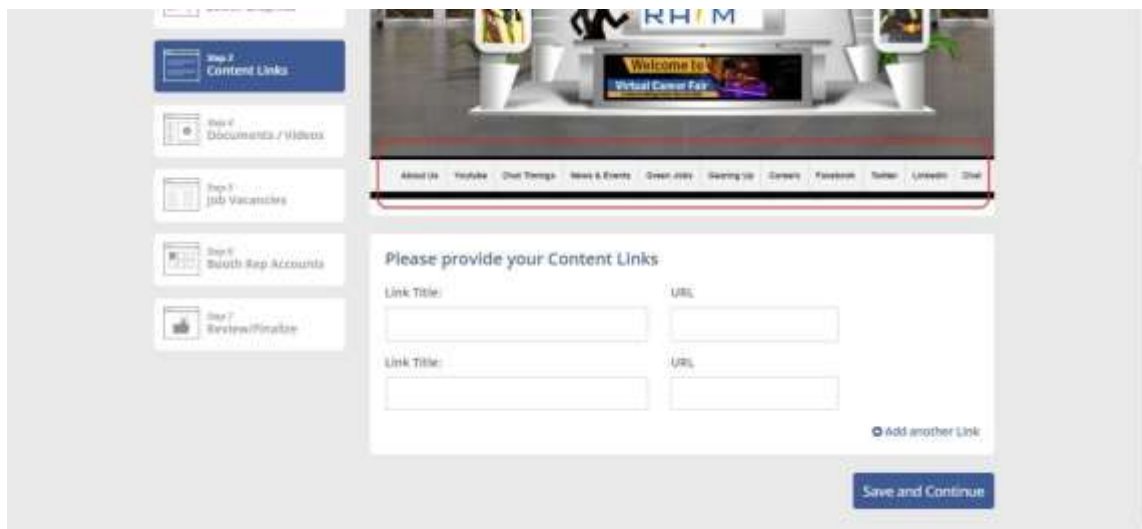
Add up to 10 links by clicking on 'Add another link'. Adding more than **10** links can make the space congested and will affect the overall appearance of the booth.

REMEMBER 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.*
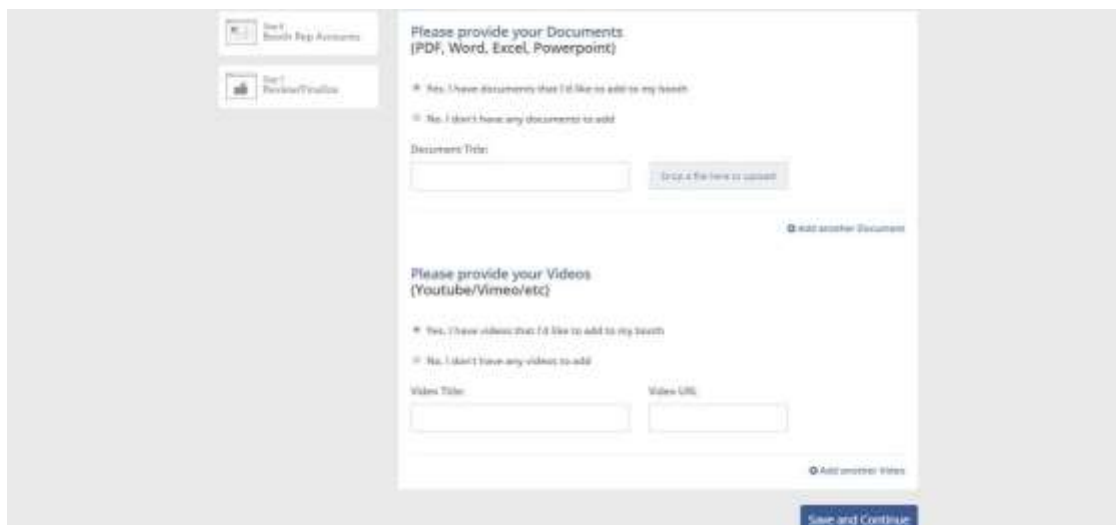
✔ You can interact with students using the Q&A feature in your booth. If you decide to host a few short Career Talks or demos in your booth as well, you can include the times of your talks in your Booth Description (see Step 2) and let PWA know so we can promote your content!

For consistency and ease of student use, we are asking all live content to be hosted on Zoom.

Step 4:

Documents / Videos:

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

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.

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 and select a video file to upload. Once the upload finishes, copy and paste the video URL that is populated in the highlighted area in attached screenshot:

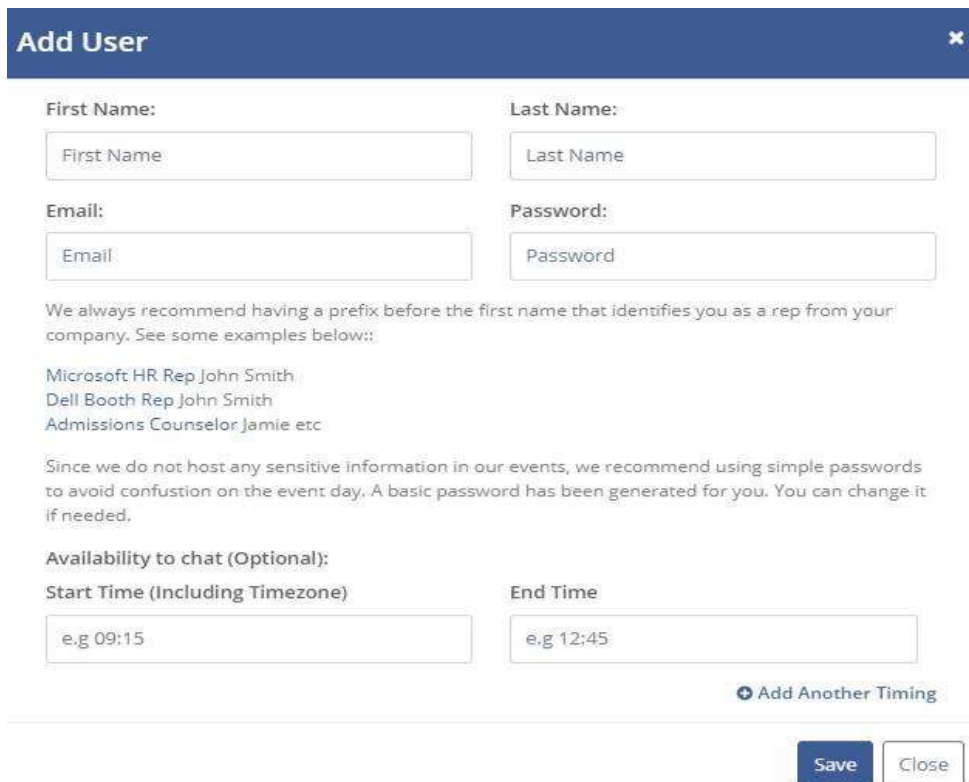Remember to click '*Save and Continue*' after adding information or else changes will not be saved.

Step 5:
Booth Rep Accounts:

Step 5 includes adding booth reps to your booth. Enter their name and email address. Each rep can then login with their own accounts when the event goes live.

After clicking on **'Add User'** following pop-up will appear:

Booth reps can be added by filling out contact information as shown in the above image. You can also reset the passwords by changing password from here. **This username and password will be the login information you will use to login into the event once the event goes live.**

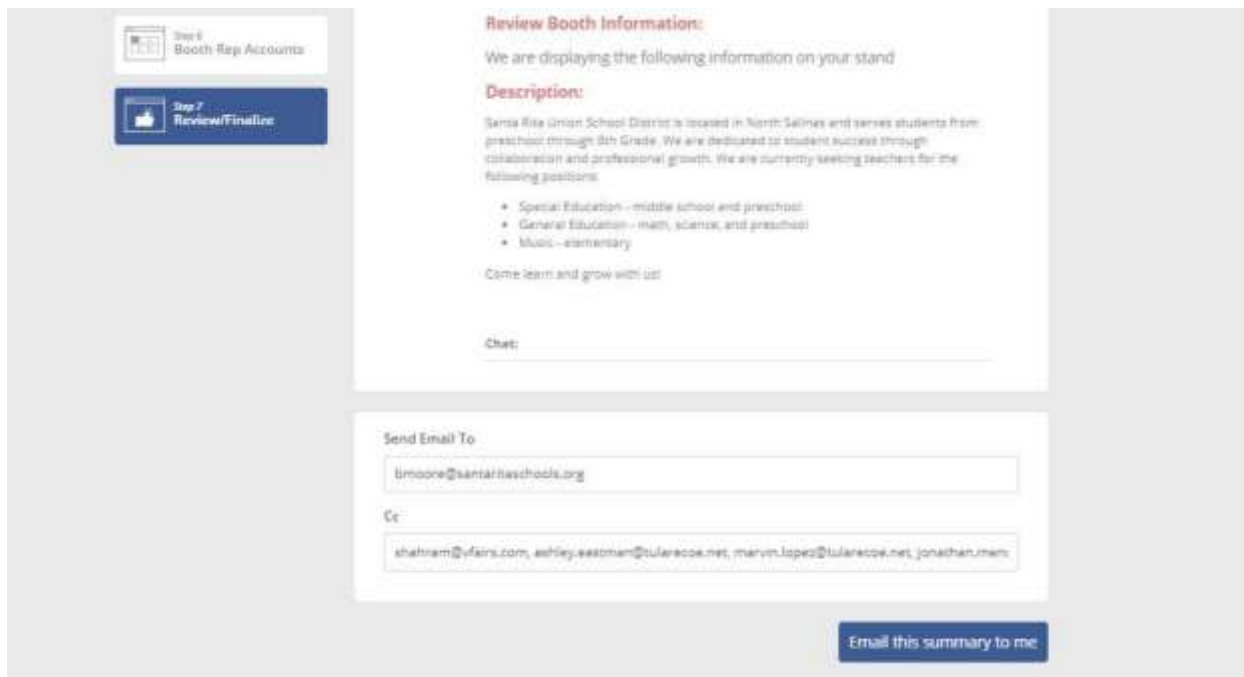REMEMBER to click "*Continue*" after adding information or else changes will not be saved.

✓ Booth reps can answer questions directly in their booths using a Q&A 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. Please refer to PWA's best practices.

Step 6:
Review/Finalize:

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.

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, allow 2-3 days and use your login that you created in Step 5 to access the site via the landing page: https://pwaexpo.vfairs.com/

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 for booth reps while adding booth rep accounts are important to remember as that will be the login information for your booth reps.
- You can still make changes even after submitting the booth for the first time. You will just have to access the same booth setup link and make changes. Just remember to hit the **'Save and Continue'** button after each step you are making changes in.
- Please note that any changes you will make take up to 2-3 days to show up on the front end.
- Once the testing phase starts, PWA will notify you and you will be allowed to login into the event at pwaexpo.vfairs.com and check your booth from the front end. If any of your documents, videos or links do not work reach out to the contacts below.
  - o For any general questions, advice on content, email PWA staff at expo@portlandworkforcealliance.org
  - o For any technical assistance with the Setup Wizard or the vFairs site, email pwaexpo@getvfairs.io