

# Sponsor Guide

## Overview & Points of Note

### Hours/Schedule

The virtual forum will run from 08.00 - 17.00 CDT (-5 GMT) on October 26, 2011.

**Mandatory Sneak Preview:** This preview will be available two days during the week prior to the event. We will schedule a time for you and your team during this two day experience.

### Hours Following the Event

On-demand content, including WATT presentations and sponsor booth information, will be available for 90 days after the event. For a full schedule of live presentations and other information, log on to [www.WATTevents.com](http://www.WATTevents.com).

### Remember to "White List" email

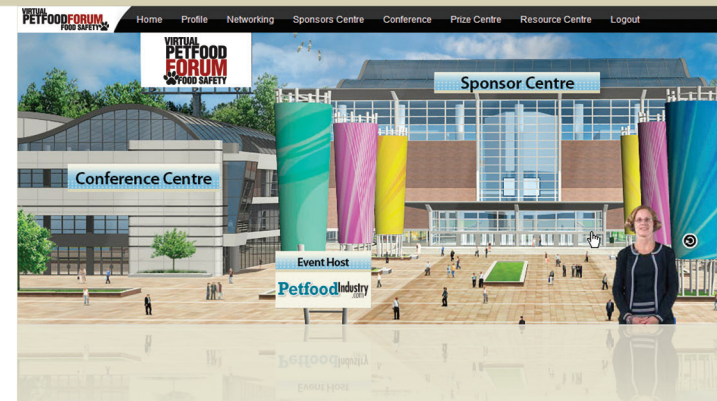
Please make sure that you "white list" the following email address: [watt@theonlinexpo.com](mailto:watt@theonlinexpo.com). It is very important that your IT team does this in order to receive important emails from InXpo.

**For Technical Requirements please visit:** <https://presentations.inxpo.com/SharedContent/HTML/TechnicalRequirements/TechnicalRequirements.html>

### Access Live and On-Demand Content

To join a live presentation, simply enter the Conference Centre. Once a presentation begins access is locked to ensure those participating stay in step with the presentation, so re-entry is prohibited.

All forum presentations will be available in the Conference Centre for 90 days after the event, as will sponsor information that is uploaded into the Resource Centre.



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### Both Deliverables Warning

Please remember, any digital materials that are posted in your booth or the Resource Centre are available for viewing and/or downloading by anyone attending the Forum. Rule of thumb: if you are worried about your information getting in the hands of someone you do not want to have it - \*do not\* post the information in your booth or in the Resource Centre. WATT takes no responsibility for information that is transferred as a result of participating in the Forum.

### Booth Deliverables Checklist

Please remember to give the following information to the booth developers for the creation of your booth and its contents for the virtual event:

- ❑ **Sponsor company contact person:** name, email, phone
- ❑ **Company logo:** EPS format, the desired size will be issued by booth developers to the contact person.
- ❑ **Two (2) primary company colors:** we can take number codes for CMYK or RGB, preferably CMYK.
- ❑ **Show Floor Message:** This is the call to action message that will appear in the event room to encourage attendees to visit the booth. When the mouse is placed over the booth, this message will appear. This message is normally one sentence long.
- ❑ **Front Screen Image:** This is what is seen in the booth front screen. The image can be one of the following: a stationary image, a video or a rolling image (do NOT have a looping video). Acceptable formats are .JPG, .SWF or .FLV. The desired size of the Front Screen Image will be issued by booth developers to the contact person.
- ❑ **Tab Content Titles:** When clicking on the CONTENT TAB inside the booth, there will be a listing of what is in your booth by section. You can create customized subject titles such as: *Nutrition / Health / Safety / Brochure / Booth Prize.*
- ❑ **Documents and Links:** This is the content that will appear inside each desired **TAB CONTENT TITLE**. This would include any white papers, brochures, PDF's, articles, video, webinars, web URLs, etc. you would like to have featured in the booth. Maximum number of items in the booth is twenty (20). Please indicate which document goes in which TAB CONTENT TITLE.
- ❑ **Booth Prize:** It is highly recommended to supply a booth prize; we will need a picture of the prize (in .JPG or .EPS format) and a brief description of the prize. Incorporating a booth prize greatly increases the amount of traffic to your booth.
- ❑ **Marquee Message:** This is the scrolling message that appears in the booth marquee. This is normally a phrase or company slogan.
- ❑ **Booth Banners:** Each booth can have either two (2) hanging banners, two (2) standing banners, or one hanging banner and one standing banner. We will need the following for these:
  - File can be in a .JPG, .SWF, or .GIF format
  - Standing Banner size needs to be 74x113 pixels
  - Hanging Banner size needs to be 113x172 pixels
  - Banners can be linked to sponsor website; link needs to be provided
- ❑ **Search Words:** For attendees conducting a search inside the event, you have the option to pick five (5) words that link to your booth.
- ❑ **Staff Listing:** Booths need to be staffed throughout the day (with the exception of kiosks which require no staff). A minimum of three (3) to a recommended maximum six (6) staffers need to be LIVE in the booth at all times. (\*Please note that the maximum number of staffers can be subject to change according to sponsor desire and convenience). We will need the following information for the staffers:
  - First and Last name
  - Title
  - Email address
  - Headshot or desired photo (.JPG format)

### Utilizing Virtual Networking Areas

#### **Networking Lounge:**

The networking lounge is open to all participants of the forum – sponsors and attendees alike. Start a conversation with the group by posting a message in the *Chat Field*.

#### **Benefits of chatting in the Networking Lounge and Conference Centre:**

To get the most out of your experience, we suggest you visit and attend discussions in the Conference Centre and Networking Lounge. Since these chat forums are public, you can broadcast booth services and products here. You can also use this as a topic starter for discussion that could continue back in your booth.

Chatting in these areas helps bring attendees back to your booth by making your presence more pronounced. The more often you chat in these public areas, the more likely you are to get a larger lead report.

### Finding Attendees and Initiating Communication

Sponsors don't have to wait for attendees to come to their booths. Search for an attendee specifically, or do a general search to see who is in attendance.

#### **To search for a specific attendee:**

Using the search function, type in the name of the person you are seeking. You can choose to search either attendees or sponsor attendees. Once you have found the person, you can choose to invite the person to chat or send an email or vCard.

#### **To search attendees in general:**

On the top navigation bar there is a link labeled "Who's Here." This link will enable you to search for anyone registered at the forum, either by company, individual or job title. You can choose to start a chat with those that are online, or to send an email or vCard to those that aren't online.

### Filling Out Your Online Profile

*Completely filling out a profile greatly improves networking opportunities for sponsors. Sponsors can choose to upload a photo for their profiles, or choose an icon from the provided list.*

Sponsors can help attendees learn who they are, what job function they have, the languages they are fluent in, where they're located and how they can help them by posting a personal bio and message. Through the sponsor profile, an attendee can choose to connect with a sponsor through chat, email or by sending a vCard.

### Staffing Your Booth

Attendees can choose to talk with a sponsor by choosing the photo or icon of the staff member in the booth. After selecting the staff member, the attendee can choose to start a chat, send an email or send a vCard. If the sponsor staff member is offline at that time, the attendee can choose to send an email or leave a vCard.

Sponsors can communicate with attendees visiting their booths in both group and individual chats. When someone wants to chat with you, an audible sound will occur. A message will appear in the upper right area and a Chat icon will flash on the top show tool bar.

**Group chat:** Group chat is available to all users currently in the booth. The group chat should be used for general questions and information and market research.

**Individual chat:** To talk privately with an attendee, double click on their icon and then click *Start Chat*. Once the attendee has accepted a chat invitation, the chat can begin.

Sponsors and attendees can chat with one or more individuals while also exchanging email and vCards.

### Specialized Staff

While completely optional, it is strongly advised that at least one individual from your staff be assigned the position of greeting attendees. It is recommended that this individual be in the booth, greeting individuals as they come in by utilizing the group chat found within the booth. In addition to this individual greeting attendees, they will be able to direct any that have questions to appropriate staff members.

During booth downtime, this staffer would be present in the Networking Lounge, encouraging attendees to visit your booth, answer any preliminary questions and participate in ongoing discussion about topics that may pertain to information you provide.

### Data Portal Reports

After the Forum concludes, sponsors will be given access to their custom reporting portal. As an enhanced feature of Virtual Petfood Forum, sponsors can view all the activity that occurred during the live event. All of the reports can also be downloaded or printed for your convenience.

Forum reports include: attendance by company, communication summary, booth activity summary, resource centre activity, booth group chat activity. In addition, booth reports include: chat activity, email activity, tab visitors, vCard activity, booth document users, booth visitors and lead analysis report.

Sponsors can expect an email from InXpo/WATT with login and password information after the Forum. Reporting on the activity continues for the full 90 days after the live event...sponsors continue to receive "leads" after the live event.

## How do I encourage attendees to visit my booth?

All attendees qualify for the Points for Prizes program and accumulate chances based on their activity in the show (including visiting sponsor booths). In addition to having attendees participate in the Forum Points for Prizes program, we suggest sponsors create their own prize giveaway programs. A standard way of doing this would be to have a "Prize" tab in your in-booth navigation bar.

A common way to run an in-booth prize program is to have a blind drawing from the vCards (virtual business cards) that you accumulate during the day. Another common way is to create an in-booth survey attendees must fill out in order to be entered into the prize drawing. At the end of the Forum simply draw a vCard at random and notify them via email that they have won the prize!

## How do I engage someone when they enter my booth?

One of the best things you can do is greet visitors on a personal basis. Although your booth will have a group chat where both staffers and attendees can ask questions or make announcements, one-on-one chats have the ability to remove attendees from general discussion and encourage personability. For further detailed information on how to engage attendees, please view **Specialized Staff** in the **Booth & Staff** section of this guide.

## Where can my logo be seen in the experience besides my booth?

Depending on when you decide to be a sponsor in the virtual forum event, your logo has the ability to appear in several high-traffic areas including, but not limited to, the Networking Lounge, Resource Centre and Conference Centre. By taking part in the early-bird incentive, you will have the option to sponsor a presentation, thus having your logo on the opening and closing slides and a banner ad underneath the viewing window. Please note that this is a first come, first served opportunity.

### Troubleshooting Chat Problems

If you are experiencing problems using the communication features within the show, such as not receiving new message notifications or being unable to send text in a chat window, it may be due to the configuration of your company's network. Certain firewall configurations can prevent the communication features from functioning properly. Proxy servers and application-layer firewalls are designed to filter content based on rules that are set up by the system administrator. The wide variety of rules means that non-HTTP traffic such as RTMP (Real-Time Messaging Protocol) may have trouble getting through some servers. If the connections can't get through, you should contact the administrator of your organization's firewall to see if he or she can make an exception. Adobe Flash over "fallback" port 80 can still be blocked and/or filtered based on Proxy Servers, Web Filtering Software (Websense, Smartfilter, etc.), Intrusion Detection/Prevention Systems (IDS/IPS), application layer firewalls, and other unique network configurations. If you are using a Proxy Server filter, make sure you aren't filtering out **application/x-fcs**.

**If a yellow flag displays in the chat window**, your port 1935 is being blocked and you are using port 80.

Please work with your IT department to open outbound RTMP 1935 to allow for **fms.inxpo.com** and **72.166.185.216**, as well as the following addresses:

- presentations.inxpo.com (port 80, 443) - IP changes frequently
- vts.inxpo.com (port 80, 443) - IP: 72.166.185.249
- content.inxpo.com (port 80, 443) - IP: 72.166.185.210
- upload.inxpo.com (port 80) - 72.166.185.250
- pubsuite.com (port 80) - IP: 72.166.185.248

The test below determines which ports the Macromedia Flash Player is able to connect through on your network and which ports are being blocked: <https://vts.inxpo.com/cfr/FMSPortChecker.html>

Please have your IT team view the Adobe links below for additional information. These pages explain the potential firewall complications with Adobe Flash Media Server.

[http://kb.adobe.com/selfservice/viewContent.do?externalId=tn\\_16499](http://kb.adobe.com/selfservice/viewContent.do?externalId=tn_16499)

[http://kb.adobe.com/selfservice/viewContent.do?externalId=tn\\_16631](http://kb.adobe.com/selfservice/viewContent.do?externalId=tn_16631)

### Contact for Assistance Pre-Event

Our help desk is open during office hours, Monday through Friday from 08.00 - 17.00 CDT (-5 GMT) Please contact:

**Event Production: Jennifer Guich**  
[jgruich@wattnet.net](mailto:jgruich@wattnet.net)

**Event Marketing: Stacy Kiejko**  
[skiejko@wattnet.net](mailto:skiejko@wattnet.net)

### Contact for Assistance during Event

If you have issues logging in the day of the live event or any other type of technical difficulty please contact INXPO tech support via email at [support@inxpo.com](mailto:support@inxpo.com). They will be able to address your problems directly with you.

Also, our help desk is open during forum hours. Please contact:

**Event Production: Jennifer Guich**  
[jgruich@wattnet.net](mailto:jgruich@wattnet.net)

**Event Marketing: Stacy Kiejko**  
[skiejko@wattnet.net](mailto:skiejko@wattnet.net)