Virtual EFORT Congress (VEC)
28-30 October 2020

Main theme: Harmonisation & Diversity
The 1st EFORT online congress

#VEC2020
www.efort.org/vec

VEC
TECHNICAL MANUAL

August 2020

INTRODUCTION

Dear Exhibitor,

The following manual contains practical information to support your process in setting up your virtual booth, and the functions and services identified within your virtual booth package.

You can access your builder account with the login details provided in your welcome email. Please keep these safe and should you misplace them then please contact the Support Team directly.

On the following pages, we have outlined key deadlines for the build-up phase.

Thank you for your participation in the 1st EFORT virtual congress. We look forward to working with you and to being of assistance.

Kind regards,
Virtual Exhibition Support Team
Congrex Switzerland Ltd

TABLE OF CONTENTS

IMPORTANT INFORMATION

KEY CONTACTS

Virtual Exhibition Support
Congrex Switzerland Ltd
Reinacherstrasse 131
4053 Basel / Switzerland

E   industry.efort@congrex.com
T   +41 61 686 77 96
       (available Mon – Fri: 9.00 – 12.00 / 13.00 – 15.00 CEST)

KEY DATES

|	
7 September 2020	Submit decision to use customised template or standard template
7 September 2020	Submit company logo
5 October 2020	Submit customised template and booth thumbnail
13 October 2020	Deadline to complete booth
14 October 2020	Dry- Run Group 1
15 October 2020	Dry- Run Group 2
28 October 2020	Virtual Exhibition opens

1. EFORT VEC TECHNCIAL LINKS & ACCESS

The platform that we use for the virtual exhibition is 6Connex. You will receive a welcome e-mail from our support team containing the following details in the week of **24 August 2020**:

- Link to Platform
- Username
- Password

The Username and Password are unique to you, and you can change the password upon the first log in under account settings. Please refer to image below:
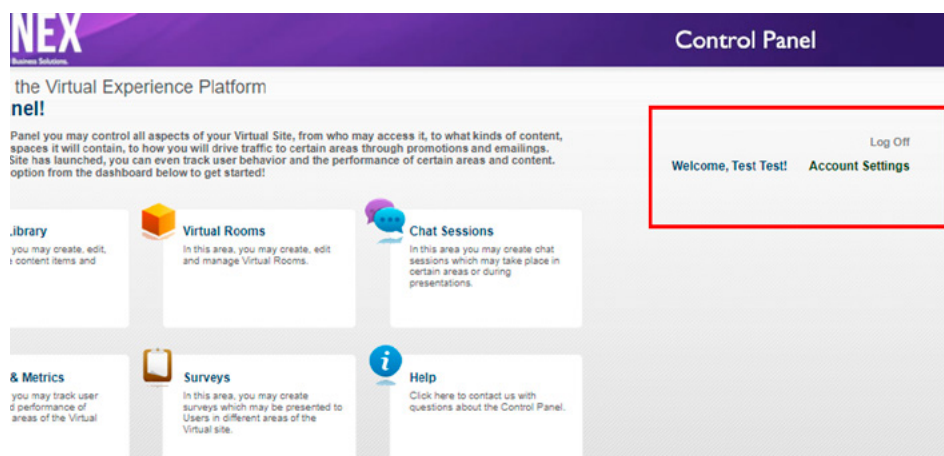
2. HOW TO SET UP YOUR BOOTH: ONLINE TUTORIAL LIBRARY

To help set up your booth, please visit our online library. It contains useful tutorial videos on all relevant aspects of setting up your booth including:

- Choosing a template
- Uploading Documents
- How to chat with visitors

Please be aware that the videos explain all functionalities available, and may not be in accordance with your specific package. For questions on the package content, please see online or refer to your package correspondence with EFORT.

Please click the image below to access our online library.
You will need the following password to enter the website: **CONGREX2020**

CONGREX SWITZERLAND
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ASSOCIATION & CONGRESS EXPERTS

Virtual Exhibition Training Platform

CLICK TO ENTER

PASSWORD: CONGREX2020

3. UNDERSTANDING THE SYSTEM: USEFUL TERMS

To help navigate the system and build your booth, please find below an overview of key terms of the system.

Please be aware that the below may not be in accordance with your specific package. For questions on the package content, please see online or refer to your package correspondence with EFORT.

Control Panel	The main dashboard in your 6Connex account from where you navigate to build your booth.
Virtual Room	Located in your control panel, please access this area to start building your virtual booth. In the 6Connex system, Virtual Room always refers to your virtual booth.
Tracking and Metrics	Located in your control panel, this area contains the statistics related to your virtual booth. Please contact your support team if you wish to have direct access to this area.
Content Library	Located in your control panel, please go here to upload all documents, links, videos and images that you would like to populate your virtual booth with.
Element Field: Booth logo	A booth logo is a simple picture frame for your logo. The logo uploaded to this field will be used in your booth description in the exhibition hall. A booth logo can only be used once per booth.
Element Field: Graphic Image	A graphic image is a simple picture. You can assign multiple graphic images to your booth.
Element Field: Rotating Banner	Here you can insert multiple pictures or a GIF, which will be shown in a rotating slide show.
Element Field: Click Action	A click action window has the function to open a different source, e.g document or URL. A click action is an invisible action and needs to added on top of a graphic image in order to make it visible on the booth.
Element Field: Content Window	A content window can be used to upload multiple documents and or videos. Content used in this window has to be uploaded first in the content library. A content window is an invisible action and needs to be added on top of a graphic image in order for it to be visible on the booth.

Element Field: Info Card	An invisible field that activates your booth representative dashboard. The representative dashboard is only visible to those that you have assigned to be a booth representative under "Extras" when editing your Virtual Room Template. For the end-user, it will show up as a small pop up that lists all representatives of the booth.
Element Field: Static iFrame Window	Here you can display an iFrame window from another source. For example, if you want to show information from your website, you can set up the iFrame Window and it will be show the exact content as on your website. Updates of the window will be made according to the updates done on your website.
Element Field: Doorway Link	Doorway links are used to navigate to and from your booth. You can add a doorway link to the exhibit hall or lobby from your booth to enable the visitor shorter travel ways to the different virtual rooms.
Element Field: Static Public Chat	Here you can enable a chat window that can be used by all visitors. **We do not recommend a static public chat as this is not GDPR compliant.**

Kindly be aware that the content you are adding will not be displayed in the template after saving it.

RECOMMENDED SETTINGS FOR UPLOADING CONTENT

1. Videos: Videos are viewed best when specifying:
   - Target: iFrame
   - Window Dimensions: 600 wide and 400 high

2. PDF Documents viewed best when specifying:
   - Target: iFrame
   - Window Dimensions: 800 wide and 700/800 high

4. IMPORTANT:
PREVIEW & PUBLISH INFORMATION

To see the progress of your booth, you will need to access a preview version of the exhibition platform. The preview button under Virtual Rooms only shows the template that you have chosen but not progress of your booth.

After you have set up your booth in the system by creating a virtual room, you will receive an e-mail containing a link and instructions on how to access the preview version of your booth. If you do not receive an email within 24 hours of setting up your booth, please contact industry.efort@cognrex.com

The system does not automatically show the changes you have made to your booth. The Support Team will inform you of the publish schedule during which the system updates. After the system updates, your changes will be visible.

PUBLISH TIMES DURING SET UP:

Daily Monday - Friday

10.00 CEST / 13.00 CEST / 17.00 CEST

For any additionally requested publish time slots, please contact: industry.efort@congrex.com

5. ADDITIONAL INFORMATION

DRY RUN INFORMATION

The Dry Run is a final test of your booth. It will take place between 14 – 15 October, 2020. You will receive a 15-minute time slot along with a Zoom Link.

One member of our team will go through the booth together with you and test all the functionality you have created in the preview version. You will have the chance to ask any final questions prior to the exhibition going live for delegates.

FILTER

When setting up your virtual room, you will come across the filter fields in the settings of your booth. For Filter 1, please use one of the following key words of your field:
Medical Devices
Implants
Diagnostics
Hospital / Clinic
Other

Filter 2 is for adding your country. Please do not use abbreviations i.e UK instead of United Kingdom.
Additionally, there will be a search field in the exhibition hall as well as well as a list of all exhibitors.

ADDING A STAND DESCRIPTION

You will have the opportunity to add a stand description and a logo to your booth. This description will be shown in the exhibit hall by hovering over the stand. This will give participants an overview of your company and inform them on newest researches. To update the stand description, you can always go to Settings when editing your booth in the back-end.

If you wish to have a logo appear next to your stand description you will need to place the "booth logo" element field onto your booth template. Remember to upoad a logo in the pixel size of the element field you have created .

NON-SEARCHABLE CONTENT

When uploading content, you need to check the box "content non-searchable" prior to uploading. If you do not check this box, any uploaded content may be visible in the content library of other users in the builder platform. You can always change or modify the settings of content that has already been uploaded.

SENSITIVE DOCUMENTS

If you want to share information that is sensitive or should not be available for download, please do not upload onto your booth directly. Any documents, videos uploaded to the system are public and can be downloaded. We recommend uploading sensitive documents to your own safe cloud system that prevents downloads and adding this url link on your booth instead.

ADDING ADDITIONAL POP UP DISCLAIMER

If you require a pop up disclaimer for your booth, you can include this by setting up a click action and adding a PDF or PNG. The text can be customised to your needs and can include links which revert the participants back to the exhibition hall. If needed, please let the Support Team know and we can send you the appropriate links and guide you in the set up of such a disclaimer. Please make sure to set the click action as an auto-launch target, in order to have it appear automatically.

PRE-POPULATING DELEGATE BRIEFCASE NOT PERMITTED

With your sponsoring level, you may have the right to have contents of your choice pre-populated in delegate briefcase (virtual bag) in the system. Please ensure that all other documents uploaded to the content library are not checked for this function. EFORT will strictly control the function and remove any documents that do not comply to this setting. We appreciate your support on this matter.

FAQ

Please find here for download a summary of frequently asked questions that may arise during your build up.