



Ohio School
Boards Association

Capital Conference

Nov. 7-10, 2020
A virtual experience

Leadership for Learning

Virtual Trade Show

Portals and virtual exhibit tips

This is intended to guide you in using the OSBA Capital Conference and Trade Show virtual portal, building your virtual booth and ensuring a successful virtual event experience.

Exhibitor portals

In order to build your virtual booth and ensure that your participation is successful at the virtual OSBA Capital Conference and Trade Show, you will need to review and complete each tab in your exhibitor portal. Your portal link will be sent to you from **Wanda Bloch**, OSBA marketing & trade show manager (if you have not received your link, please reach out to Wanda at (614) 540-4000 or wbloch@ohioschoolboards.org). Below is a list of common tabs that you will see in your portal and you will need to review/complete them.

Note: OSBA may add custom tabs designated to your specific show so it is important to review all tabs listed in your portal.

Exhibitor information tab

This tab houses the following information that will be shown in your virtual booth. Please ensure each item is complete and accurate to how you want it to read in your virtual booth listing. You may complete and/or edit these details by simply clicking “Edit Exhibitor Information”.

- company name
- website address
- company overview

Note: This tab may also include any specialty Exhibitor Filters that may be used by attendees to filter through booths in the virtual exhibit hall, such as products/services categories.



Logo tab

Be sure to upload your company logo, using the following specifications.

- File Format: vector .eps file with all fonts converted to outlines.
- Color Format: 4-color (CMYK) logo.

Note: All art files are checked by production for suitable file format.

Sponsorships tab

If you are a sponsor of the event, your sponsorship level and/or details will be listed under this tab.

Product marketing tab

Under this tab you will upload your marketing materials that you would like listed in your virtual booth. Simply open the tab and click “Add Marketing Collateral” to begin. The following materials may be added:

- PDF/Flyers/Digital Uploads:
 - File Types: .pdf only
 - Max File Size: 10MB
- Images
 - Max File Size: 10MB
- Upload Videos:
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 100MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD).
- Link Video - If your video is already hosted on a web-based platform (Vimeo or YouTube), simply add the link to your portal.
 - Videos hosted on Vimeo or YouTube will be automatically embedded into the exhibitor virtual booth.



Best practices and tips

1. Ensure all tabs in your Exhibitor Portal are reviewed and completed thoroughly and accurately.
2. Make sure you are aware of the scheduled Virtual Exhibit Hall hours on the agenda. Exhibitors should have staff available to chat on Monday, Nov. 9, and Tuesday, Nov. 10, from 10 a.m. to 4 p.m.
3. When you log in to the virtual event platform for the first time, please visit your virtual booth listing and ensure all of your details have pulled over correctly.
 - You will not be able to access the virtual event platform itself until OSBA opens the platform up to you (you will receive an email with detailed log in instructions).
4. While in your virtual booth, be sure to enable your booth staff chats by selecting “Manage Booth Staff” on the right-hand side of your listing. Here, you will be able to enable and/or disable your registered personnel based on your preferences.
 - Please ensure you always have at least one of your team members monitoring the booth chat at all times.
5. Ask attendees to share their virtual business card with you.
 - In order to receive attendee contact information, they must share their virtual business card. You will be able to view a list of these attendees in your company’s Exhibitor Statistics/Reporting.
6. Reach out to attendees (attendees can be viewed under the “Attendees” tab in the navigation bar of the virtual event) to start a conversation, schedule post-event meetings, etc.
7. Download your Exhibitor Statistics. This may be done in your Exhibitor Portal or through the event platform under the Exhibitor Statistics tab.
8. Keep your virtual exhibit profile up to date (even after the event).
 - Even though the event ends on Nov. 10, the platform will still be open to exhibitors and attendees for a specific amount of time. The virtual event will remain open through Dec. 31, 2020.
9. Reach out to Wanda Bloch or OSBA if you have any questions as they’ll be able to best prepare you for success!