bioexpo®

Digital Platform User Guide fort he Exhibitors, Sponsors and Partners of BioExpo

bioexpo.dealroomevents.com

Organisation

AKDENİZ ®TANITIM | |||® PROSIGMA
PROMOTION | DESIGN | IDEA

deal room
Digital Platform Supplier

Table of Content

deal room

Virtual booth on Deal Room

1.

WELCOME!

By receiving this manual, it can be assumed that you are participating in the event on Deal Room platform as an exhibitor, partner or sponsor.

You may start designing your virtual booth.
Chapter 1. contains:

- What is a virtual booth?
- Virtual booth on Deal Room

Virtual booths are a good way to provide extra visibility and inbound before, during and after the event.

deal room

WHAT IS A VIRTUAL BOOTH?

On **Deal Room platform,** exhibitors, partners and sponsors **can brand** themselves. A **Virtual booth** brings valuable visibility and can increase the business by **bringing leads.**

In Deal Room, it's not only visuals. Event **participants are able to explore** the booths and have **interactive opportunities** with the booth team members by **sending meeting requests** or **chat messages.**

overview of virtual booth
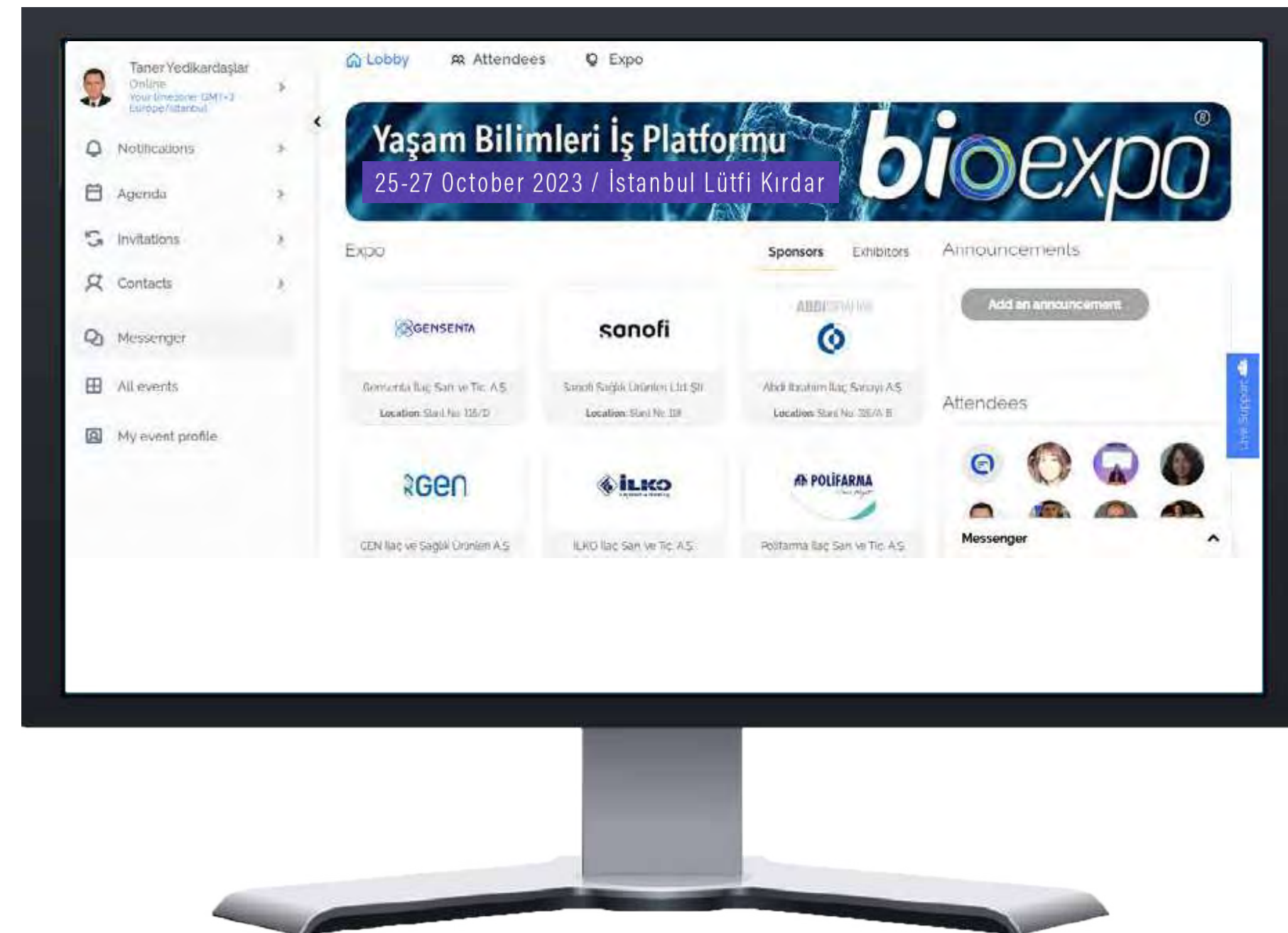
VIRTUAL BOOTH ON DEAL ROOM

Build up your company's virtual booth. Analytics shows that companies with booths have more meetings booked and leads due to better visibility before, during, and after the event.

After the event you can ask number of unique visitors from the event organizer.

SCREENSHOT OF THE
DEAL ROOM VİRTUAL BOOTH

Build up your Virtual Booth

2.

In the next chapter you can see step-by-step instructions for the booth set-up.

deal room

A. BOOTH VİSUALS & DİMENSİONS

Your Company logo and banner can be uploaded to the virtual booth.

Logo:

- Static image 700x700 (1:1 ratio)

Banner:

- Static image (size of 1050 x 250 pixels (21:5 ratio)
- Banner could be displayed as a video
  - Youtube or Vimeo link

Prototip:
Can't decide if you want a video or a banner? You can get both. See the following slides for more instructions

Supported formats:

- JPG
- PNG
- PDF
- GIF

B. SOCİAL MEDİA LİNKS AND DESCRİPTİON

The Social Media links are shown on the main menu of the Exhibitors list and under a company profile.

It's also possible to add links to company websites, campaign pages, product catalogs, etc

Company bio is a good opportunity to write short informative descriptions, examples about the company's industry, products, or specialities.
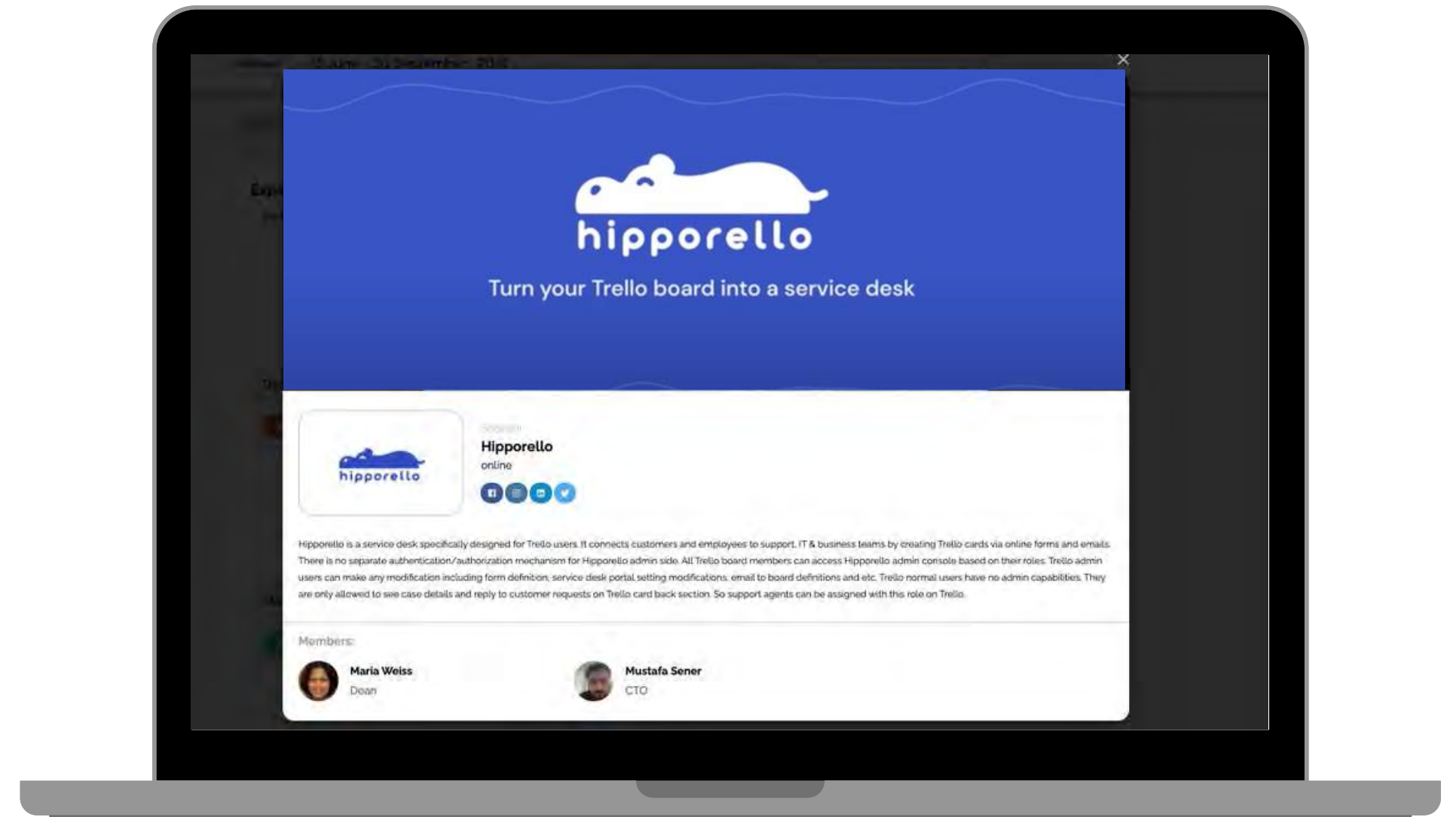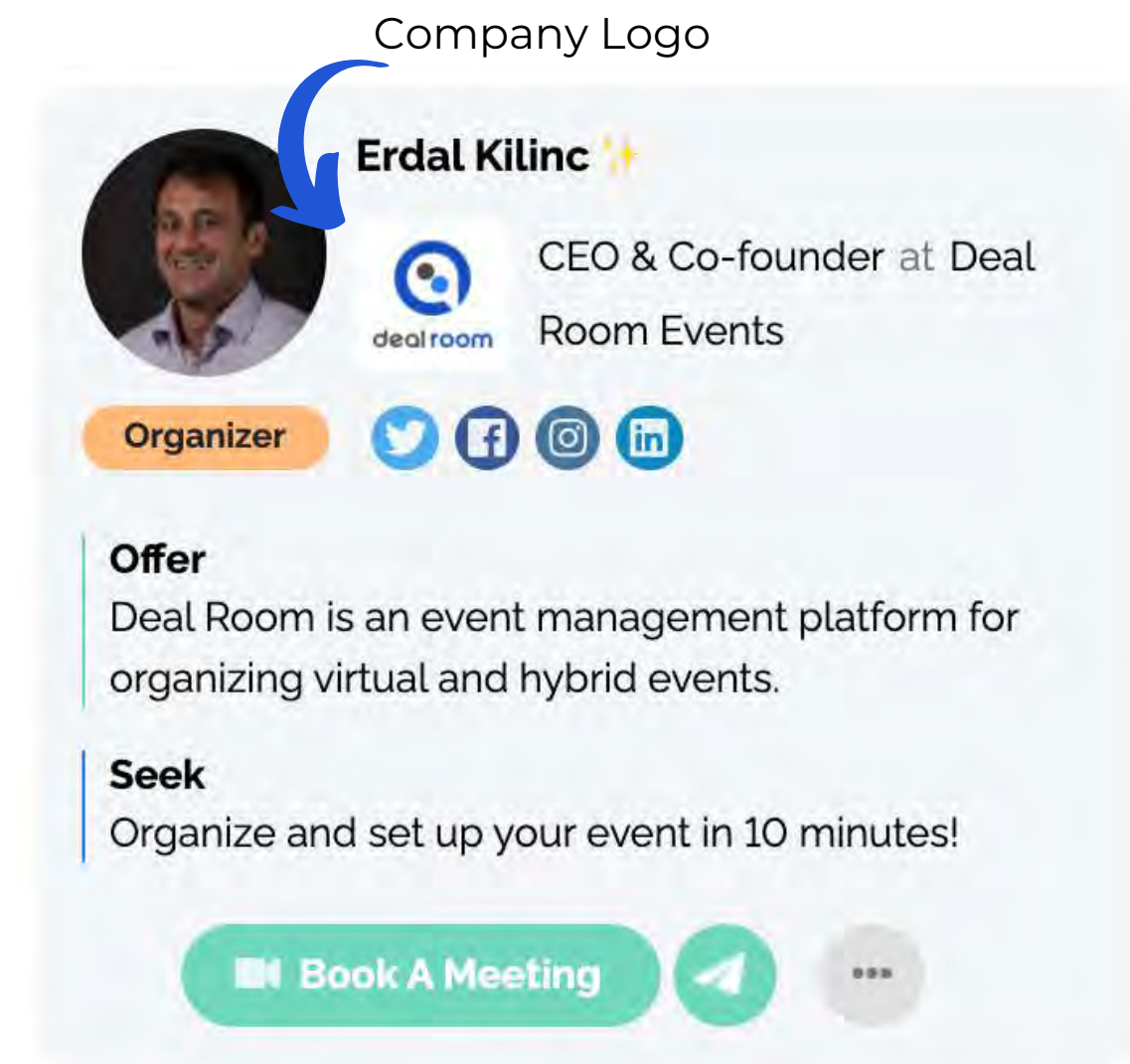
C. VİRTUAL BOOTH TEAM

Adding a team to a virtual booth provides a better interaction opportunity among event attendees and company representatives.

There is no limit to the number of team members that could be assigned to a virtual booth.

In the participant list, the company logo will be shown in the team members' profiles.

Company Logo

Erdal Kilinc ✨

CEO & Co-founder at Deal Room Events

dealroom

Organizer

Offer
Deal Room is an event management platform for organizing virtual and hybrid events.

Seek
Organize and set up your event in 10 minutes!

📹 Book A Meeting

Members:

Erdal Kilinc
CEO & Co-founder

Onay Sari
Marketing & Sales

Mustafa Sener
Customer Service & Sales

BOOTH INFO

A. Company / Booth name

B. Booth type

   – Sponsor / Exhibitor / Partner

PROVIDE FOLLOWING INFO TO EVENT ORGANIZER

BOOTH MEMBERS 1

Every booth needs to have minimum one member.

Start building your booth by providing the first name, last name, and email address of company representative(s).

BOOTH MEMBERS 2

There are no limits to how many team members can be part of the booth.

Provide first, last name, and email addresses of booth members to the event organizer.

EVENT VISUALS

We suggest checking the event organizer, how they want to manage this part.

Both event organizers and company members are able to add visuals, social media links and modify the description.

How to edit your Virtual Booth

3.

A. HOW TO ENTER THE PLATFORM

You can access the login page by following **bioexpo.dealroomevents.com**

Please note! While logging in please use an email address provided to the event organizer team when registering for the event

Registration/logging in:

1. **If you are using Deal Room platform for the first time please select "Create Account"** and enter your first, last name, and email address. Create a password by yourself.

Then accept the terms of service and press "Create account".

2. **If you have used the platform before, please press "Log in"** and use your account credentials to access the event.

Edit your Virtual Booth   deal room

B. BOOTH SETTİNGS AND EDİTİNG ON DEAL ROOM

What should I do first?

Log in / register to Deal Room
- If you are assigned to a virtual booth
on Deal Room, **you will see the "Company"**
tab on the menu selection

Company tab

| LOBBY | ATTENDEES | EXPO | PROGRAM | SPEAKERS | COMPANY |

Get the Best out of Your **Virtual Events**
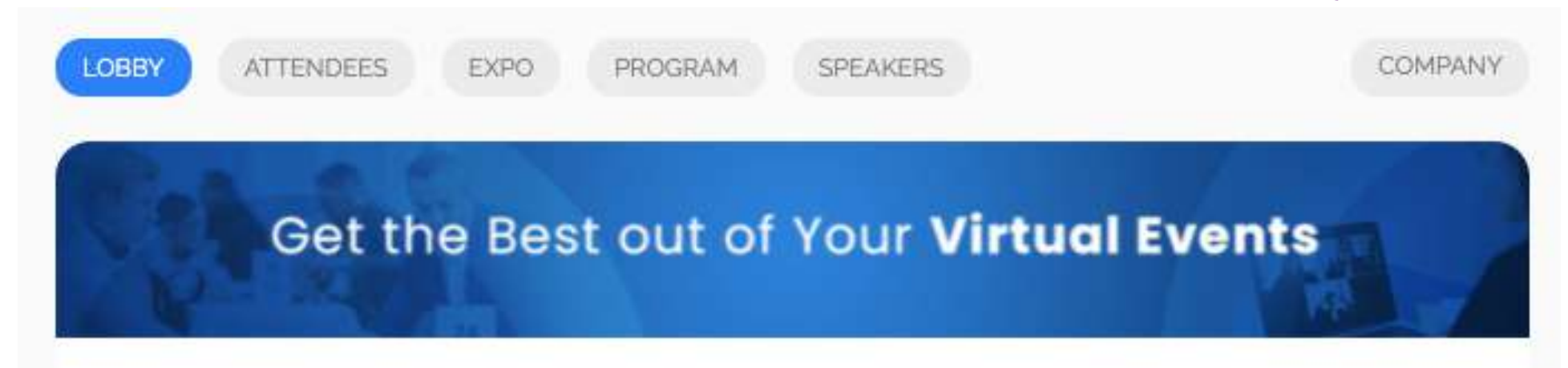
COMPANY PROFILE   TEAM

BoothName

Deal Room Events

Location (optional)

Online

You can edit your booth in the "**Company Profile**" tab.

In the "**Team**" tab you can add more members to the booth.

Edit your Virtual Booth   deal room

C. COMPANY PROFİLE -TAB
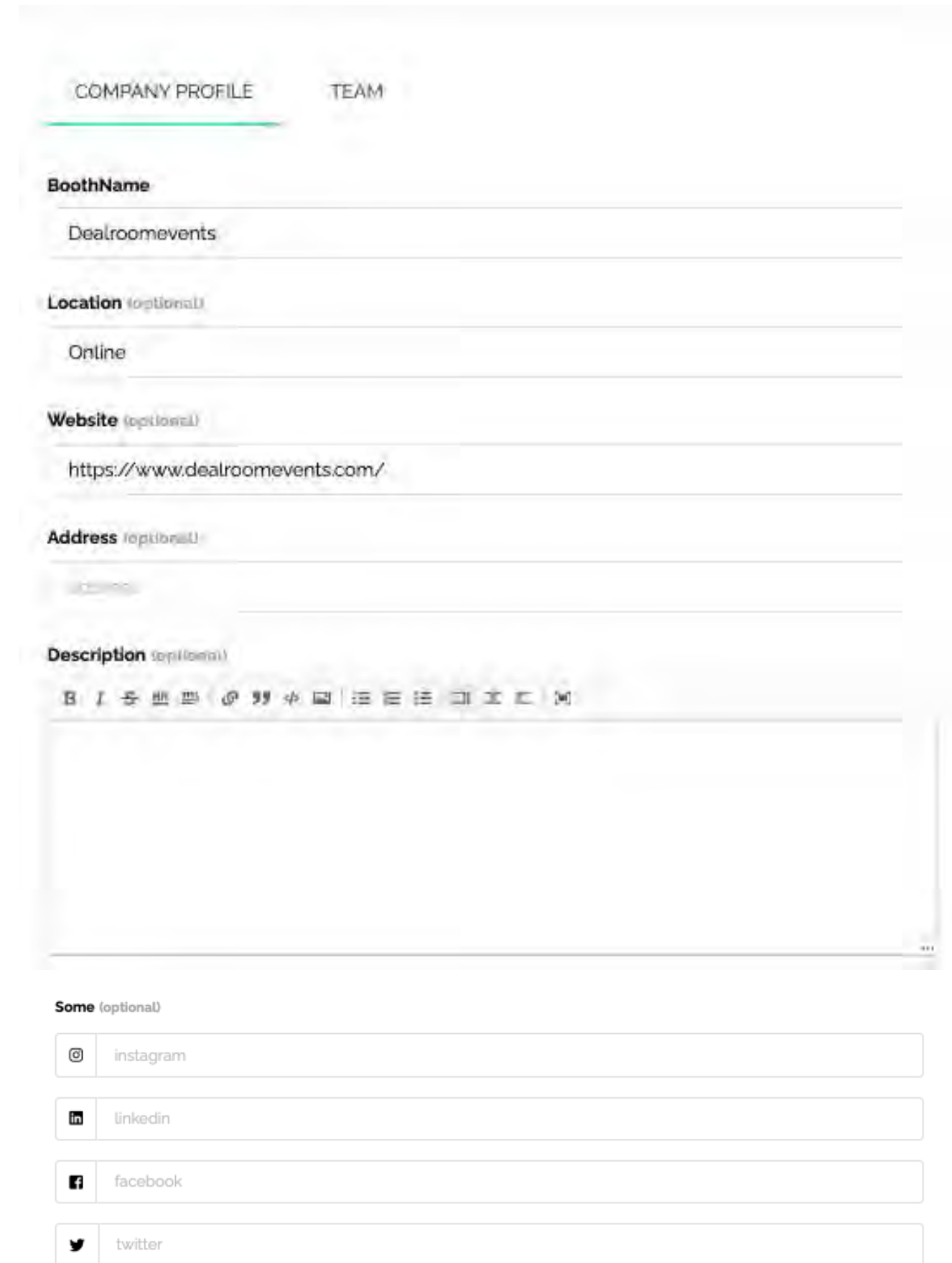
Please note: the booth needs to be created by the event organizer, which means that companies can only edit the booth, not create or delete it.

Editing the booth is easy and simple.
Fill in the links, description, and upload visuals.

Just remember to press save.

If your browser doesn't show the booth changes immediately, just refresh it.

Edit your Virtual Booth

COMPANY DESCRİPTİON

Company team members have the opportunity to add company descriptions.
The text box for this purpose can be found under the "Company Profile" tab.
Please keep in mind that there is no limit for text length.

The text box for the company description is **HTML5 rich area** which means that you can customize your virtual booth by selecting different colors, adding videos or pictures (from the website). For these purposes you can use simple HTML5 codes. Instructions for these can be easily found on the Internet.

Description (optional)

Good tip! You can extend the text box in this three dots.

D. ADDİNG A TEAM MEMBER

In this team tab you see all the people who are assigned/added to your virtual booth.

In the **member** tab, you can search for the event participants by name and add them easily to your team.

Booth roles (not visible to attendees):

- **Owner** - can edit and add team members. Can't be deleted
- **Admin** - can edit and add team members
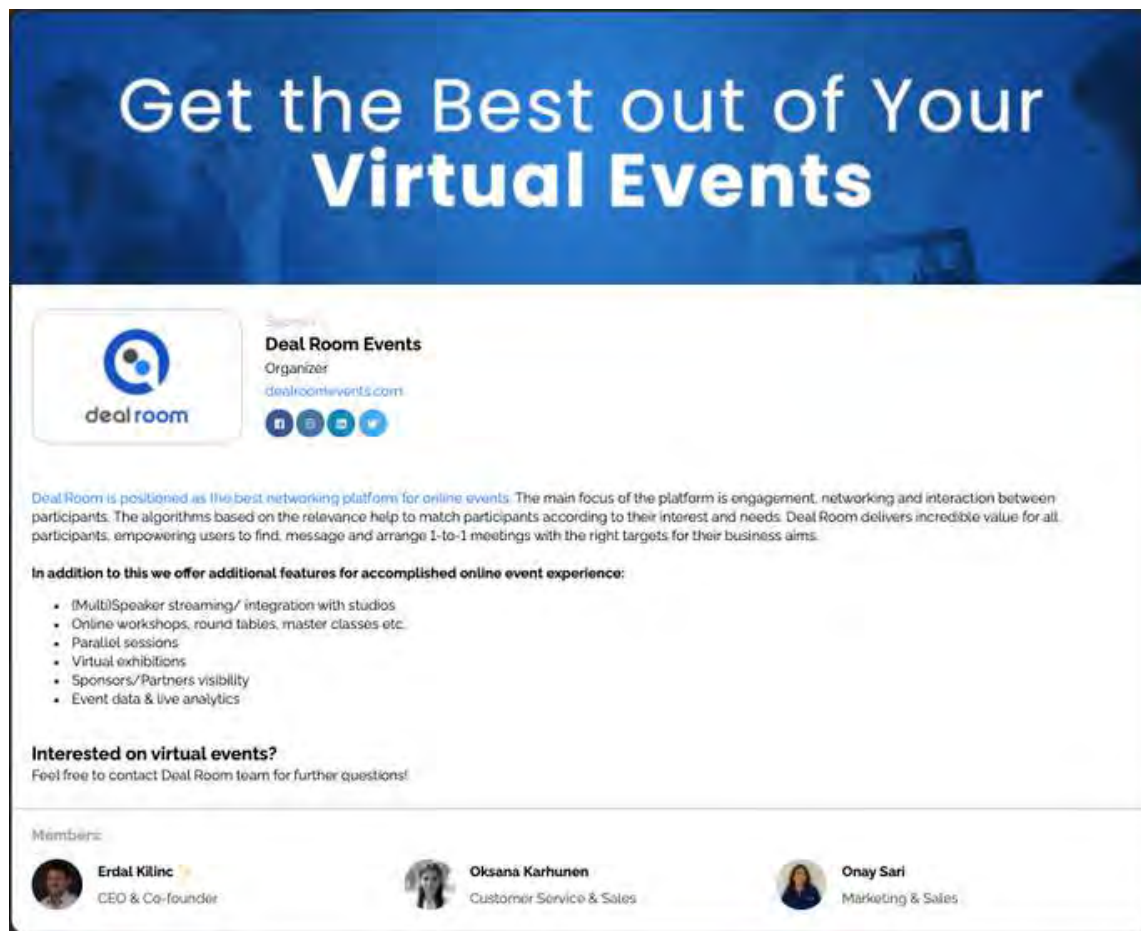- **User-visible** in the booth, but not able to edit
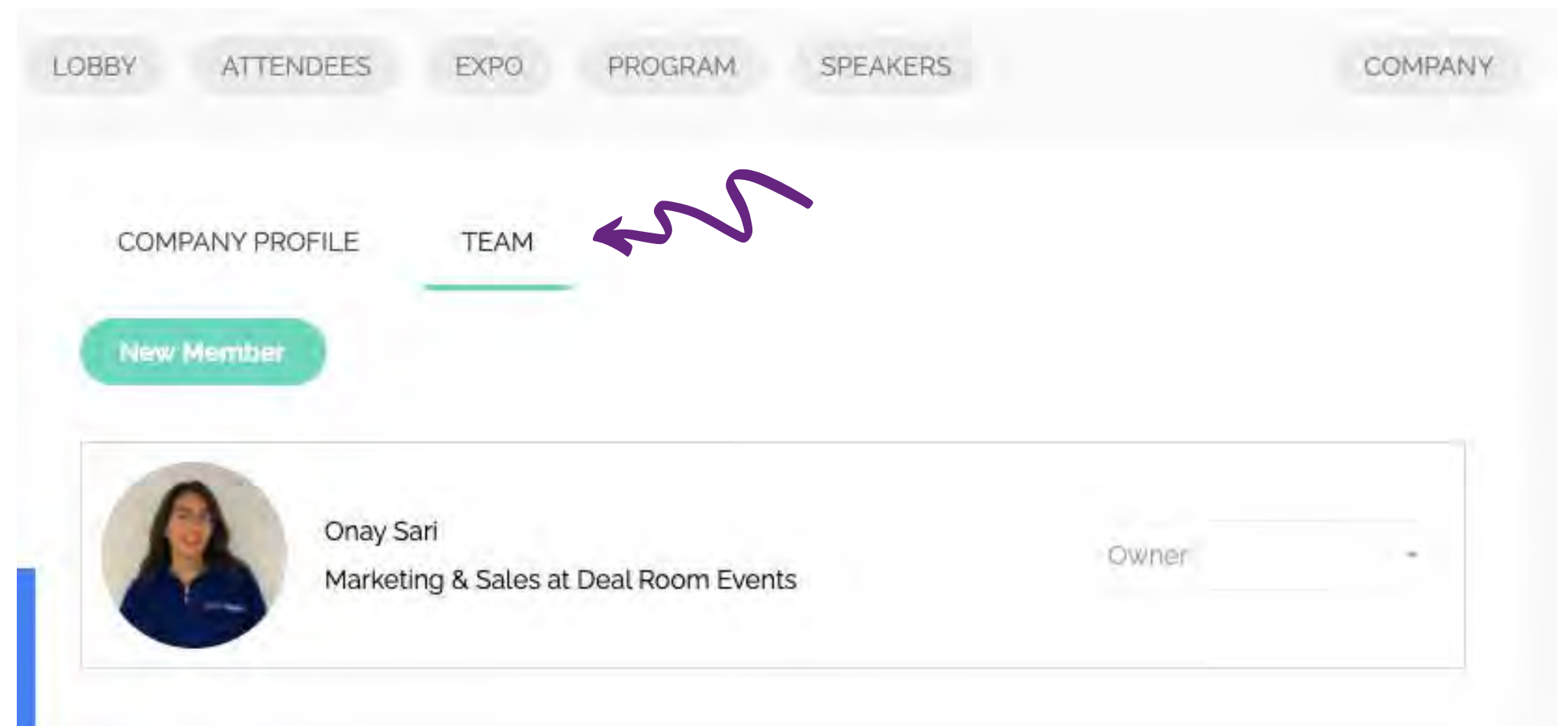
E. BOOTH EXAMPLES

The sky is the limit when you are designing your virtual booth. Using banner area, text, and social media links are a good opportunity to raise awareness and get more visibility to your company.
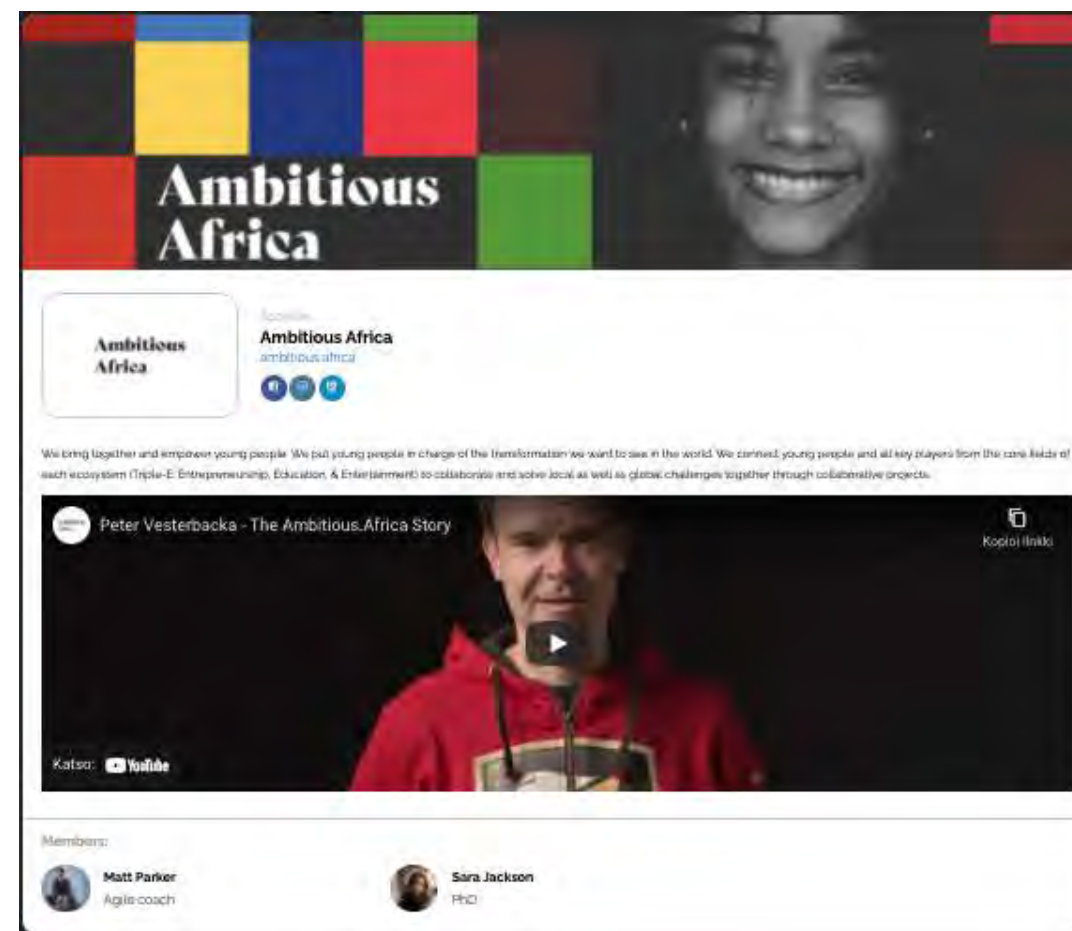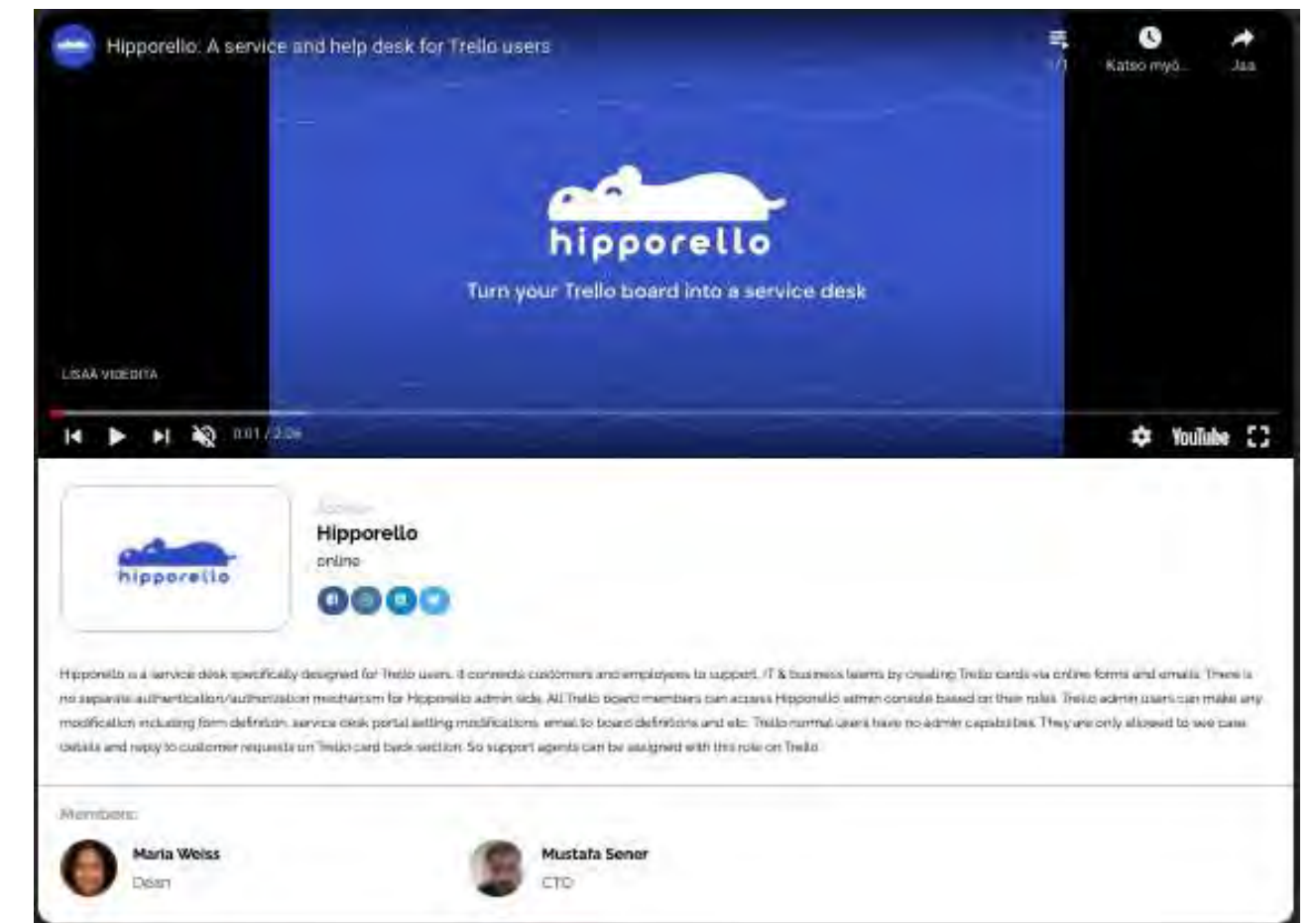
Example 1.
JPG/PNG banner + text

Example 2.
JPG/PNG banner + text + video
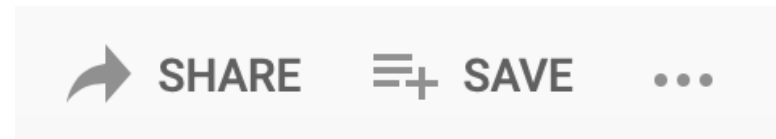
Example 3.
Video banner + text

F. EMBED YOUTUBE VİDEO TO THE TEXT

In order to add the video to the text section, you need to get a separate <embed> link from YouTube or Vimeo and copy-paste it into the text box. Below are quick instructions.

How to get Embed code from YouTube video?
1. Go to YouTube and open the video.
2. Below the video you will see a "share" button. Click on it.

3. A pop-up will open, select "Embed"
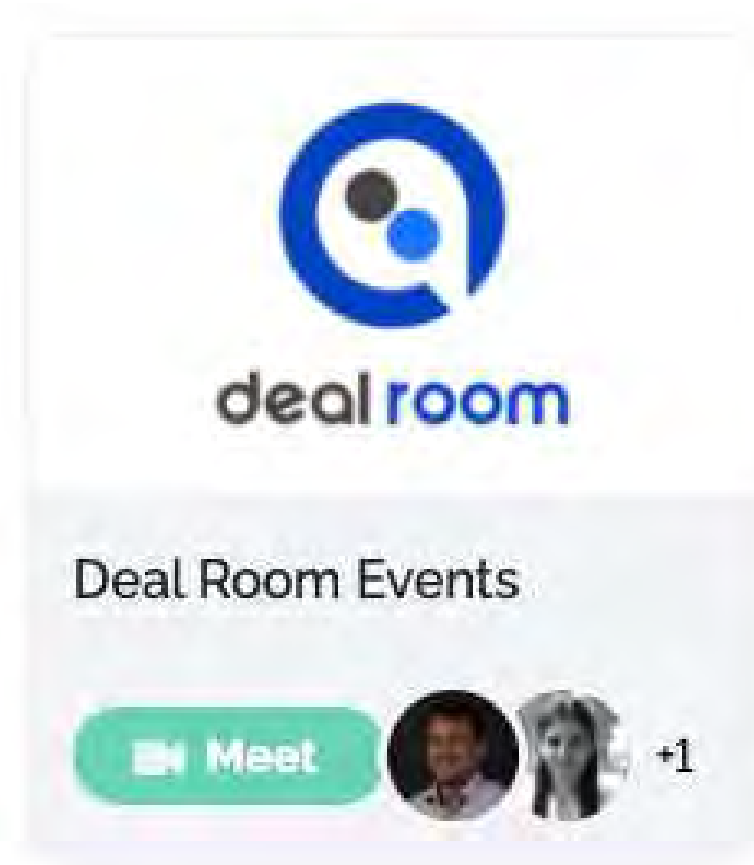

4. Copy the visible code and paste it into the text box in the Deal Room section.
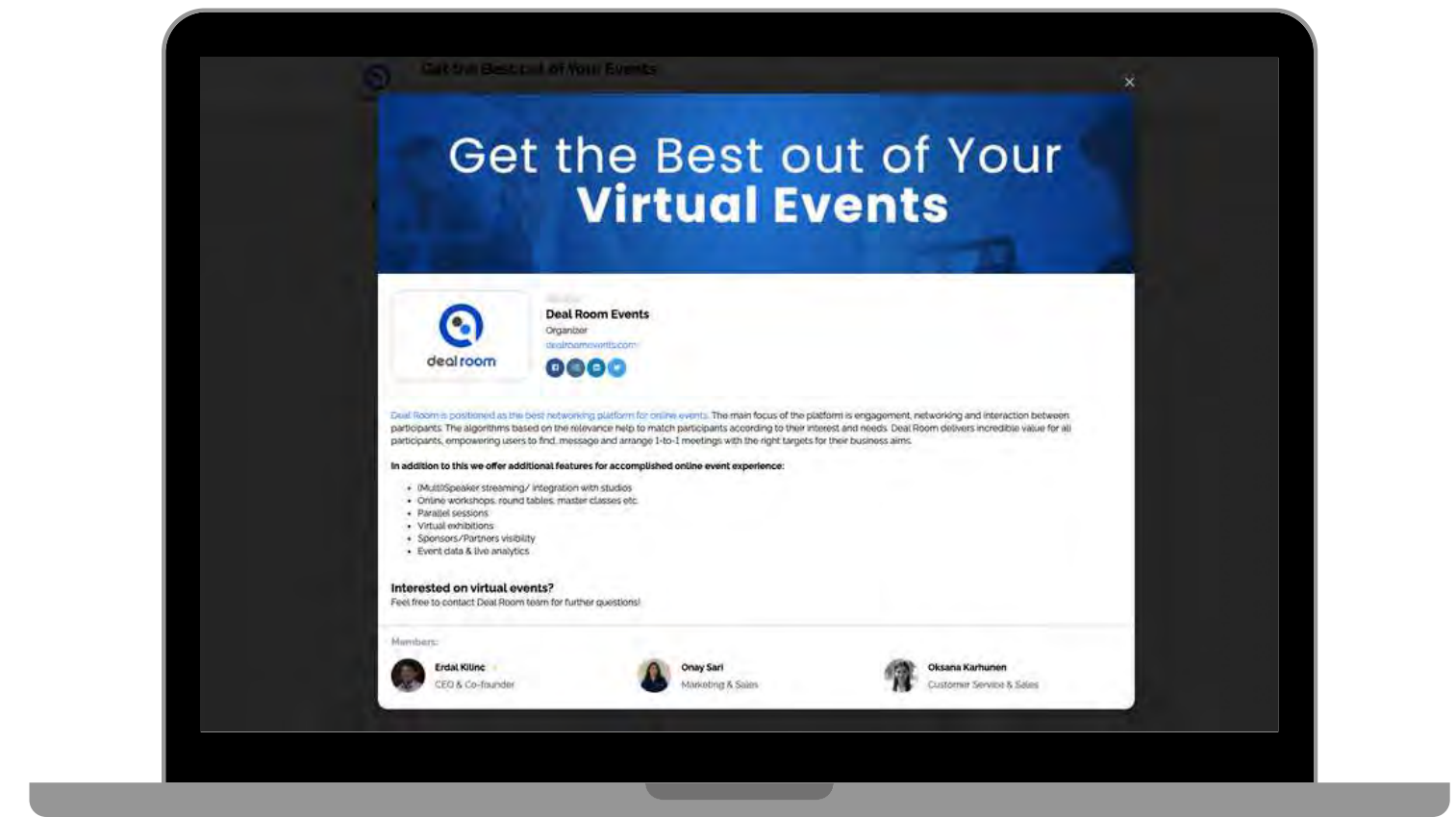
Interactive Opportunities

4.

When participant press the "**Meet**" -button, the **booth owner will receive a meeting request** from the participant.

If a participant would like to **chat** or **request a meeting** with a **particular booth member**, he/she can click their image and open their profile.
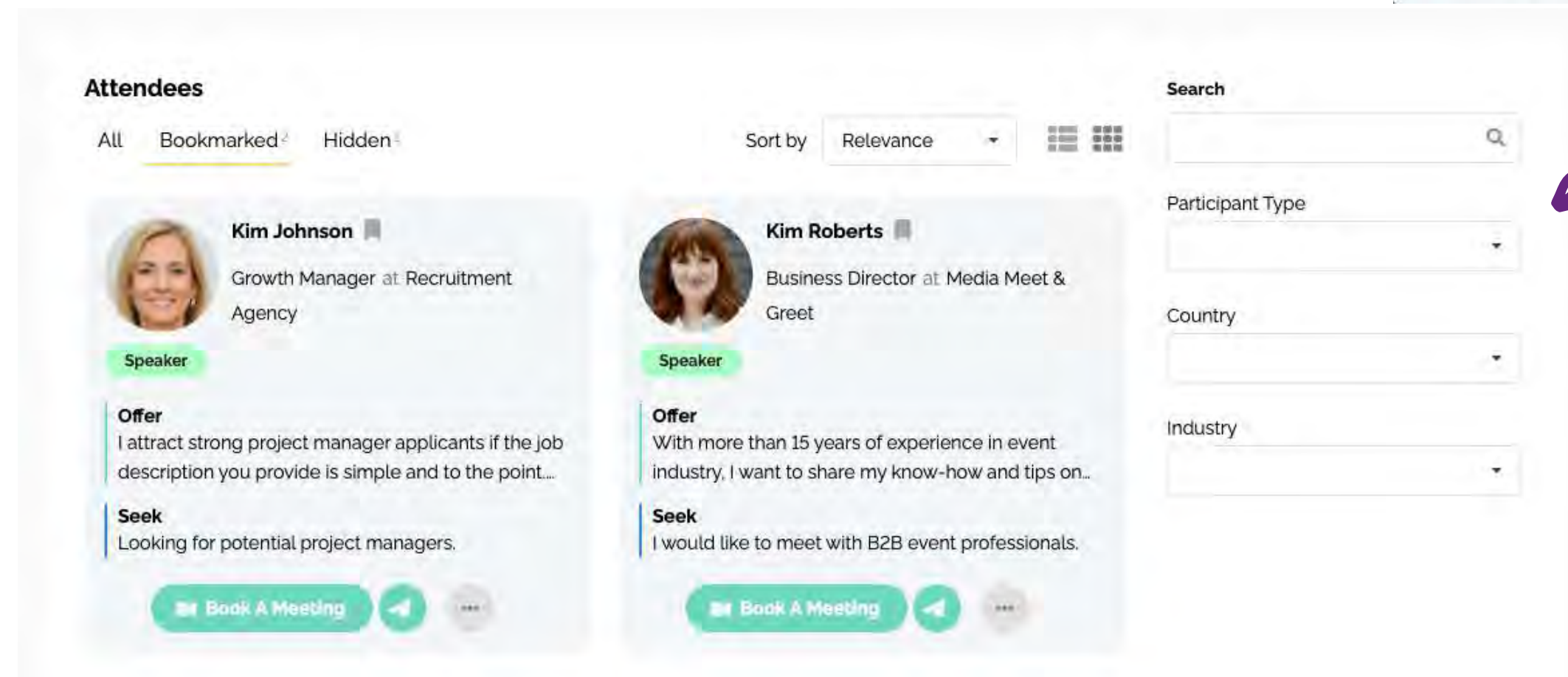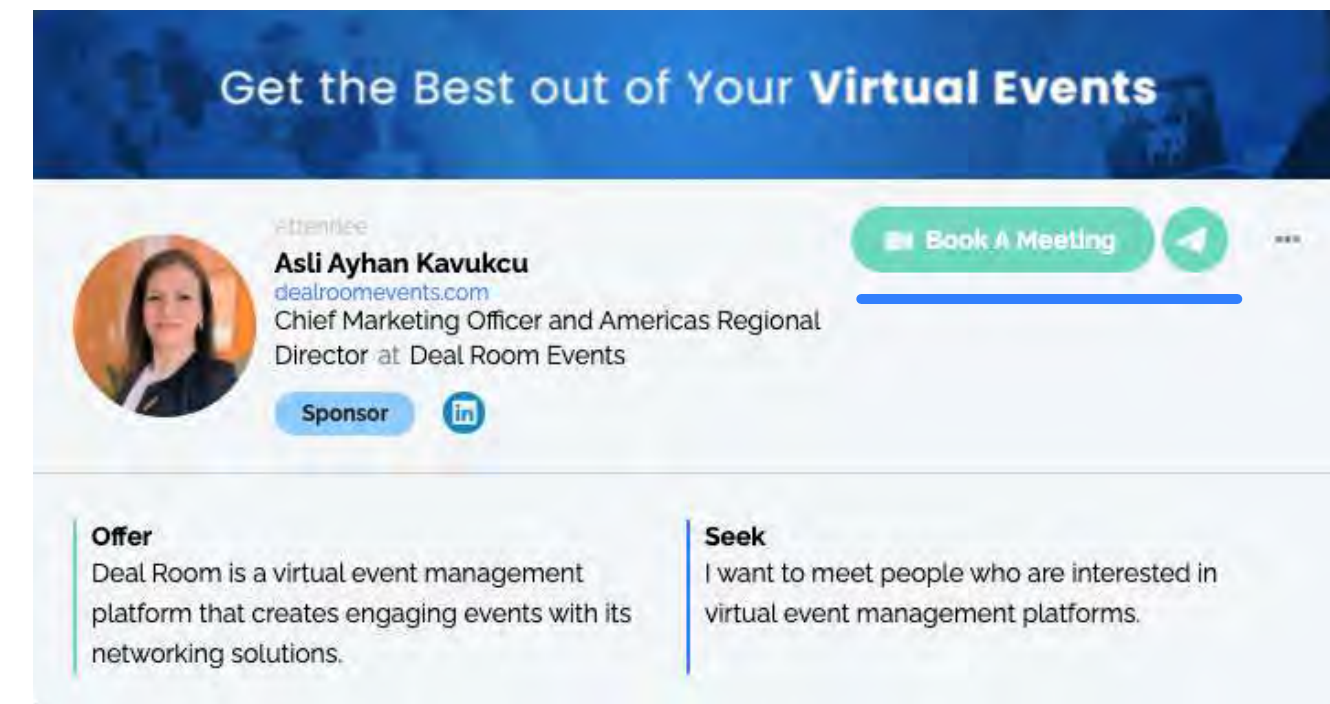
Interactive opportunities deal room

B. PROFİLE & FİLTERİNG

Book a meeting or chat

Profile

Everyone in the event is able to browse other event attendees and their profiles.

Attendees are able to book 1:1 meetings or chat with expo representatives.
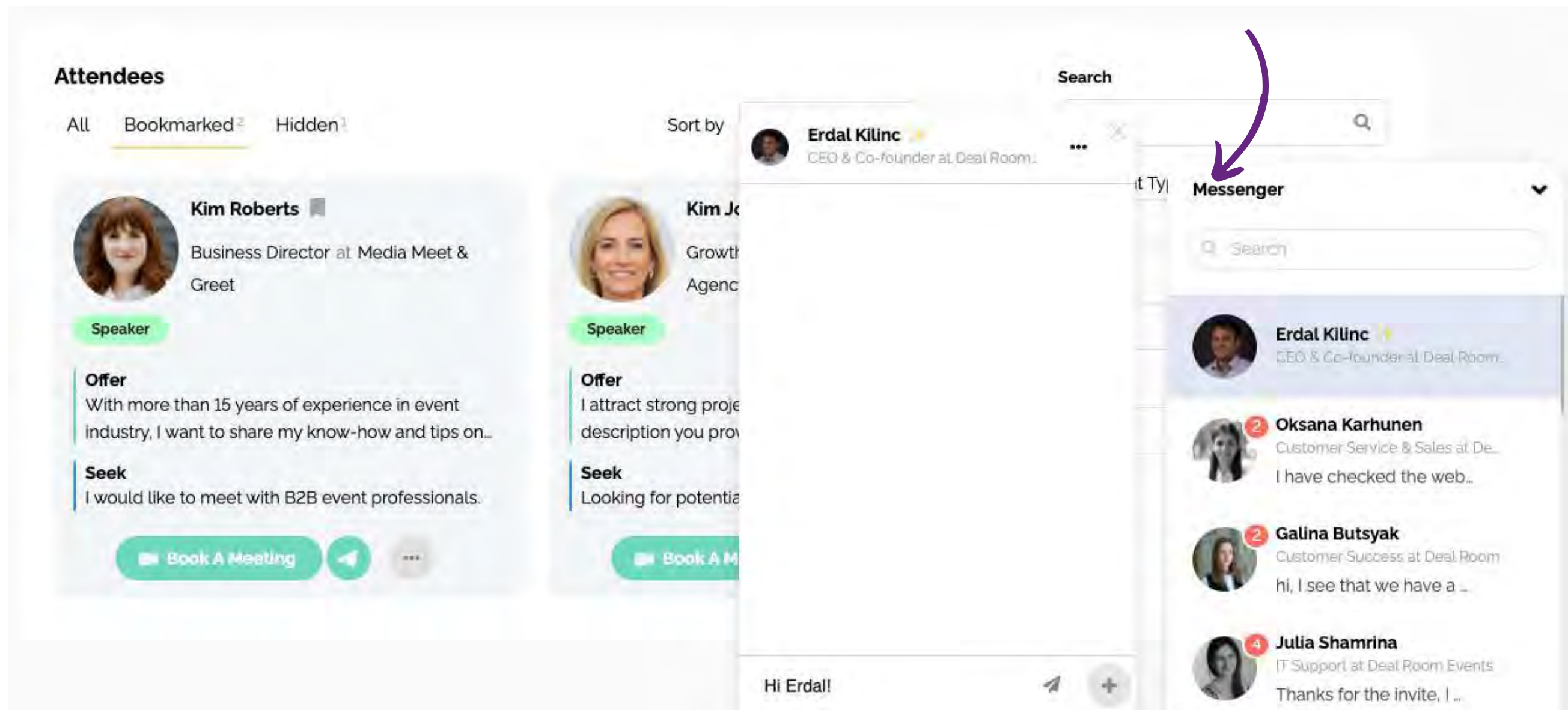

Filters

Filters are effective way to find the most relevant networking partner.
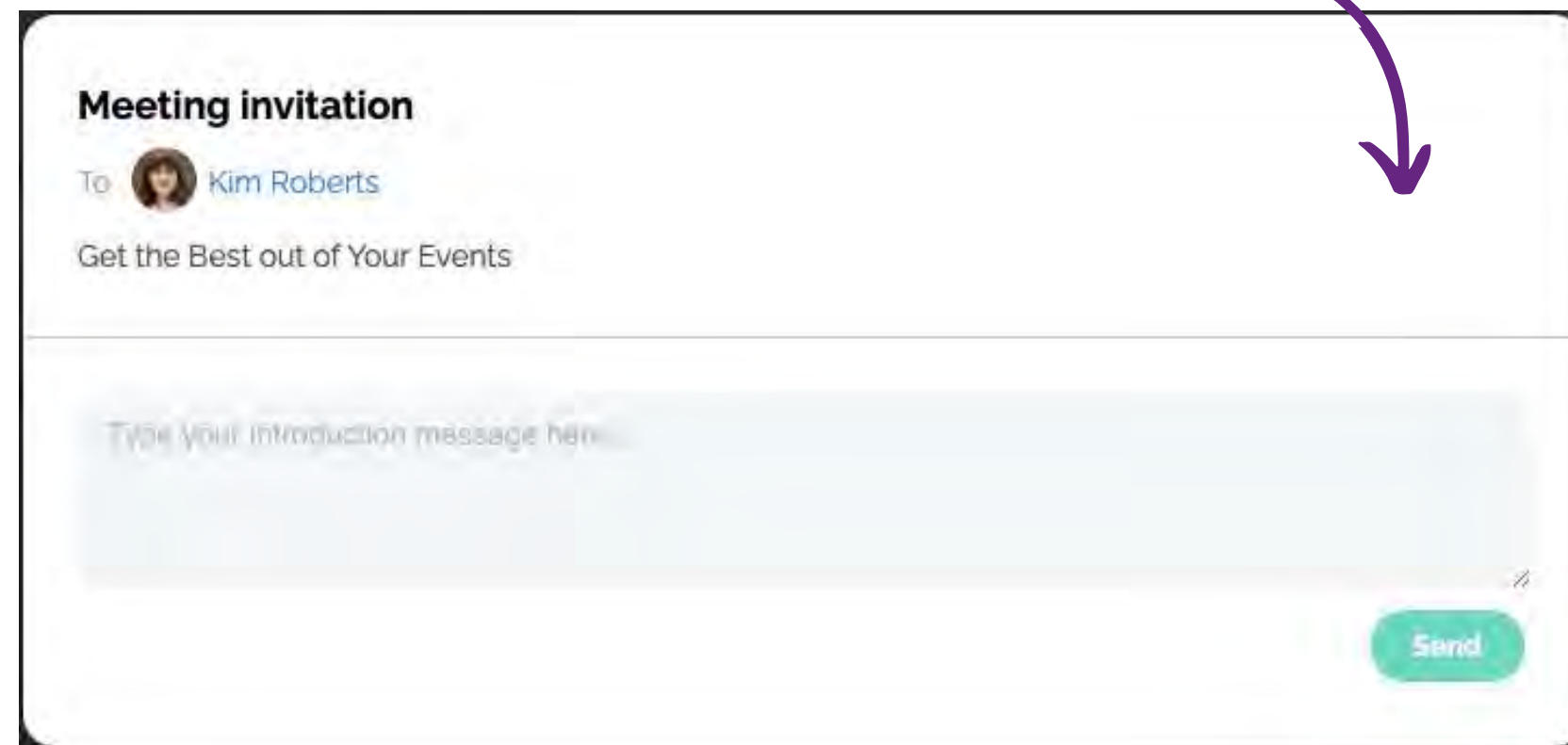
C. CHATTİNG

When you press the chat icon the chatbox will open at the bottom of the page (right side).
You can type your message and send it easily!

D. MEETİNG REQUEST

When you request a meeting,
this message box will pop up.

You may write a short cover letter for your meeting request.

Meeting invitation

To 👤 Kim Roberts

Get the Best out of Your Events

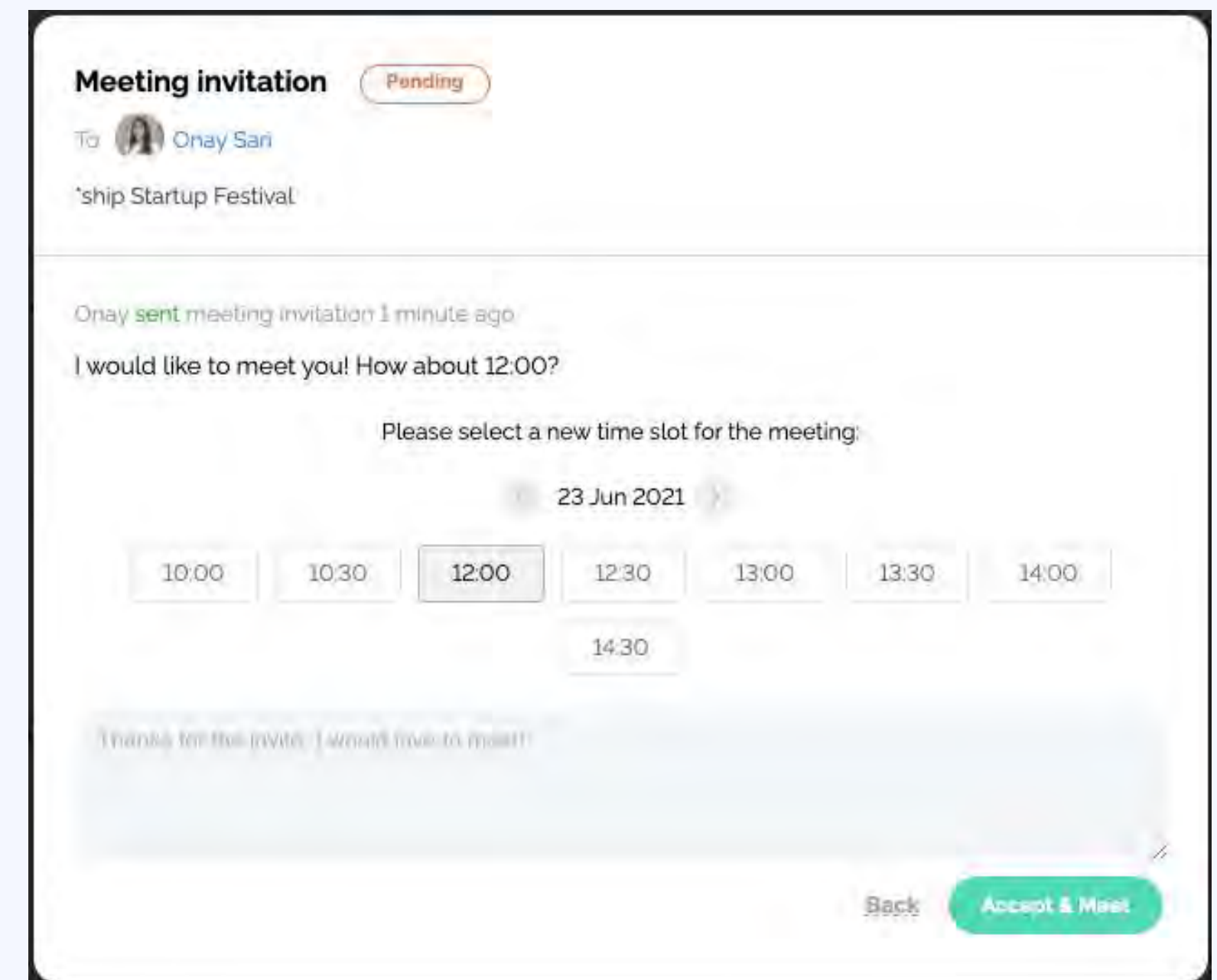Type your introduction message here...

Send

Please note!
The one who is sending the meeting request can't select the time.
Tip: You may suggest the time slot in the cover letter.

After the meeting has been confirmed, it will be visible in personal agenda of both participants.

When you receive a meeting request the system will automatically show you the timeframes when you are both available.

Meeting invitation (Pending)

To 👤 Onay Sarı

'ship Startup Festival

Onay **sent** meeting invitation 1 minute ago

I would like to meet you! How about 12:00?

Please select a new time slot for the meeting:

23 Jun 2021 ›

| 10:00 | 10:30 | 12:00 | 12:30 | 13:00 | 13:30 | 14:00 |

14:30

Thanks for the invite, I would love to meet!

Back   Accept & Meet

E. THE EVENT VENUE

Onay Sari
Online

Notifications

Agenda

Messenger

Invitations 2

All events

MY EVENT PROFILE

Marketing & Sales
Deal Room Events

OFFER
Deal Room is a platform for your
online, live and hybrid events. I have a...

SEEK
I'm interested in speaking with B2B
participants who wish to organize...

TIMEZONE
Europe/Helsinki

Edit

LOBBY   ATTENDEES   EXPO   PROGRAM   SPEAKERS   COMPANY
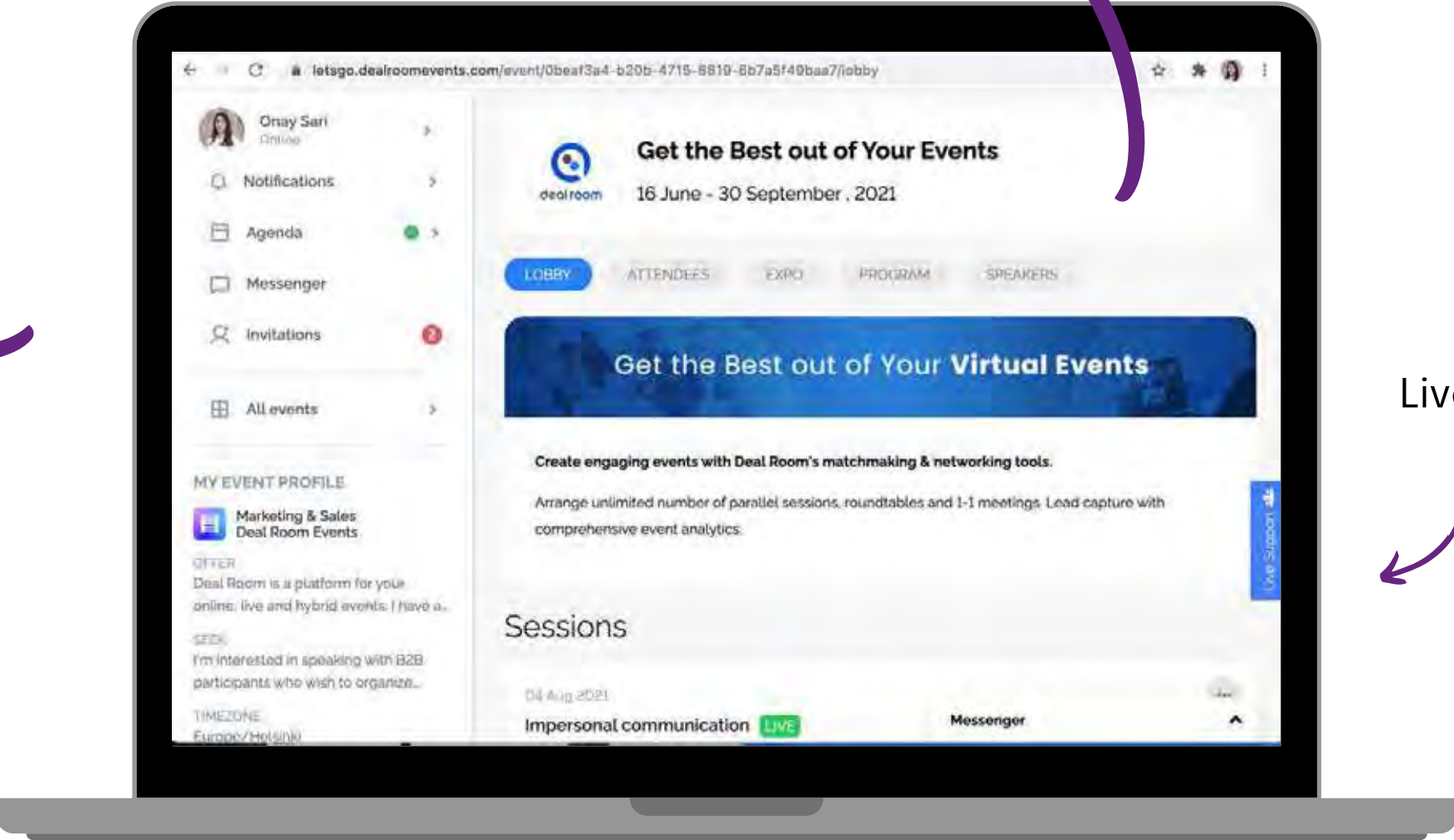
Onay Sari
Online

Notifications

Agenda

Messenger

Invitations 2

All events

MY EVENT PROFILE

Marketing & Sales
Deal Room Events

OFFER
Deal Room is a platform for your
online, live and hybrid events. I have a...

SEEK
I'm interested in speaking with B2B
participants who wish to organize...

TIMEZONE
Europe/Helsinki

Get the Best out of Your Events
16 June - 30 September , 2021

LOBBY   ATTENDEES   EXPO   PROGRAM   SPEAKERS

Get the Best out of Your **Virtual Events**

Create engaging events with Deal Room's matchmaking & networking tools.

Arrange unlimited number of parallel sessions, roundtables and 1-1 meetings. Lead capture with comprehensive event analytics.

Sessions

04 Aug 2021

Impersonal communication LIVE   Messenger

Live-support

Interactive opportunities   deal room

BioExpo Life Sciences Exhibitions

25-27 October 2023

İstanbul
Lütfi Kırdar

Event Management: Fatih ONKAR

fatih@yapex.com

Technical Support: Zeynep GARİPCAN

zeynep_garipcan@hotmail.com