Virtual Trade Show/Zoom Meeting

Q: Who all can host the virtual tradeshow zoom and what time can our various staff launch/join the call each day?
A: Anyone assigned to a booth as booth staff can host the virtual tradeshow zoom. Exhibitors can schedule staff to log in and manage the zoom at any time between 9am-9pm PDT 4-6 August. However, exhibitors should plan on passing the Host duties to colleagues rather than closing the Zoom interface during the exhibit hours. If the Zoom interface is closed during the open exhibit hours it is very difficult to reopen it as a host (booth staff can join as attendees) and the Host functionality may be lost. **Your staff can launch your booth at 8:40am PT 4 – 6 August.**

Q: In the "Enter Virtual Tradeshow Booth" page, there is a "Join Live Meeting" button. That is only active if we schedule a meeting correct? Or, is it automatically live and anyone can enter it, in which case someone from my company should to be there?
A: The "Join Live Meeting" function under the "Enter Virtual Tradeshow Booth" area is only available during live exhibit hours (4-6 August, 9am-9pmPT). Please note that it is important the there is always be a host assigned to the zoom window in order to use the available zoom management functions (un/muting callers, etc.). Host functions may be transferred using the "Transfer Host" option. If the host is disconnected then it becomes difficult to restore the host services and some control may be lost.

Q: I entered the Zoom meeting but could not claim hosting privileges. I also could not see other members of my team that entered the meeting room. #1 How do we claim hosting privileges? #2 Can multiple staff members be present in the zoom meeting with one as the host? Ideally, we would like to be able to transfer presenter duties as with any Zoom meeting.
A: The Host can be transferred from within the Zoom interface. The host should hover over the name of the person they want to transfer host status to. Click on the right blue "More" button and select Make Host. This will transfer the host and the original host may leave the meeting.

Q: What settings can we control to prohibit beeps when people join/drop, allow other people to host, mute other attendees, disable chat feature, etc.? Will we have access to this prior to 9am on Aug 4th to adjust those settings?
A: Hosts can do most of the standard Zoom host functions including mute participants, share screens, etc. They will not be able to disable to the chat feature. It's important to transfer Host duties to other booth staff if the original host needs to exit.

Q: Can the booth staff host of the virtual booth 'let' people into the meeting rather than they just appear?
A: The virtual tradeshow booth is open to all participants so the host does not control participants entry into the meeting. Hosts may also invite participants using the invite function from within the Zoom interface.

Q: Is the only way that we can see if someone has entered the zoom link by looking at the number of participants?
A: A chime will sound when a person enters the virtual tradeshow booth, but it is a good idea to keep track of the number of participants to determine if a new attendee joins.

Q: Can anyone share their screen?
A: Yes. Anyone in the Zoom meeting may share their screen.

Q: Is there a way to change the background of the link from the 'Zoom' picture that shows up?
A: Meeting participants may use zoom virtual backgrounds. More details on how to do that can be found here: https://support.zoom.us/hc/en-us/articles/210707503-Virtual-Background

Q: All staff members were listed even though they were not logged in. Will only present staff members be listed here when the show takes place? Or are there any indicators as to which staff members are currently online? I don't want visitors attempting to chat with staff who are not currently logged in.
A: All staff members are listed in order for attendees to reach out to them through the send message or schedule meeting functions. The list may be updated at any time to reflect those who are active in the booth through the "Manage" function so it's possible to adjust the list by day, shift or whatever other criteria you may find useful.

Q: Should the staff member 'manning' the stand during the virtual event just keep the zoom meeting open for the duration in case attendees just drop in? We won't be doing a demonstration or sharing a video but just 'being there' in case of questions and information.
A: Yes. This is an excellent use of the virtual tradeshow zoom. It is ideal to use it as a "reception" desk to greet attendees and direct them to the right person for one-on-one meetings or to product information.

Q: When our host "enters the virtual tradeshow booth" on the right side there is a tab for "poll" and "files" ….
*How will these two tabs operate during a "scheduled call" or at other times (I feel like I don't quite know this functionality yet.)?
A: During a scheduled call participants may select Files or Polls and either download the files or complete the polls. Polls are created by Booth Staff by clicking the "Enter Virtual Tradeshow Booth" then clicking on the "Manage" button in the upper right corner of the page and selecting Polls.

*Will the poll be the same one entered from our management page, and how is it made available to attendees on a scheduled call?
A: Polls created for the live "Virtual Tradeshow Booth" are unique to the virtual tradeshow booth. Polls created on the main virtual exhibit page will not appear in the live virtual tradeshow booth.

Q: Can you call into the ZOOM meeting virtual booth via cellphone?
A: Access to the Zoom meetings must be through each attendee's personal Zoom account. Access is not possible by dialing in to the system.

Q: If you are the host of the ZOOM virtual booth and want to open a private meeting with a customer, will it open another ZOOM meeting and keep the first one going as well?
A: Hosts can create a "breakout room" in the virtual tradeshow booth but one-on-one meetings are recommended for private meetings. The virtual tradeshow booth is most useful as a reception desk or

for general information delivery that is acceptable for public viewing i.e. no propriety information should be displayed.

Q: Could you potentially be involved in more than one meeting at the same time?
A: There can only be one meeting per virtual tradeshow booth at a time.

Q: How do attendees enter the virtual booth – are they invited?   Is it only one at a time or multiple?
A: Anyone who has registered for the virtual event has access to your booth. They find the list of participating exhibitors on the "Exhibitor Listing" tab and can view/access any booth they wish. Once they are on your booth page they then can access the live Virtual Tradeshow Booth to enter the Zoom meeting. There is no limit to the number of people in a booth at a time.

<u>Chat</u>

Q: It looks like there are two chat options: one on the booth main page, and a separate Chat section within the virtual tradeshow. Who can respond and does it show up just as individual's name, or identify comments as being from Menlo booth staff?
A: Anybody with access to the site may comment on the chat feature. Comment authors may delete their own posts but not the posts of others. If an offensive post should show up please contact imssuppot@gtrnow.com as soon as possible.

Q: The chat features may be commented on and off? Is there a way to turn off this feature?
A: It is not possible for individual exhibitors to hide the chat box.

Q: Is there a way to clear comments if needed and/or to download comments?
A: Only the person who posted a comment may delete it. Comments can be copied and pasted from the comment field to preserve them.

Q: Will these be cleared periodically or all remain there indefinitely?
A: The comments will remain in the chat field for the duration of the event (4 Aug to 30 Sept).

Q: Am I correct in my understanding that Chat in the Virtual Booth will be shut down after August 6, but visitors can still select a Booth Staff member and Send Message?
A: Both the Chat and Send Message features will be available throughout the duration of the event.

Q: There is also a chat window before you enter the Zoom meeting that we will need to monitor. Will we get notified of new chats submitted considering we will also be monitoring the zoom meeting simultaneously?
A: Exhibitors will not be notified of new chats submitted on the main virtual exhibit page. Exhibitors are encouraged to have staff monitor both the virtual tradeshow zoom and the chat. If only one person is available for both then it may be best to open two instances of the virtual exhibit and use one to monitor the virtual tradeshow zoom and one to monitor the chat.

Q: Are we able to see who is on the company page and start a chat with them while they are there?
A: No, there is not a way to tell who is currently viewing your virtual booth, however, as soon as an attendee has visited your booth their name will be visible in the "Visits" list under the "Manage" function. Attendees may also start a chat that will appear in the chat box. Attendees in the Virtual

Tradeshow Booth Zoom meeting will be visible and recorded under "visits" and you will be able to see the full participant list.

Messages:

Q: When someone "sends a message" to a person they locate through the "People" menu (top), is this message sent by email or does it appear on an attendee's screen somehow? Same with scheduling a meeting, how are meeting attendees notified that they have been invited? By email?
A: Attendees are notified of messages and meeting invitations by both email and a number will appear in the upper right corner next to "My Account" indicating a new message. By default, attendees agree to receive email but for those who click on the "Do Not Send Email" button in their preferences only the number notification will appear and no email will be sent.

Q: One strategy I am considering is to ask our booth staff to send all visitors and leads (not clear on the difference) a message to ask them if they would like to schedule a time for a quick call or to ask if they have any questions we can answer, also to thank them for stopping by? Does this make sense?
A: This is an excellent strategy for communicating with potential customers and is strongly encouraged. The difference between a lead and a visit is that a lead is generated when an attendee clicks on the "Request Info" button. This give the exhibitor access to that attendee's email address. Visitors are attendees who view an exhibitor's booth but don't click on the request info button. Exhibitors are able to view their name, number of visits, and time stamp but no direct contact information. It's best to have sales staff follow up as described above.

Q: After a second reply, users are not presented with another reply button, to reply yet again. The only option is to scroll back up to the last reply button and use that. When someone sends us a message, we receive an email and can reply using that. Can we receive an email when someone sends a chat message; at least receive an email notification?
A: No notification is sent when a comment or message is left in the chat field. Exhibitors are encouraged to check those periodically for new posts. All chat threads can be cut and pasted in order to fully preserve the threads.

Booth Staff:

Q: I'm the one who updated the booth but I won't be manning it. Should I make one of the presenters the manager? How do I do that?
A: You will need to associate all booth staff with your booth through the "Add Member" function. Each added booth staff member has the ability to fully manage your booth content. Designating a presenter as the manager is an excellent way to ensure your content is consistent and that somebody is responsible for maintaining your booth.

Q: Can all the staff members do everything in the booth (address anyone, schedule meetings, invite people..)
A: Yes. Each added booth staff member has the ability to fully manage your booth content, schedule meetings, etc.

Q: On the People link, it only showed "Exhibit Staff". I assume during the actual event, we will see Attendees as well as Staff?
A: Yes. Booth staff will have the ability to attendees, speakers, and Steering Committee.

Private Meetings

Q: Is there a way to disable or turn off the private meeting scheduling function, so an individual does not appear available for private meetings?
A: Participants are not able to turn off the private meeting schedule, however, under account preferences attendees can elect to hide their information so they are not visible to meeting requests.

Q: Looks like there is a Notifications setting under Preferences in individual profile where you can check a box to not receive any emails. But if you check that box, will people still request meetings with you (because you show available), and you just don't receive notification of the request?
A: Meeting requests and message notices will always show as a number on the bell symbol in the upper right corner of the page. We strongly recommend attendees not turn off email notifications since there is no way to stop meeting requests, just your notifications of those requests. If this is set then meeting request emails will not be sent and the person requesting the meeting will not receive an email confirmation or an unavailable notice.

Q: Will customers get an email notification when someone requests a meeting with them, not just a notification in the corner? We did get an email notification for the personal message we sent each other.
A: Yes, the attendee you are requesting a meeting with will also get an email along with the notification in the virtual platform.

Files

Q: For the product brochures it shows the URL. is there a way to display a name like we can with the files we upload?
A: The Product Brochure display names are the file names. While it is not an ideal solution, we recommend renaming the files as you would like them to display as best you can. Alternatively, you can put product brochures in the "Files" section and use the display name function to name those as you would them to appear.

Q: Are we able to change the order of the files that we upload if we determine some to be higher priority so want them at the top of the list?
A: Files are listed in the order that they are added. If a specific order is critical then it is should be mapped out prior to uploading. Files can then be uploaded in the specific desired order needed.

Q: Once we create a display name for an uploaded file, can we edit that display name?
A: Yes, display names of files can be edited at any time

Leads

Q: What is a lead vs. a booth visit?
A: A lead is generated when an attendee clicks on the "Request Info" button. A Visit is an attendee who has opened your virtual exhibit but not clicked specifically on the "Request Info" button. The "Visit"

tracking under "Manage" shows how many times an attendee has visited your exhibit as well as name and a time-stamp.

Q: How are the leads collected? - Can you elaborate about "Leads"? Are those attendees who request information or they were scanned'?
A: The difference between a lead and a visit is that a lead is generated when an attendee clicks on the "Request Info" button. This give the exhibitor access to that attendee's email address. Visitors are attendees who view an exhibitor's booth but don't click on the request info button. Exhibitors are able to view their name, number of visits, and time stamp but no direct contact information. It's best to have sales staff follow up with visitors by contacting them directly through the "People" area.

Q: Does that mean we can bring in an outside vendor to help us with lead capturing, can I get more information on this?
A: Companies should not require an outside vendor to help with lead retrieval. Lead and visit data can be downloaded at any time by clicking on the "Manage" button →Leads or Visit

**Q: Will we be notified when an attendee downloads content?**
A: Exhibitors will not be notified when content is downloaded, however, those who click on the "Request Info" button will be considered leads and you will have access to their contact information. Those who visit your site will be recorded as "Visits". You will have access to their names but not contact information. It is recommended to follow up with visitors through the meeting request or send message function under the "People" menu item.

Q: Can we add questions to the lead gathering, customize?
A: Unfortunately not, there is no way to customize the system.

Q: I am not seeing a way for a visitor to request info.
A: On the main page of your booth there is a "Request Info" button.
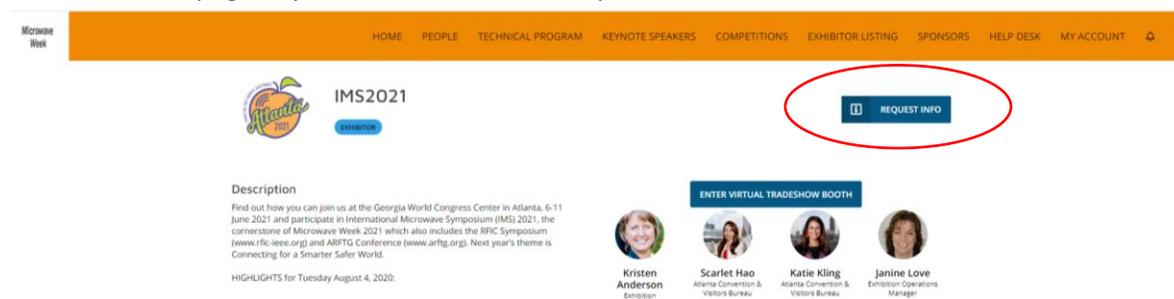
Polls

Q: If we set up a poll, is it easily deleted? Where will it appear? (I actually don't want to test it if I can't easily delete it. I know…)
A: Polls can be deleted at any time by clicking on the "Manage" button (must be booth staff) then Polls and select delete for any poll you would like to remove. Polls appear on your virtual exhibit page in the right column under any uploaded "Files".

Q: Polls - Can you download data – into a spreadsheet?
A: Poll results are not able to be downloaded into a spreadsheet.

Q: Polls - Can you make the results private (so other customers can't see them)?
A: No, the poll results show automatically after a poll is completed.

MISC

Q: Each booth has a unique URL that can be referenced in "one-to-one" correspondence but it is only accessible from within the virtual booth. Does this mean we cannot share any link to our virtual booth in external emails? But within the virtual booth, we have a unique link that can send to attendees?
A: Each virtual exhibit has a unique URL that can be referenced in external emails. However, the page will not load correctly and users will be required to sign in and be redirected to the home page. It is recommended to point attendees to either the ims-ieee.org website or to ims2020.pathable.co.

Q: Is there a difference between attendees and exhibitors in the "people" directory?
A: Functionally, there is no difference. Attendees may contact exhibitors and exhibitors may contact attendees.

Q: Do you have any additional stats regarding potential attendance from Asia?
A: Yes. We will post area demographics on the IMS website.

Q: Any technical support if there is any technical issue happed during the event period?
A: Technical support questions should be sent to imssupport@gtrnow.com. The mailbox will be monitored at all open exhibit hours.

Q: Some of the sessions have exhibitor logos on them? What are these and how do I set meeting presentations like that?
A: The sessions with IW or MA in the title are Industry Workshops and MicroApps sessions. These were established through the submission of proposals and were approved by the Steering Committee. At this point, Industry Workshops and MicroApps sessions are set

Q: Will the virtual booth still be visited after August 6?
A: All virtual booth features will be available and editable through 30 September with the exception of the "Enter Virtual Booth" and "one-on-one" meeting Zoom features.

Q: Will the virtual booth still be editable after August 6?
A: Virtual booths are editable up until the close of the virtual site on 30 September.

Q: The site is having performance problems and appears to load pages and send messages slowly.
A: We are aware of the issue and development team is working on it. Performance can sometimes be improved by closing the browser window if the app has been open for a long time. Also, in some cases, clearing your browser cache helps performance.

Q: Can we open the virtual platform at 6:00 AM for European visitors? 9:00 AM is already 5:00 PM in Europe and a little too late to catch attendees.
A: The schedule has been set and unfortunately, cannot be altered at this time

Q: What technical sessions can booth staff attend?

A: Booth Staff registrants will have access to:

- IMS Plenary Session
- IMS Closing Session
- RFIC Plenary Session
- Virtual Exhibition
- Industry Workshops
- MicroApps