Guide to IECA Virtual Booth Features

While we put the finishing touches on the IECA virtual conference website, now is the time to start gathering everything you will need to set up your exhibit booth. As you know, the virtual Exhibit Hall will be open for live interaction and video chats throughout the conference, November 10–12. In mid-October you will receive login information in order to upload your marketing materials, set up profiles for your organization and your registered representatives, and even add a short welcome video!

There are a lot of great features you can add to your booth if you choose, and they're listed as "optional" below. We've listed the required items first, as these are the things you will want to think about in advance. When you are able to log into the platform, you will see a list of tasks that will lead you through the process of setting up your booth. Here are the items you will want to have prepared (**note that all times are Eastern**):

REQUIRED FOR BOOTHS

Organization Description (required)
• No limit on number of characters; Text only.

Registered Organization Representatives (required)
Please make sure you know in advance who from your organization is registered for the conference. If you are unsure or need to change a name, please contact me: rachel@iecaonline.com. For each registered representative (including you), you will need:
• First name, last name, email, city, and state (required)
• Credentials and title (optional)
• Bio (optional)
• Photo (required; can be a traditional headshot or a logo if you prefer not to share a photo)
The photo needs to be 400 pixels wide by 400 pixels high. If the photo you upload does not meet those requirements, the photo will have to be cropped.)
• Social Media (optional): Facebook, Twitter, and LinkedIn

Video Chat Availability (required)
For each representative, you will need to establish the hours that they will be available for video chat. While the Exhibit Hall is open 24 hours a day from Wednesday, November 10, 12:00 noon–Friday, November 12, 5:00 p.m. ET, visitors will be able to leave you a message when you're not there and you will be able to download a list of all who have visited your booth. Establishing the hours you and/or a colleague will likely be in your booth helps visitors know when they should come back to visit to catch you in person. We recommend that you staff your booth during your dedicated live exhibit time (Fair, Swap, Exchange, or Vendor times) and then be available by appointment throughout the week.
• College & PostSecondary Fair: Wednesday 2:00–4:00 p.m. ET
• Therapeutic Information Swap: Thursday, 4:00–6:00 p.m. ET
• K-12 School Exchange: Friday, 12:30–2:00 p.m. ET
• Vendors: Wednesday 1:30–2:00 pm ET, Thursday 10:30–11:30 a.m. ET and 1:30–2:00 p.m. ET, Friday 10:30–11:30 a.m. ET
In addition to the hours above, you may add any other time periods from Monday at 12:00 noon–Wednesday at 5:00 p.m. ET.

OPTIONAL FOR BOOTHS

Intro Video and Thumbnail (optional)
We encourage you to post a video! It doesn't need to be formal or produced–you can even post a friendly or creative "Welcome to our booth!" message that you record on your phone.
• Videos should be 20 seconds to 3 minutes in length
• Videos must be mp4 files and not exceed 200 mb
• You can (optionally) add a thumbnail for the video. The image can be a png or a jpg image file and needs to be 800 px wide.

PDF Resources (optional)
• You can include up to 3 pdfs (e.g. brochures, fliers, FAQs)
• Each one will need a short title/label; if it's too long the full name will not appear

Weblinks (optional)
• You can include up to 3 weblinks (e.g. list of majors, mission statement, admissions page). Each one will need a short title/label; if it's too long the full name will not appear

Logo (optional)
• Vector version of your logo (Illustrator .ai or .eps are accepted)
• If you don't have a vector version of your logo, send your existing logo to Sarah Brachman, sarah@iecaonline.com, and she will convert it for you.

Booth Banner (optional)
• The banner needs to be 1,920 pixels wide and between 150–300 pixels tall. It must be in jpg format.
• You may also add a connecting Booth Banner Web Link (click-thru URL).

Schedule a Meeting (optional)
In additional to the live exhibit hall times, you have the opportunity to offer one-on-one meetings with participants. By adding the URL for your online scheduler (like Calendly or Doodle), a 'Schedule a Meeting' button will show in your booth.

Organization Social Media (optional)
Twitter (page and hashtag), Facebook, Instagram and LinkedIn.

Features Available to Customize Your Booth

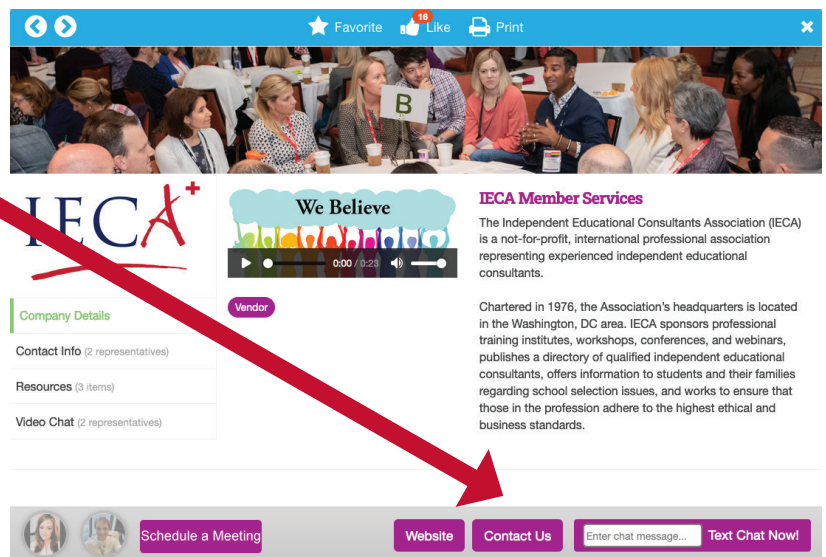**There are no additional fees to add booth options or upgrades. All options you see when you set up your booth are included in your registration fee.**

This is an example of the screen visitors will see when they click into your booth.
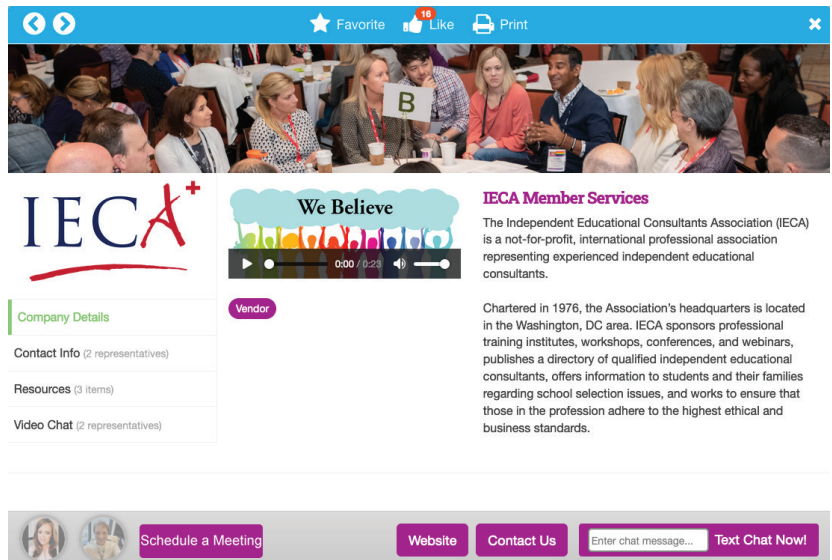

Contact Us
Participants can leave their contact information or send in questions 24/7.

Booth Banner
This is an effective way to make your booth much more noticeable to participants and have it stand out. Participants will see a horizontal banner across the top edge of your virtual booth. Your booth will really pop when attendees see it.

The banner needs to be 1,920 pixels wide and between 150-300 pixels tall. It must be in jpg format.

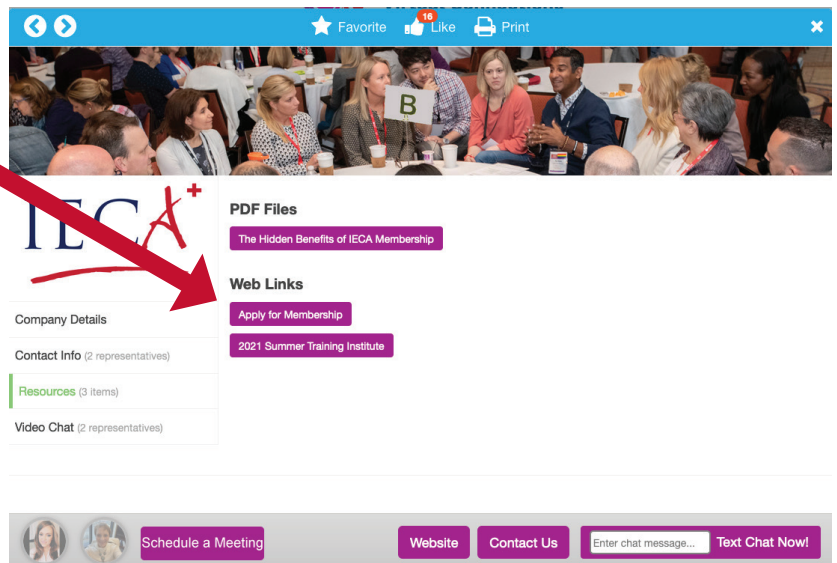# Customizable Booth Features
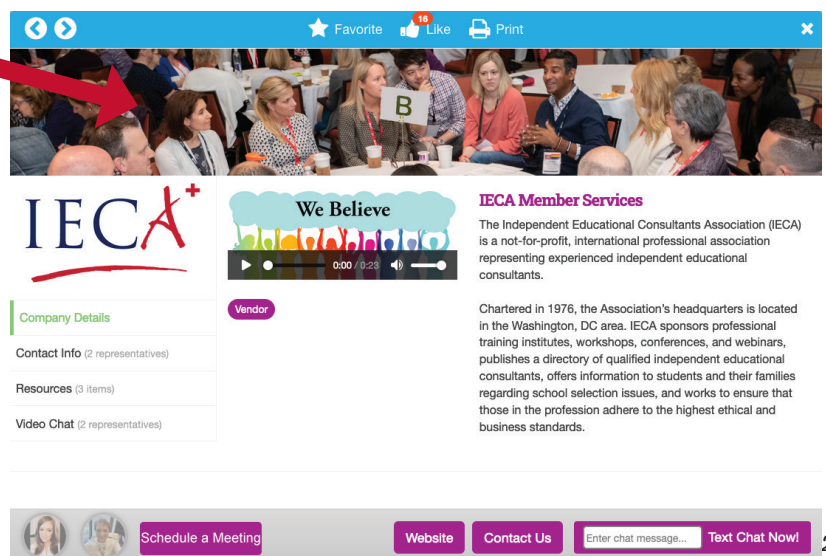
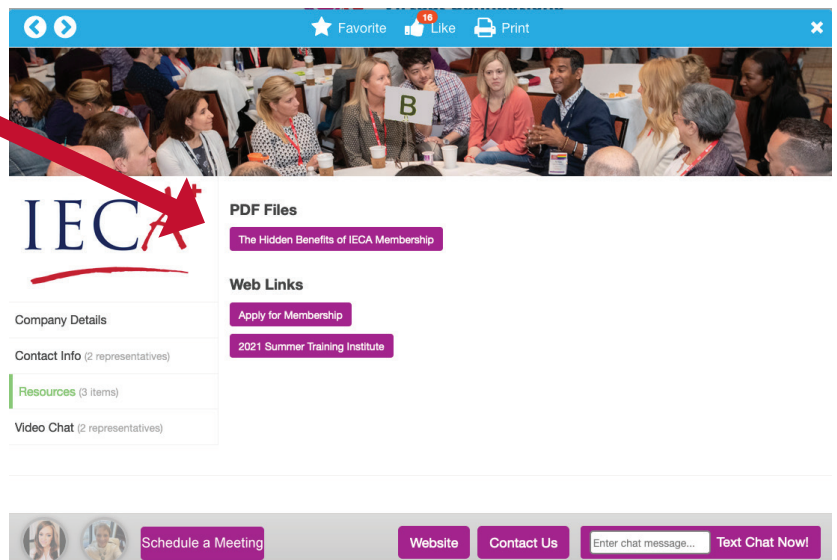## Description
Add an overview of your organization.
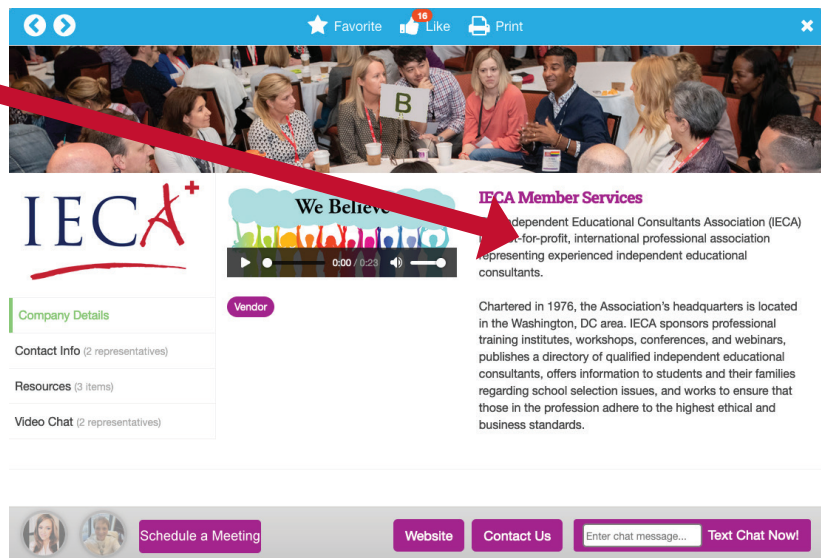
Web Links
Provide URLs to be posted on your Virtual Booth. It is common to include links to web pages and forms.


PDF Files
You can upload PDF documents to share with attendees in your booth profile. This is a great way to share information about your organization with participants.

Upload Video(s)

Share a video with participants to introduce them to your organization. It's a great way to draw them in. We recommend videos between 20 seconds and 3 minutes. You can change the video as often as you'd like.
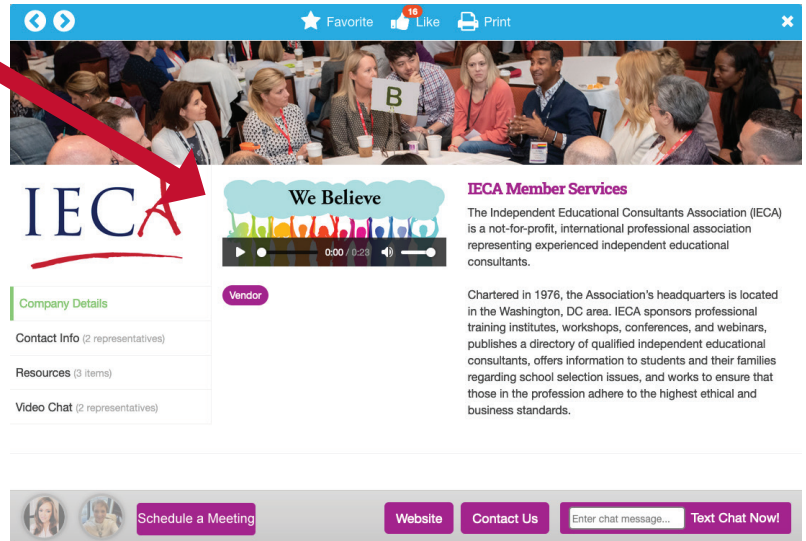
Video Chat

Your registered staff will be able to video chat with participants. Participants can jump into your video chat, just like when they walk up to a booth at a live event. Each booth representative can chat with up to four participants at one time.
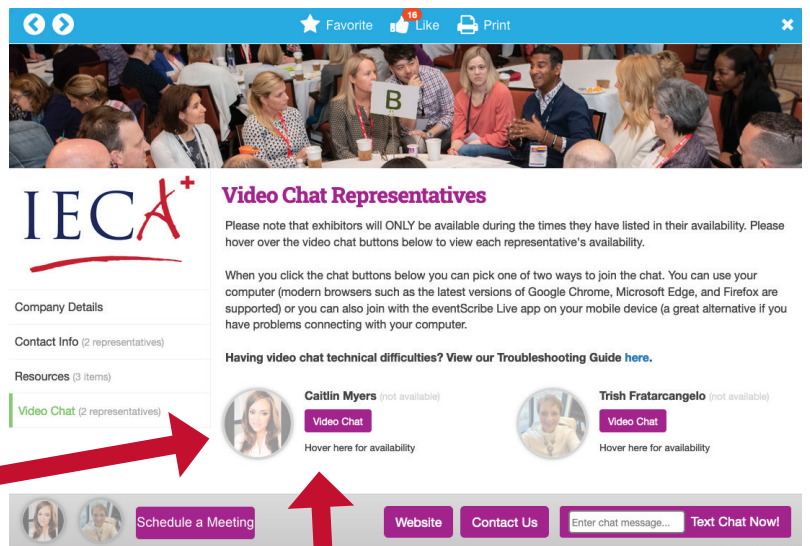
All registered representatives must upload a photo or image and create a profile.

Each representative will post the hours they will be staffing the booth and available for video chat.

Schedule a Meeting

By adding a link to your online scheduler, participants can choose a day/time to meet with you during the conference or in the future.