

LEVERAGING CHAT AS A NETWORKING TOOL

Each exhibitor has its own designated booth page within the virtual platform. The virtual platform offers exhibitors different chat options:

- 1 Public Chat
- 2 One-to-one Private Chat
- 3 Group Chat
- 4 Booth Representative Chat

The chat feature is an important networking tool for live interaction with attendees. Attendees can learn about your company's products and services via self-directed exploration of the resources provided in your booth and by connecting with your company's booth representatives.



You will hear a chime when someone enters your booth. A separate chime will indicate when an attendee has initiated a chat. Chats can be translated into six languages: (1) French, (2) Spanish, (3) Chinese, (4) Japanese, (5) Portuguese and (6) Korean.

PUBLIC BOOTH CHAT

The Public Chat is visible by everyone who visits your booth. It is a useful tool to support and enrich attendees' experience. Public Chats can allow for open and scheduled discussions within your booth. Some ideas for leveraging the Public Chat in your booth include:

- Starting conversations
- Calls for action such as complete a survey, signups or voting
- Product demo discussions
- Meet and greet session after video presentations
- Q&A sessions
- Create an agenda of discussions with scheduled chats
- General broadcasting messages to all who visit your booth (scheduled or impromptu announcements or reminders)
- Announcement of survey results

If concerned about compliance with your company's privacy policies, you may turn off the Public Chat. Please indicate your Public Chat preference when submitting your booth specifications.

LEVERAGING CHAT AS A NETWORKING TOOL

ONE-TO-ONE PRIVATE CHAT

One-to-one Private Chats allow for one-on-one attendee communication within your booth. One-to-one Private Chats are an opportunity to:

- ✓ Provide personalized attention
- ✓ Develop relationships with attendees
- ✓ Collect additional information about attendees who visit your booth

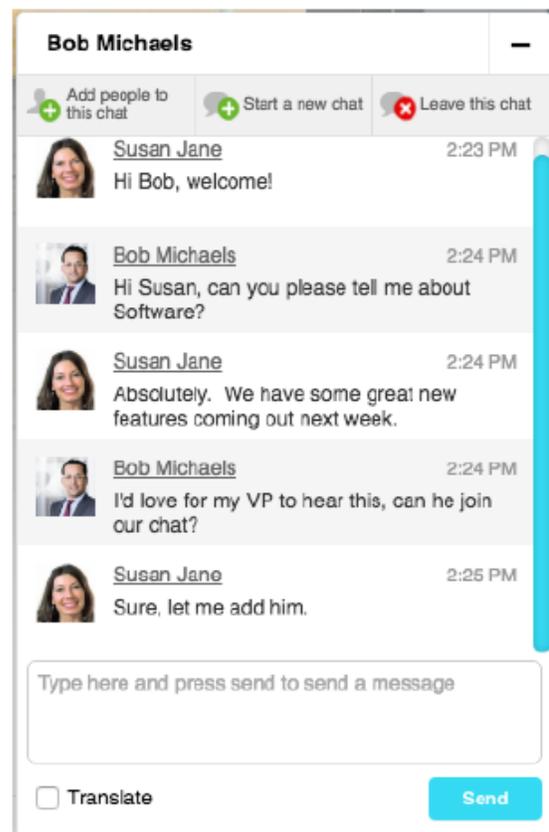
Once contacted, you can address a question even if the attendee has left your booth. Both an audio and visual signal are given to the attendee on their screen.

A chat queue may also be leveraged during periods of higher attendee volume. Attendees receive an immediate confirmation that they are “in queue” and your booth representatives can view those in the chat queue and reach out to the next attendee in line.

Exhibitors may also facilitate one-on-one audio or video conversations with attendees by providing a link within a chat to their own conferencing tool.

Email is another way for attendees to contact you outside of Exhibit Hall hours. Email and chat options will be listed in the exhibitor’s contact card.

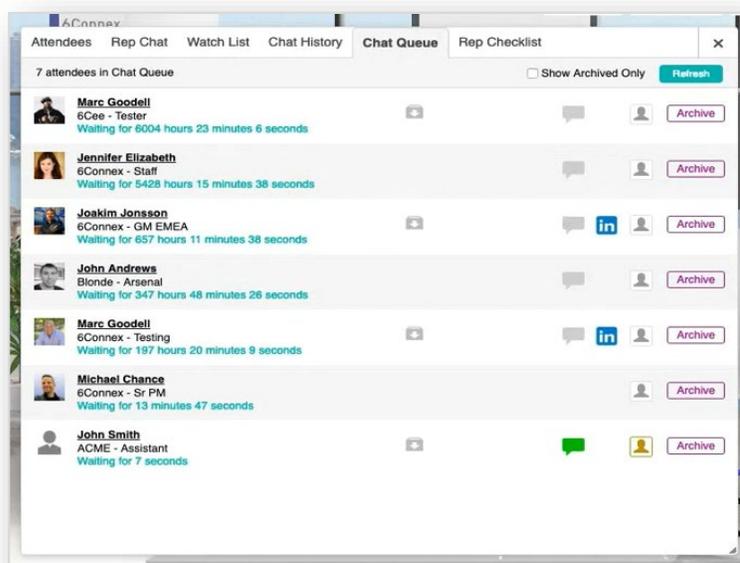
If an attendee has been in your booth for more than 60 seconds, it is recommended that a booth rep reach out to the attendee with a one-to-one private chat.



LEVERAGING CHAT AS A NETWORKING TOOL

CHAT QUEUE

Manage high volume attendance and interaction via the Chat Queue. Attendees who have clicked the “Chat with Rep” button will appear on the Chat Queue tab on your Booth Admin Dashboard. The two attendees shown below are waiting in line for a representative to reach out to them for a One-to-one Private Chat. Anyone who is listed as a booth representative can reach out to this attendee to begin a conversation. The time listed below each attendee’s name indicates how long they have been waiting in line since clicking the “Chat with Rep” button. You can also remove someone from your Chat Queue by clicking the “Archive” button.



The gray bubble next to the attendee’s name should be green indicating the attendee is online and ready to talk. If gray, the attendee is not logged in and available to chat.



The attendee’s Contact Card contains the attendee’s name, title and organization. Booth reps can view the attendee’s number of booth visits, chat history and make notes viewable by all booth reps. Further, the attendee can also be added to your Watch List for follow-up.

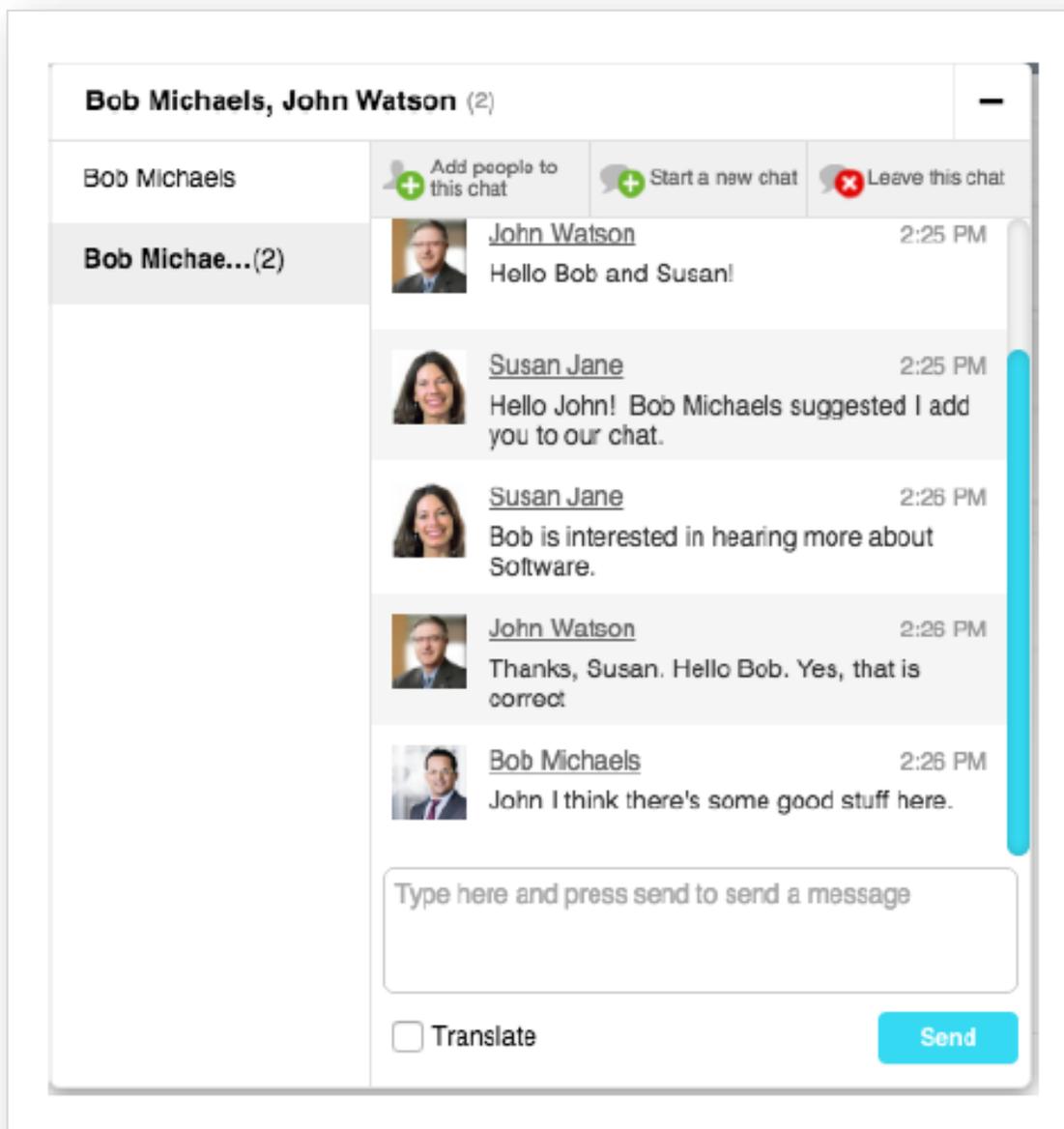


View the attendee’s LinkedIn page if available.

LEVERAGING CHAT AS A NETWORKING TOOL

GROUP CHAT

Using the private chat window, an attendee or an exhibitor may invite others to the same chat conversation. There is a maximum of 10 simultaneous Group Chats at the same time.



LEVERAGING CHAT AS A NETWORKING TOOL

BOOTH REPRESENTATIVE CHAT

To coordinate activities within your booth, representatives assigned to your booth can chat with each other via the Booth Representative Chat. There is also the ability to download these chats.

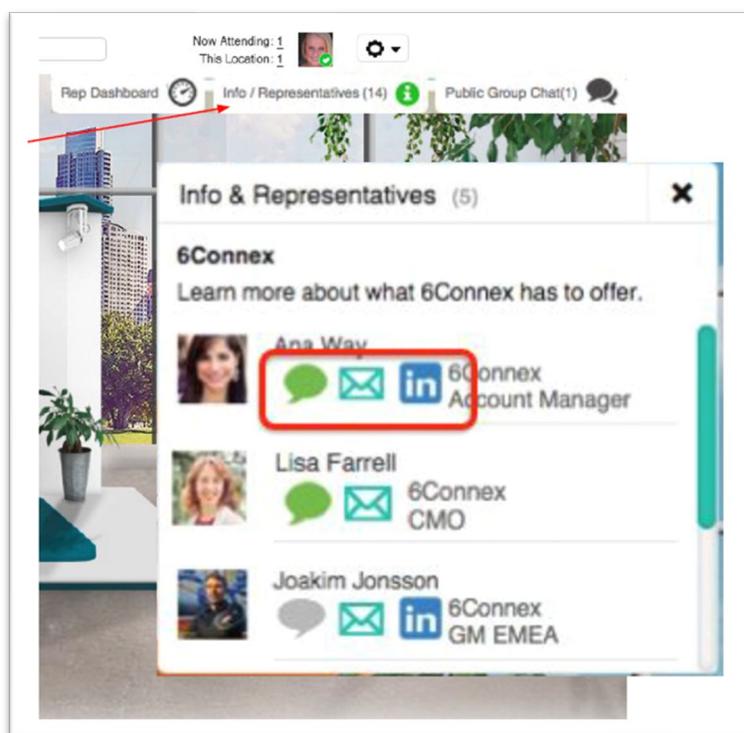
The screenshot displays the 'Representative Chat' interface. At the top, there are three tabs: 'Attendees', 'Representative Chat' (highlighted with a red box), and 'Watch List'. Below the tabs is a text input field with the placeholder text 'Type here and press enter to send a message.' and a character count of 400. To the right of the input field is a 'Submit' button. Below the input field, there is a 'Current Participants: 2' indicator and a 'Download' link. Below that is a checkbox for 'Translate Comments' and a 'Refresh' button. The chat history shows two messages:

- Ana Way** (1/16/2015 at 2:08 pm): Sounds good, Mike seems like a solid prospect! (Delete)
- Lisa Farrell** (1/16/2015 at 2:05 pm): Hey Ana, I'll take Will. You take Mike. (Delete)

LEVERAGING CHAT AS A NETWORKING TOOL

INFO/REPRESENTATIVE CARD

The Info/Representative Card gives attendees the ability to obtain information and reach out to booth reps in your company's booth.



Attendees can engage in a one-to-one private chat with a booth rep by clicking on the green chat bubble.



Attendees have the ability to email a booth rep at any time. Attendees can also include an email attachment.



An attendee may also view the LinkedIn profile of a booth rep if available.

LEVERAGING CHAT AS A NETWORKING TOOL

HELPFUL TIPS FOR LEVERAGING CHAT TOOLS

- ✓ A new chat is audible by three bell pings.
- ✓ If an attendee has been in your booth for more than 60 seconds, it is recommended that a booth rep reach out to the attendee via a one-to-one private chat.
- ✓ Before chatting with an attendee, you can obtain more information about the attendee from their Attendee Card that includes their name, title, organization, number of booths the attendee has visited, who they chatted with and who they last chatted with. The Attendee Card is accessible by clicking on the attendee icon right next to their name.
- ✓ Use the Notes feature on the Attendee Card to add valuable information about the attendee from your chat. The Notes can be downloaded too. Further, you can add important visitors to your company's Watch List by clicking on "Add to Watch List" on the Attendee Card. The Watch List can serve as an attendee "favorites" list.
- ✓ There is a limit of up to 10 simultaneous Group Chats between a booth rep and attendees.
- ✓ The Chat Queue is the place for archiving conversations. Once a booth representative has connected with an attendee via a one-to-one private chat, that booth rep is encouraged to "Archive" the chat to avoid multiple reps from your booth from reaching out to the same attendee. All booth reps are able to see a list of archived attendees.
- ✓ Representatives manning your company's booth are encouraged to upload a profile photo, so attendees will be able to link a face with a name when replying to a chat message.