

# ISE EXPO 2020 Quick Start Guide

## Welcome to the ISE EXPO!


Since we cannot be face-to-face this year, your ISE team has worked diligently to provide your company with the tools, tips, tricks and guides to assist you in creating a successful show.

We will miss seeing you in person and want to thank you for your continued loyalty to the ISE brand.

Let's get started...

### Your Booth

[Booth Setup Form](#) | [Need Help](#)



**LEARNING**   **INSPIRATION**   **NETWORKING**   **KNOWLEDGE**

### Welcome to the ISE EXPO 2020 event!

Now more than ever, telecom/ICT professionals need products and solutions to deliver reliable services for the fixed and mobile essential networks they provide.

**ISE EXPO 2020** is **YOUR** opportunity to showcase equipment, techniques and education to help transform, simplify and automate network services across the wireless and wireline networks. This new two-day virtual format will delve into solutions and education from construction and engineering products to SDN and intent-based networking.

**LINK** your organization with attendees through documents, videos, 1 to 1 chat, and networking in our Lounge. If you need any assistance setting up your booth, please reach out to our team for help.

**Thank you** for joining us for our virtual experience.

[Get Started](#)

 **Step 1**  
**Basic Information**

## Introduce yourself!

### Booth Name

This can be changed, but remember that what is shown is what you submitted for your booth listing. If you opt to change it, attendees may have a harder time identifying your company.

### Booth Description

We recommend that you set this up similar to your website's About page. Be detailed; include links, images and clear contact information.


### Company/Brand Logo

Upload a high-resolution version in .jpg or .png. We recommend a clean, clear logo, if possible, since the dimensions are 110x30px.

Booth Setup Form | Need Help

**Before We Start!**

Here are some sample screenshots of booth designs we've created in the past. This will give you an idea of what a completed booth looks like and what we're aiming to do with the information we'll collect from you.




**Let's Get Started ...**  
Tell us more about your booth

**Booth Name**

This is the name that will be displayed on your booth and also in the list of exhibitors. Usually, this is your company/department name.

**Upload company logo (110x30px)**

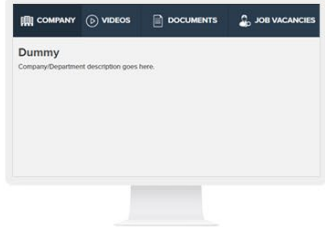


Drop a file here to upload!

**Booth Description**

Rich text editor toolbar with options for undo, redo, bold, italic, link, unlink, bulleted list, numbered list, indent, outdent, and text color. Below the toolbar is a large text area for the booth description.

**Example:**



This is like an 'About Us' section that you can use to provide more information about your company/department. It can be as short or long as your prefer (but we recommend at least a few lines of text at a minimum)

Powered by TinyMCE

Save and Continue



## Step 2 Booth Graphics

**First impressions matter;  
stand out!**

### Booth Design

Add images specific to your company, brand, product, etc.

You are also able to link each image to a different URL representative of the image uploaded.

Booth Setup Form | Need Help

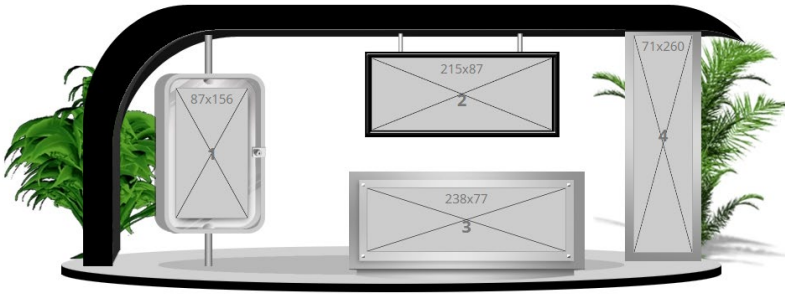
### Booth Design

The booth graphic is the first thing attendees see when they open your booth. So we'll need to make it look nice and also representative of your brand.

[Click here to watch a 2 minute video to learn how to use this booth design tool.](#)

[← Back to layout selection](#)

Please click on each banner to upload graphics for them.



Select the booth wall colors

Back Panel Color:

Front Panel Color:

Show Dimensions:

Save and Continue



### Step 3 Content Links

## Give them something to talk about!

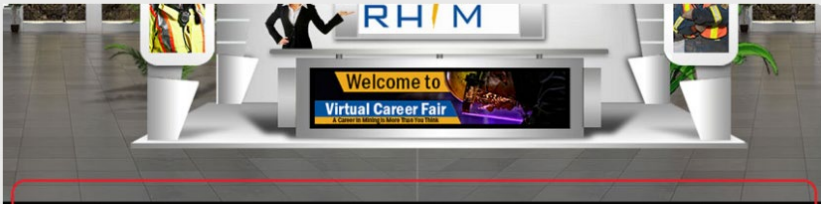
### Content

Connect attendees to your products, services or any other aspect of your company and brand you deem crucial to your mission at EXPO.

This could be your social media outlets, corporate website or meeting platforms.

Booth Setup Form | Need Help

You can add links to external websites on your booth. This is the perfect place to add links to your corporate website, social media pages, career site etc.



About Us Youtube Chat Timings News & Events Green Jobs Gearing Up Careers Facebook Twitter LinkedIn Chat

#### Please provide your Content Links

|                      |                      |
|----------------------|----------------------|
| Link Title:          | URL                  |
| <input type="text"/> | <input type="text"/> |
| Link Title:          | URL                  |
| <input type="text"/> | <input type="text"/> |

[+ Add another Link](#)

Save and Continue



## Step 4 Documents / Videos

### Here's your chance to show off!

This section should be utilized to present attendees with more robust information about your products and services, but also give them insight into who you are as a company.

#### Documents

With a variety of formats accepted for upload, you have the opportunity to get your message out your way.


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#### Videos

Keep attendees engaged and curious about what you offer.

Booth Setup Form | Need Help

You can add Documents (PDF, Word, Excel, Powerpoint) and Videos (Youtube, Vimeo etc) to your booth. It's an ideal place to display your company information, brochures, introductory videos.



**Please provide your Documents (PDF, Word, Excel, Powerpoint)**

Yes. I have documents that I'd like to add to my booth

No. I don't have any documents to add

Document Title:

Drop a file here to upload!

[Add another Document](#)

**Please provide your Videos (Youtube/Vimeo/etc)**

Yes. I have videos that I'd like to add to my booth

No. I don't have any videos to add

Video Title:

Video URL:

[Add another Video](#)

[Save and Continue](#)



## Step 5 Booth Rep Accounts

### Connection is the name of the game!

#### Booth Reps

Add your superstars here and encourage them to have a game plan by scheduling chunks of time to be available for chat, exploring the platform, engaging with others in the Lounge, and checking out the chat rooms.

We recommend you enter their names to be representative of your company and their position.

On the event day, we usually recommend having a couple of team members available online to interact with the attendees via chat.

All we need is their name and email address, and we'll create Booth Rep accounts for them. Each rep can then login with their own accounts when the event goes live.

You can also provide the times each rep will be online to chat and we can display that on the booth so that attendees know when to expect you.

#### Create your Booth Rep Accounts

[Add User](#)

| Name | Email | Action |
|------|-------|--------|
|------|-------|--------|

[Continue](#)



## Step 6 Review/Finalize

### It's almost go time!

Make sure to proof everything you took time to set up before submitting it. You will be able to make changes up until the week before the EXPO, but we recommend you take the extra time to make sure the details are entered as you would like them to be shown ahead of time.

Once you click submit, we will receive notification that your booth has been completed so that we can make it live for you. The approval process will be handled nightly from now until EXPO time. If we have any issues or questions, please make sure the contact person you submitted with your addendum is aware that we will reach out to them before approving your submission.

If you or any member of your team has any questions, concerns or comments, please refer them to the attached contact list for the appropriate person to reach out to for more information.



#### You're almost done.

Once you press the submit button below, our rep will be notified.

Please review your booth details below. If you need to make changes, use the buttons on the left.

Once everything looks good, click on the 'Submit Booth' button at the bottom of the page.

If you need any assistance, use the support email address listed at the top of this screen.

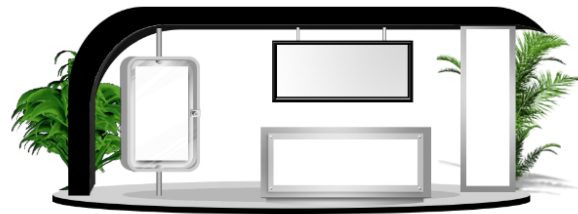
#### Login:

Visit the event URL: [iseexpo.vfairs.com](http://iseexpo.vfairs.com)

|                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="text" value="Username"/> | <input type="text" value="Password"/> |
|---------------------------------------|---------------------------------------|

#### Review Booth Information:

Here is a screenshot of your online booth.



We are displaying the following information on your stand

#### Description:

Chat:

Submit Booth

# ISE EXPO 2020 Contacts

## Sales – Events and Sponsorships

Robin Queenan

[rqueenan@isemag.com](mailto:rqueenan@isemag.com)

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## ISE EXPO Show Director

Laura Salomon

[lsalomon@isemag.com](mailto:lsalomon@isemag.com)

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## vFairs Technical Assistance

[tech\\_iseexpo@vfairs.com](mailto:tech_iseexpo@vfairs.com)

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## Technical Specifications & Questions

### Do I need to download or install any software to be able to attend this event?

No. You do not need to download or install any software to participate in our conference. You only need to have access to the internet. For the best experience, please use the latest version of Chrome, Safari or Firefox as your browser. The virtual summit is best viewed using Google Chrome V83. The platform is not well supported on IE/EDGE.

**Which browser is best for video streaming?** We recommend Google Chrome, Safari, Firefox, and Edge.

**Can I log in using my phone or tablet?** Yes.

### Can I test my system before the event?

Yes, you will be provided login credentials to test the system and get familiar with the interface.

**Is a webcam required?** No.

### Who do I contact if I am having technical issues on the day of?

Send an email to [tech\\_iseexpo@vfairs.com](mailto:tech_iseexpo@vfairs.com) to request technical assistance. Inside the event, there will also be a technical support chatroom.

### How long will the on-demand content be available online after the event concludes?

The on-demand content will be hosted for 3 months following the event.

### How can I view on-demand content after the event concludes?

To view on-demand content, log in the same way as you did for the live event. Anyone wanting access to this content can continue to register for it during the on-demand period as well.