Managing Your Virtual Exhibition Stand in OnAIR 3D Mode

Introduction

As an exhibitor for an OnAIR Virtual Event, you have a variety of tools and functions you can use for managing your stand and interacting with attendees.

In this overview, we will explore:

- Overview of an OnAIR Virtual Exhibition
- Logging into the OnAIR Portal and Accessing Your Stand
- Staffing and Managing Your Virtual Stand
- Brochures and Videos at Your Virtual Stand
- Creating and Running Live Presentations at Your Stand
- Customizing Your 3D Mode Virtual Stand (If Available)
- Creating Your Own 3D Custom Virtual Stand (If Available)

This overview is provided to you by your event organizer and should answer most of the questions you may have. Please contact your event organizer for additional support as needed.

Overview of an OnAIR Virtual Exhibition
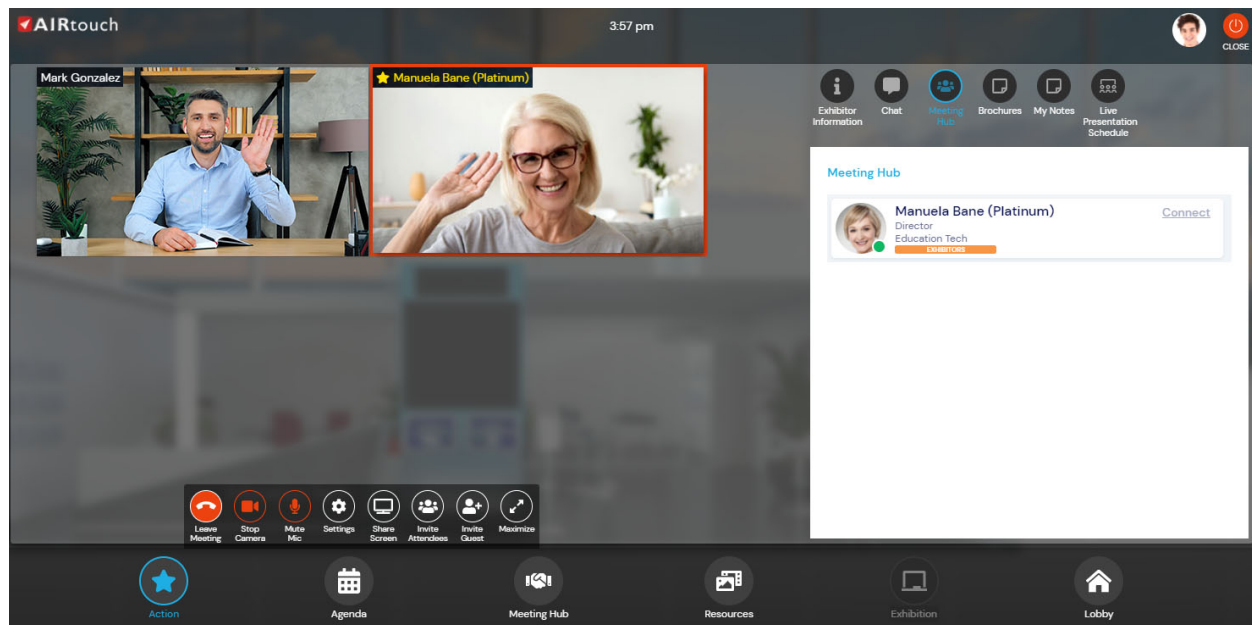
When attendees visit the virtual exhibition, they can view all available exhibitors, either by scrolling or by performing a search.

Once a specific stand is selected, attendees can:

- Request a text conversation with you
- Request a video meeting with you
- View your handouts or videos
- Attend a live presentation at your stand
- Connect with you, allowing both you and the attendee to download contact information (like exchanging business cards)
- Optionally, record lead retrieval information
- Optionally, attend pre-schedule video meetings

Live interactions (text conversations and video meetings) between you and your visitors occur only during scheduled "open" times for the virtual exhibition. Attendees can also visit your stand at other times where they can view handouts and videos.

3D Mode In OnAIR

3D Mode is a graphical environment for the virtual event that displays your virtual exhibition and stand in a realistic, graphical environment.

Virtual attendees can scroll along the Exhibitor Gallery or search for specific stands to visit.

Attendees are also able to star specific exhibitors as favorites, making it easy to recall and view a list of these "favorite" stands at a later point.

When an attendee visits your stand, they will view your exhibition stand as a realistic 3D image. Your stand may be standard for all exhibitors, or your event organizer may allow you to customize the standard stand or even choose a new stand design.

Depending on your stand design, your attendees can view and click on different areas of your stand or view exhibitor information from their AIRTouch Device (see next section for an example AIRTouch Device):

- **Company Name and Logo**

- **List of Available Exhibitors**

- **Request Live Meeting** – clicking this button places the attendee in a queue for a live video meeting

- **Request Live Chat** – clicking this button places the attendee in a queue for a text chat

- **Exhibitor Information –** displays information about your company

- **Frequently Asked Questions** – displays a list of frequently asked questions and answers, which are created by your organization in advance of the virtual exhibition going live

- **Meeting Hub** – displays all members of your team, allowing attendees to request connections. If accepted, both you and the attendee can collect and retrieve basic contact information

- **Brochures** – lets the attendee view and download any of your company brochures

- **Video Gallery** -displays one or more videos that your organization has uploaded to the OnAIR Portal

- **My Notes** – Lets the attendee make notes about their visit with you. All notes are automatically saved and available for download at a later time

- **Live Presentations Schedule** – lets the attendee view a list of scheduled live presentations, and when available join a specific live presentation

3D Mode AIRTouch Device
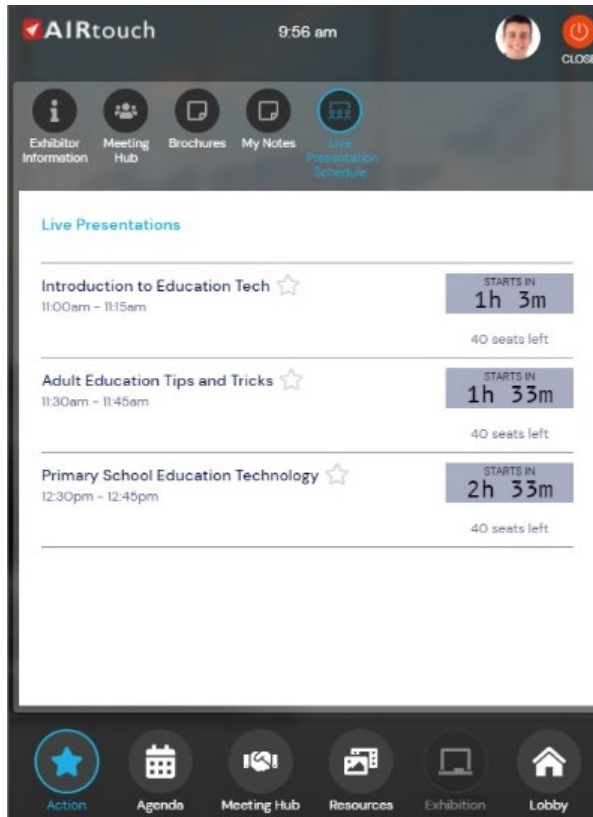
Like a personal tablet or smart device, every attendee receives their own AIRTouch Device when they log into the virtual event. This AIRTouch Device is multipurpose, provide access to a variety of information depending on where the attendee currently is visiting in the virtual event.

When visiting your stand, their AIRTouch Device displays a series of icons along the top providing access to:

- Exhibitor Information
- Meeting Hub Connections
- Brochures
- My Notes
- Live Presentation Schedule

Logging into the OnAIR Portal and Accessing Your Stand

When you log into OnAIR, the system recognizes you as an Exhibitor and gives you management access to you stand.

This access applies to both the main exhibitor contact on your team as well as any additional stand personnel.

In your AIRTouch Device, when you view the listings for the virtual exhibition, you will see two options:
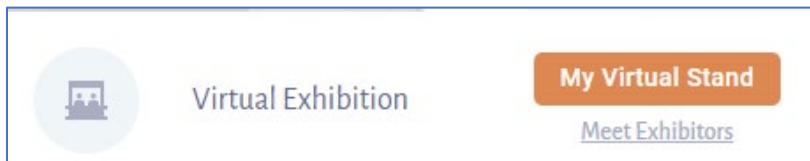
- My Virtual Stand
- Meeting Exhibitors

Meeting exhibitors lets you view the exhibitor listings like any other attendee. You can preview and visit with any exhibitor you wish.
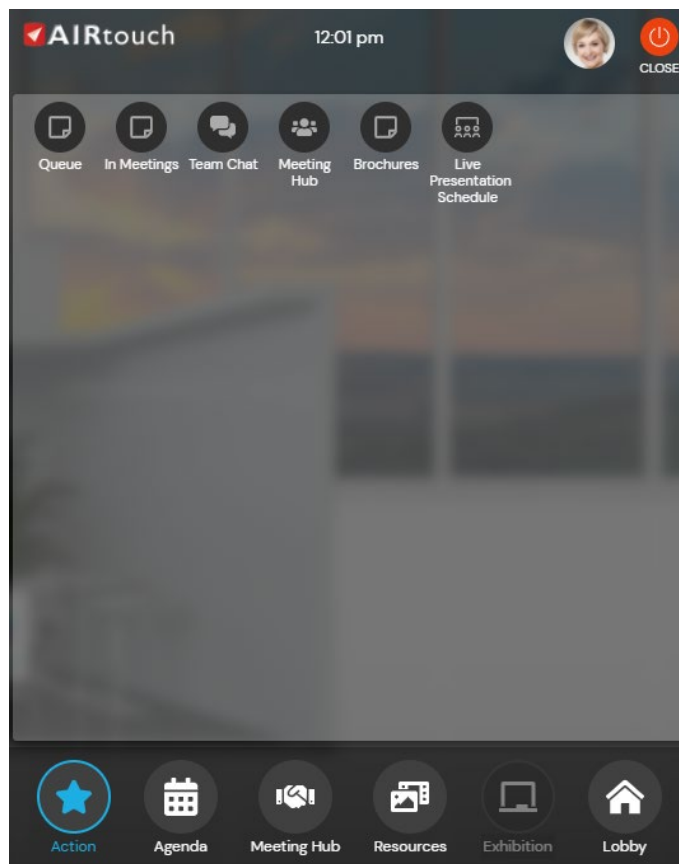
My Virtual Stand lets you access the back end of your stand.

This is where you will go when the virtual exhibition is open to attendees, and all your exhibitor tools are found in your AIRTouch Device.

Visiting your stand directly will give you the same access to your stand.

Viewing Your Exhibition Stand Options

In 3D Mode, you will access these widgets from your AIRTouch Device. Elements of Your Stand Management Functions include:
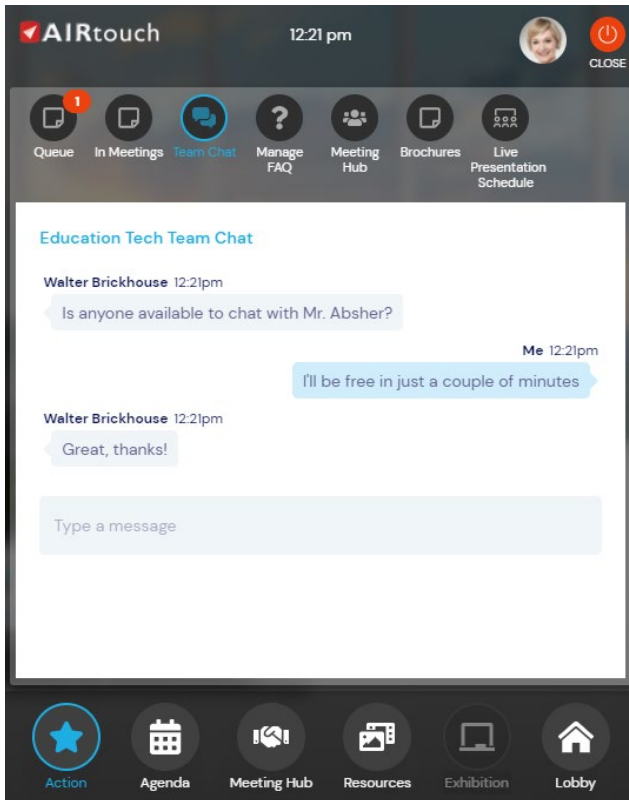
- **Queue** – lets you view attendees who have requested a live chat or a video meeting. This queue is seen by all members of your team and can be answered by any member who is available
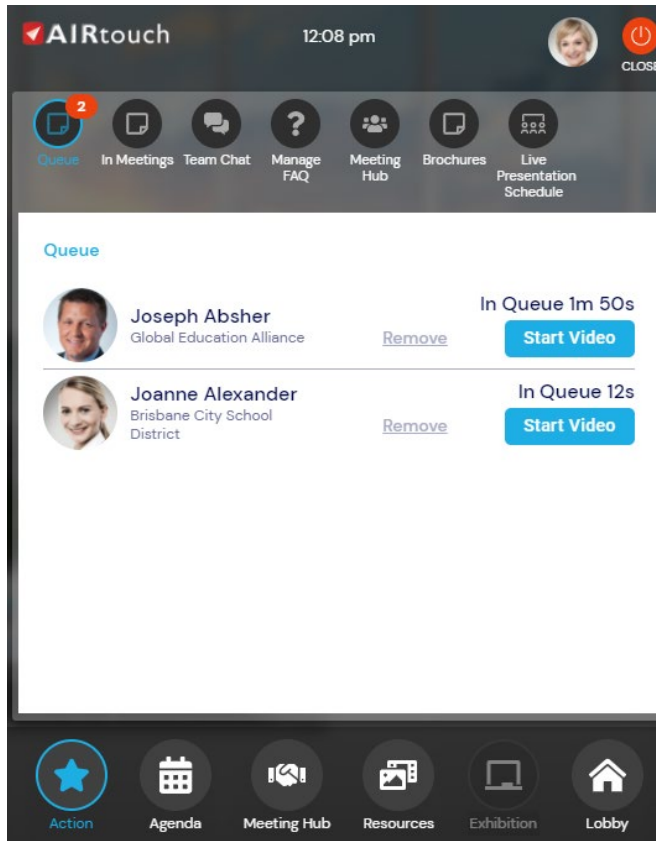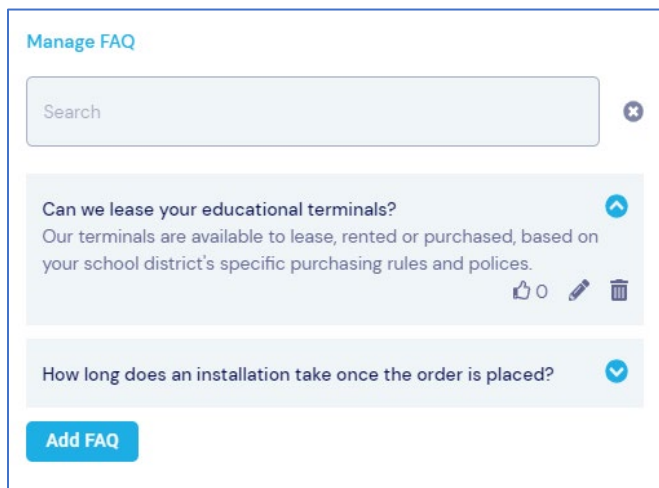

- **In Meetings** – shows what text chats or video meetings are currently active and who is in those meetings
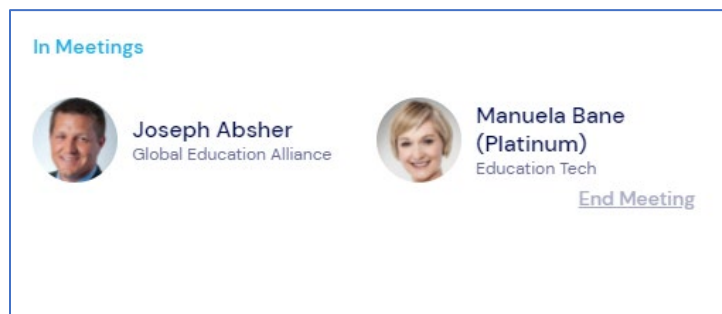
- **Team Chat** – a place for your and your team to chat privately during the exhibition


- **Manage FAQ** – you and your team can write and pre-populate FAQ questions and answers that can be viewed by visitors to your stand.
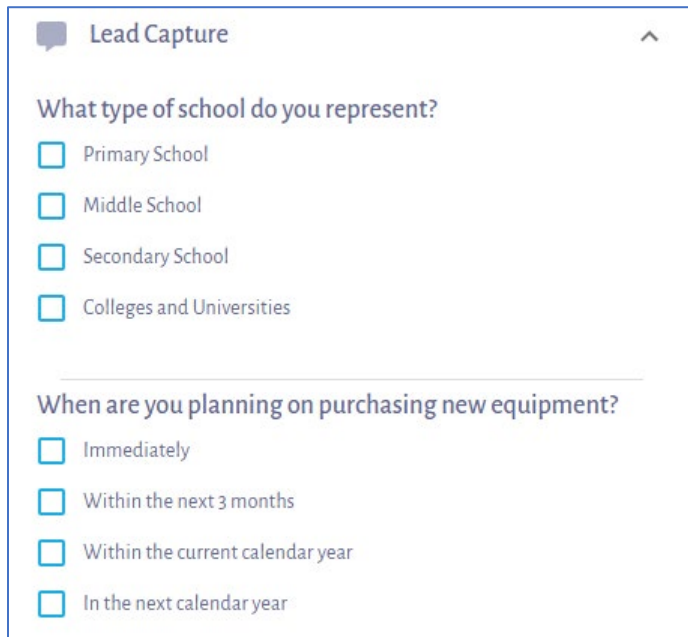
- **Meeting Hub** – this option lets you and your visitors request a connection. Once the connection is accepted, both you and the connected attendee can view and download each other's contact information.
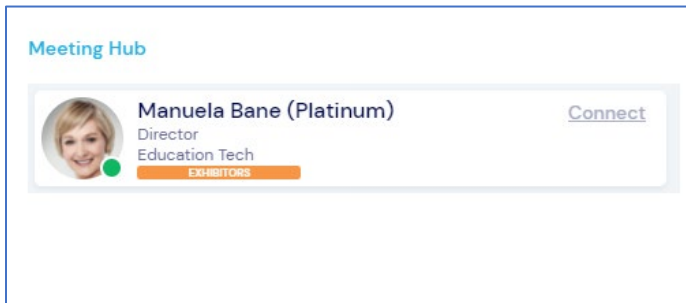
- **Brochures** – If you have submitted a brochure, your attendees will be able to access and download brochures from this widget.
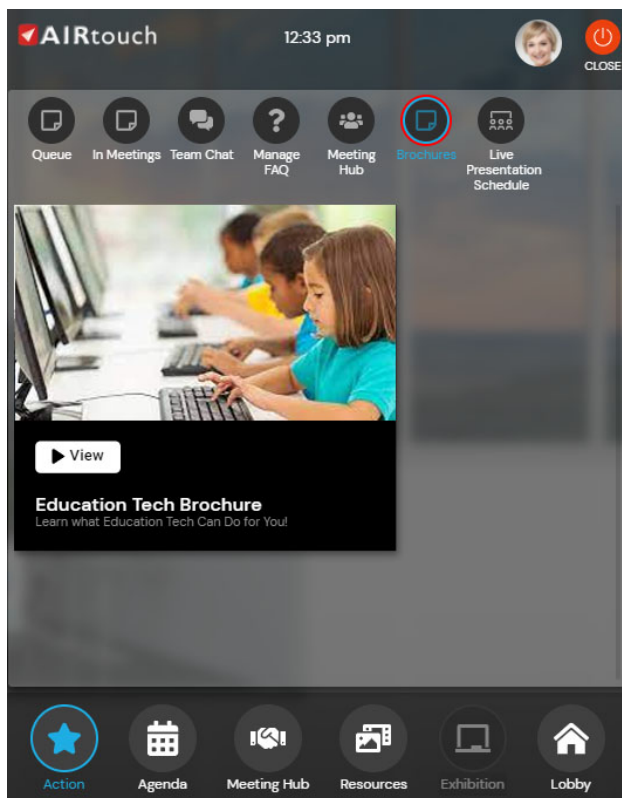
- **Lead Capture** - If enabled for your stand, you are able to create one or more lead capture questions (via the Exhibition Portal) to ask attendees visiting your stand. This option is available in both text chats and video meetings. All responses are collected along with contact information for each attendee you connect with.
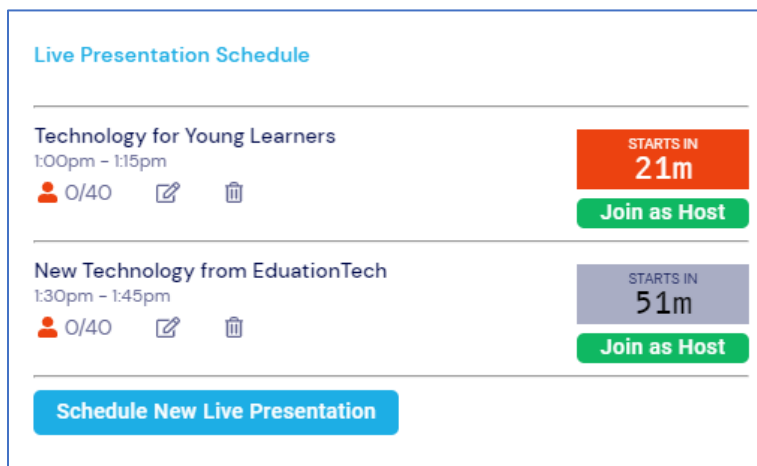

- **Live Presentation Schedule** – If enabled, you will be able to schedule live presentations at your stand. This widget will display a list of all currently scheduled live presentations, along with countdown times, attendance indicators and links to join as the host.

- **Schedule New Live Presentation -** Selecting this option (in the Live Presentation Schedule Widget) will let you schedule new live presentations at your stand. Please refer to the section on Live Presentations for additional information.

- **Analytics Option** – If enabled, Selecting Analytics 📊 will display analytics and reports for your stand. You can view real time statistics and view or download a variety of reports about visits to your stand.
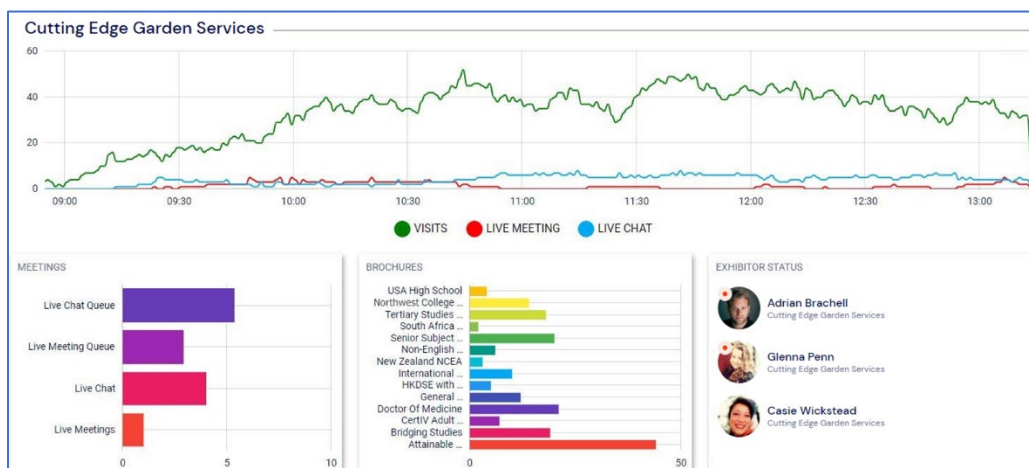
Staffing and Managing Your Virtual Stand

You can have additional team members associated with your exhibition stand. To add additional team members, you can either use the Exhibitor Portal or contact the event organizer to make these arrangements.

Note: The number of additional team members you are assign are set by the event organizer.

All team members can have text conversations and video meetings with attendees, and each team member will access the stand's back end in the same fashion (as described in the previous section).

Additionally, all team members can create and lead stand presentations.

Brochures and Videos at Your Virtual Stand

Depending on how your program is set up, you may be able to provide brochures and video links (YouTube, Vimeo or Brightcove links) to share with your stand visitors.

You may be provided with a self-service exhibitor portal where you can upload your brochures, logos, company profiles and video links. You should contact your exhibition manager for additional information.

Otherwise, you will be submitting these deliverables to the event organizer, who will make sure they are properly stored in your exhibitor record.

Creating and Running Live Presentations at Your Stand

If available, you can schedule stand presentations during the live exhibition hours. Attendees can choose any presentation they wish to attend from a list of current and upcoming presentations.

When attendees visit the Exhibition Hall, they will see a display of upcoming presentations. They will also see a list of scheduled presentations in their AIRTouch Device, and optionally, they can view the schedule of presentations directly displayed on your stand (depending on how your stand was configured or customized).
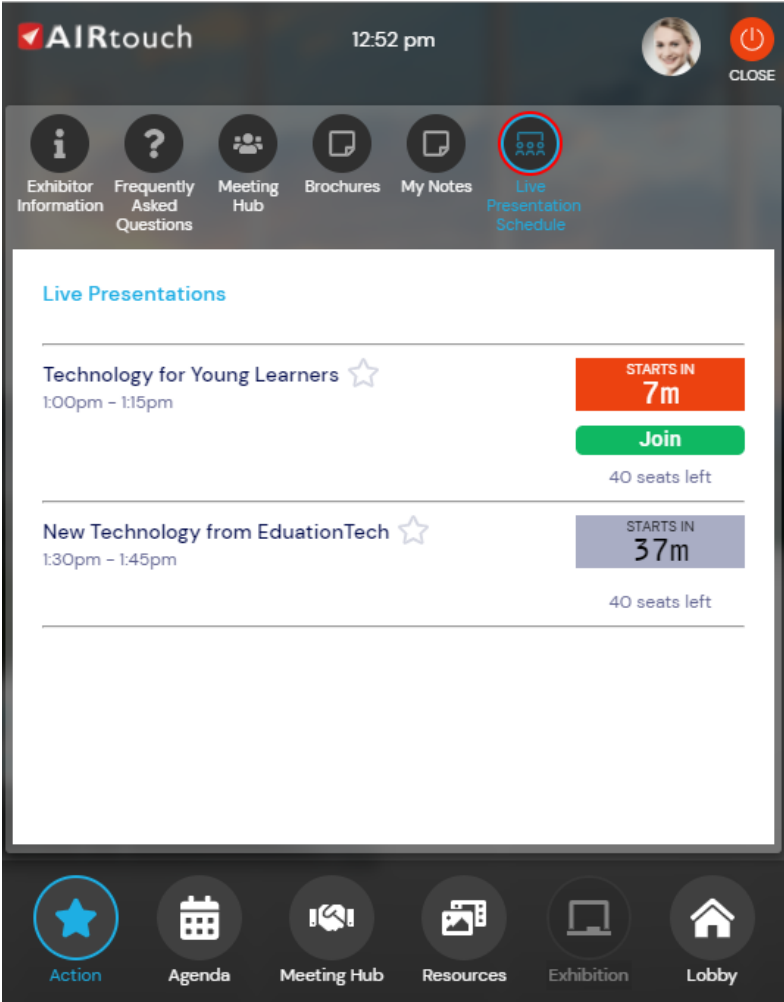
You can have up to 40 attendees at any presentation. Attendees can join any presentation before it begins or while it is in progress.

Presentation Formats

You can create Live Presentations in two formats:

- Webinar Mode, which is similar to a Poster Presentation where the audience sees the presenter and all attendees are audio only

- Interactive Mode, which is much like a breakout room where all attendees' and exhibitors' cameras and audio are enabled

As a presenting exhibitor, you can seamlessly switch between modes during a presentation.

Setting Up Exhibitor Presentations

As an exhibitor, you can visit your stand in advance of the virtual exhibition and set up your live presentations.

Simply access your virtual stand and expand the Live Presentation Schedule Widget. Here, you would complete the following information:

Topic - enter the title of the presentation here.

Description - enter the description of the presentation here.

Date - select the date of the presentation. The available dates reflect the dates of the virtual exhibition schedule as set by the event manager.

Start Time - select the starting time of the presentation here.

Duration - choose how long you want to schedule this presentation for.

Format - choose the format of the presentation:

- Webinar - participants show audio only. The presenter shares their audio and video
- Interactive - both participants and presenter share both audio and video

Tools - choose which attendee tools you wish to enable:

- Discussion Forum / Chat
- Live Q&A
- Raise Hand

Starting Exhibitor Live Presentations

Once you have one or more live presentations scheduled, you will see a schedule of live and upcoming presentations in your AIRTouch Device (3D Mode). This displays as countdown timer for upcoming presentations, attendance numbers for current presentations, and the option to edit or delete presentations as needed.
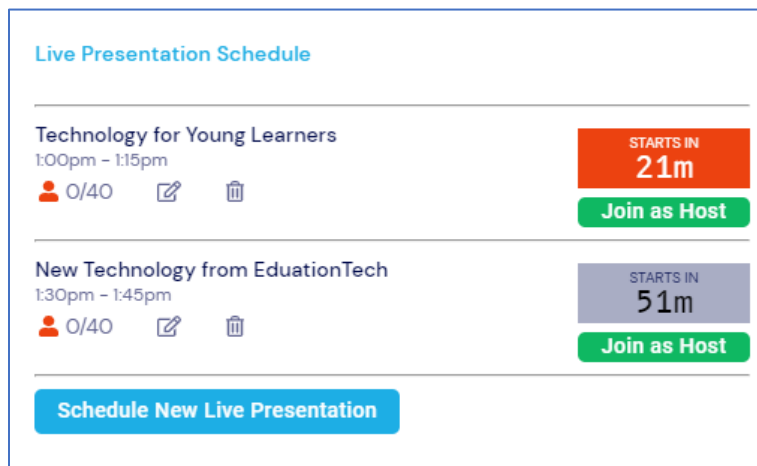
Joining as host will bring you into the Live Presentation area, where you have these control options:

- **Start / End Presentation**

- **Start / Stop Camera**

- **Mute / Unmute Mic**

- **Settings** – lets you view and adjust your camera and microphone settings

- **Share Screen / Stop Share** – lets you choose to share your screen for presentations

- **Live Q&A** – If enabled, opens the Live Q&A tool where you can view and respond to questions from your attendees in the presentation

- **Participant List** – opens the participant list, where you can view a list of all attendees in the session. If you have enabled Raise Hand in the Tools function, you see a raise hand indicator here as well

- **Invite Guest** – opens the Invite Guest option, letting you invite another person into the presentation. This is ideal when you want to bring in someone from your organization who may not even be registered to the virtual event

- **Tools** – this opens the Tools option, letting you switch between presentation formats and enable or disable the Discussion Forum, Live Q&A, and Raise Hand Options

- **Maximize** – lets you maximize the video display. This is especially useful when you have more than a couple of attendees in the presentation and you are using the Interactive view

On the right you will see the Discussion Forum widget (if enabled) and the Team Chat widget.

Example of a 3D Mode Live Presentation

Customizing Your 3D Mode Virtual Stand (If Available)

Depending on your purchased stand, you may be offered the opportunity to customize different elements of your stand. Your event organizer will let you know if you have this option.

Depending on what options are available to your stand type or exhibitor level, you may have access to:

- Customize your stand with limited options, such as inserting images, videos, text, or clickable areas

- Change your stand design from a set of pre-defined gallery images

- Create your own stand design and upload into the virtual exhibition

Using the 3D Builder

If you have been given access to customize or change your stand, you will see an Open 3D Builder option in your profile menu (in your AIRTouch Device) or directly in your stand.

When you select this option, you are brought into your stand within the 3D Builder.
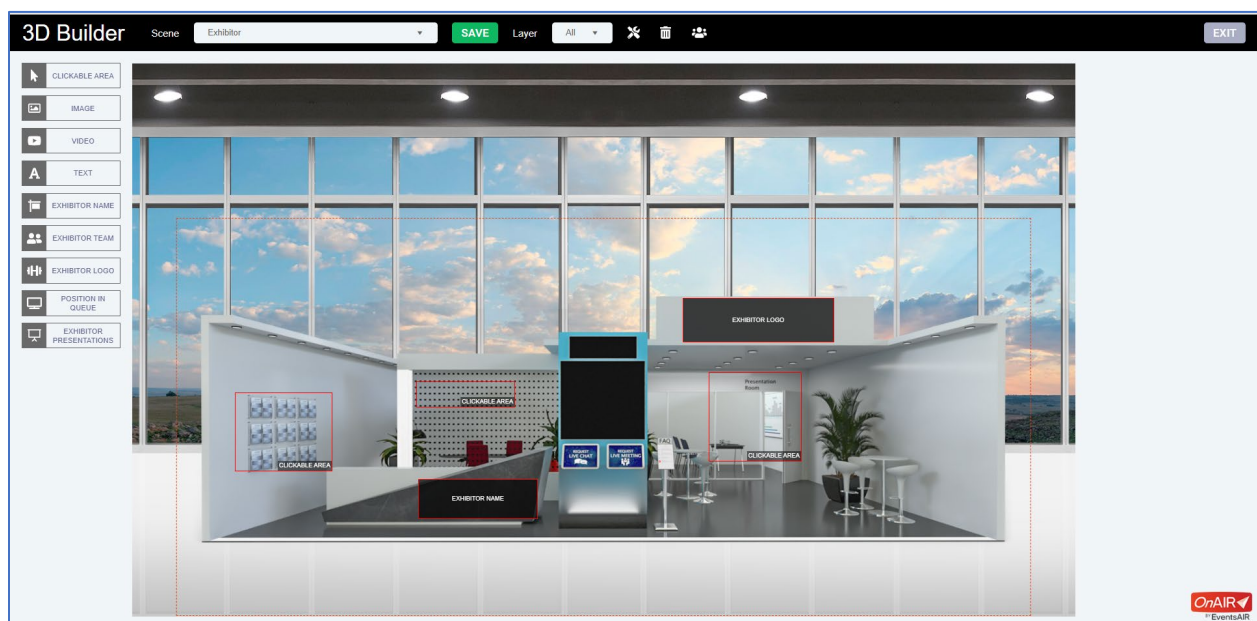
Available Functions in the 3D Builder

- **Clickable Actions** – lets you drop in a clickable area anywhere on your stand and assign one of these actions:

  - Do Nothing
  - Open URL in a new tab
  - Play Video in a Pop-Up Player
  - Pop-Up Text
  - Open Exhibitor Information
  - Open Frequently Asked Questions
  - Open Exhibitor Meeting Hub
  - Open Video Brochure Gallery
  - Open Brochures
  - Open My Notes
  - Open Live Presentations Schedule
  - Request Live Chat
  - Request Live Meeting

- **Image** – lets you drop in an image and if you wish, assign a clickable action as described above

- **Video** – lets you drop in a video (referencing a YouTube, Brightcove or Vimeo and if you wish, assign a clickable action as described above

- **Text** – lets you drop in one or more lines of text and if you wish, assign a clickable action as described above. You are also able to merge in contact information, such as merging in the attendee's first name or company name

- **Event Sponsors Component** – used to drop in the rotating display of Event Sponsors, exactly as it displays in the 2D Mode of OnAIR.

- **What's On Next Component** – used to drop in the What's On Next information, generated from the event agenda. This rotating display shows upcoming information that is contained on the Timeline, in a rotating format similar to a display board at an event venue.

- **Exhibitor Name Component** – used to drop in the Exhibitor name, as recorded in their EventsAIR record.

- **Exhibitor Team Component** - used to drop in the Exhibitor team names, as recorded in EventsAIR group details. These would be your team members that are manning your stand.

- **Exhibitor Logo Component** - used to drop in the Exhibitor logo, as uploaded in the Exhibitors EventsAIR record.

- **Position in Queue Component** - used to drop in the Position in Queue display.

- **Exhibitor Presentations Component** - used to drop in the scheduled Exhibitor Presentations list.

All of the above scene specific options are able to be resized, and you can adjust perspective. There are no actions associated with these components.

Replacing the Default Stand Image

If made available to you, you may be able to replace the default stand image with one from the image gallery.

If this feature is available, simply click on the Replace Image icon in the tool bar


and then choose Replace Image.

You will see a list of gallery images on the right, and you can easily select a different stand layout.

Your current components and clickable areas will remain, and you will simply need to re-arrange as required.

Creating Your Own 3D Custom Virtual Stand (If Available)

If you are allowed to create your own custom stand and upload into the virtual exhibition, you will see a "Use Custom Image" option at the bottom of your image gallery, as shown here:
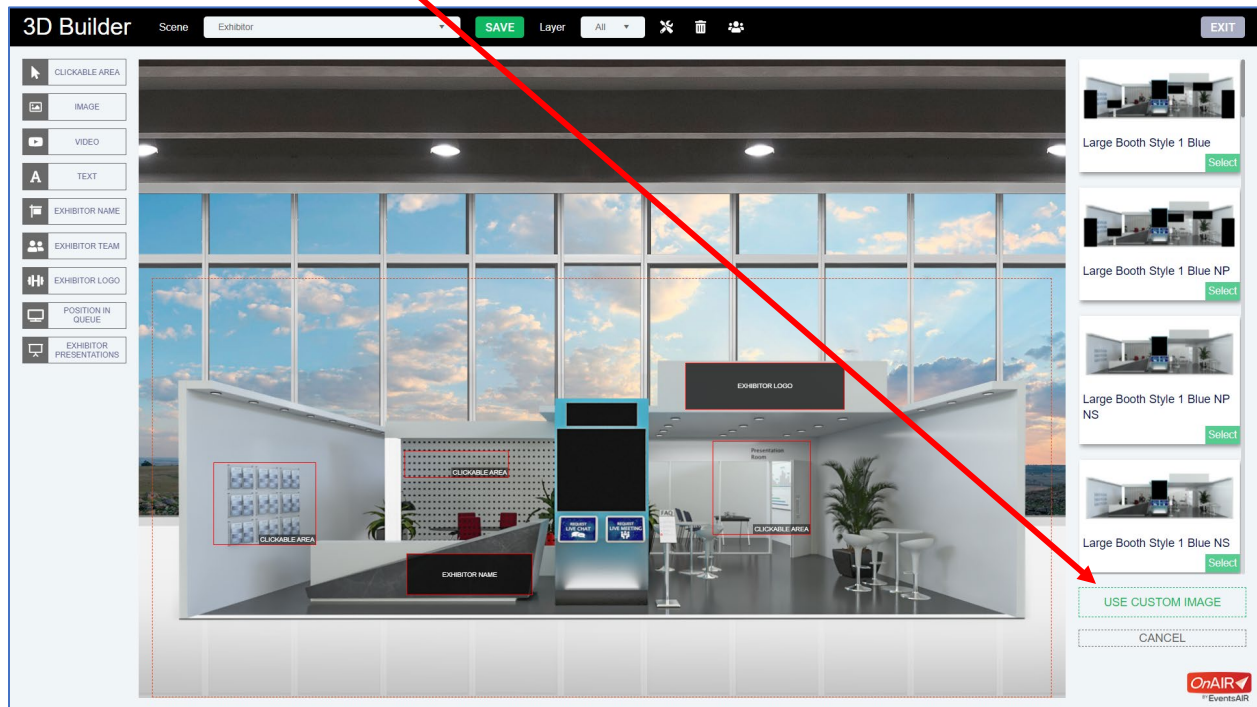

You will need to create a Standard or Large stand image per the specifications shown on the following pages.

NOTE: The ability to create your own custom stand is assigned by the event organizer. If you wish to create your own custom stand and this option is not visible to you, please contact the event organizer to discuss your options.

Custom Standard Sized Exhibition Stands

It is important to follow these guidelines when creating your Standard Exhibition Stand image:

- **Full Image Size** – 940 pixels x 650 pixels

- **Left and Right Padding** – 20 pixels

- **Bottom Padding** – 125 pixels

- **Top Padding** – you can use as much of the height of the image as you need

- **Lighting** – If you or your graphic designer chooses to do so, you can apply shadowing to the stand image accounting for light coming from behind. You should exercise constraint in these design elements, and you should test your stand image on several different devices or monitor sizes.
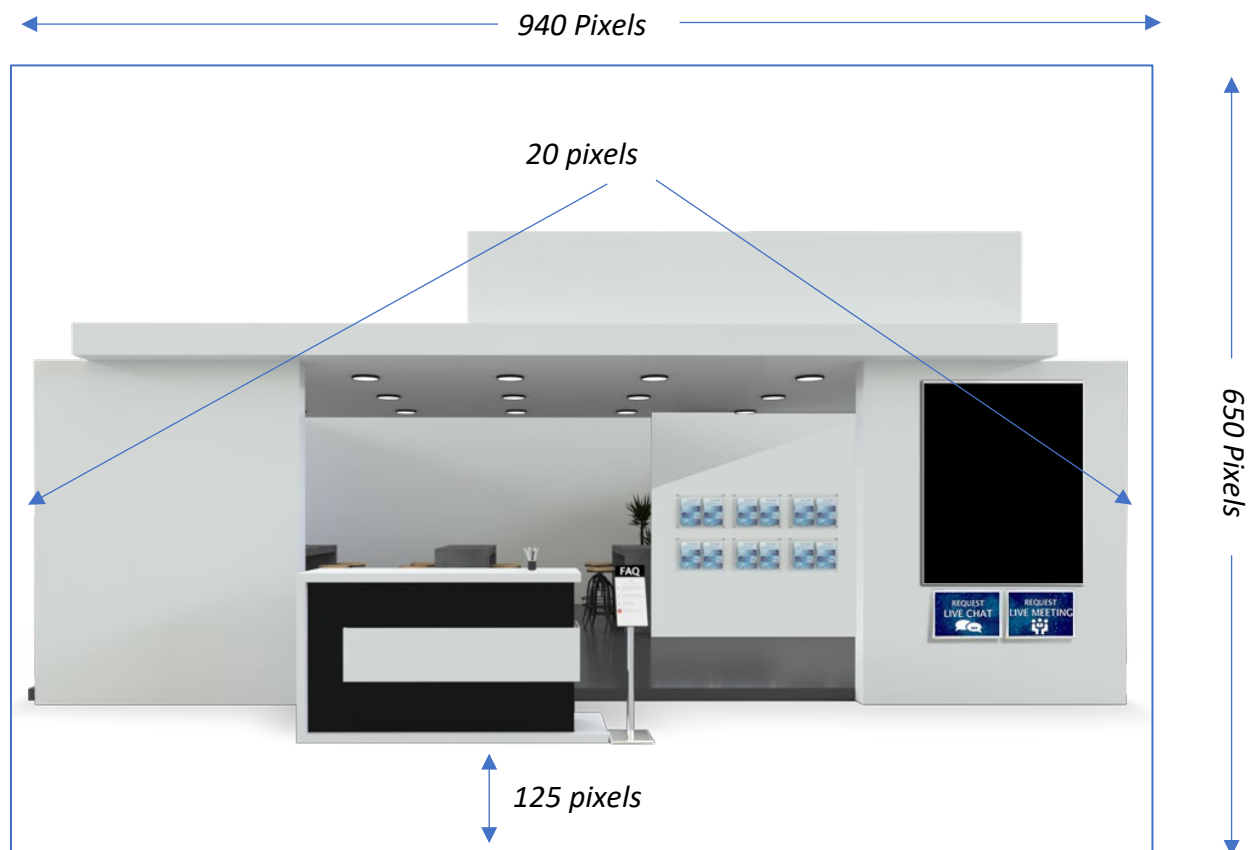
Custom Large Sized Exhibition Stands

It is important to follow these guidelines when creating your Large Exhibition Stand image:

- **Full Image Size** – 1440 pixels x 650 pixels

- **Left and Right Padding** – 45 pixels

- **Bottom Padding** – 120 pixels

- **Top Padding** – you can use as much of the height of the image as you need

- **Lighting** – If you or your graphic designer chooses to do so, you can apply shadowing to the stand image accounting for light coming from behind. You should exercise constraint in these design elements, and you should test your stand image on several different devices or monitor sizes.