

# Virtual Booth Manual

Booth Checklists and Specifications

# CLEO

Laser Science to Photonic Applications



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# Important Information

All content needed to complete your virtual booth will be uploaded through the Virtual Booth Editor. Collateral required for sponsorship items will be collected separately by CLEO Exhibit Operations.

There are two phases (platforms) for your virtual booth, Pre-Conference, and Live-Conference. All content posted in the Virtual Booth Editor will immediately be live to the public in the Pre-Conference platform. The content published in the Pre-Conference platform will migrate to the Live-Conference platform beginning on Friday, 30 April 2021. The layout of the content will change to the layout shown in the Sales Prospectus. After Friday, 30 April 2021, the two platforms will synchronize every 30 minutes. The Exhibit Operations Team will provide a link to the Primary Operations Contact to review the uploaded content before the Live-Conference platform is activated.

There are three levels of Virtual Booth, each with a different configuration of available features. The Setup Task tiles displayed in the Virtual Booth editor Dashboard correspond to the level virtual booth, Standard, Silver, or Gold. The booth level is shown in the Dashboard. The booth level can be upgraded at any time; contact the [CLEO Sales Team](#) to upgrade.

## Virtual Booth Editor Access

**Login Page URL** – <https://www.expocadweb.com/21cleo/ec/forms/users/Login.aspx>

**User Name** – The user name is the email address of the Primary Operations Contact. Please reference the account activation email sent from CLEO Exhibit Accounts.

**Password** – After an account is activated, the password will be set by the Primary Operations Contact. If the password is forgotten, please click the "Forget your password?" link on the login page to reset the password.

The account will lock for 30 minutes if three attempts to access the account have failed.

## Virtual Booth Content Due Date

The digital booth content should be uploaded no later than Friday, 30 April 2021, to ensure data migration to the Live-Show platform.

## Virtual Booth Reports

Visitor and Virtual Business Card Button Reports will be emailed to the Primary Operations Contact on file with Exhibit Management after the exhibition ends.

### Visitor Report – Official Conference Registrants

#### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| ✓          | ✓            | ✓              |

### Virtual Business Card Button & Reports – Official Conference Registrants

#### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| ✓          | ✓            | N/A            |

## 1:1 and Group Chat

Chat functionality will be available during the conference and exhibition, 10 – 14 May 2021. Access information will be provided to the Primary Operations Contact for the exhibit by CLEO Exhibit Operations closer to the start of the event.

### Dedicated Exhibit-only Hours:

Monday, 10 May 11:00 - 12:00 PDT (UTC-07:00)

Tuesday, 11 May 14:00 - 15:00 PDT (UTC-07:00)

Wednesday, 12 May 11:00 - 12:00 PDT (UTC-07:00)

Thursday, 13 May 03:00 - 04:00 PDT (UTC-07:00)

Thursday, 13 May 17:00 - 18:00 PDT (UTC-07:00)

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| ✓          | ✓            | N/A            |

## Booth Staff Registration

To access your company's specific registration information, you will need to enter your password, which is your company ID number (located on the invoice). Compusystems (CSI), our official registration vendor, emails the Primary Operations Contact on file after creating the registration account. Access Exhibitor Registration [here](#).

### Virtual Booth Personnel

Your company's allotment for this registration type is unlimited. Registered staff will have access to the virtual exhibit hall, select industry-based "show floor" programs, workshops, and the two plenary sessions.

### Virtual Exhibitor Full Conference

Every exhibiting company will have to purchase passes to access the technical content of the conference. The fee per pass is USD 438.00

Full Conference Registration includes:

- Plenary Sessions
- All technical sessions (including invited speakers and contributed oral and poster presentations)
- Tutorials, special symposia, and Applications & Technology Topical Reviews
- Workshops
- Select industry-based "Show Floor" Programs
- The Virtual Exhibit Hall
- Download of the Technical Digest through OSAP

If you have any questions or need assistance, please contact the CLEO Exhibitor Registration Customer Service team. Phone: +1.224.563.3173 (09:00 - 17:00 CDT, UTC-05:00) Email: [cleo@csreg.zohodesk.com](mailto:cleo@csreg.zohodesk.com)

## Upgrading Virtual Booth

Make the most of your digital footprint by utilizing the expanded benefits with the Gold and Silver Level Virtual Booths. The [CLEO Sales Team](#) is available to help explain the benefits and help you select the level that supports your objectives. [Learn more.](#)

## Sponsorships and Advertising

**Stand Out by adding Sponsorships or Advertising** – Expand the reach of your company and grow your business by utilizing sponsorships and advertising to help generate highly qualified sales leads. CLEO supports your objectives with sophisticated, flexible, and customizable virtual sponsorship offerings. Learn more by emailing [cleosales@osa.org](mailto:cleosales@osa.org) or learn more by visiting [cleoconference.org/exhibit](http://cleoconference.org/exhibit).

## Technical Assistance

### Virtual Booth – Pre-Conference

Received an error message in your virtual booth, or something isn't looking like you expected? Review the [Frequently Asked Questions](#) then contact CLEO Exhibit Accounts for assistance, [exhibitoraccounts@cleoconference.org](mailto:exhibitoraccounts@cleoconference.org), Monday through Friday, 07:00 – 15:30 (EDT, UTC-04:00)

### Virtual Booth – Live Conference and Booth Staff Registration

Contact CLEO Exhibit Operations for assistance, [cleoexhibits@osa.org](mailto:cleoexhibits@osa.org), Monday through Friday, 09:00 – 17:00 (EDT, UTC-04:00)

### Virtual Booth Staff/Personnel Registration

If you have any questions or need assistance, please contact the CLEO Exhibitor Registration Customer Service team. Phone: +1.224.563.3173 (09:00 - 17:00 CDT, UTC-05:00) Email: [cleo@csreg.zohodesk.com](mailto:cleo@csreg.zohodesk.com)

# Virtual Booth Editor Dashboard Navigation

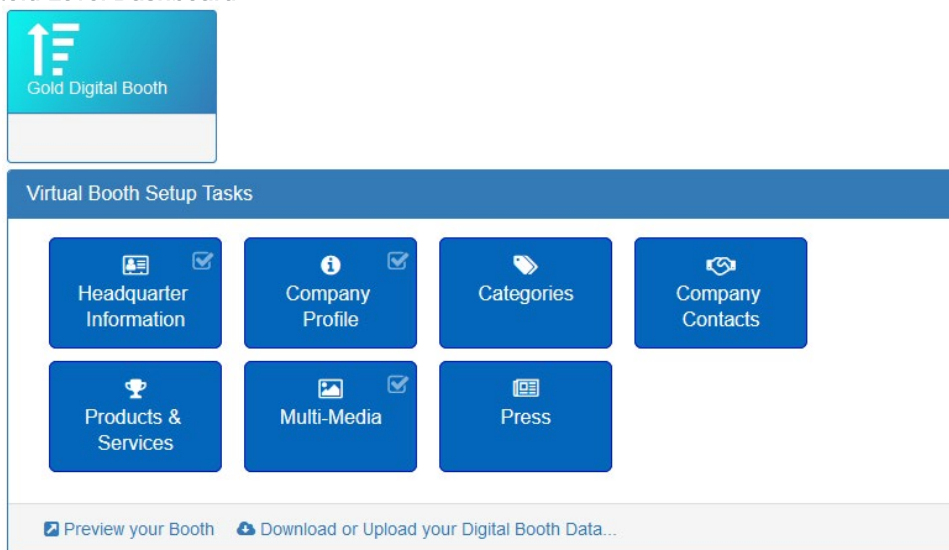
Upload all content needed to complete your virtual booth through the Virtual Booth Editor. Content can be uploaded in stages or all at once, and content can be continuously updated – even through the conference. We encourage you to have complete virtual booth content uploaded before Friday, 30 April 2021.

**Login Page URL** – <https://www.expocadweb.com/21cleo/ec/forms/users/Login.aspx>

## Virtual Booth Editor Dashboard

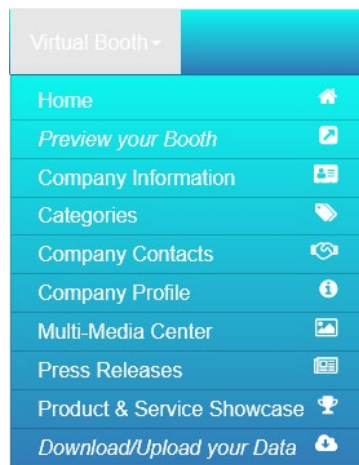
There are three levels of Virtual Booth, each with a different configuration of available features. The Setup Task tiles displayed in the Dashboard correspond to the level of the virtual booth, Standard, Silver, or Gold. The booth level is displayed in the Dashboard. The booth level can be upgraded at any time. Contact the [CLEO Sales Team](#) to upgrade.

## Gold Level Dashboard



## Virtual Booth Navigation Menu

After selecting a tile on the Virtual Booth Editor Dashboard, use the dropdown navigation menu to move between sections.



## Submitting Content/Saving Changes

Click the Save button located at the bottom of most pages to retain and publish any changes.

Use the Cancel button to exit the page without saving any changes.



# Virtual Booth Checklists

Full descriptions and specifications for each item are on the pages that follow.

## Standard Virtual Booth

- Headquarter Information
- Online Company Profile (100-word limit)
- Company Logo
- Product Categories (6)
- Company Contact
- Company Social Media Links

## Silver Virtual Booth

- Headquarter Information
- Online Company Profile (200-word limit)
- Company Logo
- Company Brochure
- Product Categories (6)
- Product Showcase (4)
- Company Contacts (2)
- Press Releases (4)
- YouTube Video URL (2)
- Company Social Media Links

## Gold Virtual Booth

- Headquarter Information
- Online Company Profile (400-word limit)
- Company Profile Banner Image
- Company Logo
- Company Brochure
- Product Categories (6)
- Product Showcase (8)
- Company Contacts (6)
- Press Releases (6)
- YouTube Video URL (2)
- Company Social Media Links

# Virtual Booth Feature Specifications

The layout of your virtual booth content in the Pre-Conference platform will change when the Live-Conference platform is activated. Exhibit Operations will email a preview URL to the Primary Operations Contact after 30 April 2021.

The Live-Conference exhibitor layout will be similar to the one in use [here](#). The feature allotments are different, but a Gold Level booth will resemble companies with a black Sponsor bar. A Silver Level booth will resemble companies with a gray Enhanced bar, and a Standard Level booth will resemble the company without a bar.

## Headquarter Information

The information entered here will appear at the top of your digital booth. It provides attendees with general contact information for your company. The contact information is publicly available and will be visible online and in the CLEO Conference app.

## Company Profile

Enter a text description about the company, products, and services. The company web address and contact information will be collected in other fields.

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 400-words  | 200-words    | 100-words      |

## Multi-Media Center

Content uploaded to the Multi-Media enhances your digital booth. You must click SAVE at the bottom of the page to submit changes.

## Company Profile Banner Image

The banner image area of the Gold Level virtual booth provides a place for a high-impact marketing image. The Banner Image is not visible in the Pre-Conference platform Virtual Booth Preview accessed from your Virtual Booth Dashboard. The Banner Image will only show as a wallpaper image in your booth on the [floor plan](#). The image will render correctly in the Live-Conference platform, and the company name text will not display over the banner.

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 1 banner   | N/A          | N/A            |

- File Type: PNG or JPG
- Image Size: 1500 x 500px
- Maximum File Size: 300kb



Profile Banner Image Example



## Company Logo (required)

Please provide a high-resolution (300ppi) version of your logo. Logos should have a horizontal rectangle orientation with a transparent or white background.

- File Type: PNG or JPG
- Image Size: Minimum Width 300px | Maximum width: 2000px
- Maximum File Size: 100kb

### Logo Image Examples



## Company Brochure

Upload a PDF that contains detailed information about the company. Companies with Gold and Silver Level booths can upload product-specific PDF files in the Product Showcase section of the virtual booth.

- File Type: PDF
- Maximum File Size: 3000kb

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 1 brochure | 1 brochure   | N/A            |

## Product Categories

Select up to six of the available categories to describe your company. During the registration process, we asked attendees which products are of interest to them. Based on those responses, we automatically matched attendees to your company. Attendees can see which companies they match with, and send you appointment requests through the CompuSystems registration dashboard.

To learn more about how you can see and respond to appointment requests, visit the Exhibitor Service Center. The selection of at least one category is required.

## Product Showcase

Highlight the products, product lines, and services provided by the company. Create a robust profile for your products and services by uploading all of the components listed below.

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 8 products | 4 products   | N/A            |

### Product Name

Enter the product/service name.

### Product Tagline

Enter up to 25-words for the product/service tagline.

### Product Description

Use up to 100-words to describe each product/service.

### Product Brochure

Share more detailed information like product specifications. Upload a supplemental PDF for each product.

- File Type: PDF
- Maximum File Size: 3000kb

### Product Info URL

Does the product or service have a dedicated page on the company website? Enter the URL so customers can easily access the information.

### Product Photo

Please upload the same image as both a standard and high-resolution image. We recommend product photos and images without text.

- Image minimum size: 400 x 225px
- Image Aspect Ratio: 16:9
- File Type: PNG or JPG
- Maximum File Size: 100kb

### Product Hi-Res Photo

- Image minimum size: 400 x 225px
- Image Aspect Ratio: 16:9
- File Type: JPG, JPEG, PNG, TIFF, TIF, EPS, or PDF
- Maximum File Size: 300kb

## Product Photo Example



## Company Contacts

Enter contact information for Sales, Technical Support, Customer Service, or other key company contacts. The contact information will be publicly available online and in the mobile app. Use the up and down arrows to change the order that the contacts are displayed.

**Note:** Entering contacts here does not register booth staff for the event, or manage access to the virtual booth chat interface.

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 6 contacts | 2 contacts   | 1 contact      |

## Press Releases

Post PDF files to share the latest news about your company. Click on the "Add New Press Release" button to add a new press release to your digital booth. Use the up and down arrows to change the order that the press releases are displayed.

File Type: PDF

Maximum File Size: 1000kb

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 6 files    | 4 files      | N/A            |

## YouTube Video URL

Share videos about your company or products with attendees. Change the links posted throughout the conference to keep the content in your booth fresh, and encourage multiple visits from attendees.

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| 2 URLs     | 2 URLs       | N/A            |

## Company Social Media Links

Increase awareness of and engagement with company social media channels, publish the information in your virtual booth.

**Facebook** – Enter your Facebook URL, including https:// or http://. (found on your Profile Info tab under contacts). Leave blank if you do not have a Facebook page or do not want a Facebook button on your virtual booth.

**Follow us on Twitter** – Enter your Twitter username. Leave blank if you do not have a Twitter account or do not want a 'Follow us' button on your virtual booth.

**LinkedIn Company Name** -- Enter your company name exactly as it appears on LinkedIn. If your company name on LinkedIn includes Ltd. or Inc. or uses an abbreviated version of the company name, it must be exact.

### Example:

Correct: The Optical Society

Incorrect: The Optical Society (OSA)

### Feature Limit

| Gold Level | Silver Level | Standard Level |
|------------|--------------|----------------|
| ✓          | ✓            | ✓              |

# Frequently Asked Questions

## Platform

### **Why does the online preview of my virtual booth look different from the images shown on the CLEO website?**

The preview provided from the Virtual Booth Editor Dashboard is the pre-conference platform. The content will migrate to the live-conference platform on Friday, 30 April 2021.

### **When will my changes go live?**

Information entered in the Dashboard will update within 30 minutes in the CLEO Live-Conference platform, and immediately in the Pre-Conference platform.

### **When and where can I preview my virtual booth?**

You can click the Preview Booth button in the Virtual Booth Editor dropdown menu. The look of your virtual booth will be different on show days because the live-conference system will be activated.

## Access to Platform

### **I am the Primary Operations Contact, but someone else needs to access the Virtual Booth Editor to upload information. How do I give them access?**

The login credentials only provide access to the Virtual Booth Editor – There are two options: Share your login credentials with that person. Request a second login for the Virtual Booth Editor from CLEO Exhibit Accounts.

### **I am the Primary Operations Contact, but the responsibility is transferring to another person at our company. How do they get access to the Virtual Booth Editor?**

The current Primary Operations Contact should email [CLEO Exhibit Accounts](#) requesting a Primary Operations Contact change. Include the full name, position title, email, phone, and postal address of the new contact, and specify your new role.

### **The Primary Operations Contact is no longer with the company, and the email account cannot be accessed. How can the new contact access the Virtual Booth Editor?**

Please email [CLEO Exhibit Accounts](#) and provide the full name, position title, email, phone, and postal address of the new contact, and state that the previous contact is no longer with the company.

## Files & Images

### **Why are PNG image files preferred over JPG files?**

PNG files can be created with a transparent background, render larger, and produce a higher image quality.

### **How do I check the file size (kb/MB) of my PDF?**

Open the PDF file, File > Properties > Description. Depending on the virtual booth feature being fulfilled, the maximum file size might be 1,000 or 3,000 kb.

### **My PDF file is larger than the file size limit allowed; how do I adjust the file size?**

You will need a full version of Adobe Acrobat. Open the PDF, select the File > Save As Other > Reduced Size PDF. Depending on the Adobe Acrobat version you are running, the option might be listed as Compress PDF.

### **Is it essential that my image be precisely the dimensions requested?**

Images must follow the listed size and aspect ratio guidance. Failing to follow the guidelines can result in distorted or rejected images.