



# 1 WEEK 5 THEMES 360 HR

ZP Europe is the leading ExpoEvent around the world of work and celebrates the first virtual HR Week: During five virtual days of the fair, innovative product solutions, lectures and Networking is the focus. As a source of inspiration, the leading European trade fair networks people and markets in the areas of HR management, digitalization and leadership.

## INFORMATION

## EXHIBITORS' MANUAL

# INDEX

» Concept	p. 3
» Overview of functions	p. 3
• Virtual exhibition stands	p.3
• Videotutorial	p.4
• Virtual exhibition stand - a general overview	p.4
• background          graphic	p.5
» Virtual exhibition stand - step-by-step guide	p. 6
» Widget types and their use	p. 18
• Infobox	p.18
• Download	p.20
• Video	p.20
• Gallery	p.21
• Conferencelist	p.21
• Making Protected Documents Available	p.23

## //CONCEPT

- Virtual event in the sense of an HR Week along the Employee Experience - one theme day is offered for each Highlight Topic
- Selected live events with partners offer touchpoints for personal exchange throughout Germany and beyond the borders of the country
- The well-known high program quality of the ZPE will be maintained and presented on different stages, including a Keynote Stage
- Networking and matchmaking formats are an elementary part of the ZP Event
- The Future of Work Day as an avatar-based interactive 3D learning and working world

## // OVERVIEW OF FUNCTIONS

### • VIRTUAL EXHIBITION STANDS

Presentation of products and services at the digital exhibition:

Brochures, data sheets, videos - everything is available for customers/visitors to call up.



## • VIDEOTUTORIAL

The recording of an exhibitor training course provides you with a quick overview, how you can quickly and easily individualise your own virtual trade fair stand and fill it with information.

**[https://www.youtube.com/watch?time\\_continue=1&v=slhkb-3W1lc&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=slhkb-3W1lc&feature=emb_logo)**

## • VIRTUAL EXHIBITION STANDS – A GENERAL OVERVIEW

The following introduction to filling a virtual exhibition stand gives a general overview of available functions and their possible applications.

A detailed step-by-step guide can be found [HERE](#).

A virtual exhibition stand essentially consists of three components:

- Background graphic
- Widgets for the provision and presentation of media
- Contact information and interaction with the visitor

*Before you start setting up your stand, it is advisable to plan where on the background graphic which information (media) should be provided for visitors. These media are positioned on the graphic via so-called "widgets".*

## • BACKGROUND IMAGE

The background image of a virtual exhibition booth is a picture (format: JPG, PNG or GIF) with the following dimensions:

- Width 1920 px
- Height 1136 px



For example, to be able to play a video at the position of the monitor on the background image above, a video widget is positioned. Different widget types are available for displaying videos (see section: Widget Types). A video previously uploaded in the „Media“ menu is assigned to the widget. If, for example, a document (pdf) is to be available for download at a different spot of the background image, the corresponding widget „Download“ is chosen. A pdf previously uploaded to the menu „Media“ is then assigned to the widget.

Different media and functions can be provided at any location of the graphic via the widgets. The following graphic outlines where in our example different widgets should be positioned.





A pulsating circle indicates the position of a widget. It is the signal to the visitor that at this spot additional media are available.



As every widget is assigned a certain medium or information, it is advisable that all necessary media and information be uploaded under the menu „Media“ before the widgets are positioned.

# // VIRTUAL BOOTH - STEP-BY-STEP INSTRUCTIONS

Before you begin populating your virtual booth, you should have already prepared the desired background image for the booth as well as all necessary media that you will make available at your booth. Ensure that your media have descriptive and unique names so that you can easily find them in your media list.

## **The sequence of necessary steps:**

1. Login
2. Uploading of background image file
3. Uploading of logo file
4. Uploading of additional media (documents, videos, graphics)
5. Design of the booth
  - Select the background image
  - Select the logo
  - Enter texts and contact information
  - Place widgets
6. Booth preview
7. Logout

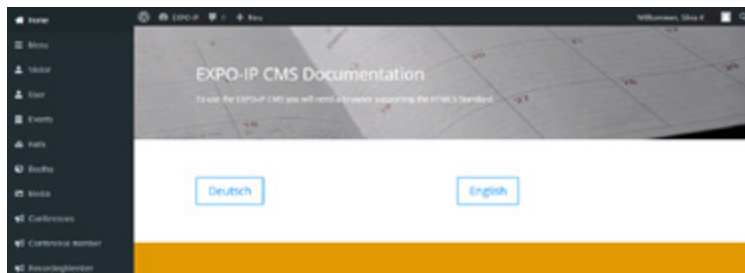
# //VIRTUAL BOOTH - STEP-BY-STEP INSTRUCTIONS

## Set-up of a Virtual Booth with a Widget

In the following example we set up a virtual booth with all essential settings and a link to download a brochure.

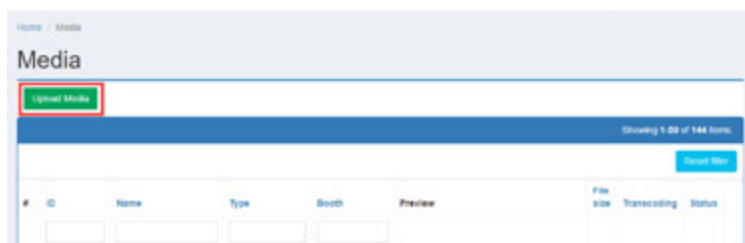
### 1. Login

Access the EXPO-IP CMS-System with your login data.



### 2. Uploading the file „Background Image“

In the navigation menu, click on „Media.“

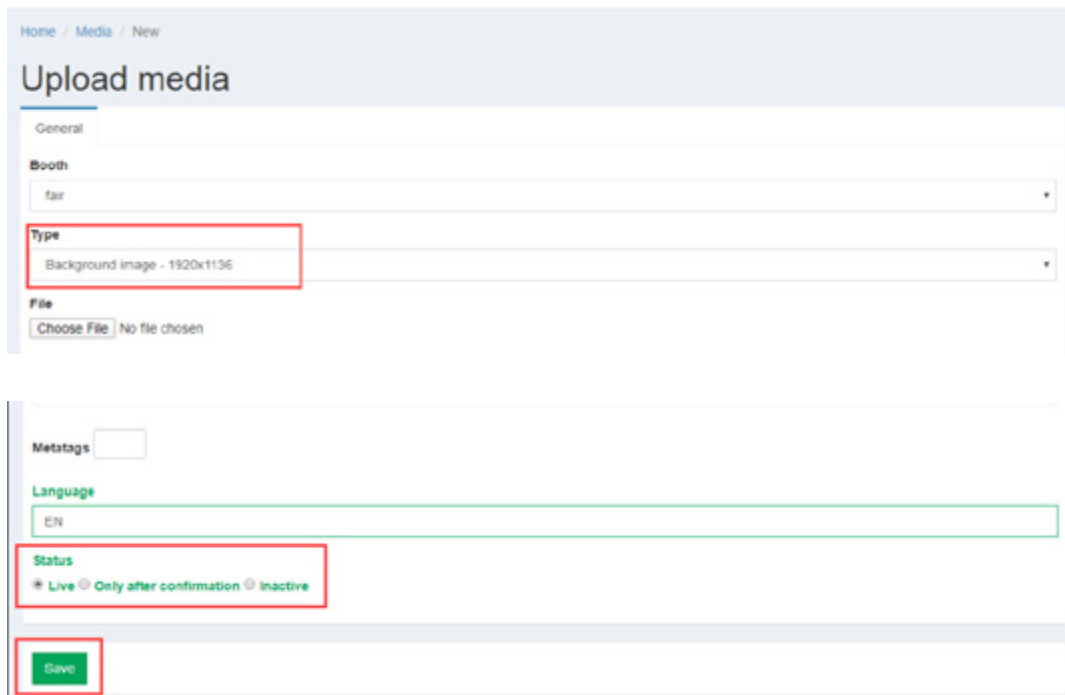


All media have to be assigned to a virtual booth. If you manage several booths within one exhibition, choose the booth where the media should be accessible. If you manage only one booth, this booth is assigned by default.

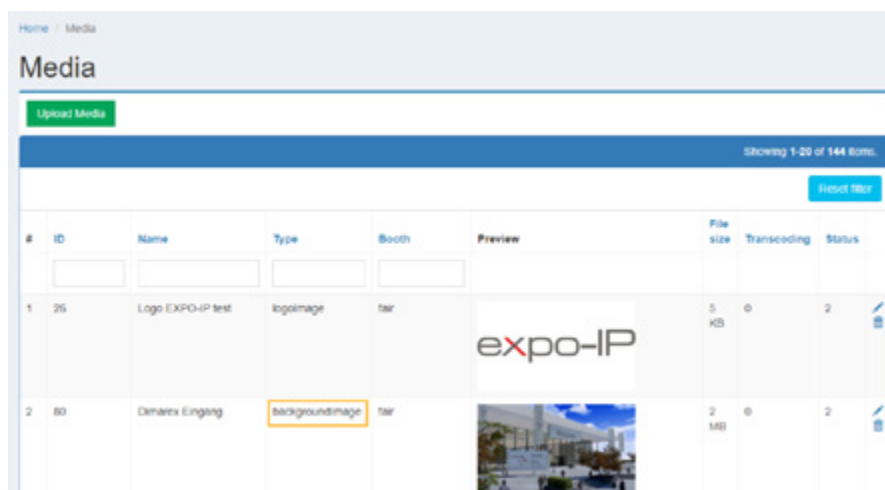




Now upload the booth background image, give it a name and ensure that the media type „Background Image“ is selected. A description of the background image is unnecessary. Select the status „Live“ and save your selection.

*Please make sure to keep the file size of the background image as small as possible to keep the data volume as low as possible, which is especially important for smartphone users.*



After a file is successfully uploaded, a list preview of all uploaded media is displayed. This list also allows to easily delete selected media.



#	ID	Name	Type	Booth	Preview	File size	Transcoding	Status
1	25	Logo EXPO-IP test	logimage	fair		5 KB	0	2
2	80	Damenring	backgroundimage	fair		2 MB	0	2

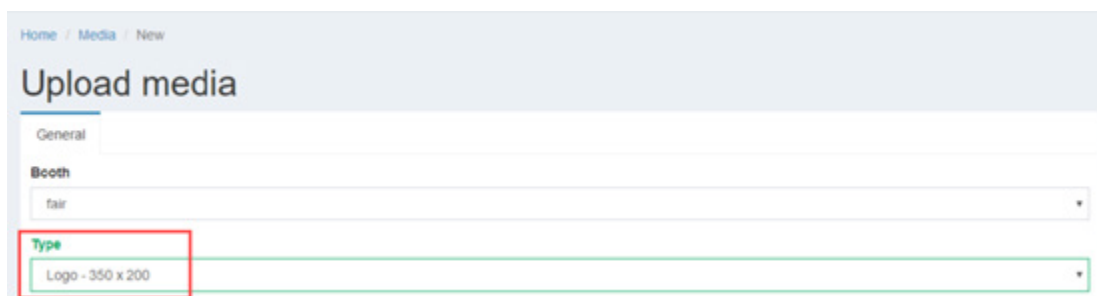
### 3. Uploading the media type „Logo“ (attention to dimensions!)

By clicking once more the button „Upload media“, upload your company logo. A company logo is an image (format JPG, PNG or GIF) with the following dimensions:

- Width: 350px
- Height: 200px

Also for the company logo no description is necessary. Give this medium a name (for example, company logo).

Please ensure that you have selected media type „Logo“ and click on the status „Live.“

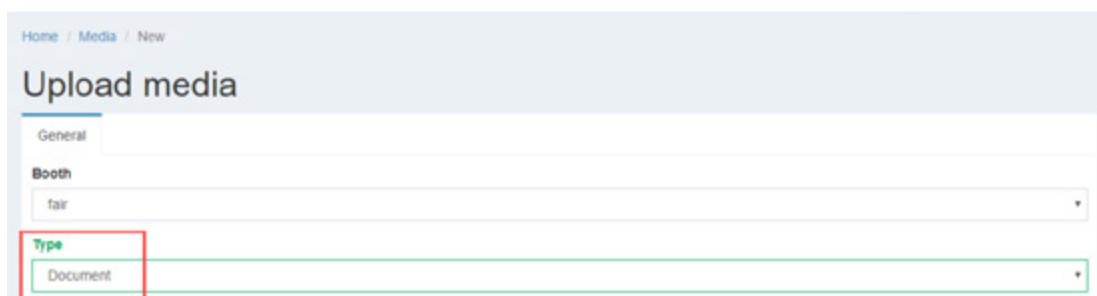


The screenshot shows the 'Upload media' interface. It has a breadcrumb trail 'Home / Media / New'. The title is 'Upload media'. There are three tabs: 'General', 'Booth', and 'Type'. The 'Booth' dropdown is set to 'fair'. The 'Type' dropdown is highlighted with a red box and shows 'Logo - 350 x 200'.

### 4. Uploading additional media

Using the button „Upload media“, upload all the media files that you would like to make available to visitors. Name each file conclusively and always choose the appropriate type of the file. For example, you can use pdf documents for brochures, fliers, product information or even job offers. You can also upload videos or images that you might want to use in one or more image galleries. With the exception of the logo and background image, it is advisable to add a brief summary description of the content. For pdf documents, meta tags can also be added. The summary descriptions as well as the meta tags will be utilized by the EXPO-IP search engine.

Click on the status „Live“ and save your settings.

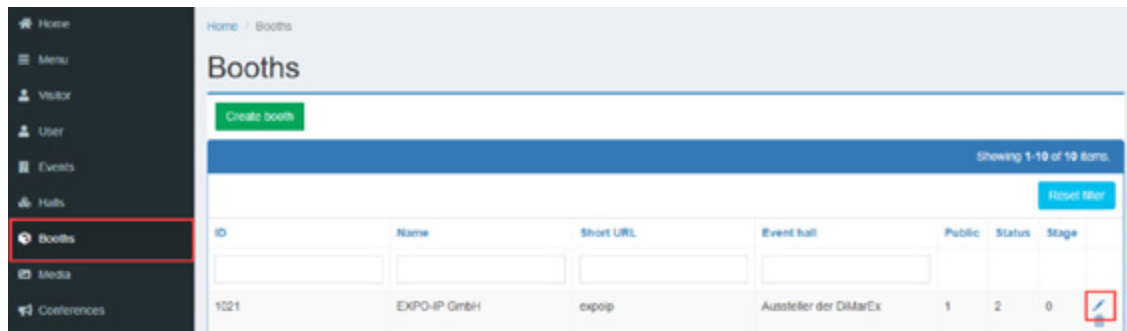


The screenshot shows the 'Upload media' interface. It has a breadcrumb trail 'Home / Media / New'. The title is 'Upload media'. There are three tabs: 'General', 'Booth', and 'Type'. The 'Booth' dropdown is set to 'fair'. The 'Type' dropdown is highlighted with a red box and shows 'Document'.

*Please note: Uploaded video files cannot exceed 512 MB. If you wish to display videos larger than 512 MB in size, please use the services of Youtube or Vimeo. Upload the video to the platform of your choice and then use the widgets „Youtube“ or „Vimeo“ in the EXPO-IP CMS.*

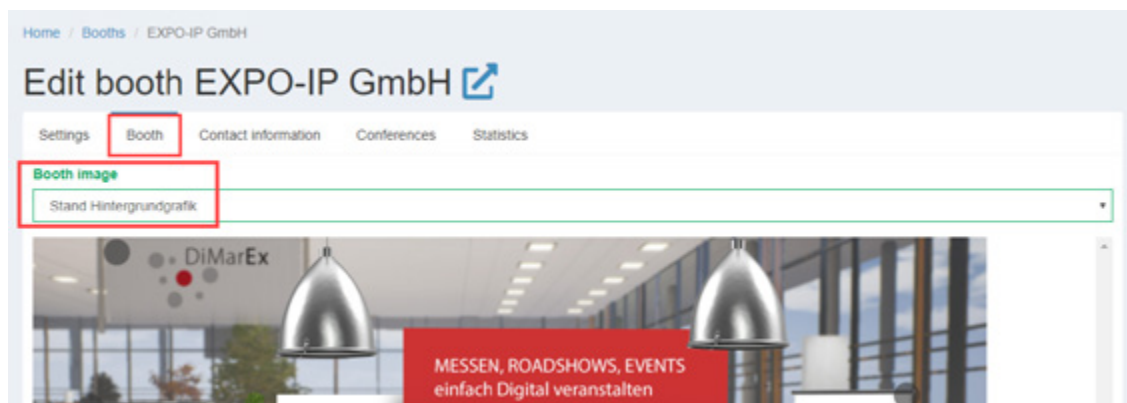
## 5. Design of the booth

From the menu on the left, select „Booths.“ Then click on the pencil to the right to configure your booth.



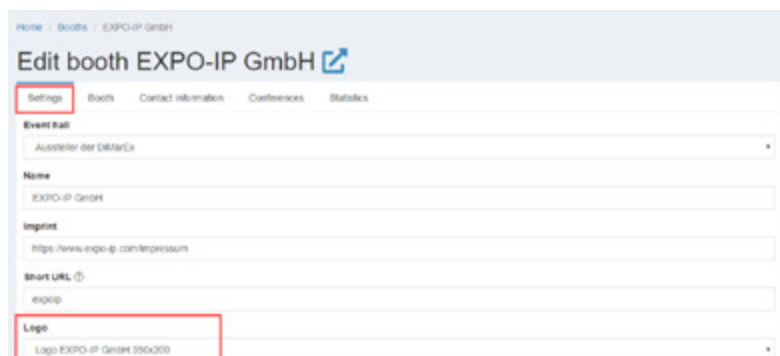
### • Selecting the background image

Under the tab „Booth,“ in the field „Booth Image,“ select the previously uploaded background image for your virtual booth and save your selection.



### • Selecting the logo

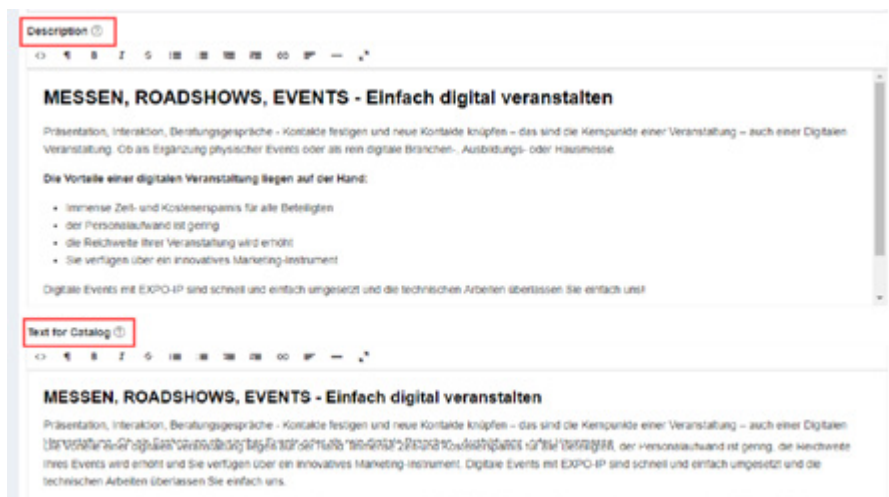
Now click on the tab „Settings“ and in the field „Logo“ select the previously uploaded file of your company logo. Please check the accuracy of the URL found in the field „Imprint.“



## • Entering texts and contact information

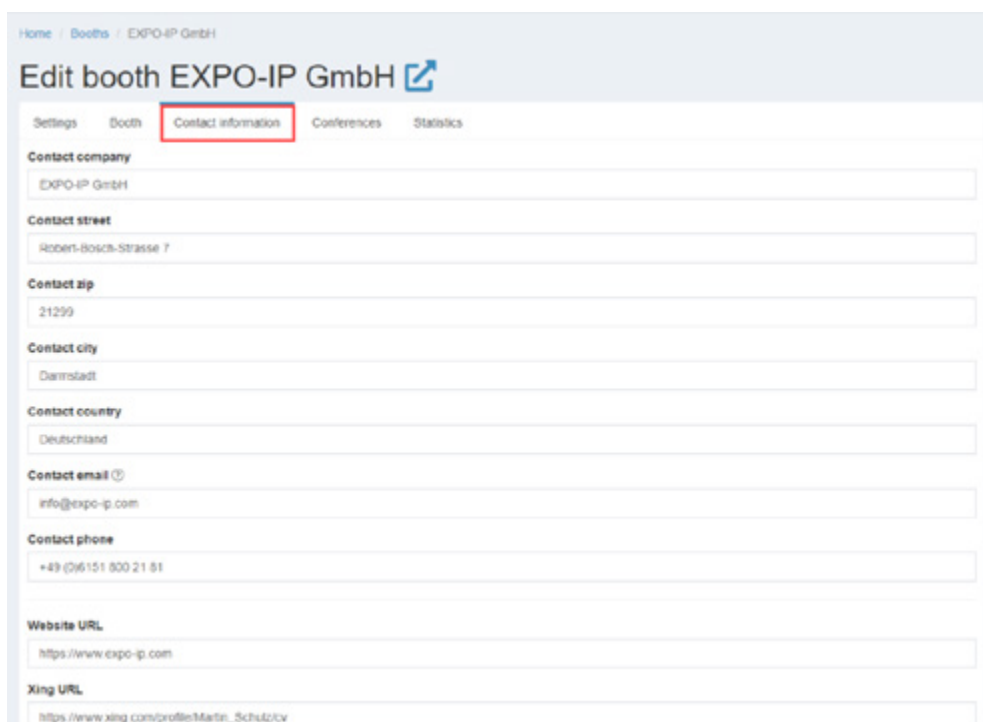
Texts and contact information are generally entered under the tabs „Settings“ and „Contact information.“

Under the tab „Settings,“ please enter the description of and catalogue text for your exhibition. This information is important for the search engine as well as for users visiting your exhibition on a smartphone.



The screenshot shows two text input areas. The top one is labeled 'Description' and contains the text: **MESSEN, ROADSHOWS, EVENTS - Einfach digital veranstalten**. Below this is a paragraph: 'Präsentation, Interaktion, Beratungsgespräche - Kontakte festlegen und neue Kontakte knüpfen – das sind die Kernpunkte einer Veranstaltung – auch einer Digitalen Veranstaltung. Ob als Ergänzung physischer Events oder als rein digitale Branchen-, Ausbildungs- oder Hausmesse.' This is followed by a section 'Die Vorteile einer digitalen Veranstaltung liegen auf der Hand:' with a bulleted list: '• Immense Zeit- und Kostenersparnis für alle Beteiligten', '• der Personalaufwand ist gering', '• die Reichweite Ihrer Veranstaltung wird erhöht', and '• Sie verfügen über ein innovatives Marketing-Instrument.' Below this is a line: 'Digitale Events mit EXPO-IP sind schnell und einfach umgesetzt und die technischen Arbeiten überlassen Sie einfach uns!'. The bottom input area is labeled 'Text for Catalog' and contains identical text to the one above.

The tab „Contact information“ contains the field to enter your company details. Your company address is relevant for Google Maps. The field „Contact email“ has to be completed as the message being sent by contact form will be delivered to this email address.







The screenshot shows the 'Edit booth EXPO-IP GmbH' page. The 'Contact information' tab is selected and highlighted with a red box. The form contains the following fields: 'Contact company' (EXPO-IP GmbH), 'Contact street' (Robert-Bosch-Strasse 7), 'Contact zip' (21299), 'Contact city' (Darmstadt), 'Contact country' (Deutschland), 'Contact email' (info@expo-ip.com), 'Contact phone' (+49 (0)6151 800 21 81), 'Website URL' (https://www.expo-ip.com), and 'Xing URL' (https://www.xing.com/profile/Martin\_Schulz). The 'Contact email' field is also highlighted with a red box.

To connect to your social media company profiles, you can enter the respective links in the fields provided for that purpose. The links must always begin with <https://> .

Xing URL	<input type="text"/>
LinkedIn URL	<input type="text"/>
Twitter URL	<input type="text"/>
Facebook URL	<input type="text"/>
Instagram URL	<input type="text"/>

Your provided company contact information as well as the links to your social media sites will be displayed next to the contact form. Your company location will be displayed on a map right underneath.

## Contact

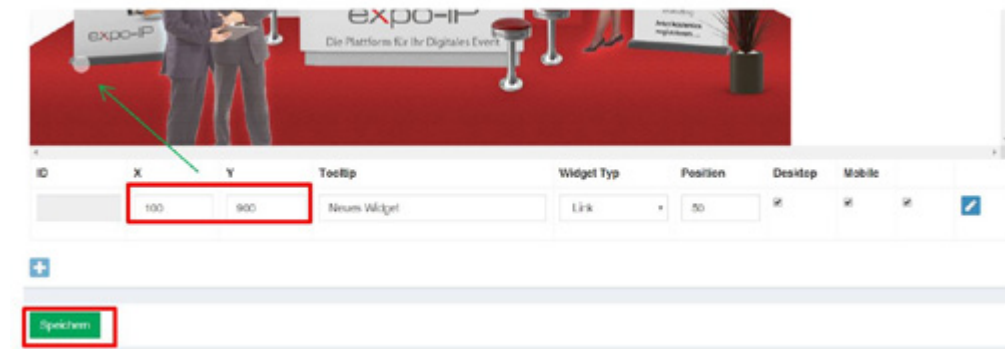
<p>First name</p> <input type="text" value="Max"/>	<h3>Address</h3> <hr/> <p>Wiredminds GmbH Lindenspürstrasse 32 70176 Stuttgart Deutschland</p>
<p>Last name</p> <input type="text" value="Mustermann"/>	<p>Phone 0711 585 331 334</p>
<p>E-mail</p> <input type="text" value="service@expo-ip.com"/>	<p>E-mail: <a href="mailto:adam.przybyla@wiredminds.de">adam.przybyla@wiredminds.de</a></p>
<p>Phone</p> <input type="text"/>	<p>Imprint</p>
<p>Subject</p> <input type="text"/>	<h3>Visit us at</h3> <hr/>
<p>Message</p> <input type="text"/>	<p>     </p>



## • Positioning the widgets

After the basic settings have been configured, we will make use of our first widget to allow the user to download a brochure. Please select the tab „Booth“ for that.

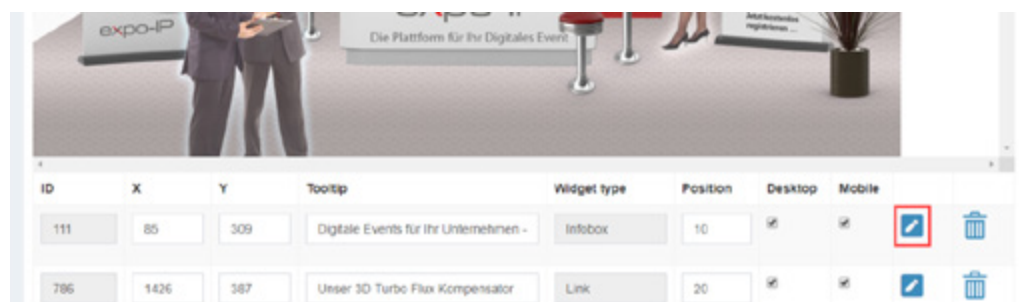
Click on „Create new widget“, to position a new widget. A newly created widget will initially be displayed as a pulsating circle in the left bottom corner of the booth image.



Click on the pulsating circle and hold down the mouse button to drag the widget to its desired location. You also have the option to use the X and Y coordinates for pixel-precise positioning.

Before continuing the set-up, save your widget position!

After the widget was positioned and saved, you can edit and add content to it by clicking on the pencil symbol



Select the desired widget type. In our example, we would like to offer our brochure for download and therefore select the widget type „Download.“ To accommodate desktop as well as smartphone users, make sure the boxes „Desktop“ and „Mobile“ are checked.

**Bearbeite Widget "Neues Widget"**

Allgemein

Stand  
DEMO Stand

Widget Typ  
Download

☒ Desktop  
☒ Mobile

Tooltip  
Download unserer Broschüre

X  
592

Y  
785

Download  
EXPO-IP Brochüre

Visitors with a desktop PC will see a pulsating circle on the virtual booth at the location where the widget was positioned. When visitors put their cursor on this spot, they will see the text that was added into the field entitled „Tooltip.“

Again the X and Y coordinates can be used at this point for precise positioning of the widget. Alternatively, you can correct the position in the „Booth“ view.

In the field „Download“ select the file that is to be provided for download. The file – in this case a pdf – was previously uploaded under the menu button „Media“ – which is the only way to make it selectable in the „Download“ area here.

Smartphone users will not see the widget markings (pulsating circles). The smartphone user will first see the background graphic of the virtual booth, followed by the company logo and the furnished description. Then follows the information for the widgets in the order determined previously by the booth operator. The order of the widgets can be set by numbering them. Following the widgets, the user is presented a contact form, your contact information

Clicking „Save and back“ will return you to the booth view with your created widgets.

Position  
50

Status  
\* Live \* Vorschau

Speichern Speichern und zurück

## Bearbeite Stand DEMO Stand

Einstellungen Stand Kontaktinformationen Konferenzen

### Standbild

Stand Hintergrundgrafik



ID	X	Y	Tooltip	Widget Typ	Position	Desktop	Mobile		
276	692	785	Download unserer Broschüre	Download	50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		



Speichern

## 6. Booth preview

To preview your booth, click on the preview symbol. The preview will be displayed in a new browser tab.



To simulate the view a smartphone user will see, size down your browser window accordingly.

## 7. Logout / Signing out

To sign out of the administrator console, click on the button „Sign out.“



# // WIDGET TYPES AND THEIR USES

The following describes the particular attributes of the various available widget types.

## • INFOBOX

The most comprehensive widget is the one called „Infobox.“ It allows to make all your media and their descriptions available in one central location.

In our example, we assigned the widget Infobox the name „Download Center;“ the tool tip received the same name. The title or headline inside the Infobox is captured in the field „Infobox title“ and in our example reads „Vorteile Ihres digitalen Events“ (benefits of your digital event).

**Edit widget "Digitale Events für Ihr Unternehmen - Download Center"**

General

**Widget type**  
Infobox

☒ Desktop  
☒ Mobile

**Tooltip**  
Digitale Events für Ihr Unternehmen - Download Center

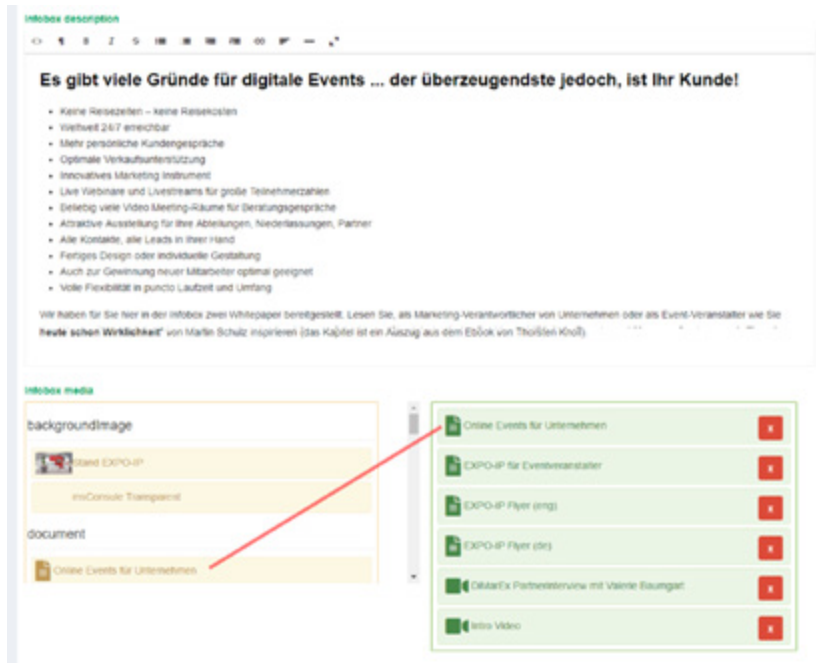
**X**  
85

**Y**  
309

**Infobox title**  
Vorteile Ihres digitalen Events



To populate the Infobox „Download Center“ with media, the previously uploaded media is dragged into the right, green area (drag & drop) – see the graphic below.



The navigation structure within the Infobox is generated automatically and depends on the media you add into the Infobox.

If only a description but no media file is added, no navigation button is generated.

If at least one file is added, an „Info“ button is generated.

If pdf documents are added, a „Documents“ button is generated in addition to the once entitled „Info.“

If video files are added, a „Videos“ button is generated in addition to „Info“ one.

If image files are added, a „Gallery“ button is generated in addition to „Info“ one.

An Infobox populated with videos and documents is displayed to the visitor as follows.



## • DOWNLOAD

If you would like to offer the visitor a document for download (possible only in pdf format), you use the widget „Download“ and select the appropriate file from the list of previously uploaded pdf documents.

Widget Typ  
Download

☒ Desktop  
☒ Mobile

Tooltip  
Download - EXPO Flyer (DE)

X  
735

Y  
772

Download  
EXPO-IP Flyer

## • LOCAL VIDEO

If you have previously uploaded videos to your virtual booth, you select the appropriate file in the widget „Local Video.“

LocalVideo  
EXPO Erkaerfilm 1

## • YOUTUBE VIDEO

To incorporate videos that you have uploaded to Youtube, you enter solely the video ID in the field „Youtube Video ID“ – not the entire URL.

The ID of a Youtube video is displayed at the end of the Youtube video URL and typically consists of letters and numbers.

Youtube Video ID  
brjGawGwSQ

Go to the Youtube web site and call up the desired video. Copy only the video ID shown in the URL, (not the entire URL).

← → ↺ ⚙ https://www.youtube.com/watch?v=brjGawGwSQ

☰ YouTube Suchen 🔍

## • VIMEO VIDEO

To include Vimeo videos, please use the same process as for Youtube videos.

Please ensure that you only use videos for which you have the appropriate license rights.

## • GALLERY

Select all the images that you would like to use with the widget „Gallery.“



## • CONFERENCE LIST

If you offer live webinars or live streams at your booth, you enter their descriptions and conference graphics in the area „Conferences.“ These texts and images will be displayed at your booth as announcements by using the widget „Conference List“ (displayed are always the next two upcoming entries). If NO conferences are manually assigned to this widget, ALL conferences entered for your booth will automatically be connected to the widget. If only selected conferences are to be displayed, they have to manually and individually be added from the list of all available conferences by dragging them into the appropriate field.

## • LINK

The widget „Link“ supports only links to web sites that are SSL encrypted, use the HTTPS protocol, and are designed 100% responsive. Please also keep in mind that your web site has to be compliant with the current EU data privacy regulations.

External web sites can be linked in two different ways:

- 1) Recommended option: your web site opens directly at your booth within an iFrame. Visitors are not leaving your booth, but can still view and navigate the external web site.
- 2) Not recommended option: Selecting the check box „Not by iFrame“ results in your visitor leaving your booth and virtual exhibition when the link is clicked. A warning to that regard will be displayed to the user.

Widget Typ

Link

☒ Desktop
   
☒ Mobile

Tooltip

DiMarEx - Das online Event für Digitales Marketing und E-Commerce

X

1634

Y

543

Link - bitte ohne Protokolltyp (https://) angeben, wird automatisch durch https:// ersetzt.

www.worldbit.de/dimarex

☐ Nicht per iFrame

Position

60

Status

☒ Live
 ☐ Vorschau
 ☐ Inaktiv

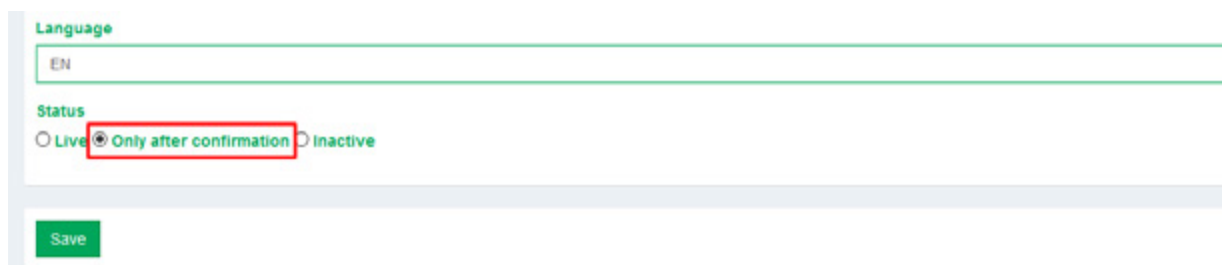
## • MAKING PROTECTED DOCUMENTS AVAILABLE

At your booth, you can make a variety of information available to your visitors. In addition to texts, images and videos, you can offer pdf documents for download.

You can add an informative description to each media file that is also displayed to visitors by the search function of the EXPO-IP platform. Additionally, you can add meta tags to pdf documents that the search engine is also able to find. For example, you could add meta tags to job offers so that corresponding pdf documents will be displayed directly to interested visitors.

In addition you have the option to make protected documents (so-called PREMIUM documents) available to visitors. These are documents you do not want to be accessed anonymously, but instead only after you have captured the visitor's contact data (name, email address). These documents could be whitepapers, eBooks, etc.

Entering a check mark in „Only after confirmation“ for your document file allows the user to download the file only after giving his permission in the appropriate dialog box that EXPO-IP may send the visitor's contact information to the booth operator who is making the document available. This function applies to the widgets „Download“ and „Infobox“ as well as in the central area of search results.



Please note: To use this function, it is essential that your email address be entered in the tab „Contact information“ of your booth. Otherwise EXPO-IP cannot forward the contact information to you.

