

DSET 2021

Exhibitor Guide



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1.

INTRODUCTION

The Expo area of the virtual platform is the exhibitor hall for all DSET sponsors and DSET Helpdesk digital booths. The Expo area is the key area to promote your services and products, allowing attendees to ask questions and interact directly with you.

Both, in person and virtually participants have the choice to attend your booth, interact with booth staff, take action and discuss opportunities live on camera.

Your booth can contain website and social media links, pre-recorded or live video, booth staff live on camera, special offers, and a customisable 'Call to Action Button'. We recommend that you set this button to link to your company email, specifically the person within the company that will follow up customer enquiries.

DSET Staff will on-board exhibitors to their booth. This will not be done until you have provided DSET with the basic content we are happy that your booth is set up correctly and everything works. On-boarding will consist of a live demonstration, this guide, a 'how to video' and a live webinar with Q&A. We are here to support, detect and remedy any issues throughout the build and execute phase. Once we are all happy, we will hand the booth over to you. Good Luck!



2. EDITING YOUR BOOTH

The following section will explain how to edit your booth so that it meets your exhibition requirements. Your booth will be handed over to you populated with the company content that you provided. To make changes, simply edit the text boxes and or change image and select file, save at the bottom of the page to confirm your changes.

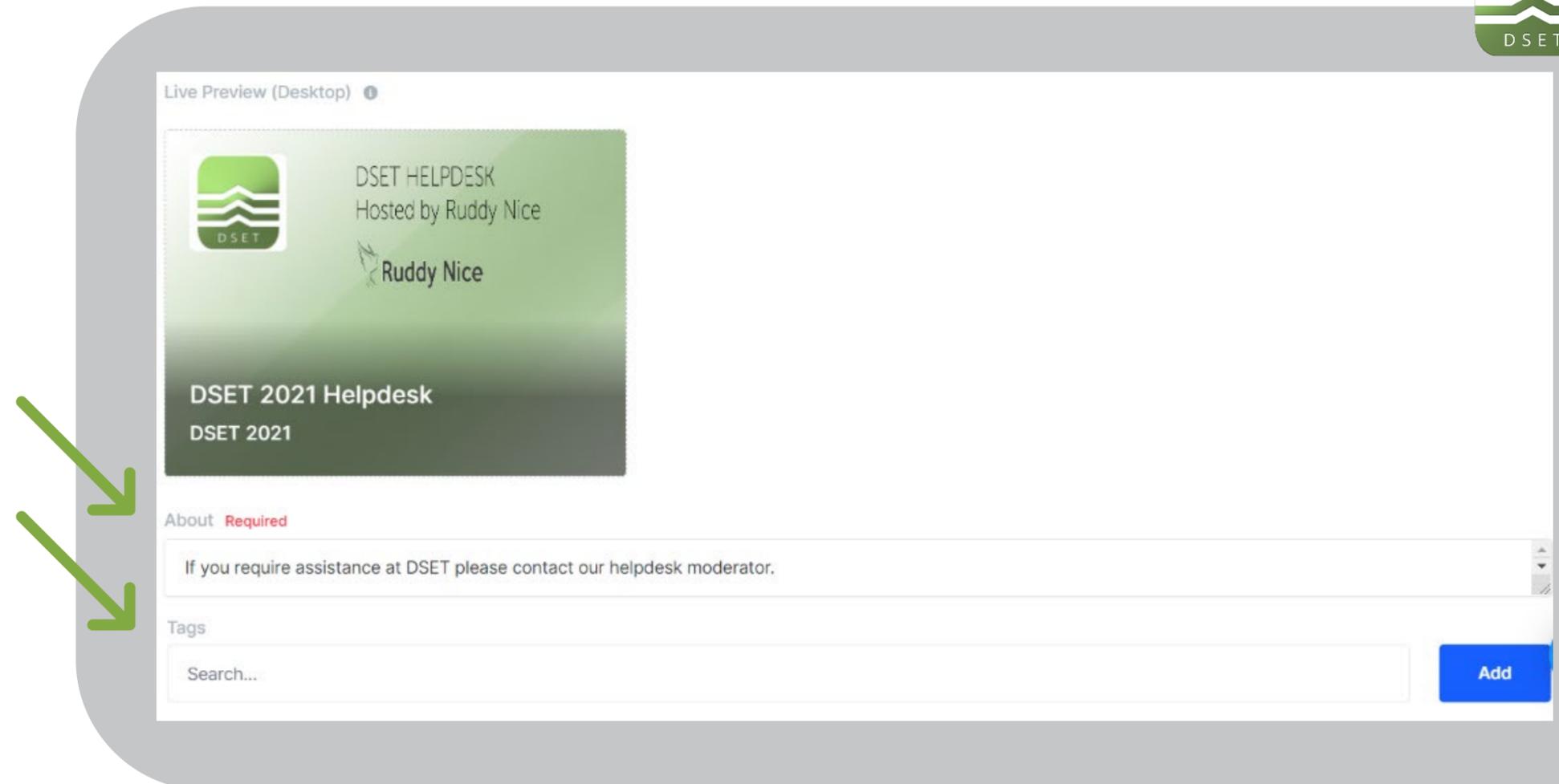
The screenshot shows a web form titled "Edit Booth" with a "Back to Booths" link in the top right corner. The form contains three input fields: "Vendor Name" (with "required" in red text) containing "DSET 2021 Helpdesk", "Vendor Email" (with "required" in red text) containing "jamesmcginn@ruddynice.com", and "Vendor Headline" (with "required" in red text) containing "DSET 2021". Three green arrows point to these fields from the left side of the page.

Vendor Name. The name of your company, product, idea, or content.

Vendor Email. The email where all emails from attendees who click the Register Interest button will be delivered.

Vendor Headline. Short description about your company.

Note: If you do decide to alter your images be sure to check HOPIN'S guide on Image dimensions to make sure your images fit just right across the event.



Live Preview (Desktop).

Real-time preview for your Booth background image and logo. Make sure you have the background and logo image content centre-aligned to fit multiple screen sizes.

- **About.**

A few words to make the booth more descriptive for the event attendees

- **Tags.**

Labels or filters to sort booths by categories and help attendees to quickly navigate through multiple booths during the event. DSET organisers will create tags that will be available during the event.



3. BOOTH CONTENT

a. Content Provider.

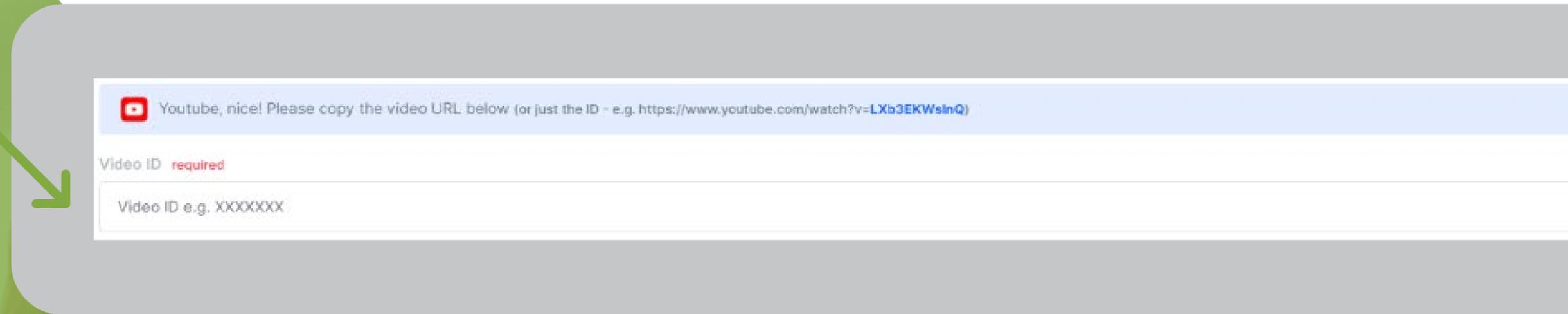
There are multiple ways to display content in your booth:

- Youtube
- Vimeo
- Wistia
- Session
- Google Slides

A screenshot of a web form titled 'Content Provider'. Below the title is a text input field with the placeholder text 'Booth video / content provider' and a red asterisk indicating it is required. A dropdown menu is open, showing a list of content providers: Youtube, Vimeo, Wistia, Session, and Google slides. The 'Youtube' option is highlighted with a blue bar. A green arrow points to the dropdown menu.

- **Pre-recorded videos.**

You can place pre-recorded videos from YouTube, Vimeo, or Wistia in your booth. Select the Content provider, choose the provider, and paste the video ID from the hyperlink. Click Save.



Note:

Only add the video ID, which is at the end of the URL. For example, YouTube URL <https://www.youtube.com/watch?v=LXb3EKWslnQ> please use only LXb3EKWslnQ -- the part after the "=" symbol.



YouTube playlist. Adding a YouTube playlist will allow attendees to your booth select which video(s) they want to watch.

Note: The playlist link must include <https://www.youtube.com/playlist?list=>
You can find the link by clicking the Playlist name at the bottom right corner of the YouTube window.

YouTube Live Stream video. Go Live with your camera or via RTMP on YouTube Studio, then send the stream to your Expo Booth on Hopin.



b. Session. Select Session to have a live chat session with up to 10 attendees who visit your Booth.

Content Provider

Booth video / content provider **required**

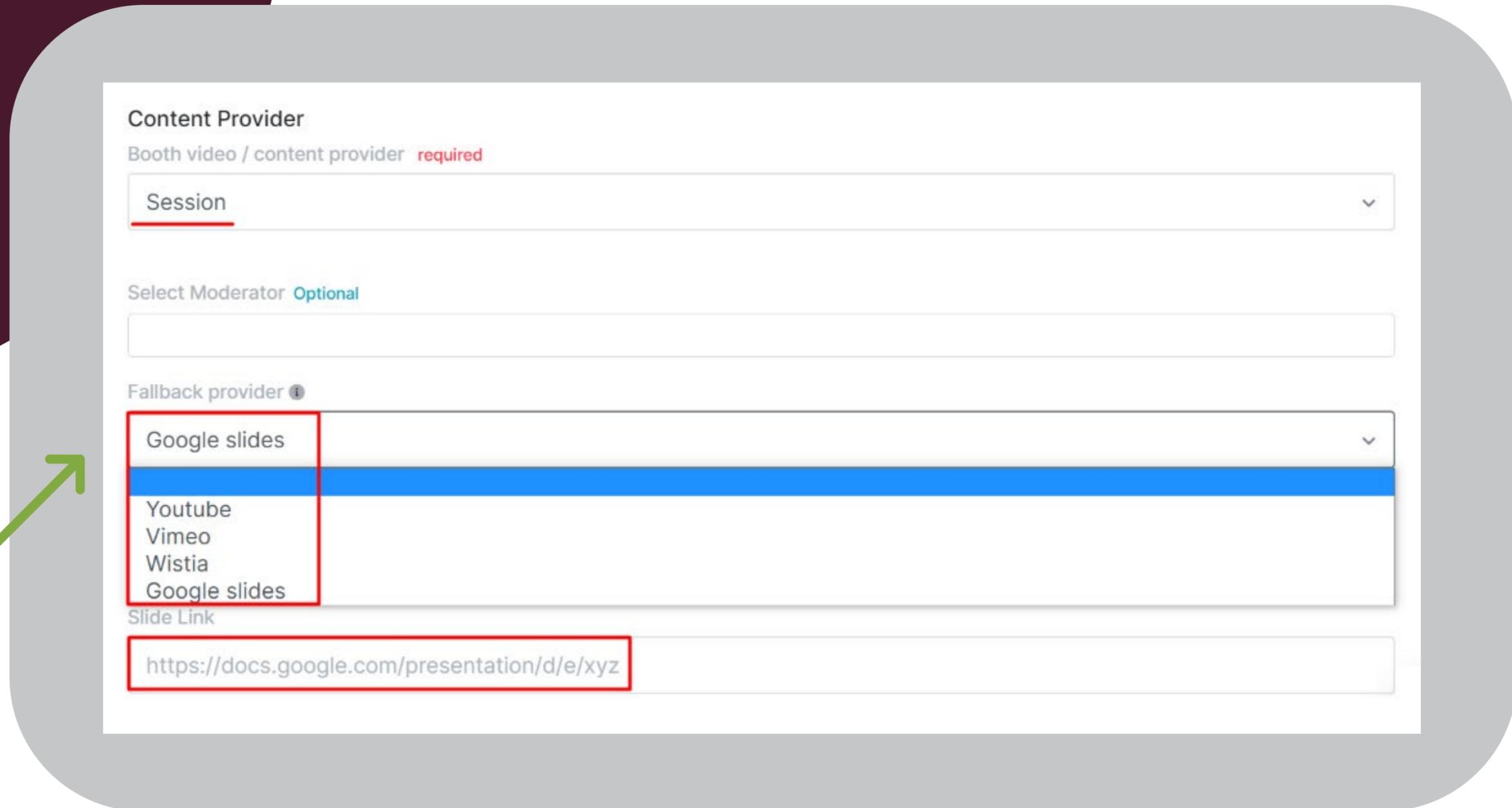
Session

Select Moderator **Optional**

× Louise Hart

× James McGinn

Note: You need to assign booth vendors as Moderators on the Expo Booth settings so you can control attendees on or off screen during a live Session with booth staff.



Content Provider
Booth video / content provider **required**

Session

Select Moderator **Optional**

Fallback provider ⓘ

Google slides

Youtube
Vimeo
Wistia
Google slides

Slide Link

https://docs.google.com/presentation/d/e/xyz

c. Fallback Provider.

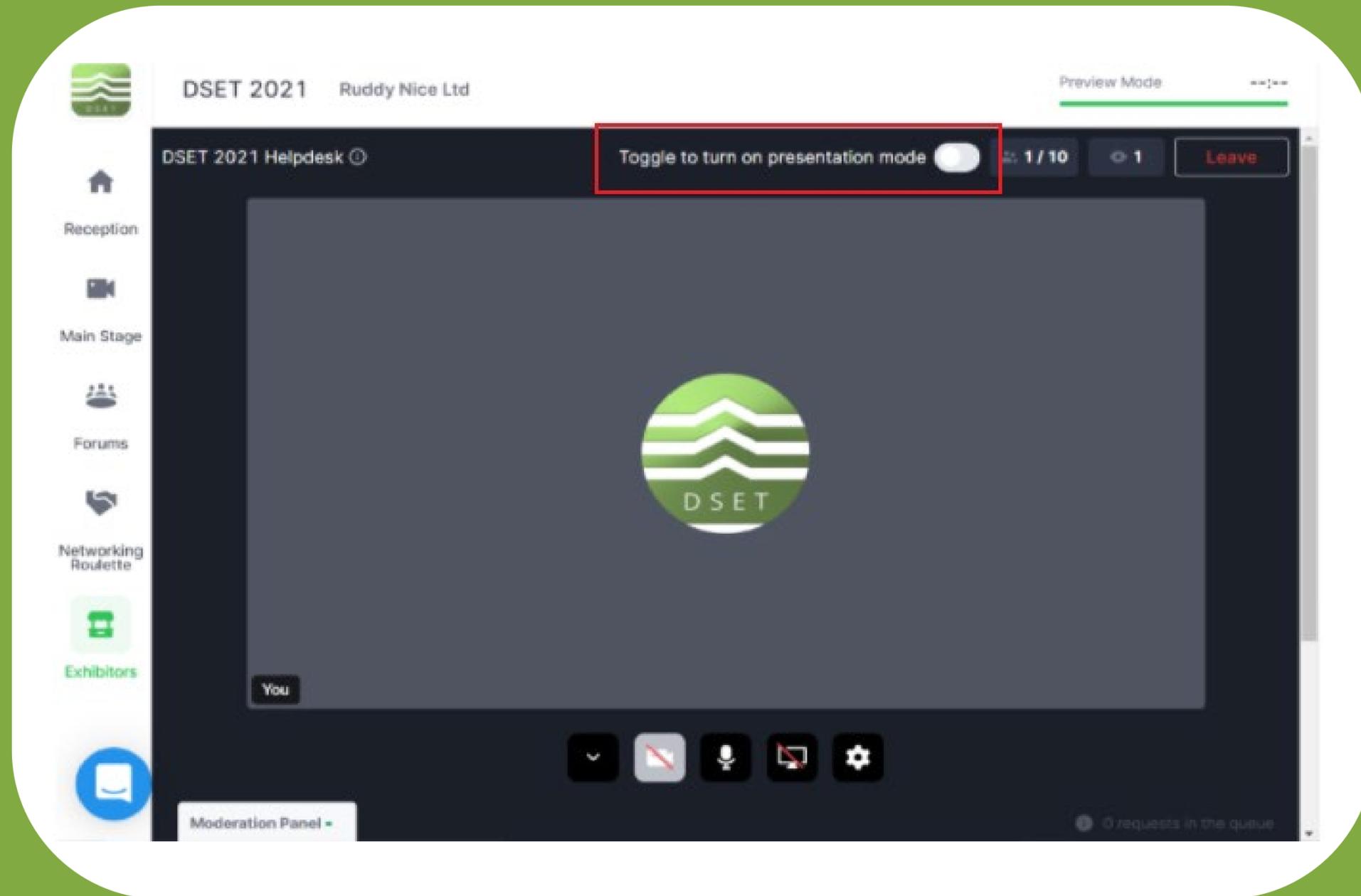
(presentation mode)

Once the Booth content provider is set to Session the Fallback provider option will become available.

Fallback provider is a video from YouTube, Vimeo, Wistia or Google Slides that are displayed while there is no one staffing your Booth.



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Having set your content provider to sessions and selected a fallback provider you will now have the option to toggle your booth from presentation mode to live session any time from within your booth.

d. Google Slides

This is how you display a slide presentation in your booth, the presentation must be published to the web.

Select Google Slides as either your content or fallback provider.

Content Provider

Booth video / content provider **required**

Session

Select Moderator **Optional**

× Louise Hart × James McGinn

Fallback provider ⓘ

Google slides

Youtube

Vimeo

Wistia

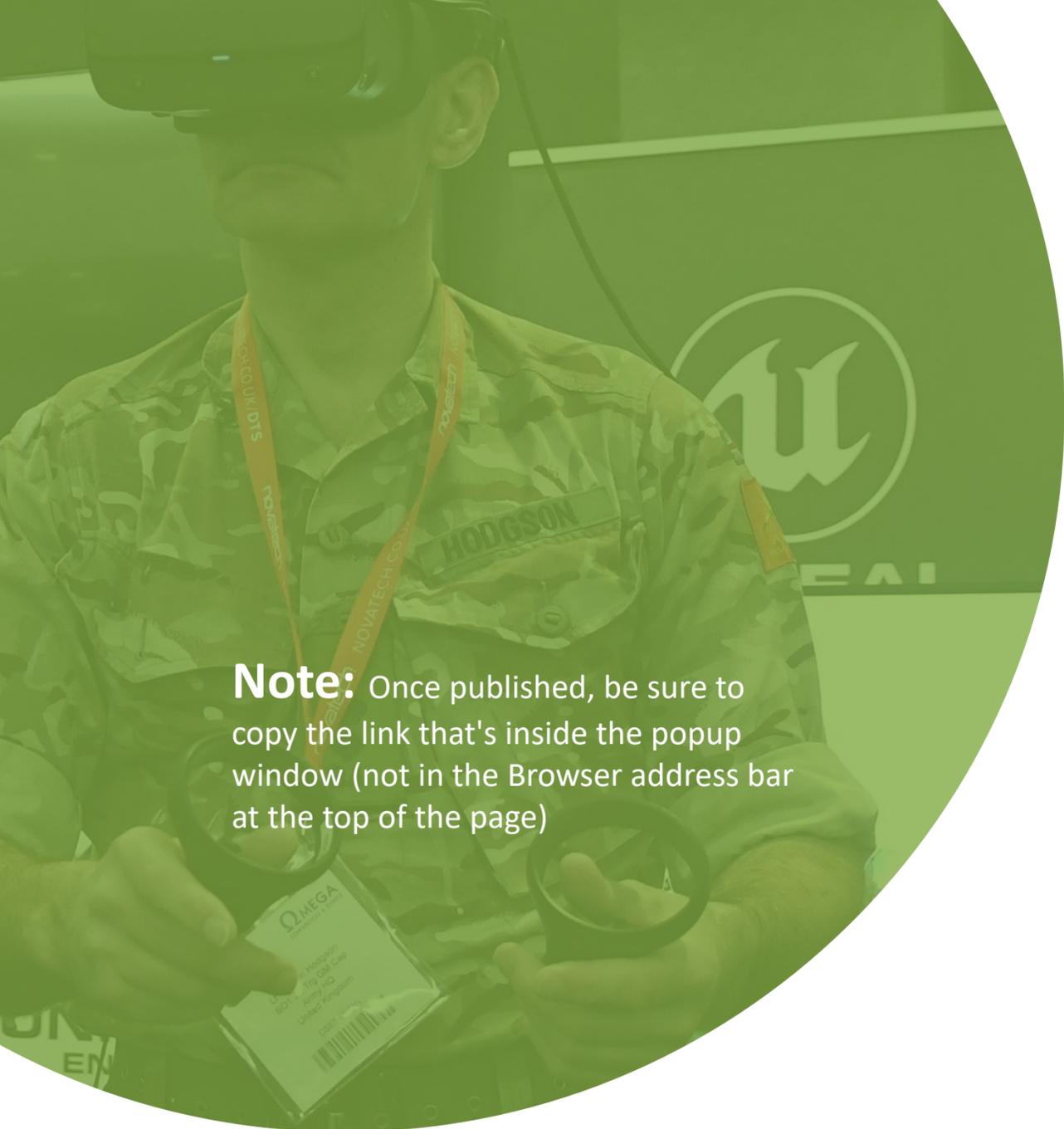
Google slides

Slide Link

https://docs.google.com/presentation/

Note: Published Slides links will always start with: <https://docs.google.com/presentation/d/e/>

Publishing Slides to the web is easy with File > Publish to the web menu on the Slides page.



Note: Once published, be sure to copy the link that's inside the popup window (not in the Browser address bar at the top of the page)

Publish to the web [Close]

This document is published to the web.

Make your content visible to anyone by publishing it to the web. You can link to or embed your document. [Learn more](#)

Link | Embed

Auto-advance slides:
every 3 seconds (default) ▾

Start slideshow as soon as the player loads

Restart the slideshow after **Press Ctrl+C to copy.**

<https://docs.google.com/presentation/d/e/2PACX-1vR5csCjyT4vcJu0Jwdidp>

Or share this link using:

Published

Published content & settings

Stop publishing

Restrict access to the following

Hopin ▾





e. Additional Booth Information

Social

- **Website.** A link to your website, a requirement and linked to the “Call to Action” button.
- **Twitter, Facebook, Instagram, LinkedIn.** Links to your social media profiles. Attendees can message or follow up any interaction with you.



Social

Website link required (if Button Action is link to webpage)

Twitter link optional

Facebook link optional

Instagram link optional

LinkedIn link optional



Other

Offer(discounts/promotions) **optional**

10% discount for all event attendees using code #Happyevent

Button text **required**

Register Interest

Button Action **required**

Register Interest

17/26

Other

- **Offer.** Use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It's optional text, not tied to anything programmatically.
- **Button text.** Any short text used as a click to action for the attendees – Defaults to Register Interest, this can be edited.
- **Button action.** This function can be toggled between Register interest (sends attendee emails to the email address) or Link to website (opens your website or external resource).t

So, let's get creative and customise your booth.

The screenshot displays a booth customization interface. At the top, there is a section labeled "Other" with a sub-label "Offer(discounts/promotions) optional". Below this is a text input field containing "10% discount for all event attendees using code #Happyevent".

Below the discount field are two "Button" configuration fields. The first is labeled "Button text required" and contains "Register Interest". The second is labeled "Button Action required" and contains "Register Interest".

Below the buttons is a section labeled "Additional information" with a sub-label "Additional information". Below this is a rich text editor with a toolbar containing options for Paragraph, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Link, and Image. The editor contains the following text:

The Ruddy Nice & DSET team are on hand to assist with any issues you have in the Helpdesk chat and we will answer as soon as we can. If there is a 17/26

You can find the Hopin guides here

Please also refer to the DSET guides you were sent when registering which can also be found here ...

get the most of of the virtual event as you can. If you need help with anything just put your question low and we get back you shortly.

A green arrow points to a small dialog box that appears over the rich text editor, containing a text input field with "https://example.com" and a "Paste the media URL in the input." label.

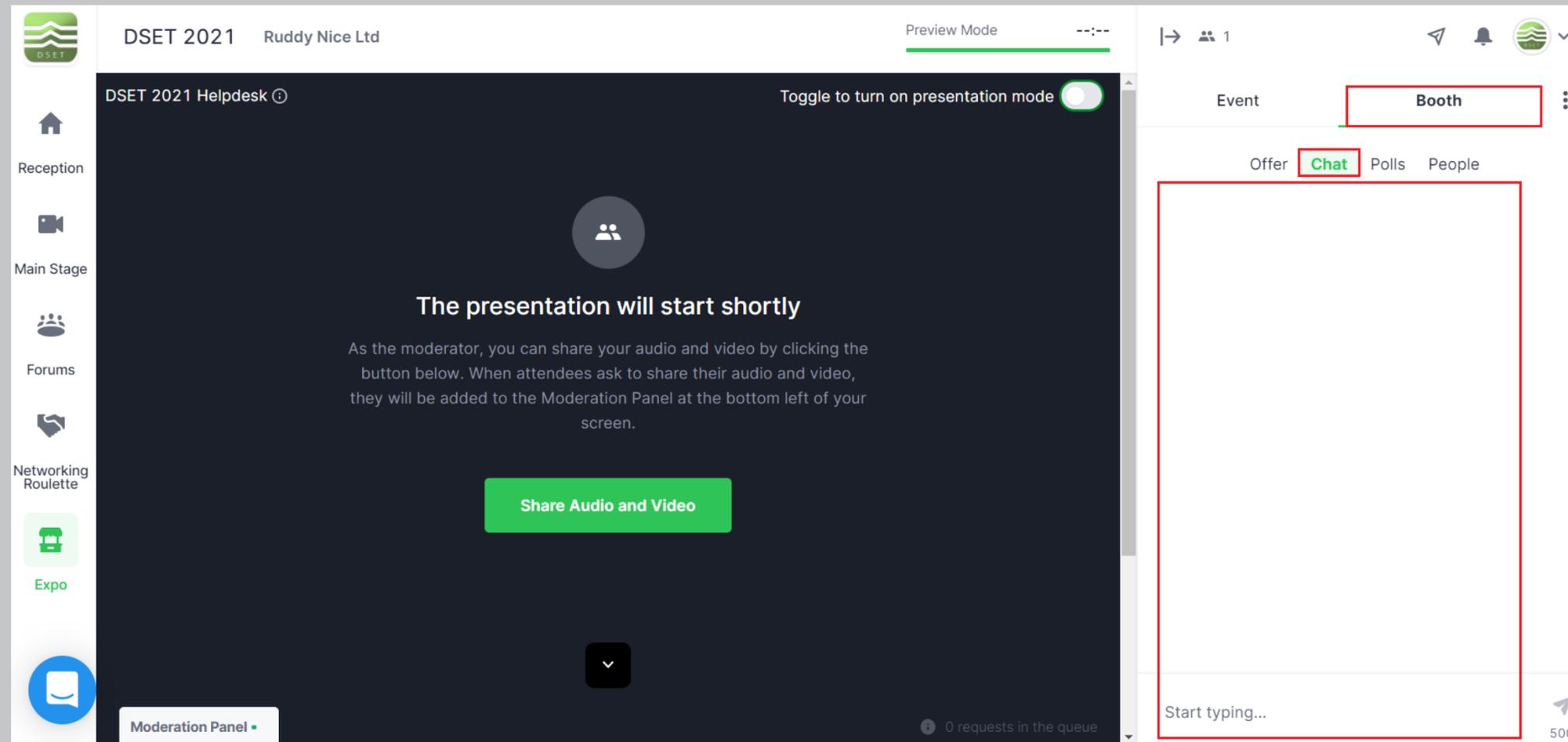
At the bottom left of the form is a blue "Save" button.

Types of customisations Supported are:

- Multiple heading elements (H1-H3, paragraph)
- Bold, italic, underline, strikethrough formatting
- Adding colour to the text
- Turning text to a hyperlink
- Bulleted lists
- Numbered lists
- Inserting images stored on your computer
- Block quotes
- Inserting media as the URL (links will generate a preview for most popular media: GIFs, social media posts, Spotify, YouTube, Google Maps, etc.)



4. Go Live!



Once the event is live, attendees can connect with your booth staff via the dedicated booth chat area in the Communications Sidebar.



5. How do I enter my vendor booth once the event is live?

Simple, to enter your booth, click Expo bottom left of the Segment side panel, find your booth, click to enter.

It's important to make sure you are "in" your vendor booth during the event. This will allow you to answer questions in the Booth Chat and 'Go Live' to demonstrate your product and engage with booth attendees.

When people request to join a live Booth, you'll see their name pop up in the Moderation panel. Click their profile image to allow them to join. Click the RED button in their screen to remove them.



Top Tips for hosting your booth and connecting with visitors:

1. Use live video function – if visitors are greeted by an actual person they are more likely to engage with you.
2. Greet any visitors when they enter the booth – Say hello on the live video or in the chat box
3. Use polls to ask questions to visitors and strike up conversations.
4. Tell them about your offers, where they can get more information on your company.
5. Encourage visitors to book a 1-to-1 video call with one of the team to find out their requirements.
6. Invite visitors to join you live on the screen to ask questions so you can talk to them about your products and services.
7. Remember this is not the time to be shy. Be friendly, make it fun, provide value and above all be proactive!

There you go! That's how to enter and run your vendor booth at the event.



6. Important Notice

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Once we are all happy, we will hand the booth over to you. Good Luck!

Feel free to reach out to us in case you have questions or need assistance.



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THANKS FOR JOINING US AT
DSET 2021



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