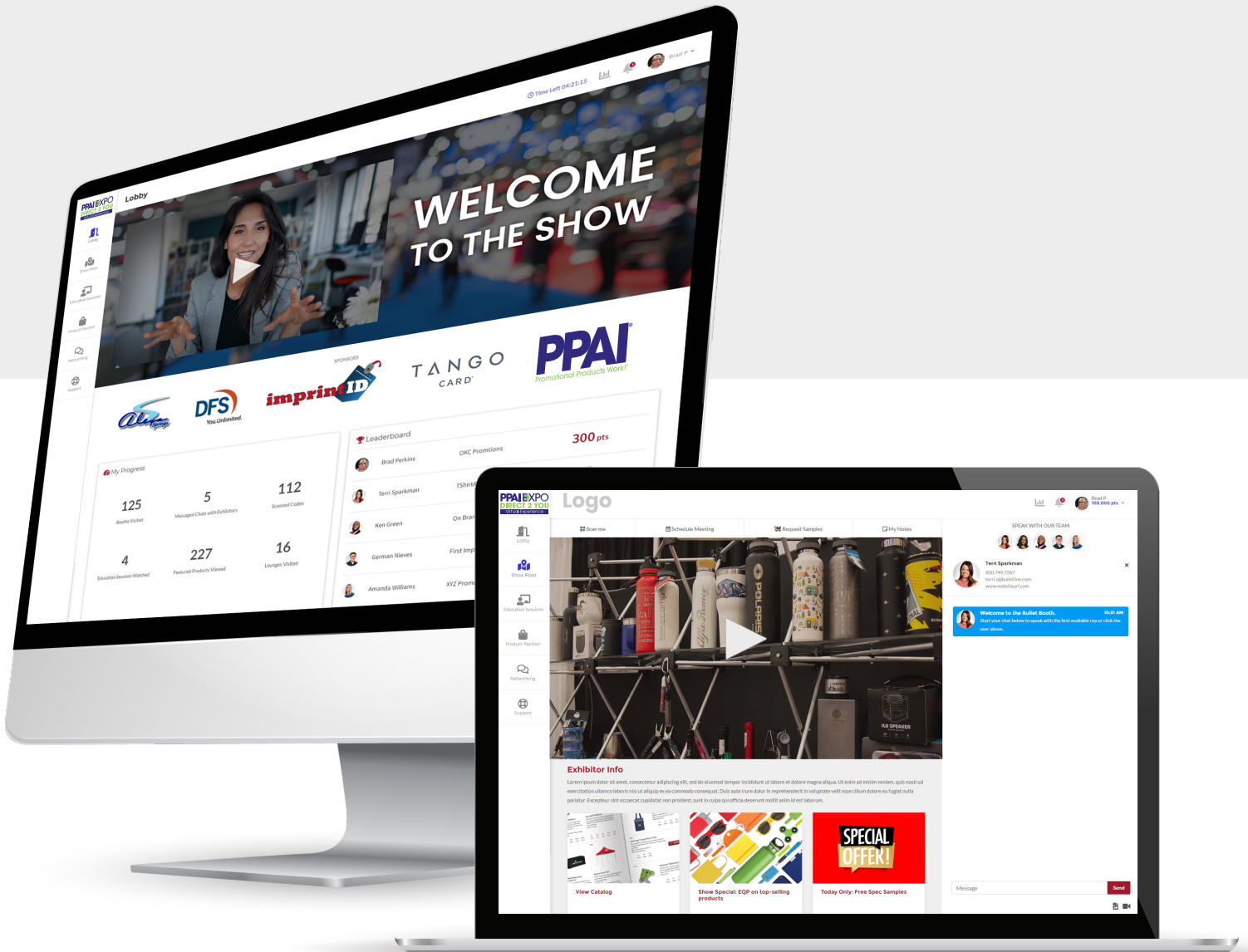# PPAI EXPO
DIRECT 2 YOU
Virtual Experience

January 31, 2023

8 am-10 pm CT • Exhibits Open 10 am-4 pm CT

Log in to the show here:

**www.virtualshowexperience.com/ppaiexpoD2U2023**

Completion Deadline: January 28, 2023

Overview

This is a virtual trade show experience designed to allow attendees to see and chat with exhibitors about their product offerings. They can also attend on-demand education sessions, view the latest trending products, visit networking lounges, and more.

# Show Lobby

This is what the distributors will see
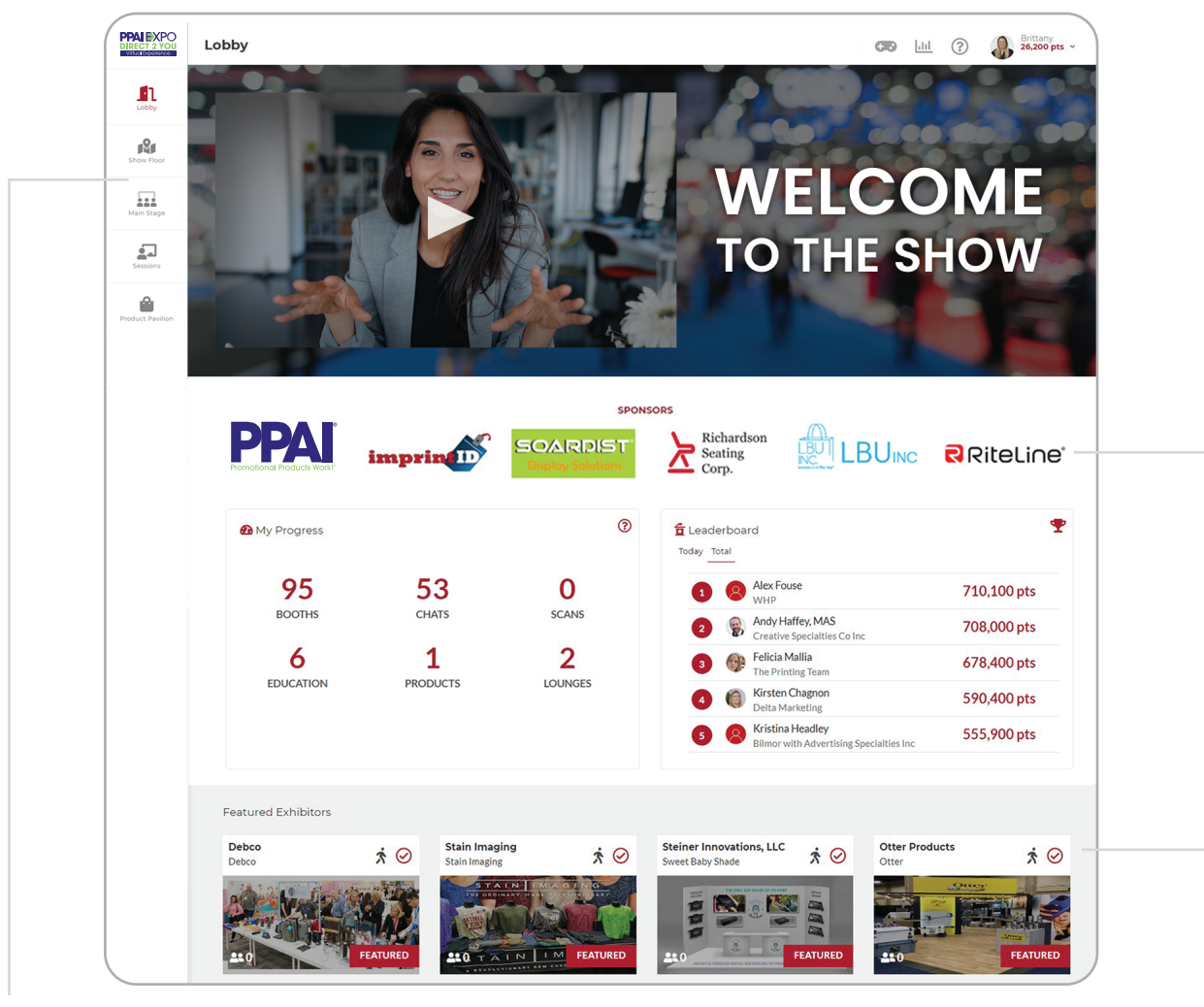
From the lobby, distributors can navigate to the **show floor, education sessions** and the **product pavilion**

Premiere Sponsors are prominently featured in the lobby for all attendees to see

Featured Exhibitors appear in the lobby so distributors can quickly navigate straight to your booth on the show floor

Show Floor
This is how distributors will find your booth
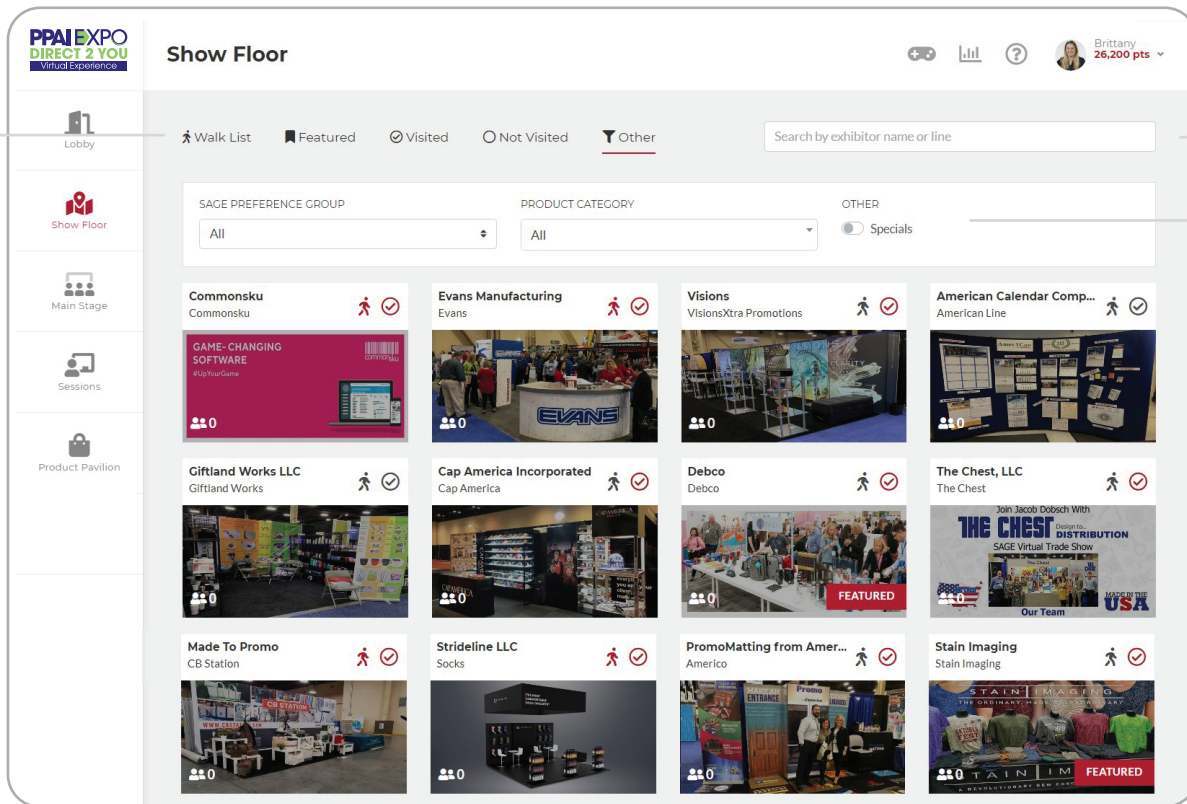
Exhibitor booths populate in random order for each attendee per distributor company. They can filter the exhibitor list to view by their **Walk List, Featured Exhibitors,** or by **booths not yet visited.**

Distributors can **search** for any exhibitor by company name or line name

Distributors can also search by their **preference groups, product category,** or suppliers with **Show Specials**
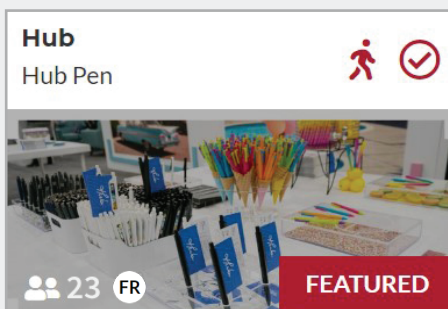
👥 Number of visitors in your booth in real-time

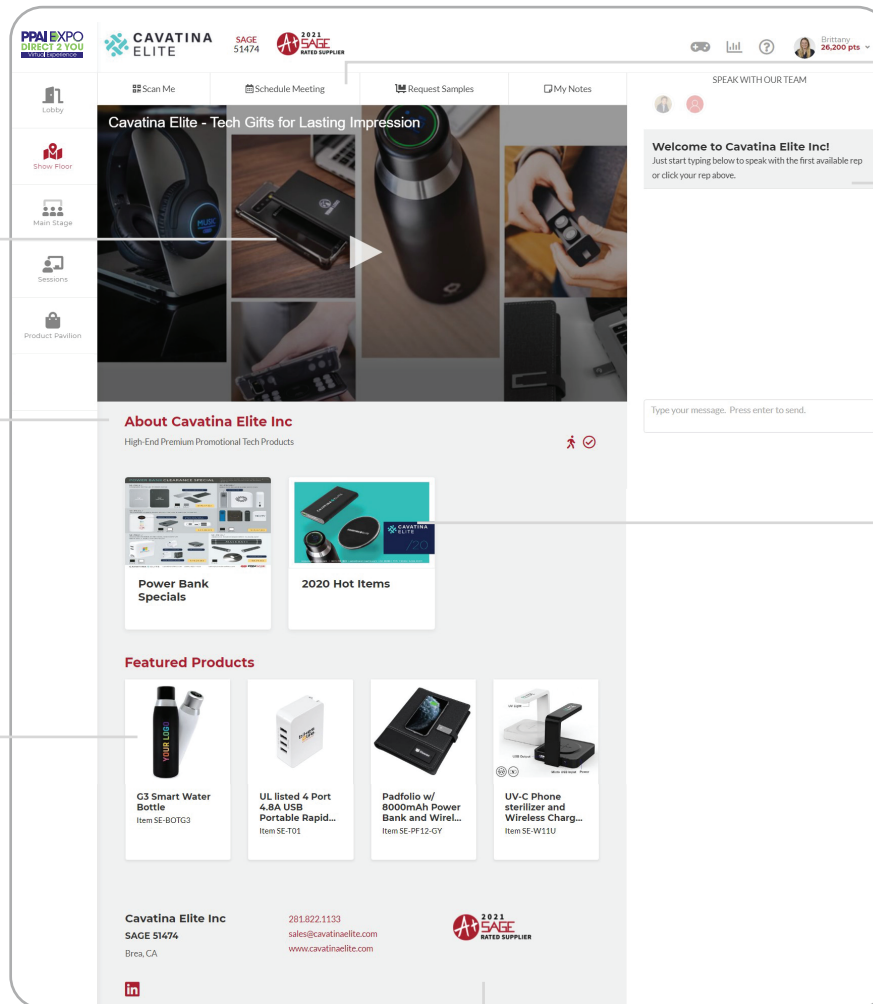🚶 Distributors can see if you are on their walk list

✓ Indicates to the distributor if they have already visited your booth

FR Denotes whether French-speaking staff are available in your booth

Exhibitor Booth
This is how distributors will view your booth

Distributors will see your **welcome video** upon entering your booth

The **about section** is where attendees can quickly learn key information about your company and what you offer

Select **featured products** you want to promote, distributors can view pricing and detailed product information

Distributors can also **view your contact information** including your city/state, SAGE number, phone number, email contact, website, connect to your social sites, and see your A+ or A rating at the bottom of your booth

Booth visitors can **scan** themselves and send their lead information, **schedule a meeting** with you, **request samples**, or **take notes** they can access after the show

Attendees can also view and request to **chat with specific booth staff**, ask questions, or request a video conference to speak one-on-one

Include your marketing or sales flyers, brochures, show specials, videos, catalogs, and more for distributors to view

Getting Started

Here's what you'll need to set up your booth:

1   Log into your SAGE Supplier Center to make sure your logo is included in your business profile and that all of your information is up to date.

2   Log into **www.sagemember.com** to **add your staff as users** on your account so they can work your booth and use the live chat feature. Be sure to include their headshots so that booth visitors will know who they are talking to.

3   You will need to create a short welcome video for your booth. This can be anything from a brand or team introduction to a highlight reel of your new or most popular products.
Video specs: under 2 mins | under 200 MB | must be MP4, a URL cannot be accepted

4   You will also need a booth image, either from a previous trade show or digitally rendered.
Image specs: 600 px x 300 px | JPG or PNG

5   Create booth marketing materials (and thumbnail images for each) that you want to provide to your booth attendees.
File options: PDF, MP4, JPG, PNG, Excel, Word, PowerPoint, URL links
Thumbnail specs: 480 px x 300 px | JPG or PNG

6   You will need introductory text to welcome distributors to your booth
Character limit: 1000 including spaces

7   Decide which products to feature based on the number you are allotted with your booth size.

Booth Setup

Step 1: Logging In

Visit the URL listed on the cover page of this exhibitor kit and log in with your SAGE user name and password. If you do not have a login or cannot remember your password, simply click the prompts below the log in area to get a user name or reset your password.

Once you are logged in, you will see the show floor. Search for your company with the toolbar located at the top right of the screen, then click on your booth to enter. Select **Setup Booth** at the top of your screen. Now you are ready to upload your materials.
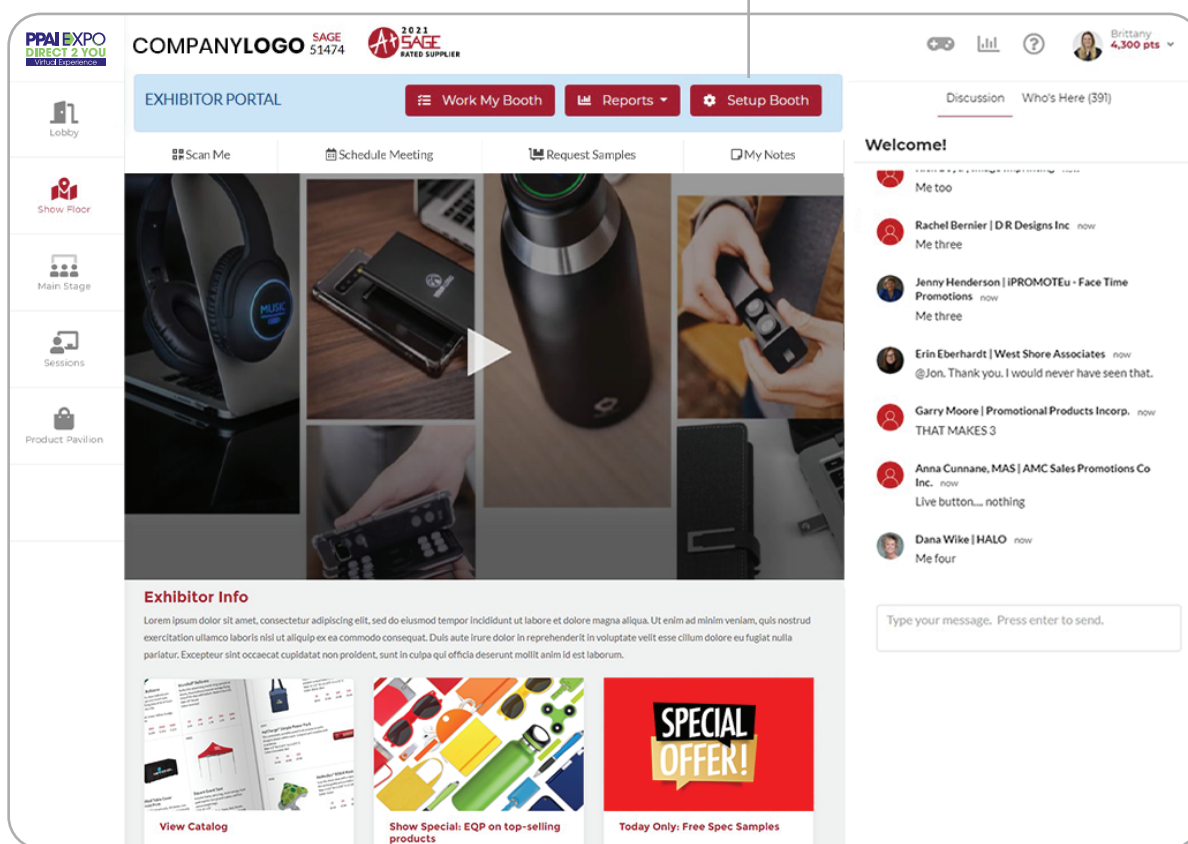
How To Set Up Your Booth Continued...

Step 2: Upload your booth image

Your booth image is the image that will appear on the show floor. This should be either an image of your booth from your previous shows or a digitally rendered image of your booth. Non-booth images or images with text will not be allowed. If the image uploaded does not meet the requirements, staff will replace it. If you do not have a booth image, a generic image will be used. At the top left of your screen, select **Browse** to choose your file.

Size requirements: 600px x 400px
File type: JPG or PNG format

File type: JPG or PNG format

Step 3: Upload your booth video

This is the video distributors will see once they enter your booth. Your booth video can be anything from a brand or team introduction to a highlight reel of your new or most popular products. It can be professionally produced, or it can be shot on your smart phone or webcam. Make sure your video is well-lit and the sound is clear before uploading. If you do not have a booth video, show organizers will insert a generic welcome video for you. At the top right of your screen, select **Browse** to choose your file.

Size requirements: Under 200mb
(typically under 2 minutes)
File type: .mp4 format only
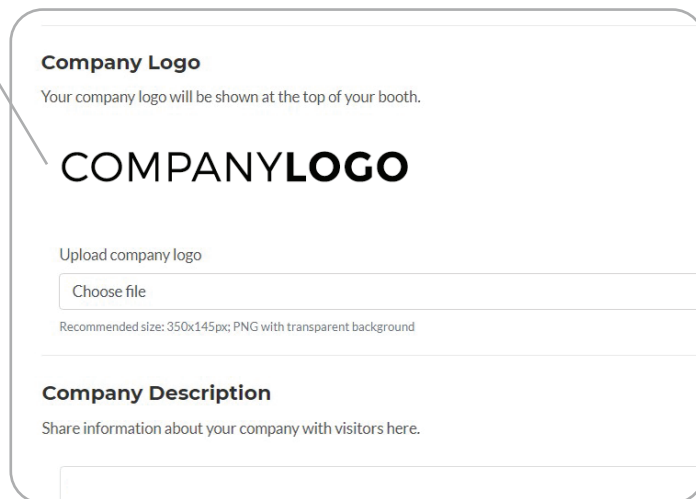
How To Set Up Your Booth Continued...

Step 4: Upload your company logo

You'll see below your booth image where you can upload your company logo. If you have previously added your logo in the SAGE Supplier Center, you should already see it here and no further action is necessary. If you do not see your logo, you will need to add it.

Select **Browse** to choose your file. Your logo will appear at the top of your booth page.

Size requirements: 350px x 145px
File type: PNG format with transparent background

Company Logo
Your company logo will be shown at the top of your booth.

COMPANY**LOGO**
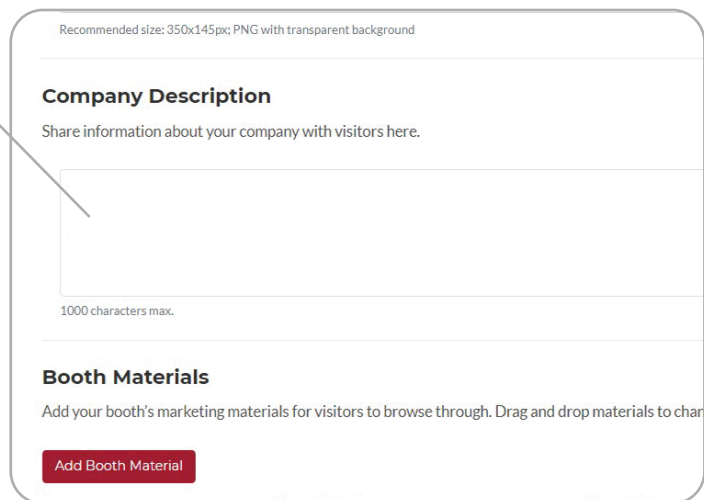
Upload company logo

Choose file

Recommended size: 350x145px; PNG with transparent background

Company Description
Share information about your company with visitors here.

Step 5: Booth description

This introductory text is the short message or company description distributors will see upon entering your booth. Use this space to share a little about who you are and how you can win their business.

Size requirements: 1000 character limit

Recommended size: 350x145px; PNG with transparent background

Company Description
Share information about your company with visitors here.

1000 characters max.

Booth Materials
Add your booth's marketing materials for visitors to browse through. Drag and drop materials to char

Add Booth Material

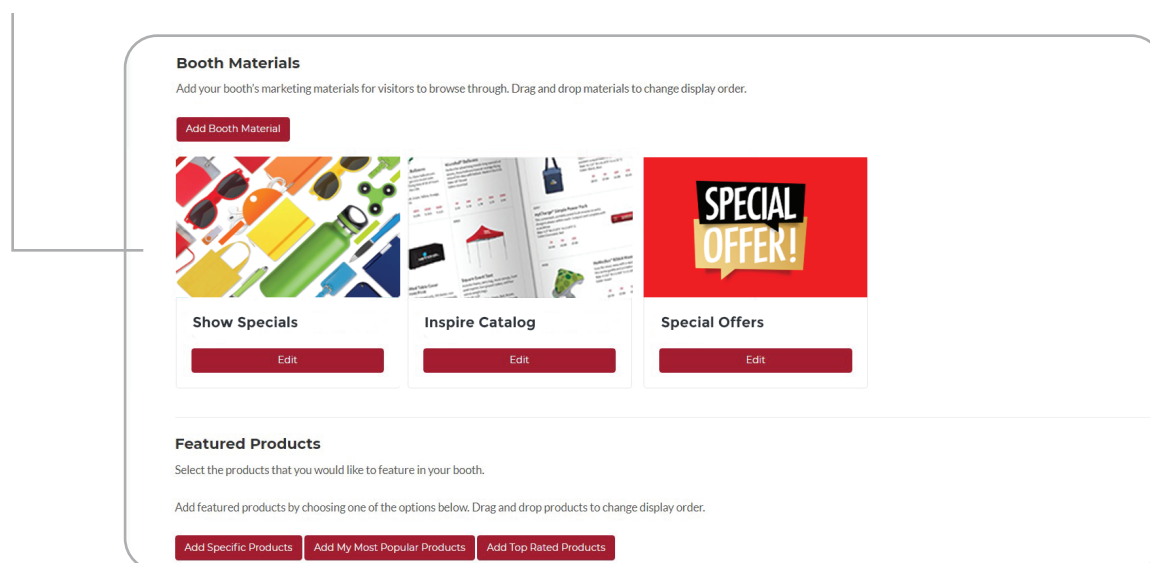# How To Set Up Your Booth Continued...

Step 6: Booth materials

Depending on the size booth you purchased, you can upload between 5-20 booth materials. This can be anything from your brochure, catalog, sales flyers, videos, the URL of your choice, etc. If you would like to upgrade your booth to receive additional material options, contact your tradeshow representative or scroll to the bottom of the setup page where you will see **Upgrade Options** on the bottom right. Click to see your options and select the **Upgrade** button for the larger size you would like to purchase. If you already have the highest level booth, you will not have an **Upgrade** button.

To add your assets, select **Add Booth Material**. You will need to give each file a title and create a thumbnail image for each. You also have the option to password protect individual files in case you want to limit who can view them.

Accepted booth material file types:

- URL (Examples include: A link to a video conferencing area, your website, a flip version of your catalog, YouTube link, etc.)
- PDF (Examples include: sales flyers, catalogs, brochures)
- Video (Must be a .mp4 file type)
- Image files (JPG or PNG only)
- Excel files
- Word documents
- PowerPoint presentations

Thumbnail size requirements: 480px x 300px | File type: JPG or PNG

How To Set Up Your Booth Continued...

Step 7: Featured products (Suppliers Only)

Depending on the size of booth you purchased, you can upload between 10 – 50 featured products. If you would like to upgrade your booth to receive additional featured products, contact your tradeshow representative or scroll to the bottom of the setup page where you will see **Upgrade Options** on the bottom right. Click to see your options and select the **Upgrade** button for the larger size you would like to purchase. If you already have the highest level booth, you will not have an **Upgrade** button.

Your featured products must already be in the SAGE database. If you would like to add a product that is not in the database, you will need to add your product through the SAGE Supplier Center first. You can view how to do that **here.**

To add your featured products select **Add Specific Products**, **Add my Most Popular Products**, or **Add Top Rated Products**. Your product image and information will pull from the SAGE database with no rekeying necessary.

Add Specific Products allows you to easily select your preferred items from a dropdown list that can be filtered by item numbers or product name.

Add my Most Popular Products is a one-click option that will use the SAGE database algorithm to select your most popular products.

Add Top Rated Products is a one-click option that will use the SAGE database algorithm to select your top rated products.

How To Set Up Your Booth Continued...

Step 8: Quick Messages

Here you can set up Quick Messages to rapidly respond to attendees in your booth with frequently used phrases. Set up a Welcome Message that will automatically send to all new chats, and up to five other phrases to help manage your flow.

Quick Messages

Rapidly communicate with attendees in your booth using frequently-used phrases.

Welcome Message (automatically sent for all new chats)

Message 1

Message 2

Message 3

Message 4

Step 9: Exhibit Staff

These are the staff members that will be available in your booth to chat live with distributors. You should have already set up your users and added their headshots so that distributors can see who they are chatting with, but if you haven't done that yet you can see how to do that **here.**

Simply select each staff member that will be working your booth. If you don't see someone, or need to add an additional user, you can follow the instructions in the link above.

Exhibit Staff

Select up to 99 users below to be your booth staff. If anyone working your booth is not listed below, add them to your SAGE user list by visiting SAGEmember.com.

☐ Adam Bayyouk
☐ Amanda Carpenter
☐ Andy Evans
☐ Andy Douthitt
☐ Ben Haynes
☐ Ben Stallard
☐ Bille Forman
☐ Blake Bozeman
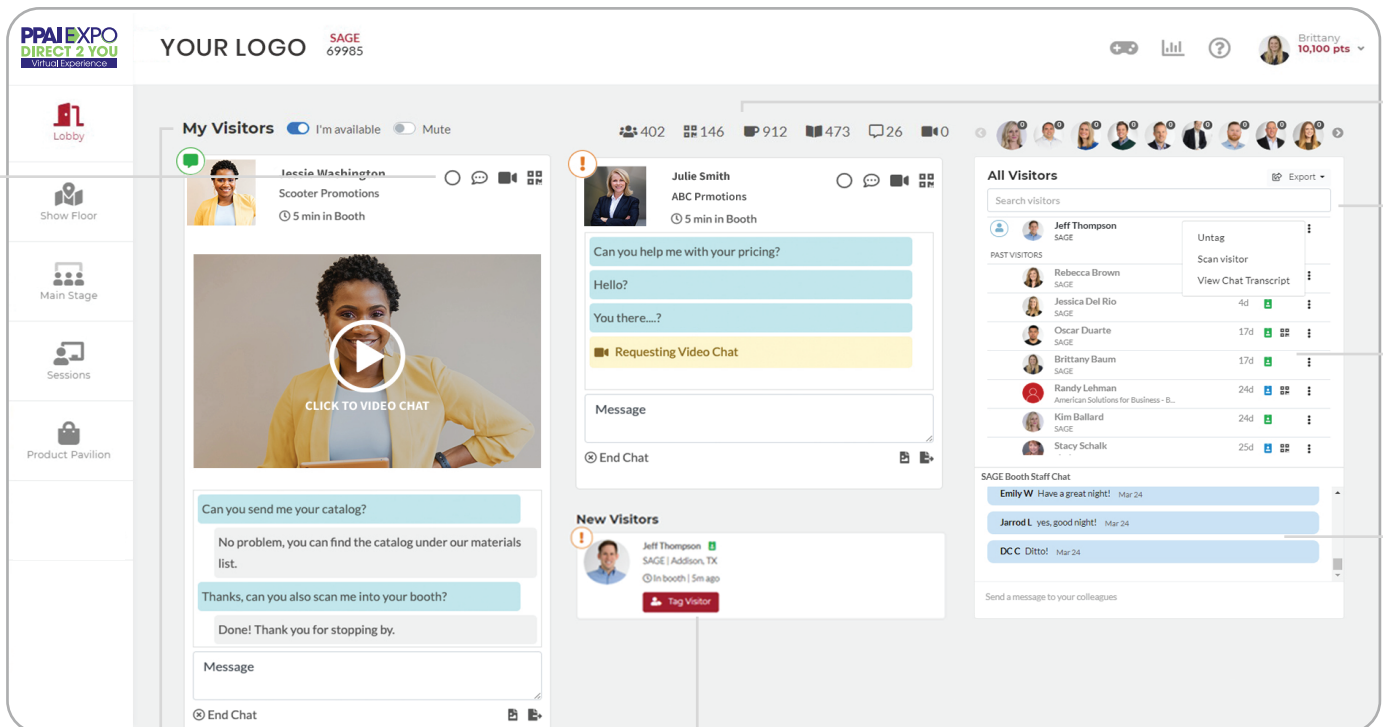☐ Cody Smith
☐ Dana Porter
☐ Danica Panosh

Step 10: Review & Save Booth

To complete your booth set up, be sure to **SAVE YOUR BOOTH**.
This is the integral last step, don't forget or you'll have to fill out everything again!

Working Your Booth

This is what you will see during the show

Exhibitors can **set their availability** allowing visitors to see when you are in your booth to chat, and mute alerts as visitors enter your booth

See each visitor as they enter your booth, how long they have been in your booth, and tag them to begin an interaction

Once you have tagged a visitor you can send a chat, request a video call and share your screen, scan your visitor, send product information, and even view your chat transcript once they have left your booth

View your booth stats in real-time such as: total visitors, number of leads, products and materials viewed, and number of chats or video calls

View **all of your booth visitors at once**, your staff's visitors, whether new visitors in your booth are being helped, and whether they have been scanned

At the end of the show, **download** your individual or team's lead reports, chat transcripts, and see who viewed your products and booth materials

Chat with your team internally to communicate information all at once and make sure all your visitors have been assisted

If you have additional questions or need
tech support, email **ses@sageworld.com**