

GCSG 2020 GLOBAL VIRTUAL CONFERENCE

COMMUNIQUÉ: EXHIBITOR BOOTH BUILDING



WHAT THE GCSG TEAM NEEDS FROM YOU

- The following slides walk through the process of building your virtual booth but here are some additional things to remember!
- Please provide a logo to be used in our Exhibit Hall
 - Sized 83x32 pixels
 - Please email to euvendor@mygcsbg.com as soon as possible (no later than 4-Sep)
- Watch one, or both, of the training videos. Links provided in the e-mails sent to Builder Admins
- Attend a training or drop-in session to get your questions answered
 - Drop-in sessions with GCSG SMEs w/c 7-Sep (details via email)

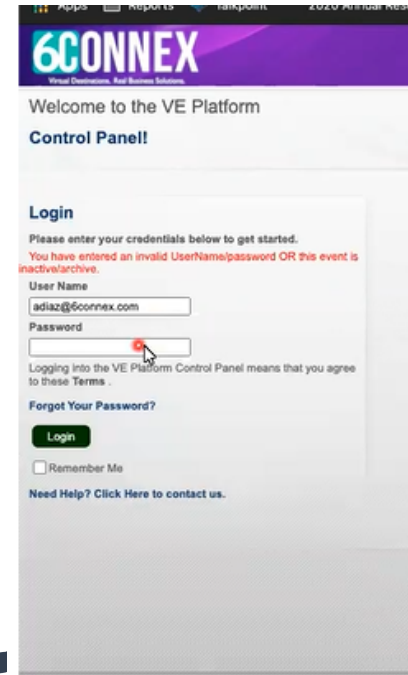
BOOTH BUILDING FOR GCSG 2020 GLOBAL VIRTUAL CONFERENCE

- If still stuck, schedule a 1:1 session with a GCSG SME – request via e-mail at VendorHelp@mygcsbg.com; provide several options for available meeting times
- Although Communique offers the service of a project manager, they are very limited at this time. We recommend working with the GCSG SME's first
 - If you would like the build fully supported, GCSG has a limited number of opportunities to provide a SME to meet with you 1:1 to review what you'd like, build for you, and review finished product.
 - We offer this at a rate of \$250 if booked with us prior to 7-Sep
 - 8-11 Sep – support can be offered for \$350
 - 12-14 Sep – support can be offered for \$500
 - No 1:1 support can be offered after 14 Sep due to project build requirements of the team

BUILDER REGISTRATION

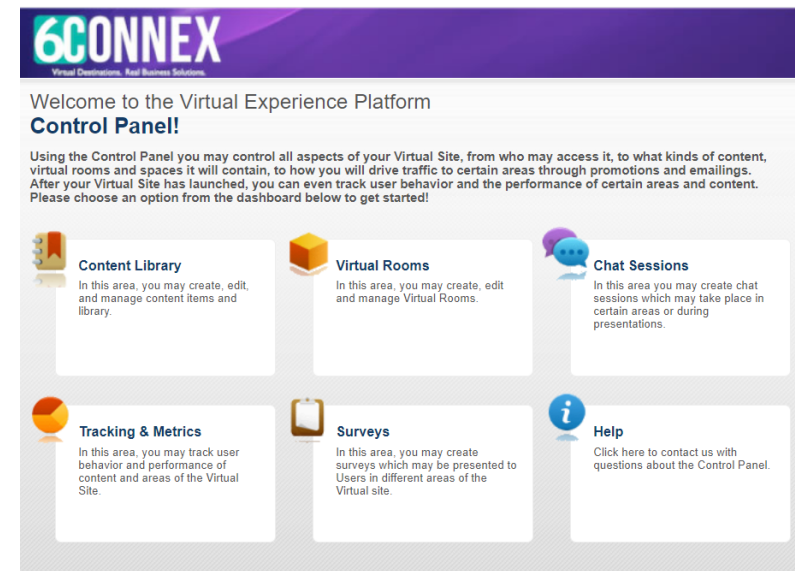
gcsbg.6connex.com/event/virtual/login

- GCSBG will provide you login details via email
 - Email/ password are needed to log in to your builder account
 - If you don't remember your password or can't find the email – use “Forgot Your Password”
 - Change your password when you log in

A screenshot of the 6CONNEX login page. The page has a purple header with the 6CONNEX logo and the tagline "Virtual Destination. Real Business Solutions." Below the header, it says "Welcome to the VE Platform" and "Control Panel!". The main section is titled "Login" and contains a message: "Please enter your credentials below to get started. You have entered an invalid Username/password OR this event is inactive/archive." There are two input fields: "User Name" with the text "adiaz@6connex.com" and "Password". Below the password field is a red eye icon. A "Login" button is at the bottom of the login section. Below the login button is a "Forgot Your Password?" link and a "Remember Me" checkbox. At the very bottom, it says "Need Help? Click Here to contact us."

PREPARING TO BUILD YOUR BOOTH

- On the Control Panel you should see 6 boxes
 - Focus on
 - Content Library
 - For placing all the content you want to use in your booth
 - Virtual Rooms
 - Where you will design / build your booth using the content previously uploaded
 - Tracking & Metrics
 - Where you will access reports containing metrics about your booth



PREPARING TO BUILD YOUR BOOTH

Top Tip: Use this excel workbook (<https://mygcsq.com/wp-content/uploads/2020/08/Exhibit-Booth-Build-Info.xlsx>) to gather the info/ graphics you'd like to use in your booth ahead of time.

1

Upload content to the content library

Graphics DO NOT need to be uploaded to the content library.

2

Select your booth background (you can select from Orlando, Tallinn or a generic view

3

Build a chat session for your booth with the names of all the booth reps

4

Review the tracking and metrics page for your booth

1

Upload content to
the content library

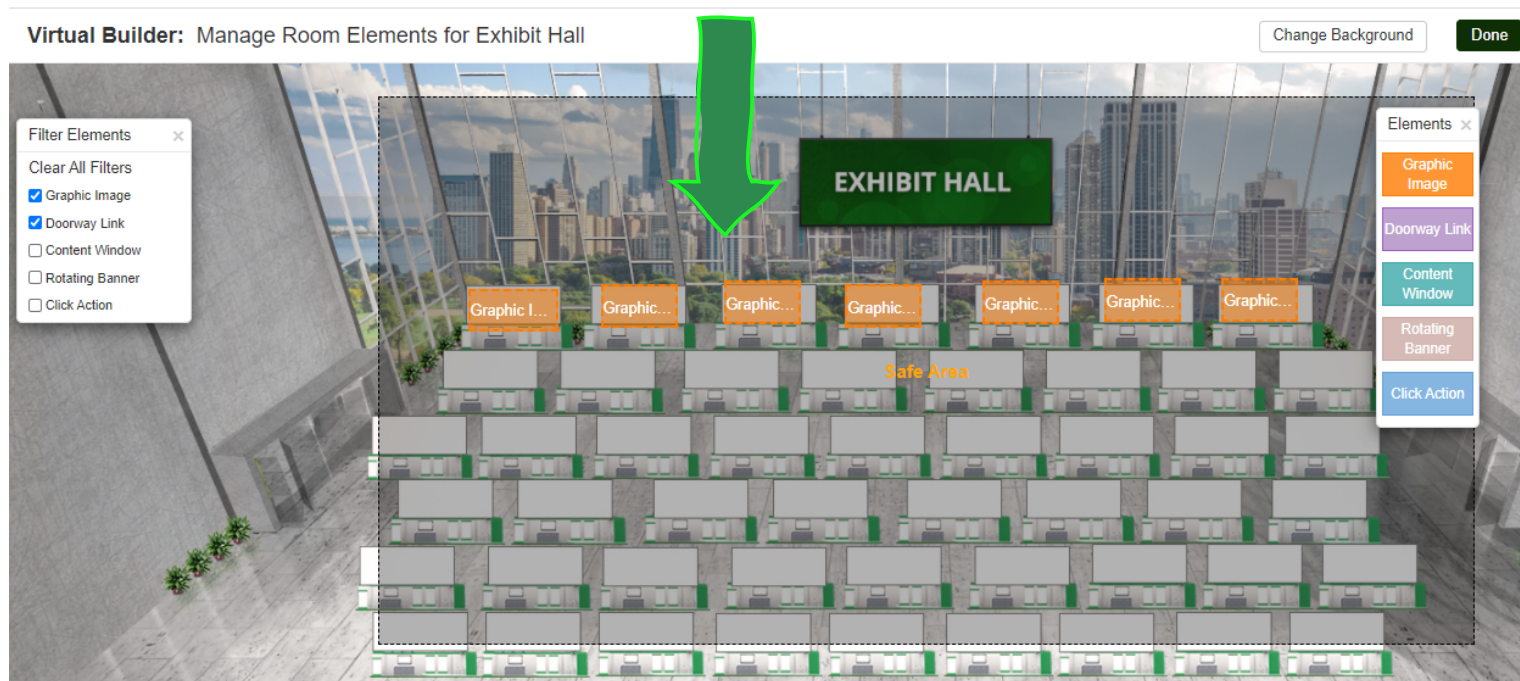
Graphics DO NOT need to
be uploaded to the content
library.

CONTENT SPECIFICATIONS

- The Excel workbook mentioned on slide 6 contains size and resolution requirement guides for building in Communiqué. While they are not all specific to booth building you may find the details helpful
- Each section you build will guide you to the specific size the material needs to be if using a graphic image
 - Having access to software (or a marketing dept) to adjust sizes of images / logos may help you to “plug and play” when building
 - Remember images do NOT need to be loaded to the Content Library
 - PDF, slide decks (recommend converting slide decks to PDF), web links DO need to be loaded to the Content Library


EXHIBIT HALL

Logo will be used here – make sure it is clear for this small area
Sized 83x32 pixels (Please send to EUVendor@mygcsg.com)



6CUNNEX
Virtual Destinations. Real Business Solutions.

Contr

 **Edit Library: GCSG**

Main > Content Library > Edit Library

Welcome, Alejandro

Content Library

Virtual Rooms

Chat Sessions

Tracking & Metrics

Surveys

Help

In this area you may edit an existing content library.

Add Content

Keyword

Status

All

Asset Number (Cor

Owner

All

Localization Affiliation

All

Content Type

All

Content Folder

All

Creation Date

Between MM DD YYYY

and MM DD YYYY

Search

Clear Options

Title	Owner	Location	Type	Localization Affiliation	Creation Date	Status
Your search did not yield any results.						

CONTENT LIBRARY

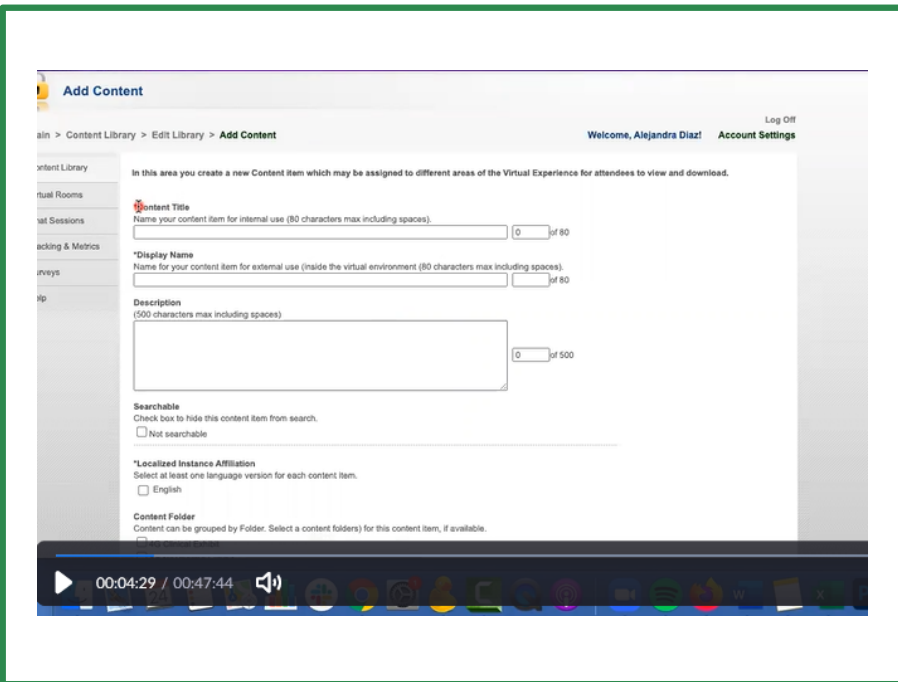
HERE YOU CAN ADD
CONTENT

SEARCH FOR CONTENT
PREVIOUSLY LOADED
BY OWNER, DATE,
CONTENT TYPE

INFO WILL APPEAR
HERE

CONTENT LIBRARY: UPLOAD CONTENT

*= Required



The screenshot shows the 'Add Content' form within a web application. The breadcrumb trail at the top reads 'Home > Content Library > Edit Library > Add Content'. The user is logged in as 'Alejandra Diaz' with a 'Log Off' link and 'Account Settings' option. The form is titled 'Add Content' and includes a sidebar with navigation links: 'Content Library', 'Virtual Rooms', 'Virtual Sessions', 'Tracking & Metrics', 'Surveys', and 'Help'. The main content area contains the following fields and options:

- Content Title**: A required field (marked with a red asterisk) for internal use, with a character limit of 80.
- Display Name**: A required field (marked with a red asterisk) for external use, with a character limit of 80.
- Description**: A text area for internal use, with a character limit of 500.
- Searchable**: A checkbox to hide the content item from search, currently set to 'Not searchable'.
- Localized Instance Affiliation**: A dropdown menu to select at least one language version for each content item, currently set to 'English'.
- Content Folder**: A dropdown menu to select content folders for the content item, if available.

A video player at the bottom of the form shows a progress bar at 00:04:29 / 00:47:44.


- Select Add Content
 - New screen appears
- Content Title
 - Use something you will recognize – this is for your internal use
- Display Name
 - Use something simple – this is what attendees will see
 - Use Description to add detail

UPLOAD CONTENT

- Searchable
 - Do NOT check box – you want to be able to find it later if it gets misfiled or lost
- Localized Instance Affiliations
 - You must check box for English
- Content Folder
 - Select your company's folder

Description
(500 characters max including spaces)
[Click here to view.](#)

19 of 500

Searchable
Check box to  this content item from search.
☐ Not searchable

***Localized Instance Affiliation**
Select at least one language version for each content item.
☐ English

Content Folder
Content can be grouped by Folder. Select a content folders) for this content item, if available.

- ☐ 4G Clinical Exhibit
- ☐ AX for Pharma Exhibit
- ☐ Almac Exhibit
- ☐ Ancillare Exhibit
- ☐ Aposave Exhibit
- ☐ AreoSafe Global Exhibit
- ☐ BAP Pharma Exhibit
- ☐ Berlinger USA Exhibit
- ☐ Catalent Exhibit
- ☐ Citation Exhibit
- ☐ Client-Pharma Exhibit
- ☐ Clinigen Exhibit
- ☐ Cold Chain Technologies Exhibit
- ☐ CreaPharm Exhibit
- ☐ GCSG Content
- ☐ Global BioPharm Solutions Exhibit
- ☐ GlobalCare Exhibit
- ☐ GlobalPharma Exhibit

UPLOAD CONTENT

Time Bracket

Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.

Specify Start and End Times ▼

Set Time Bracket Start

Specify when the content item will first be visible.

Start Date MM DD YYYY

Start Time HH MM AM ▼

☐ Check this box if you do NOT want this content item visible in the content list prior to the start time.

Set Time Bracket End

Specify when the content item will no longer be visible.

End Date MM DD YYYY

End Time HH MM AM ▼

☐ Check this box if you do NOT want this content item visible in the content list after the end time.

Live Icon

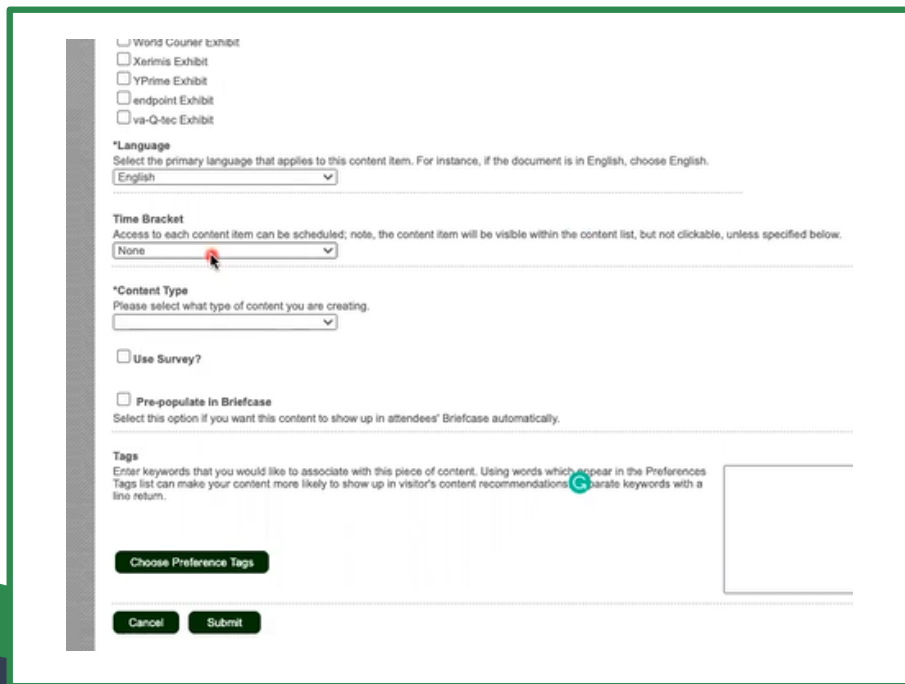
Select if you want to display a "Live" icon next to the content item within the content listing.

No icon ▼

Calendar Reminder

- Language
 - Select English
- Time Bracket:
 - If you want this particular item to be visible ONLY during a certain period of time, enter the appropriate time bracket information here

UPLOAD CONTENT



The screenshot shows a web form for uploading content. It includes several sections: a list of exhibit types with checkboxes, a language selection dropdown, a time bracket dropdown, a content type dropdown, checkboxes for 'Use Survey?' and 'Pre-populate in Briefcase', and a tags section with a text input and a 'Choose Preference Tags' button. At the bottom are 'Cancel' and 'Submit' buttons.

☐ Word Counter Exhibit
☐ Xerimis Exhibit
☐ YPrime Exhibit
☐ endpoint Exhibit
☐ va-Q-tec Exhibit

***Language**
Select the primary language that applies to this content item. For instance, if the document is in English, choose English.
English

Time Bracket
Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.
None

***Content Type**
Please select what type of content you are creating.
[Dropdown menu]

☐ Use Survey?

☐ Pre-populate in Briefcase
Select this option if you want this content to show up in attendees' Briefcase automatically.

Tags
Enter keywords that you would like to associate with this piece of content. Using words which appear in the Preferences Tags list can make your content more likely to show up in visitor's content recommendations. Separate keywords with a line return.

Choose Preference Tags

Cancel Submit

- Content Type
 - Select the type of content you are uploading from the drop-down menu
- Use Survey?
 - Do NOT tick box, this functionality no longer available
 - If you have a survey you'd like to use, enter it as a link under Content Type
- DO NOT tick pre-populate in briefcase
- Tags
 - If you use a tag, make sure it is specific and unique. Common tag words might be chosen by others and would tie the information together
- Click Submit

ITEM CREATED

6CONNEX
Virtual Destinations. Real Business Solutions.

Control Panel

Edit Library: GCSG

Main > Content Library > Edit Library

Welcome, Alejandra Diaz! Account Settings

Log Off

Content Library

Virtual Rooms

Chat Sessions

Tracking & Metrics

Surveys

Help

In this area you may edit an existing content library.

Add Content

Keyword:

Status:

Asset Number (Content ID):

Owner:




Localization Affiliation:

Content Type:


Content Folder:


Creation Date: Between MM DD YYYY and MM DD YYYY

Search Clear Options

Title	Owner	Location	Type	Localization Affiliation	Creation Date	Status	
[Resources] Link it em	Builder Admin	Link	Link	English	2020-08-24 07:20:59	Available	  

1

 Preview

 Edit

Item shows up here

CONTENT TYPE – MOST COMMONLY USED

- Download
 - Use for PDF files, graphics, brochures
- Links:
 - URLs
- Video:
 - MP4 or embed codes (YouTube, live stream, etc)

DO NOT USE

- WEBINAR
- DOORWAY
- MODERATED CHAT SESSION

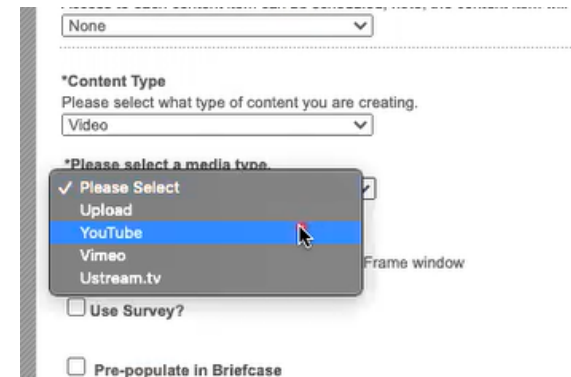
For HTML instructions refer to
Communique training video @
11:40 mark

INSERT LINK

- Select content type = link
- Next selection is based on the type of link you are using
 - iFrame – must have https: / be a secure link
 - Opens within Communiqué
 - Normal – http:
 - Opens outside Communiqué

ADD CONTENT - VIDEO

- Content Title – internal to you – free text
- Display Name – external - others see it
- Description is optional
- Select English
- Select your content folder
- Content type = video
- Select media type
 - If you have a copy in mp4, select upload, find your file, upload
 - If you are going to use YouTube, Vimeo, etc. use embed code
 - Embed code – is not a link – this is a code that has the word iFrame in it
 - If you have an embed code, but aren't using one of the platforms listed, select YouTube
 - Logo/ Image –
 - Thumbnail type image; Logo image should always be wide screen



None

*Content Type
Please select what type of content you are creating.
Video

*Please select a media type.
✓ Please Select
Upload
YouTube
Vimeo
Ustream.tv

☐ Use Survey?

☐ Pre-populate in Briefcase

CONTENT LIBRARY: FAQ

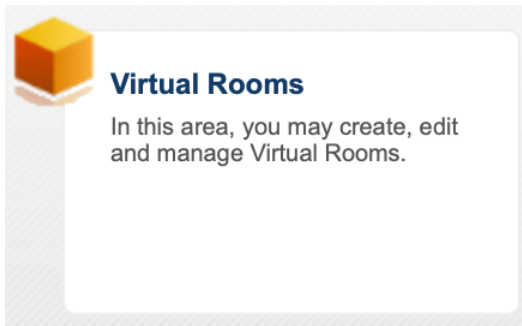
- What happens if I accidentally put my content in the wrong folder? For example, if I work for 4G and put my content in the AX for Pharma folder.
 - Select edit content and place it into the correct folder
- Can I use “clone”?
 - You can use clone for downloads only – Do not use it for other types

2

Select your booth background (you can select from Orlando, Tallinn or a generic view

VIRTUAL ROOMS

- This is where you will truly begin to build your booth!



- Select “Add Virtual Room” from top right and a new tab will open

Add Virtual Room

Welcome to Virtual Builder

Here you can easily setup each room or space in your virtual experience.

Virtual Builder allows you to:

- Choose new templates or edit existing templates
- Change background design
- Add images and graphics
- Assign click actions
- Assign content from content library

Once your room is setup, you can come back at any time to assign content or make adjustments.

* Type ?

✓ Select

Booth

* Name ?

(0/80)

* Description ?

(0/240)

* Location Key ?

(0/80)

* Language Affiliation ?

☐ English

☐ Time Bracket? ?

Active? ?

Yes

Next

Click the ? to see more information about that item

- Type
 - Booth
- Name
 - Company Name
- Description
 - Enter brief description of Booth/ Company
- Location Key
 - CompanyName_Booth (please utilize this exact format - with no spaces)
- Language Affiliation
 - Must tick English
- Time Bracket
 - Do NOT check
- Active
 - Yes
- Click Next

SELECT YOUR BOOTH DESIGN

- You will have your choice of 1 template with 3 different backgrounds
 - Standard
 - Orlando
 - Tallinn
- Select Create Booth

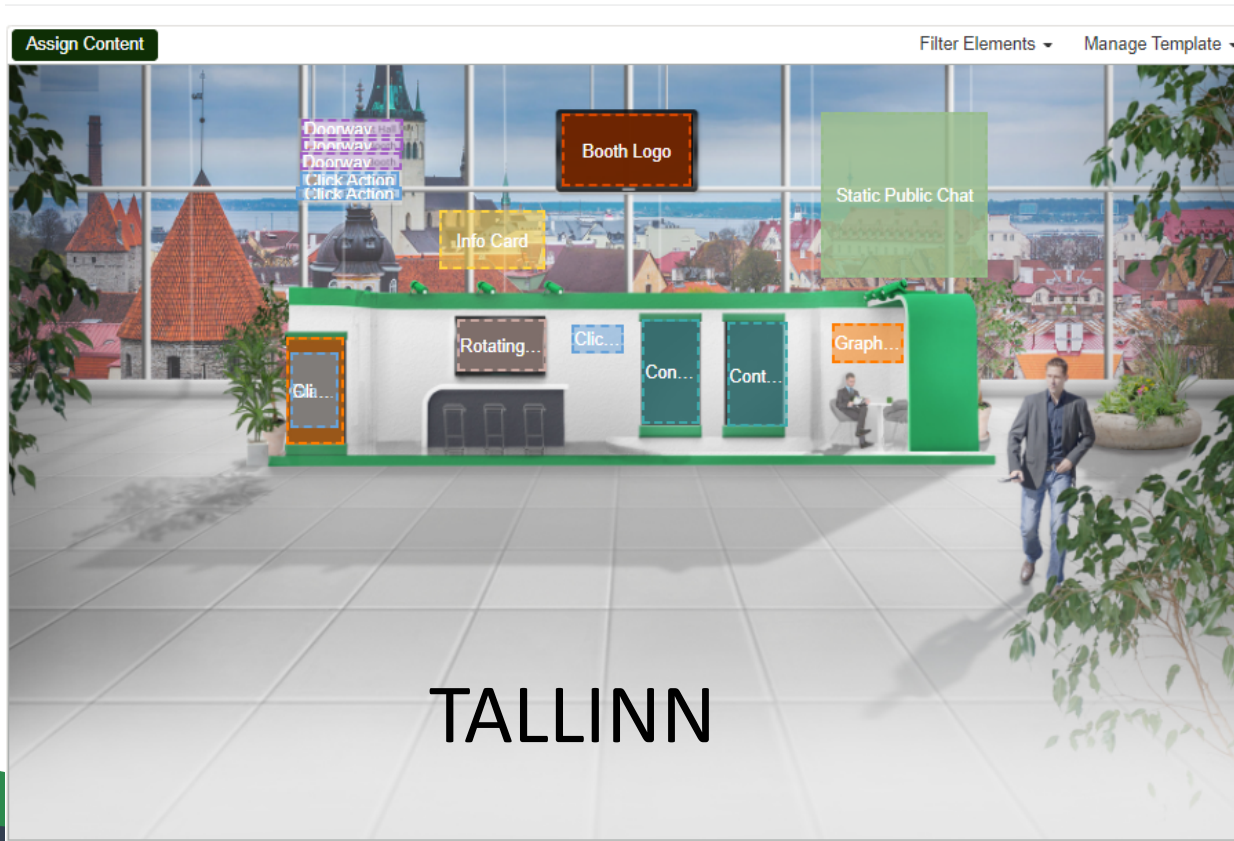
SELECT A TEMPLATE



SELECT A TEMPLATE



SELECT A TEMPLATE

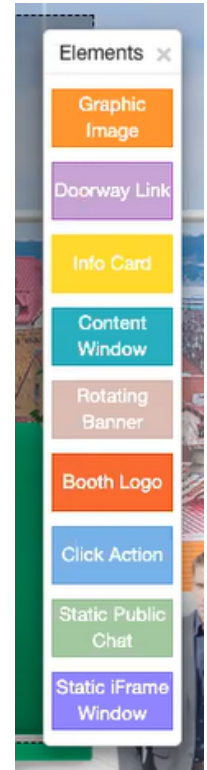


TEMPLATES – GOOD TO KNOW

- You will need to associate / add the information / content for any elements in your booth.
- For any click action - tell it what to point to
- All booths should have a chat in their booth
- DO NOT ENTER ANYTHING IN DOORWAY LINKS
- If you change your mind and select a new template – it will delete everything that you've done in the first template so choose wisely!

MAKE IT YOURS

- From the “Manage Template” dropdown in the upper right of the page, select “Edit Template”
- Elements you can use in your booth become visible
- Place clickable items only within the Safe Area (large grayed out area)
- SAVE OFTEN!
 - SAVE* = You have something that isn't saved
 - Save button should show as 'greyed out' if you have nothing to save



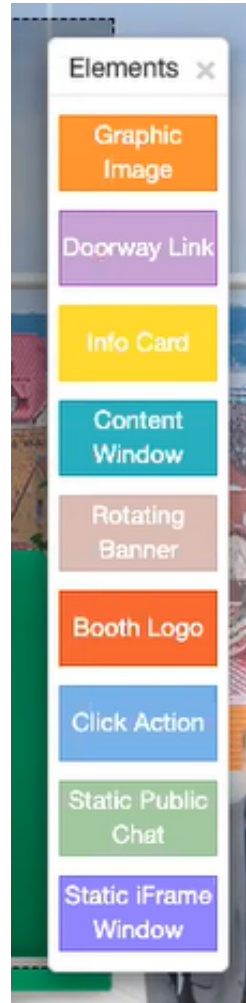
ELEMENTS

- Drag, drop resize the elements you want to have in your booth
- Stay within the gray area/ Safe Area for any click actions
- You can layer elements
 - Graphic – Picture of your offices
 - Click Action – Bring you to your website to fill out a form

Remember if you want to offer a prize in your booth – advertise it at your booth and have folks sign up either by using a Badge Swipe (click action) or by having a form in your system for them to complete

ELEMENT TYPES

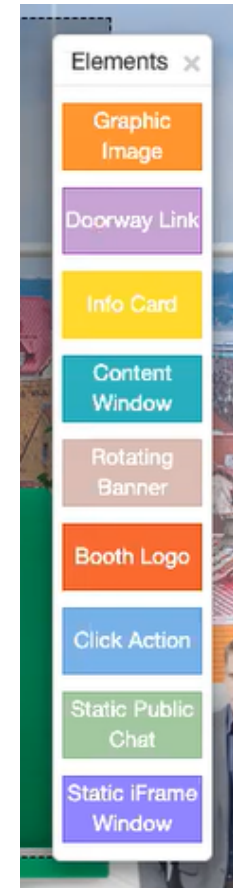
Description of the element type will tell you the size of the content that needs to be in that element type



Check those descriptions to ensure the content you want to use in that element won't be cropped or blurry.

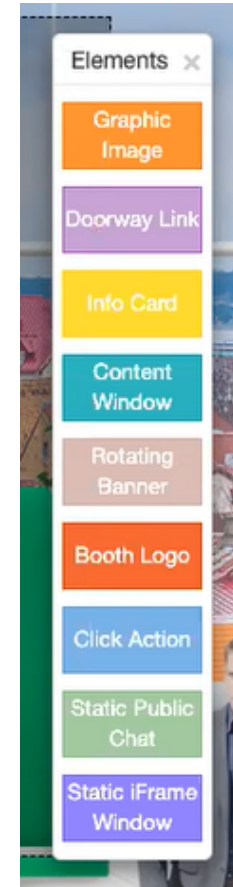
GRAPHIC IMAGE

- These are literally graphic images – pictures
 - Do not need to be placed in Content Library, can be uploaded directly



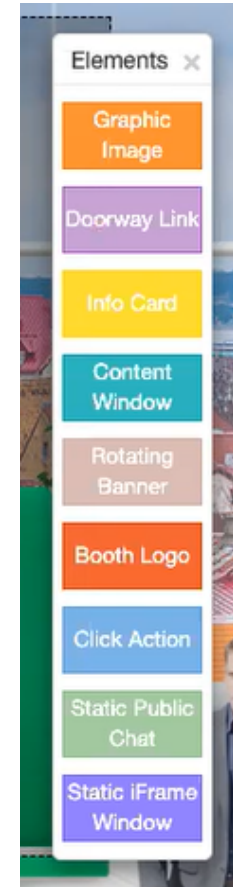
INFO CARD

- Info card shows information about the representative(s) that are in the booth
 - You can put a graphic on that same location
 - How many reps are in the booth
 - Their contact information, etc
- Don't need to do anything to assign content



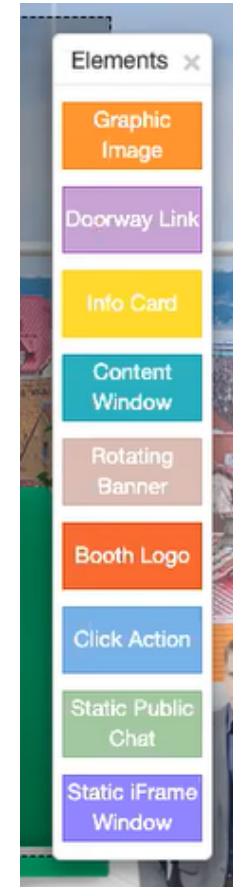
CONTENT WINDOW

- Content Window Name
- Category
- Content
 - Resources
 - Find your folder
 - Add selected content
 - Can select multiple boxes
 - Reorder by clicking and dragging to another position



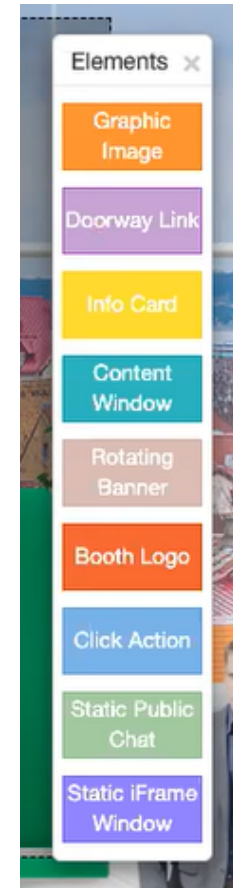
ROTATING BANNER

- Graphic
- Link to content
- Several images rotating every 3 to 5 seconds in one place
- The image can link to a website, a survey, etc



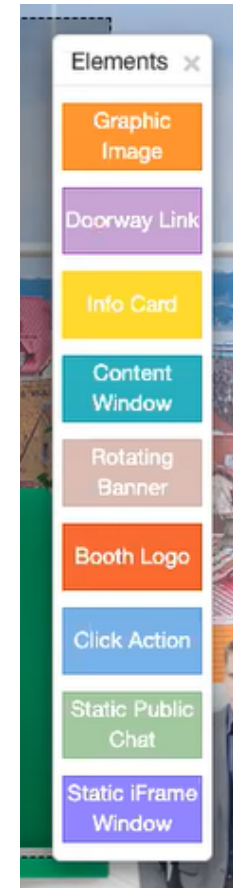
BOOTH LOGO

- Booth logo must be in top center screen
- Use dimensions in the element to ensure your image isn't cropped or blurry.
- Can add a Click Action to take them to your website



CLICK ACTION

- Only a single item can be linked to a click action
- Set up chat using click action
 - Place the public chat in the click action
- Set up Info Card with a click action
- Badge swipe is a click action



DO NOT RECOMMEND USING

- Doorway links
- Static iFrame
- Static Public Chat
 - Instead use Click Action
 - Place the Public Chat in the click action



NOW YOU ARE READY TO LINK YOUR CONTENT

MANAGE YOUR ROOM ELEMENTS/ ASSIGN CONTENT

Manage Room Elements

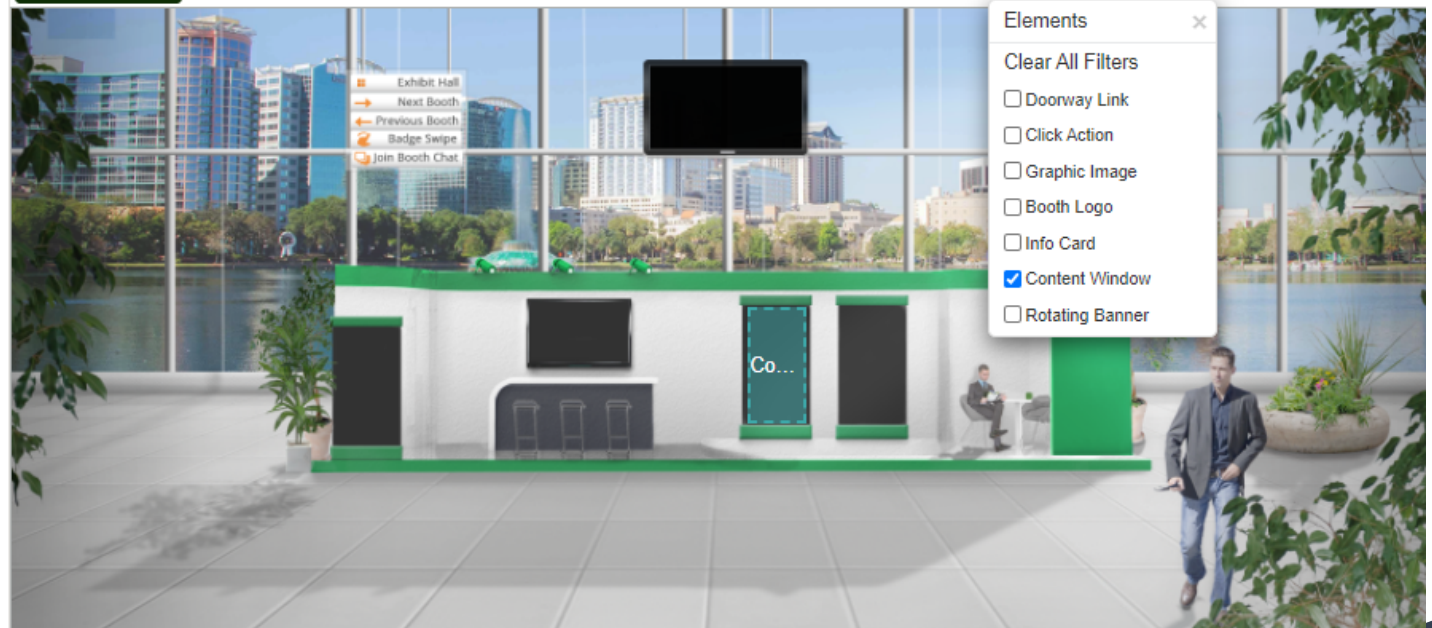
In this step you can manage all the elements in your Room template.

Assign graphics, content, logos, links
Select a new template or manage the existing template.

Select "Filter Elements", then check the box for the specific element you want to manage.

for a detailed explanation of Rooms and definitions of each Element.

Assign Content



CONTENT WINDOW - DETAILS

3 Steps:

1. Content Name
2. Category
3. Content

MANAGE CONTENT WINDOW

- Enter Content Window Name
 - This will be visible to attendees
- Select Add Category
 - Type name of category or select from the dropdown



Room Elements for GCSG Education Team

Manage Content Window

Content Window Name
(80 characters max including spaces)

☐ Auto-Open Content Window ⓘ
☐ Auto-Open Content Item ⓘ
☐ Add a Survey? ⓘ

Assign Content ⓘ

All Categories ▼

Title	Type	Created Date	Owner
-------	------	--------------	-------

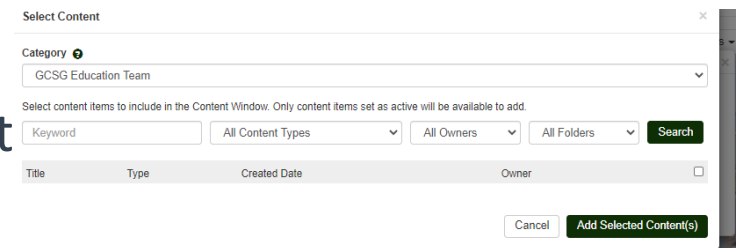
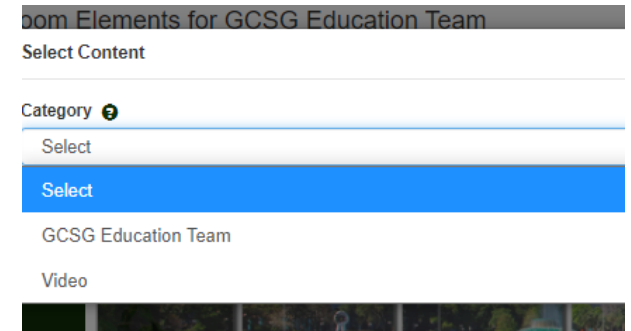
Add Category

* Category Name

GCSG/ Pfizer
New folder
Global Clinical Supplies Group
GCSG Education Team

MANAGE CONTENT WINDOW

- Select Add Content to bring up a new window
- Select the appropriate Category from the dropdown menu
 - Content uploaded previously will be visible in this window
- Select the content you want in your content window by checking the tick box(es)
- Reorder by clicking and dragging to another position



MORE BOOTH FEATURES



BOOTH FEATURES

- **Broadcast Messages**

- Within your booth
- Can send anything to drive folks in your booth to click somewhere or check something out

- **Doorbell**

- If you enable the doorbell it WILL ring EVERYTIME someone comes in
 - 15 people enter at once – doorbell will play 15 times and not stop until it rings 15 times

BOOTH FEATURES

- **Notify offline:**

- Notifies you if someone stopped by your booth while you were logged out of the platform
- Get one email for every person that enters your booth

- **Intro Video:**

- Plays the first time someone enters your booth
 - ONLY plays automatically the first time
 - Have to select the replay button to watch it again

3

Build a chat session
for your booth with
the names of all the
booth reps

CREATE A PUBLIC CHAT TO LOAD INTO A CLICK ACTION

- Manage
- Public Chat
- Name it
- Can change font size, etc
- Go back to the elements and add your public chat

More info on building chats
coming soon to the website!

<https://mygcs.org/educational-resources/available-courses-and-resources/>

Click on Conference Training to
refine the search of training specific
to this conference.



Filter by
TYPE OF ACTIVITY

- ☐ All
- ☐ Abstract
- ☒ Conference Training
- ☐ Guidance Document
- ☐ Presentation
- ☐ Report
- ☐ TED Talk
- ☐ Video
- ☐ Webinar
- ☐ White Paper

TOPIC

- ☒ All
- ☐ Communication
- ☐ Conference

NEW

GLOBAL
CLINICAL SUPPLIES GROUP

**Virtual Exhibit Booth
Builder Training**

Conference
This video provides information about how to build
your virtual ...

WATCH NOW

Conference Training | Video

ADD REPRESENTATIVE

- Use e-mails to add all booth representatives
- Separate by comma (NO SPACES)

ADMIRE YOUR WORK!



HOW DO I VIEW MY BOOTH

- GCSG will provide a preview link via email on 14-Sep
- Use that link to log into the platform and see what the booth looks like on the front end
 - You must do any changes to your booth before 5pm ET on 15-Sep when the booths will lock down
 - Any changes made after this time will NOT appear in the final product.

4

Review the tracking
and metrics page
for your booth

REPORTING

ATTEND TRAINING GIVEN BY COMMUNIQUE ON 10-SEP-2020 @

Join Zoom Meeting

<https://us02web.zoom.us/j/81828733495>

Meeting ID: 818 2873 3495

Dial by your location

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 818 2873 3495

Find your local number: <https://us02web.zoom.us/j/81828733495>