

**MICHIGAN STATE**  
**UNIVERSITY**

# **GUIDE TO BUILDING YOUR VIRTUAL BOOTH**

## **MSU SCIFEST 2021**

A Guide for Presenters and Exhibit Booth Managers



Need Assistance? Contact us at [VirtualEvents@csp.msu.edu](mailto:VirtualEvents@csp.msu.edu) or [scifest@msu.edu](mailto:scifest@msu.edu)

# Intro

Thank you for choosing to be an exhibitor at our event! The following guide will help you manage the process of setting up your virtual booth and in connecting with your visitors.

## IMPORTANT INFORMATION BEFORE GETTING STARTED

- Build your booth using **Google Chrome** for best results.
- Once you create a booth through the [spartans.easyvirtualfair.com](http://spartans.easyvirtualfair.com) platform, you can use your same booth for other events hosted through this same URL for all Academic Year 2020/21, and you can make changes as necessary for each event.
- To access your exhibit booth and begin set up, visit <http://spartans.easyvirtualfair.com/backend> and use the username and password provided to you by email from the Event organizer.  
**NOTE:** *MSU has 2 Easy Virtual Fair licenses and url's. Each url is separate, and the same booth cannot be used on both platforms. Exhibit booths are specific to the url on which they are created.*
- In addition to the Exhibit Booth manager, each booth includes 9 additional links for representatives of your organization to simultaneously engage through video and text chat with visitors during the event. Links to these additional profile accounts are provided to the Booth manager.
- Please plan to have your booth designed and ready for visitors at least **3-days in advance of the event.**
- **To capture visitors with whom you want to follow up**, use the 'Resources' section within your booth setup to add any resources, opportunities, or information you wish to offer to visitors. Visitors will "express interest" through links visible only to them in your resources section, and this will provide best opportunity for follow-up and continued engagement
  - *Do not include an "External link" when posting a resource, as the external link will direct the visitor to the link listed and their info will not be captured at the virtual booth. Thus, if you wish capture interest by resource, in addition to have them access information through your website, include the external link in the resource description.*

# > Setting up your booth

1. Login to your exhibit booth site using the following information to begin setup:

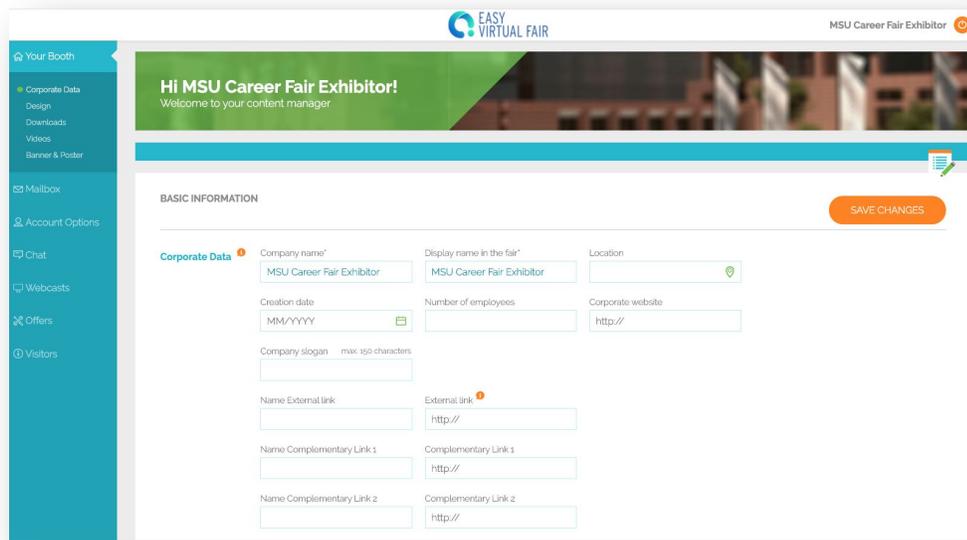
**URL:** <http://spartans.easyvirtualfair.com/backend>

**Username:** Provided in email confirmation

**Password:** Provided in email confirmation

If you have not received your confirmation or are unable to locate your username and password, please contact us at [VirtualEvents@csp.msu.edu](mailto:VirtualEvents@csp.msu.edu) or [SciFest@msu.edu](mailto:SciFest@msu.edu).

Upon log-in, your homepage will appear as shown below.



The screenshot shows the 'EASY VIRTUAL FAIR' interface for an 'MSU Career Fair Exhibitor'. The main heading reads 'Hi MSU Career Fair Exhibitor! Welcome to your content manager'. Below this is a 'BASIC INFORMATION' section with a 'SAVE CHANGES' button. The form includes fields for 'Corporate Data' (Company name, Display name in the fair, Location, Creation date, Number of employees, Corporate website, Company slogan, Name External link, External link, Name Complementary Link 1, Complementary Link 1, Name Complementary Link 2, Complementary Link 2). A left sidebar menu lists options: Your Booth, Corporate Data, Design, Downloads, Videos, Banner & Poster, Mailbox, Account Options, Chat, Webcasts, Offers, and Visitors.

2. Use the links in the left menu bar to add content for each of the following areas:

- Profile Information
- Booth Design
- Downloads (files you wish to make available for event attendees)
- Videos
- Webcast Schedule and Links
- Banner and Poster
- Resources

# > BOOTH CHECKLIST

## **BOOTH SET-UP CHECKLIST** – Minimum Requirements

*Estimated time to complete full booth set up is ~30 minutes and must be completed by March 29, 2021*

### **Under 'YOUR BOOTH' link and 'Organization Data' page**

- Update Profile Information
- Add relevant Websites
- Add Contact Info (Name, Email, Phone) –Information will be visible to attendees
- Add Logo (format .jpg; max file size = 5 Mb)
- Upload image for Banner: 316 x 175 (format .jpg; max file size = 5 Mb)
- Upload image for Poster: 215 x 205 (format .jpg; max file size = 5 Mb)

### **Under 'YOUR BOOTH' link and 'Design' page**

- Choose booth layout (*Info Stand layout is reserved for Event Host only*) and select a Host image

### **Under 'YOUR BOOTH' link and 'Downloads' page**

- Upload files you (pdf or Word docs) wish to make available for visitor download (*5Mb max ea.*)
- Re-order files if desired using Reorder link on page

### **Under 'YOUR BOOTH' link and 'Videos' page**

- Upload any links to video files you wish to make available to visitors (i.e. YouTube)
- Re-order files if desired using Reorder link on page

### **Under 'YOUR BOOTH' link and 'Banner & Poster' page**

- Upload .jpg images to add branding to your booth (web links may be included with images)

### **Under 'RESOURCES' link**

- Upload information or resources you wish to make available for visitors to “express interest”. There is no limit.
- If you include an external link with your resource, visitors will not be captured. However, if you include an external link in the resource description, visitors can express interest and you can access the list for follow up.

### **Under 'Webcasts' link**

- Add times and information when you will be presenting. Be sure to include external link to hosting platform and include http or https as part of url. Include date and time in title (i.e. April 3, 3-3:30 PM: Presentation Title)

# > Adding graphics to your booth

Following are dimensions for adding pictures, logos, and other images to your booth and personal profile. Upon uploading a graphic image, you can use the sizing tools and zoom feature to help create the ideal image size. For each Booth Banner and Booth Poster, you can also add a link to website that will be available for visitors to click from your booth.

## IMAGE SPECIFICATIONS

### **BOOTH BANNER. (suitable for presenter profile pic)**

*Vertical image that appears behind booth*

316 x 175 pixels (Format = .jpg, Max file size = 5Mb)

### **BOOTH POSTER**

*Horizontal image that appears behind booth*

215 x 205 pixels (Format = .jpg, Max file size = 5Mb)

### **LOGO**

*Image that appears on the front of your exhibit booth and as the image on the booth in the pavilion*

230 x 100 pixels (Format = .jpg, Max file size = 5Mb)

### **ORGANIZATION PROFILE LOGO**

*Image that appears as part of your profile link – not displayed on booth*

205 x 115 pixels (Format = .jpg, Max file size = 5Mb)

### **PERSONAL PROFILE PIC**

*Image that appears as part of your Profile*

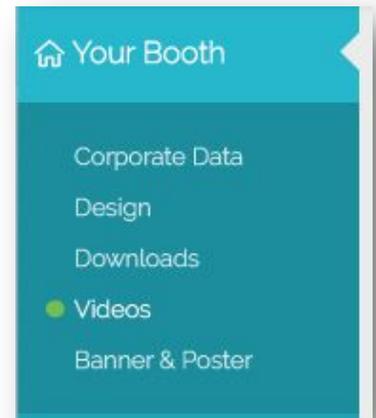
360 x 360 pixels (Format = .jpg, Max file size = 5Mb)

**NOTE:** *When uploading an image, you can adjust the image size using the scroll button on your mouse. You can also move the blue box to adjust the portion of the image captured to be uploaded. Only the portion of the image captured in the blue box will appear.*

# > Adding Video Links

**Add video links to your booth page using the following directions:**

1. Upload your MP4 video to YouTube or Vimeo and ensure the settings allow for public viewing.
2. Return to YOUR BOOTH setup page and click on "Videos" link
3. Click on "Add Video" to add a video link and description
4. Once you select video type (YouTube or Vimeo), you need to only add the video code and not the entire video link.



## **IMPORTANT TECHNICAL NOTE:**

When copying and pasting the YouTube Video link, copy from the url in your web browser and not from the Share link. If you do use the Share link, copy only the code as shown below. The code is the character string that follows the following:

**<https://www.youtube.com/watch?v=>**

Example: <https://www.youtube.com/watch?v=s2n6HABdWPA>

[s2n6HABdWPA](https://www.youtube.com/watch?v=s2n6HABdWPA) = Video Code