

# PREPARING FOR YOUR VIRTUAL EXHIBIT

CELL BIO VIRTUAL 2020

WEBINAR PRESENTATION





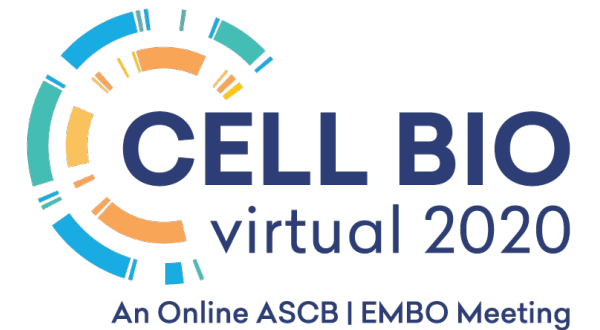
Sharon Boutin

Manager, Exposition Operations  
**SPARGO, Inc.**



Lauren Jewell

Assistant Manager, Exhibit Marketing  
**SPARGO, Inc.**



# Items to Review Today

- Logging In
- Accessing and Editing Your Virtual Booth
- Accessing Your Tech Talk (if applicable)
- Marketing Toolkit



# First Steps

Log in today to:

1. Update your Booth Listing to take full advantage of your online presence.
2. Register for Badges (coming soon)
3. Make a payment on your booth space.

Password

Stay signed in

Forgot your password? Please email [exhibitorservices@spargoinc.com](mailto:exhibitorservices@spargoinc.com)

 Registration Badge Form

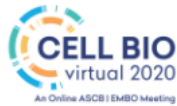
- You should have received your virtual booth confirmation email with the password to login the Exhibitor Portal.

- Your booth key contact will register all booth staff in the exhibitor portal

\*Reach out to Samantha: [Samantha.daley@spargoinc.com](mailto:Samantha.daley@spargoinc.com)



# Login to Pathable



Claim your account

I understand that by participating in any sessions, my name, contact information, any additional information I choose to share, and - if my camera is on - my image, will be visible and available to attendees and exhibitors. I understand if I attend any exhibitor sessions including tech talk showcases, click on exhibitor banners, or visit virtual exhibit booths my contact information will be shared with exhibitors.

Title  
|

Would you like to have your contact information shared?

First name  
Lauren

Last name  
Jewell

Email  
lauren.jewell@spargoinc.com

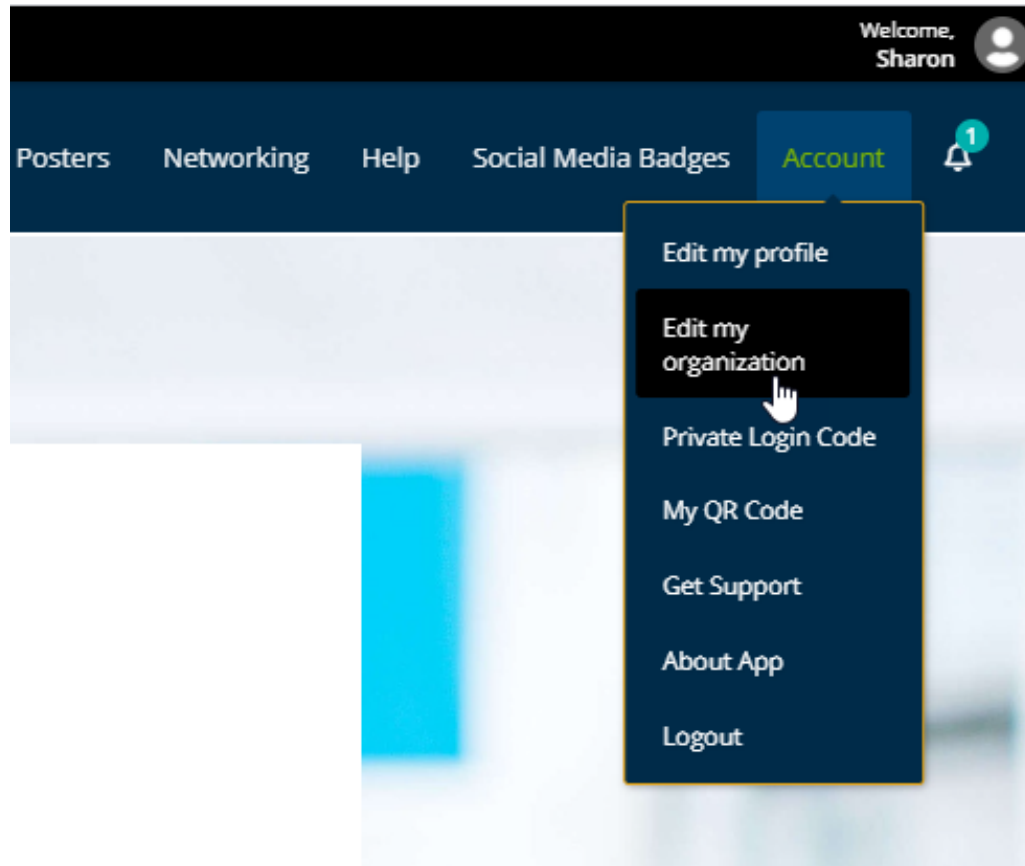
Create Password  
|

I agree to the [Terms and Conditions](#)

- Through the Pathable email invite, you will be taken to this login page and you must create a password to claim your account.
- Reach out to Samantha:  
[Samantha.daley@spargoinc.com](mailto:Samantha.daley@spargoinc.com)



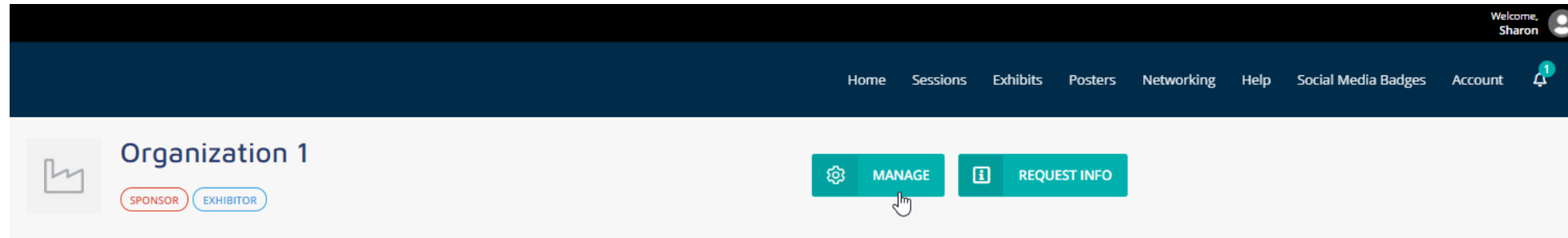
# Login to Pathable



- Once you log in, you will be taken to the Homepage.
- To access your Virtual Booth, click Account > Edit my organization.

# Virtual Exhibit Booth in Pathable

- To edit your Virtual Booth Information, you click “Manage”



- Keep in mind that you must be a Booth Staff member to edit the profile.
  - Enter Company Name
  - Upload Company Logo (Minimum 300x300px)
  - This logo will also appear on the exhibitor list
  - Upload Company Banner (Minimum 1170x145px)
  - Enter Company Description
  - Here is where you would enter any details – address, contact information, etc.
  - Enter Company Product Categories under “Tags”
  - Enter Polls



# Virtual Tradeshow Booth

- Exhibit Days: December 7 – 11, 2020
- Exhibit Hall Hours: 11am – 5pm EST



## Description

Amazon distributes downloads and streaming of video, music, audiobook through its Amazon Prime Video, Amazon Music, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon subsidiaries include Ring, Twitch.tv, and Whole Foods Market..

## Tags



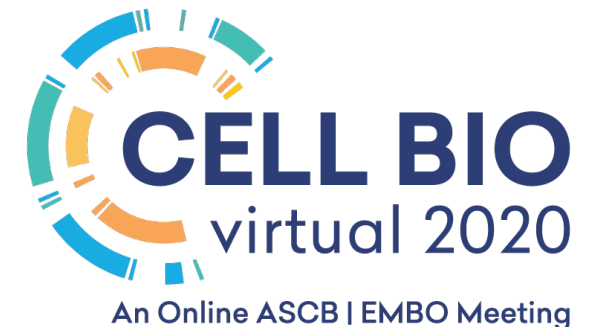
ENTER VIRTUAL TRADESHOW BOOTH



Jennifer Lewis  
Systems Architect



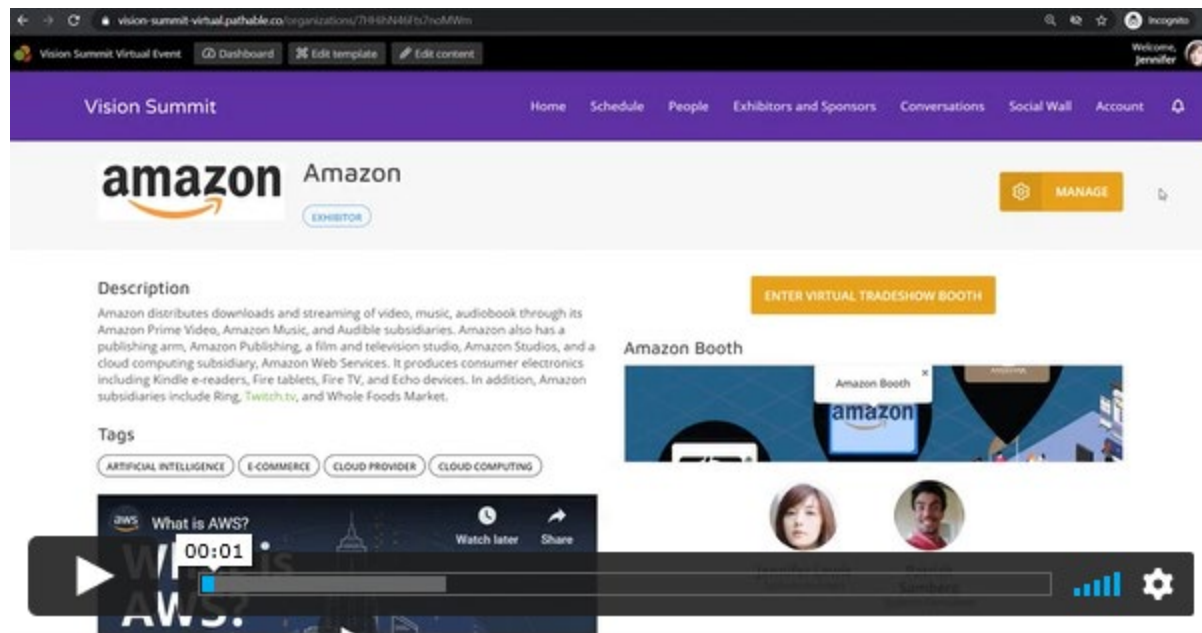
Patrick Samberg  
Systems Consultant





# Virtual Exhibit Booth in Pathable

<https://vimeo.com/430062907>



The screenshot shows a web browser displaying a virtual exhibit booth for Amazon on the Pathable platform. The page features a purple navigation bar with the event name "Vision Summit" and various menu items like "Home", "Schedule", "People", "Exhibitors and Sponsors", "Conversations", "Social Wall", and "Account". Below the navigation bar, the Amazon logo is prominently displayed with a "MANAGE" button. A "Description" section provides information about Amazon's services, including Prime Video, Music, Audible, and various hardware devices. A "Tags" section lists categories such as "ARTIFICIAL INTELLIGENCE", "E-COMMERCE", "CLOUD PROVIDER", and "CLOUD COMPUTING". A video player is visible at the bottom, showing a video titled "What is AWS?". A virtual booth interface is also shown, featuring a 3D rendering of the Amazon booth and a "ENTER VIRTUAL TRADESHOW BOOTH" button.



# Tech Talk Abstract Submission (if applicable)


Log in today to:

1. Update your Booth Listing to take full advantage of your online presence.
2. Register for Badges (coming soon)
3. Make a payment on your booth space.

Password

Stay signed in

Forgot your password? Please email [exhibitorservices@spargoinc.com](mailto:exhibitorservices@spargoinc.com)



**Tech Talk Abstract Submission**  
Submit your Tech Talk Abstract by **Thursday, November 12, 2020** at 5:00 pm EDT to be approved and included in the official ASCB Website and the Online Scheduler.

- You should receive a confirmation letter through email with the password to the Exhibitor Portal.
- You need to submit your Tech Talk Abstract to be included in the Pathable agenda, Online Scheduler and the official ASCB website

\*If you have not received your password to the Exhibitor Portal, please email [Theresa.nagy@spargoinc.com](mailto:Theresa.nagy@spargoinc.com) or [Leah.Abdin@spargoinc.com](mailto:Leah.Abdin@spargoinc.com)

# Tech Talk Abstract Submission (if applicable) - continued

NOT SUBMITTED

Exhibiting Company Name: \*(100 Characters )

Tech Talk Date: \*  
 Monday, December 7, 2020  
 Tuesday, December 8, 2020  
 Wednesday, December 9, 2020  
 Thursday, December 10, 2020  
 Friday, December 11, 2020

Tech Talk Time: \*(75 Characters )

Presenter Name: \*(100 Characters )

Level: \*  
 Introductory  
 Intermediate  
 Advanced

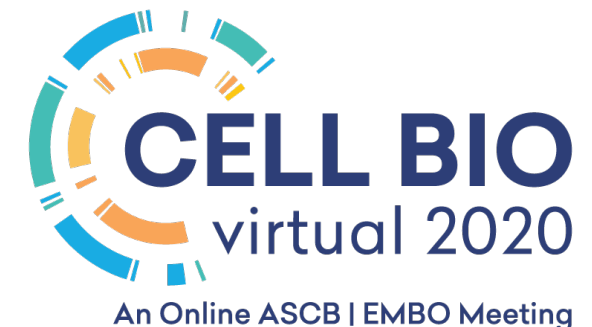
Abstract Title: \*(200 Characters )

Abstract Description: \*(1500 Characters )

- You will need to fill out the form for each of your Tech Talk sessions

- Deadline Extension: please email

[Theresa.nagy@spargoinc.com](mailto:Theresa.nagy@spargoinc.com) or  
[Leah.Abdin@spargoinc.com](mailto:Leah.Abdin@spargoinc.com)



# Tech Talk “Showcases” in Pathable

The screenshot displays the Pathable interface for an organization. At the top, there is a navigation bar with links for Home, Sessions, Exhibits, Posters, and Networks. Below this, the organization's profile is shown, including a logo, the name "Organization 1", and roles like "SPONSOR" and "EXHIBITOR". There are "MANAGE" and "REQUEST INFO" buttons. A "Discussion" section is visible, featuring a search bar, a "NEW CONVERSATION" button, and a message from Alison Harris: "hello I was wondering what your pricing was for x,y,z?". Below the message are "Reply" and "Like" buttons. Two user avatars are shown: Alison Harris and Madeleine McDonough, Client Happiness Manager. At the bottom, a "Showcases" section is highlighted with a red border, showing a "session 1 showcase" by Alison Harris and Madeleine McDonough, scheduled for 8:00 AM - 9:00 AM (Wed, Dec 2).

- Once your Tech Talk Abstract is approved, it will be added to Pathable.
- Your Tech Talk session will be displayed under “Showcases” at the bottom-right corner of your exhibitor listing.

# Tech Talk “Showcases” in Pathable

Cell Bio Virtual 2020 Dashboard Edit content

CELL BIO virtual 2020

Home Sessions Exhibits

VIEW MY AGENDA CALENDAR VIEW EXPORT PRINT

Wednesday, December 2

8:00 AM

session 1 showcase ✓

Alison Harris Madeleine McDonough

8:00 AM - 9:00 AM

Tuesday, December 8

10:00 AM

CELLULAR DYNAMICS  
PHYSICAL CELL

Dynamic Intracellular Organization +

10:00 AM - 11:00 AM

SYMPOSIUM

- Also, it will be displayed under ‘Agenda’.
- Please double check if all the information is listed correctly. If not, please contact us to make the edit.

# Tech Talk “Showcases” in Pathable

The screenshot shows the Pathable interface for a Tech Talk session. At the top, there is a dark blue navigation bar with links for Home, Sessions, Exhibits, Posters, and Ne. Below this is a light gray header with a '← BACK TO AGENDA' link on the left and three buttons: a green 'ADDED' button with a checkmark, a gray 'NOTES' button, and a white 'MANAGE' button with a red border. The main content area is titled 'session 1 showcase'. It features two profile cards for 'Madeleine McDonough, Client Happiness Manager' and 'Alison Harris'. Below the profiles, the session time is listed as '8:00 AM - 9:00 AM on Wednesday, December 2' with an 'Add to Calendar' link. A 'SPONSORED BY:' section contains a placeholder box with a factory icon. To the right, a countdown timer shows '34 DAYS 12 HRS 39 MIN 2 SEC' and a note: 'Video will be available after the session starts'. Below the timer is a tabbed interface with 'Chat', 'Polls', 'People', and 'Files' tabs. The 'Chat' tab is active, displaying 'No Messages' and 'No messages have yet been sent.' At the bottom of the chat area is a text input field with 'Start typing...' and a 'SEND' button.

- Once you click, it will take you to this page to see the details of your Tech Talk session
- Click “Manage” to edit

# Tech Talk “Showcases” in Pathable

↑ Back to meeting details  
session 1 showcase  
🕒 8:00 AM - 9:00 AM on Wednesday, December 2  
📅 Add to Calendar ▾

Files | Polls | Check-in

Manage Files ADD NEW FILE

No Files  
Add a file to get started

ascb  
an international forum for cell biology  
301-347-9300

Facebook | Twitter | Youtube

↑ Back to meeting details  
session 1 showcase  
🕒 8:00 AM - 9:00 AM on Wednesday, December 2  
📅 Add to Calendar ▾

Files | Polls | Check-in

Manage Files ADD NEW FILE

Type: Upload File ▾

File: UPLOAD  
🕒 Please upload any file up to 10.0 GB size

Display Name: TEST |

CANCEL SAVE

No Files  
Add a file to get started

- Click “Files” and “Add New File” to upload your presentation for attendee to download ahead of time



# Tech Talk “Showcases” in Pathable

[↑ Back to meeting details](#)

## session 1 showcase

🕒 8:00 AM - 9:00 AM on Wednesday, December 2

[Add to Calendar](#) ▾

Files **Polls** Check-in

### Manage Polls

ADD NEW POLL

#### Questions for the speaker

Enter your questions for the speaker

Free-Text Entry

Updated at: Wed, Oct 28

VIEW POLL



FULL-SCREEN RESULTS



No poll results yet.

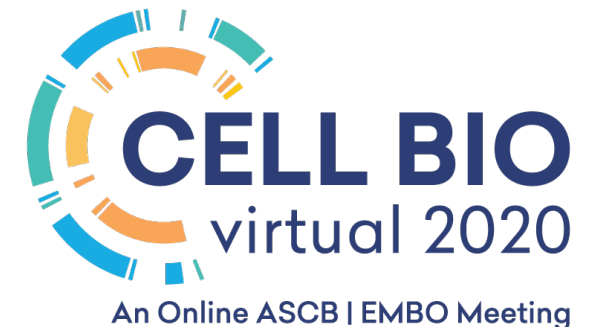
MOVE UP

MOVE DOWN

EDIT

DELETE

- Click “Polls” and “Add New Poll” to set up poll questions for attendee engagement during your Tech Talk





# Tech Talk “Showcases” in Pathable

[↑ Back to meeting details](#)

## Session 1 showcase

🕒 8:00 AM - 9:00 AM on Wednesday, December 2  
[Add to Calendar](#) ✓

Files   Polls   Check-in

Registered	-2
Checked-in	0
Checked-out	0
Wait listed	0

- Click “Check-in”, you will be able to see the registration status of your session.



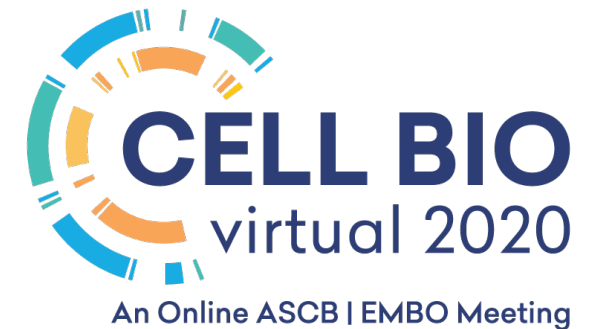
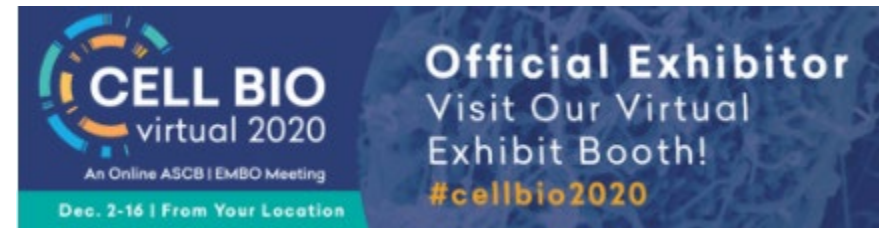
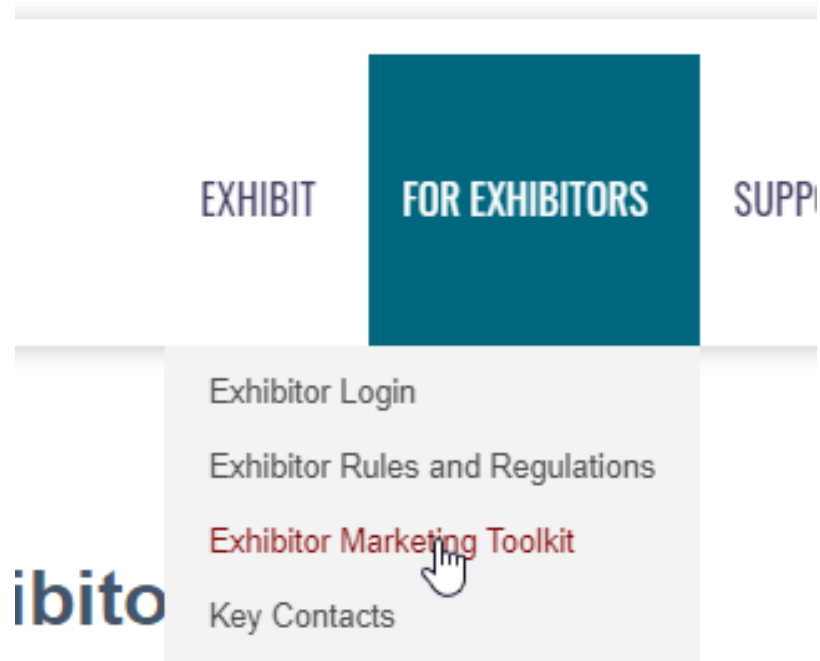
# Tech Talk “Showcases” in Pathable

- Your Tech Talk will be a 45-min session.
- A pre-recorded video with a live Q&A in the end.
- Recordings of the video should be in MP4 format, with a resolution of 1920 X 1080.
- View instructions on how to create your narrated presentation by clicking the appropriate link below.
  - [Click here for instructions on how to create your narrated presentation using PowerPoint.](#)
  - [Click here for instructions on how to create your narrated presentation using Apply Keynote.](#)
  - [Click here for instructions on how to create your presentation using Zoom.](#)
- We recommend a person from your company does a live introduction for the speaker. They start the session by introducing the speaker and then our AV support staff will push play for the pre-recorded video. Then when that ends, the Speaker presenting the tech talk will moderate the Q&A from questions submitted from the audience via the chat feature in the session.
- All speakers and moderators should log in 20 minutes prior to the start of the Tech Talk to work out details with the AV support staff in the room.



# Marketing Toolkit

- Promote Your Presence at Cell Bio Virtual 2020!
  - <https://events.jspargo.com/ascb20/Public/Content.aspx?ID=88324&sortMenu=103006>



THANK YOU!

Please contact us if we can assist with any virtual exhibits related questions.

Samantha Daley  
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**SPARGO, Inc.**

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Leah Abdin  
General Questions  
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**SPARGO, Inc.**

