Deluxe Virtual Booth Guide
Welcome to the Exhibitor Portal

• To access the Exhibitor Portal, please click the link in your welcome email. You do not need a username & password for this site.

• From this page you will be able to edit your personal profile, setup and edit your booth, and view your exhibit booth card (which is your virtual exhibit booth).

PLEASE NOTE: Only the main exhibit booth contact has permission to build/edit the virtual exhibit booth.
Booth Setup Page 1

- Upload company logo (acceptable formats include gif, jpeg, jpg, pdf and png)
- Edit company name, if desired (50 character max)
- Add 50 word description
- Add 500 word description

NOTE: The company logo, company name and 50-word description will appear on the Card View. The company logo and 500-word description will appear on the Detail View.
Booth Setup Page 2: Media Links

- Add media links (i.e. your company website, Facebook, LinkedIn, Instagram, Twitter and YouTube)
- Add a “Contact Us” email address for attendees to contact you directly
- Provide a Calendly link (visit https://calendly.com/ for more information), as well as the text you would like to appear as part of the link name
- Add a video conference link (such as Zoom, GoToMeeting, etc.), as well as the text you would like to appear as part of the link name

NOTE: Suggestions for text to appear for your Calendly/video conference link include:

Calendly link: “Schedule a private consultation so we can answer your questions here!”

Video Conference link: “Join us daily for live Q&A with our team from 10am - 12pm MT”

There is a 60 character maximum in both of the link name fields.
Booth Setup Page 3: Search Criteria

- Select up to 3 Product/Service Listings to be searched for by attendees.
- You are also able to add a maximum of (3) additional categories under the Other field. Please separate each additional category with a semi-colon. The field has a maximum of 60 characters.
Booth Setup Page 4: Booth Personnel

- Click the “Click Here to Add Exhibitor Staff” button to add the information of those that you want attendees to be able to contact.

- PLEASE NOTE: The only live engagement with attendees in the virtual platform is through the use of Calendly or a video conference platform. However, attendees are able to initiate contact with any staff which you have added here.
• Enter staff first and last name, email address, and title.

PLEASE NOTE: All exhibit staff will receive an email on Monday, February 14th with a link to access their profile and add a profile photo.
Booth Setup Page 5: Promotional Documents

- Included with your Deluxe package, you are able to upload up to 5 Promotional Documents.
- Accepted formats are: pdf, doc, jpeg, jpg, gif, and png files.
- There is a maximum of 60 characters for all file names.
Booth Setup Page 6: Promotional Videos

- Included with your Deluxe package, you are able to upload up to 3 Promotional Videos.
- Video files must be mp4 format.
- The maximum time limit per video is 5 minutes.
- There is a maximum of 60 characters for all file names.

<table>
<thead>
<tr>
<th>Promotional Videos</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload up to three videos below. Your video files must be uploaded in mp4 format. The maximum time limit per video is 5 minutes.</td>
<td></td>
</tr>
<tr>
<td>![Image of upload videos interface]</td>
<td></td>
</tr>
</tbody>
</table>
Booth Setup Page 7

• Click the “Click Here For Proof” button to preview how your exhibitor card will display for attendees.
Deluxe Booth Card Proof

- This is how your booth card will appear to attendees.
- It will include the company logo, the company name, and the 50 word description.

Here is a preview of how your booth card will display to attendees

Please note that this view reflects your current data and uploads which you may still be working on

Click anywhere on the card below to view the details page

AAAAL Member Resource Center

Our membership team is here to assist with any membership needs you may have. Please stop by to say or tell us how we can assist you!
Deluxe Booth Card

- This is how your Booth Card will look among other exhibitors’ booth cards to attendees.
- Premium exhibitors will be listed first, then Deluxe exhibitors and then Standard exhibitors. Within each category, all cards will be listed alphabetically.
Product/Service Listings

- The arrow notes the list of Product/Service Categories which attendees may use to filter exhibit booths.
Deluxe Booth Detail View

- This is how your exhibit booth Detail View appears to attendees