



GENERAL EVENT INFORMATION

DATE & TIME:

Tuesday, November 17, 2020	10:00am – 5:00pm EDT
Wednesday, November 18, 2020	10:00am – 4:45pm EDT
Thursday, November 19, 2020	10:00am – 4:15pm EDT

All sessions take place in Eastern Daylight-Savings Time. Accurate at time of distribution but subject to change. Please refer to the on-line program for the most up to date times.

EXHIBIT HALL SCHEDULE:

Attendees will have access to view the site including your booth as soon as the live event website launches on November 10th, 2020. However, many of the booth features will be disabled until November 17th, 2020. No need to staff your booth until such time. ***Exhibitors will have access to the event site one week prior to attendees, on November 3rd.***

We recommend that you have a booth representative available during Exhibit Hall hours. **If you are unable to be in attendance, please disable your booth rep chat function.**

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LOCATIONS:

- 1) www.telecomsummit.com - active for promotion
- 2) <http://www.virtual.telecomsummit.com/> - live event site, active on November 3rd, 2020.

EVENT PRODUCER:

MACGREGOR COMMUNICATIONS
110 Cochrane Drive, Unit 1
Markham, Ontario L3R 9S1
Toll Free: 888-443-6786



EVENT PERSONNEL:

RICHARD JIRKA
VP, Technology Unit

647-996-1428
rjirka@macgregorcom.com

NORDICA TULLOCH
Operations Coordinator

289-789-2231
ntulloch@macgregorcom.com

SETTING UP YOUR BOOTH:

- 1) Please visit our [Exhibitor Resource Centre](#) This portal will allow you to enter/update company details and description. This is basically building your booth from the back end. The first time you visit you will be prompted to set an access password. Remember to keep this password somewhere safe, and to give it to anyone else who is assisting you in building your booth. You do not need to give this to booth staff who are simply building their own profile and staffing the booth.
- 2) You will also need to register your booth staff on our [Exhibitor Staff Registration link](#). This link does not require a password, so you can either enter all your staff or just send the link to them to enter themselves. The only information required to add staff to your booth is their name, title and email address. Each Booth Staff must have a unique email address. All people registered as booth staff will show up on the booth. There is no limit to the number of booth staff you can register.
- 3) Each person who is registered as a booth staff will receive an email with their own personal log-in access for the show. Each person will need to log in and set up their personal profile, including photo if desired, and contact preferences. The mobile number is requested in order to send text notifications to the booth staff if a chat is waiting for them and they are not logged in. The mobile number is not visible to attendees. SMS messages will only be sent for new attendee chats, not for replies.

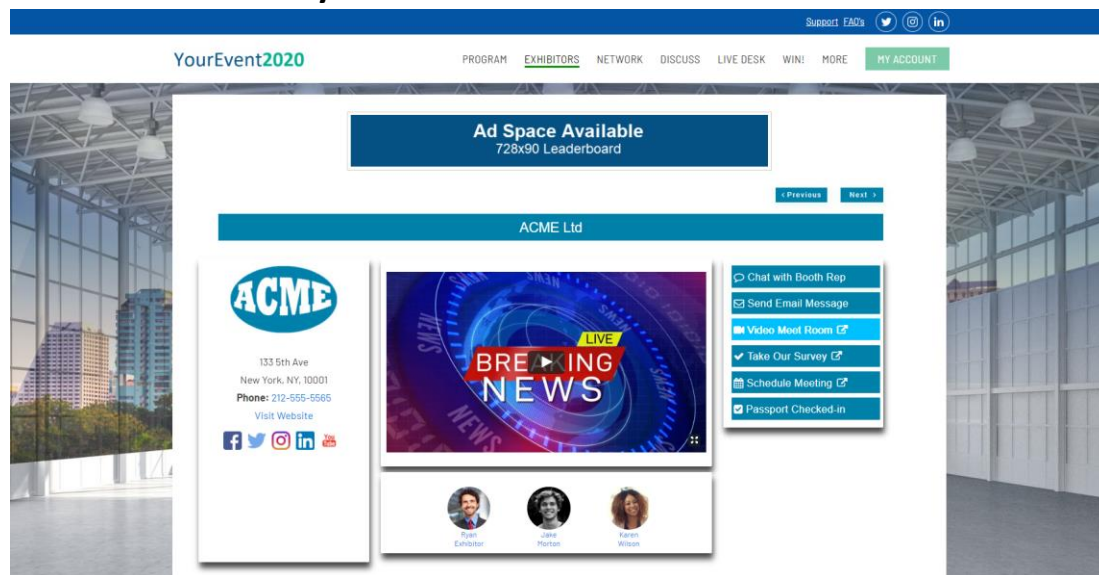
This is set up to be very user friendly. Following the links and prompts will ensure your booth is set up and ready to go.

Please make note of deadlines as they pertain to various components of your booth. Although the Canadian Telecom Summit will not be live until November 17th, we are anticipating that attendees will have access to the program by November 10th in order for them to navigate the site and set their program agenda. It would be in your best interest to have your information completed by that time. Exhibitors will have access to the event site one week prior to attendees, on November 3rd.



VIRTUAL BOOTH INFORMATION

What is included in your virtual booth?



Consider your virtual booth as an extension of your brand. There are numerous features that you can include to make your booth stand out and be noticed. Not everything is required but is recommended.

By logging into your [Exhibitor Resource Centre](#) you can add and update:

Basic company information: Company Logo, Company Description, Website and Social Media Links. You can select **categories** for attendees to use to find your booth.

Custom color: Use your logo-color or color of your choice. This is one of the sections you will complete in the Exhibitor Portal. Follow the prompts to put in your exact color. Please do not use white because the text is white and it will not show.

Other information must be changed by your Operations Coordinator or Sales Person, such as Company Name, Address and Phone number, and the main email address that will receive emails from attendees who choose the “send email message” button on your booth.

Optional Survey: You can add a survey link in the Exhibitor Profile portal. We recommend using *Survey Monkey* for any ballots you may want to include in your booth.

Schedule a meeting: You add your Meeting platform link that you use to schedule meetings to your exhibitor profile. This must be an external link like [Calendly](#) or [Outlook Scheduler](#). Calendly will give you the option to add multiple schedules to accommodate multiple booth staff.

Videos: You can upload up to 5 videos. They must be Vimeo or YouTube. We recommend Vimeo. We recommend 30 second videos. If you select “is featured” on one of these videos, it will appear front and center



on your booth. This can be your **Welcome message/commercial/video**. **The remaining videos will appear on a tab on your booth called “Videos”**. **If you choose to use YouTube**, if you add “?rel=0” to the end of a YouTube URL, at the end of the video being watched the suggested videos will be from the same channel you are currently watching, rather than a random video.

Brochures: upload PDF versions of documents, brochures, flyers – limit of 10. These will appear in your booth on a tab called “Documents”.

New product section: Highlight new products, services, etc. Upload an image file (must be .jpg or .png) and description. The save button will not appear until all fields have been completed. These products will appear on your booth on the tab called “New Products”.

Promotions/giveaways: Upload your promotions, prizes, etc. in your booth. This works the same way as the New product section above with the added feature that by doing so your prizes will be promoted on our prize giveaway page as well. We encourage you to use survey monkey or create your own ballot on your web site to capture data immediately. This will allow you to do timely prize giveaways, contests, etc. Let Richard know what prizes you are intending on giving away, and we will let the registrants know what is being given away.

Passport prizes: Each booth will automatically receive a passport number that attendees can use to enter to win prizes. Although it is not mandatory for exhibitor to offer prizes, we encourage you to do so in order to drive additional traffic to your booth. We will provide a passport prize, but to enhance the program, you can do so if you would like to.

Preview Current Listing: The blue “Preview Current Listing” button at the top of the Exhibitor Listing Form enables you to see what your booth will look like to attendees. When you log in to the virtual platform you will be in your profile but will not see your booth as the attendees do.

Chat to booth representatives: Please watch <https://vimeo.com/445216100/52596bb03f> for instructions on how to manage booth chats **in the live event**. You will not have access to the live platform until two weeks prior to the event. An email will be sent to each registered representative with their log in details.

Booth Statistics and Leads: All attendees who click on any part of your booth, i.e.: download a brochure, get the passport number, click on your website, will be included in a report that you can access through your booth. This report will include contact information and demographics (subject to CASL regulations). To access this report, log into the virtual site (My Account), My Chats, Click here to access booth chats, Booth Stats Tab. If you click on a Details button, scroll down and select the Email Leads Below to Main Contact Button.

Zoom Rooms – From the attendee perspective, they click on a button to Video chat with booth representative. You will be sent a separate email with your Zoom Room access information. From the attendee perspective, they visit you in the booth and click on **Join Video Meeting**, it will take them to your Zoom Waiting Room. From your perspective, you only need to be in Zoom for those meetings.

ADDITIONAL FEATURES

We have a wide variety of pro-active features that will allow you to reach out to the attendees such as:



Network and Connect – this will allow you to search who is on the virtual show floor at any time.

<https://virtual.telecomsummit.com/networking> (active on November 10th)

Once you determine your qualifying filters you can reach out to those people and chat or email, or friend them on social media (subject to CASL regulations).

Social media page: <https://www.virtual.telecomsummit.com/social> (active on November 10th)

Tweet All About It: An excellent way to drive booth traffic, announce prizes, demonstrations that are about to start, etc. #CTS2020 #CDNtech @CDN_tele

Discussion forums <https://www.virtual.telecomsummit.com/discussions> (active on November 10th) This will give you the chance to start the conversations with delegates prior to the start date of CTS, and continue them through the show. Start a discussion or follow along. Filter by topic, presentation, tags, etc.

Virtual Booth Technical Requirements

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Zoom meeting room login will be provided two weeks before the event
5. Google Chrome, Firefox, Edge, Opera, or Safari
6. Headphones with a mic (not required but recommended for optimum sound quality)

It is also recommended that you close any other programs or windows when participating in the Virtual Event to minimize lag time and delays.

Usage Terms

Access to the Virtual Event and use of the services requires compatible devices, and certain software (including third party software) may be required or may need updating, and your use of the services and virtual event may be affected by the performance of these elements.

It is not recommended to access the virtual event or services through a mobile network. If you do, your network or roaming network will apply fees for data usage.

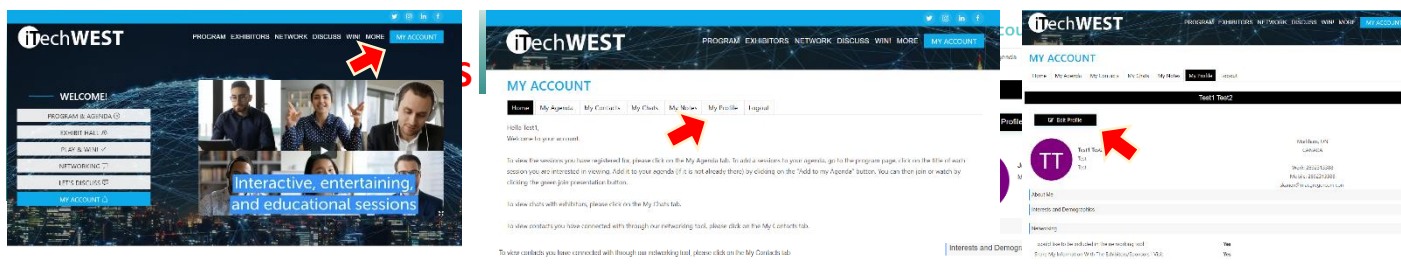
The Canadian Telecom Summit cannot be held responsible for delays in connecting with attendees through your booth as a result of poor connection or out of date equipment and software.



Logging into your account on the Virtual site:

On November 3rd, each representative that has been registered through the [Exhibitor Staff Registration link](#) will receive an email with their log in information. They will use these to log in.

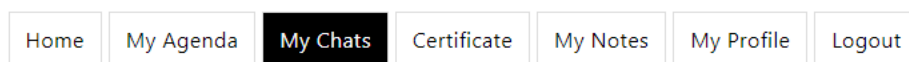
Click **MY ACCOUNT**, Enter email address and id# from email. Go to **MY PROFILE TAB**. Click **Edit Profile** button. From there you can upload a headshot and complete your online profile.



****Site will reflect the Canadian Telecom Summit once it goes live****

When your profile is complete, go to the **My Chats** tab and click the **BLUE Go To Exhibitor Control Centre** button as demonstrated below. From there you can set your availability for answering chats and read instructions on using this feature.

My Account



Please use the Exhibitor Control Center to manage your chats

[Go To Exhibitor Control Center](#)

Exhibitor FAQ's

How many booth representatives can I have in my virtual booth? – **there is no limit**

What if I am not available to chat? – **please follow this [video](#) about how to disable the chat button when not available**

Do I get transcripts of my booth chat? – **yes, transcripts are available under "My Account"**

How do I go into a Zoom Room with my prospect? - **simply have your prospect click on the *video meet room* and knock on the door. You can admit them into the Zoom meeting room.**



How many Zoom Rooms can I have? – we have made arrangements to provide one Zoom Room per exhibitor but have an option for additional breakout rooms.

How can I get sales leads? – every time an attendee clicks on a link in your booth (ie: download brochures, web site, product demos, etc.) we have a record of this. This report will be sent to you after the event and is subject to CASL regulations. For immediate leads, we recommend you have a survey or ballot.

I have prizes to give away. What do I do? - Please refer to the promotion/giveaway section of this kit

I want to update some information in my virtual booth, but the show is already on. What do I do? - You can upload anything in your booth at your convenience through your exhibitor portal, with the exception of demonstration schedules.

Is there a mobile app for this conference? This virtual conference is meant to be managed via a web site on a desk- top computer. We don't recommend a mobile version. See Virtual Booth Technical Requirements (Page 5).

How do I arrange for pop-up ads, advertising, or sponsorship? - We highly recommend additional advertising and sponsorship in order to drive traffic to your booth. Contact Richard Jirka rjirka@macgregorcom.com for details. **Deadline for scheduling advertising spots is November 10th.**

Do I have to put a video on the front of the virtual page, or can I add a jpeg? – No, you can only have a featured video

How long is my booth seen on the website? - The Canadian Telecom Summit is available On-Demand until December 18th, 2020. Although you won't be in your Virtual Booth after November 19th, attendees can still gain access to your brochures and information. You will receive those leads after November 19th on a weekly basis.

Can competitors see my information in my booth? – No, only registered attendees not exhibitors are provided access to your booth.

Is my sponsored webinar/symposia available On-Demand? - Yes, providing you agree, it will be available On-Demand until December 18th, 2020.