

# EXHIBITOR GUIDE

For Bravura CONNECT Online and App

Overview

Profile set up

Virtual Booth set up

Virtual Leads

Qualifying Questions

Virtual Sessions

Scheduled Appointments

On Demand Appointments

During the event

Lead retrieval using the app

Training Videos



**BRAVURA**

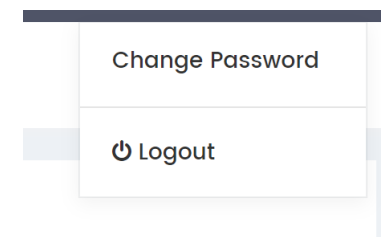
# EXHIBITOR PORTAL OVERVIEW

The screenshot shows the login interface for the Bravura Exhibitor Services portal. At the top right, there is a logo for "Beyond Rehab: Succeeding at Life" with the subtitle "A conference on Brain Injury" and "15th & 16th BRAIN INJURY ASSOCIATION OF KANSAS & GREATERS". The main heading is "Conference on Brain Injury" with the sub-heading "Welcome to Bravura Exhibitor Services!". Below this, there are instructions: "Use the Primary Contact's email address from your company to login." and "NO PASSWORD is required if you are logging in for the first time. Once you login, you can set a password for future access under the Profile tab." A link for "Need Help? Contact Bravura Support." is provided. The login form includes fields for "Email address" and "Password", a "Remember me" checkbox, and a blue "LOG IN" button. At the bottom, there is a copyright notice "Copyright © 2020 Bravura Technologies, LLC." and a version number "Version: 0.0.38".

**The portal is a one stop shop to manage your exhibitor profile, distributing marketing materials, hosting promotional webinars and purchasing and managing leads.**

**Log in using the email address of your primary contact and leave the password field blank. The email address associated with your exhibitor listing should be used.**

**Note: Your event or booth may have less options available depending on configurations selected by the event organizer. Check with your event organizer if you are not sure.**



**Click on your email on the top right after you login to set your password**

# EXHIBITOR INSTRUCTIONS

The image shows a user interface with a blue navigation menu on the left and a main content area on the right. The navigation menu includes the following items:

- Purchase >
- Profile >
- Virtual Events v
  - Sessions
  - Appointments
  - Virtual Booth Staff
  - Virtual Leads
  - Virtual Booth
  - Qualifying Questions
- Instructions**
- User Guide

The main content area is titled "Instructions" and contains the following text:

These are standard instructions for the exhibitor

- One
- Two
- Three

**Very Important, please read!**

A dark blue callout box with white text and a large arrow pointing to the "Instructions" menu item contains the text: "View any specific instructions from your event organizer".

# TYPES OF EXHIBITORS/EVENTS

For In Person events

- ▶ All exhibitors are on site



For Virtual events

- ▶ All exhibitors are virtual

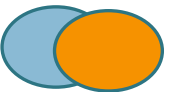


For Hybrid events

- ▶ Exhibitors can be virtual, on site or both (onsite and have a virtual presence).

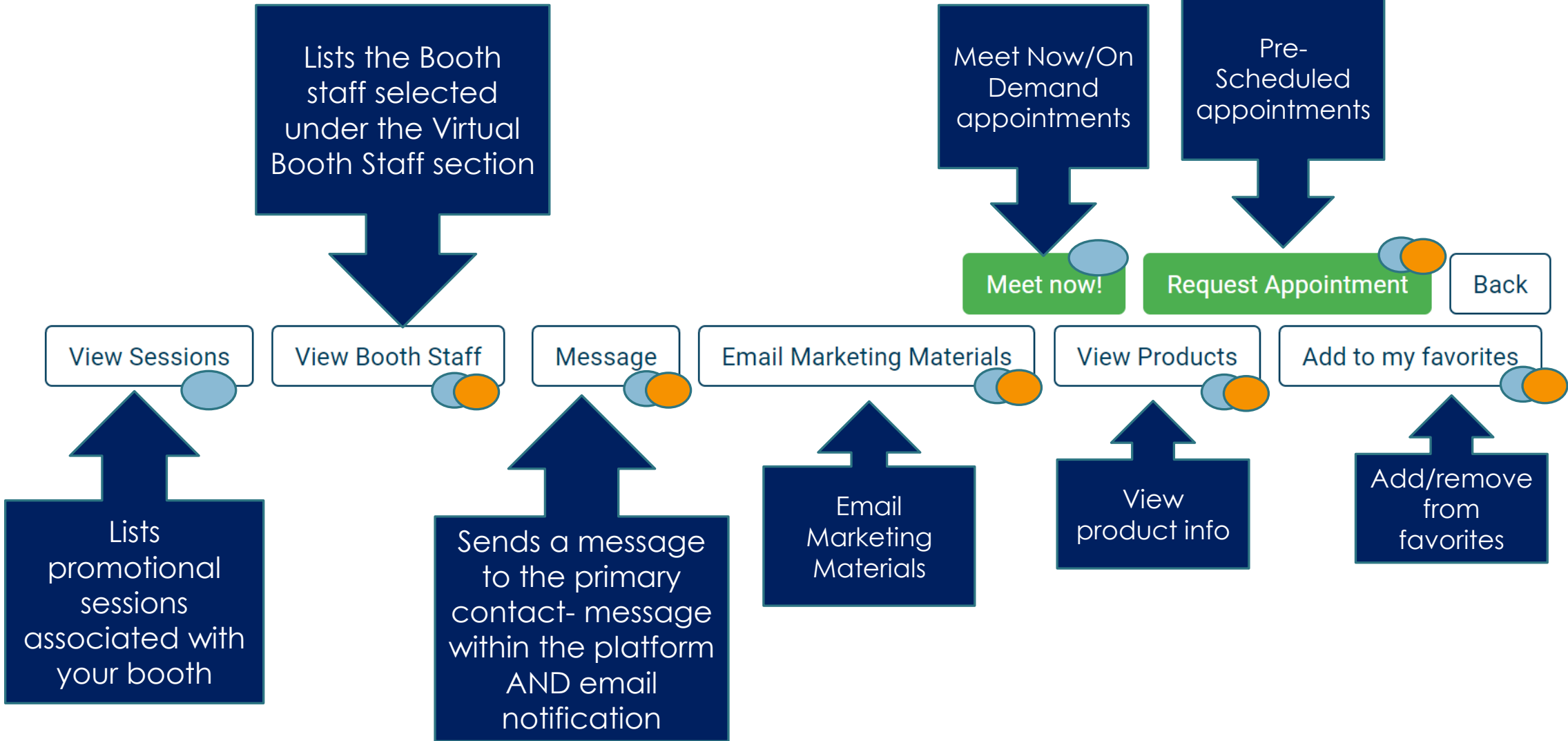
Depending on whether the exhibitor is virtual or in person, some features may not be available.

Look for this legend that indicates if the section applies to virtual or in person exhibitors




# BOOTH OPTIONS FOR ATTENDEES

Attendees using CONNECT Online will see the following options for your booth, if applicable



# EXHIBITOR PROFILE

- Profile
- Basic Information
- Marketing Materials
- Search Keywords
- Logo
- Products

← All times are in: Eastern Time (US & Canada) ct@bravuratechnologies.com About Bravura 

### Basic Information

Company Name  
Bravura Technologies

Email

Phone  
2019876655

Address  
1 main st

Address2  
suite 500

City  
Sarsota

State  
FL

Country  
USA

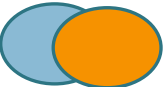
Twitter  
[https://twitter.com/Bravura\\_Tech](https://twitter.com/Bravura_Tech)

Tags Save

Select from pre-defined tags

Don't forget to SAVE!

Edit your company website, phone, address, and a brief description of your company, as well as available social media links.



# PROFILE: MARKETING MATERIALS

You can also add links to a video or website

**Marketing Materials**

To add a new item, click on Add, enter the required information, and click on Save to save your changes.

[Add Link](#) [Upload Document](#) ⓘ

Name	Collateral		
Non-Emergency Medical Transportation	19SA033+KS-duals-transp-5-panel-eng-sp-flip_v1_ES.pdf		
Value-Added Benefits - English	19SAI59+KS+BAAG-brochure-Eng_v4.pdf		
Value-Added Benefits - Español	19SAI59+KS+BAAG-brochure-Eng_v4_SP+WEB.pdf		
About Aetna Better Health of Kansas	ABH_37778_ABHKS_RACK_CARD_PATIENT_v3a.pdf		
About Aetna Better Health of Kansas	ABH_37778_ABHKS_RACK_CARD_PATIENT_v3a_SP.pdf		
KanCare			

Files can be in any format, including video formats but are limited to 10 MB each. If you have a large file, create a link to it and use the Add Link feature.

**Upload Document** ⓘ

Name

Collateral

No file chosen

Click on 'Choose File' to upload

**Upload** PDF documents, press releases and any other materials to your company profile. This material is available to the event attendees. Select **Upload document**, enter a name and select a file and click on upload. Documents are listed on CONNECT alphabetically, by name.

# PROFILE: SEARCH KEYWORDS

## Search Keywords

Save

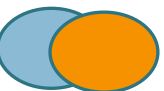
Enter keywords that best describe your company and/or products. The more keywords you define, the greater the chances of your company appearing, when attendees search for products and services. Please note the keywords cannot include BLANK spaces or any special characters.

Only alphanumeric characters, hyphen and underscore are supported.

Keyword 1 Medicaid	Keyword 2 United_Healthcare
Keyword 3 KanCare	Keyword 4 Sunflower_Healthcare
Keyword 5 Healthcare	Keyword 6 vision
Keyword 7	Keyword 8

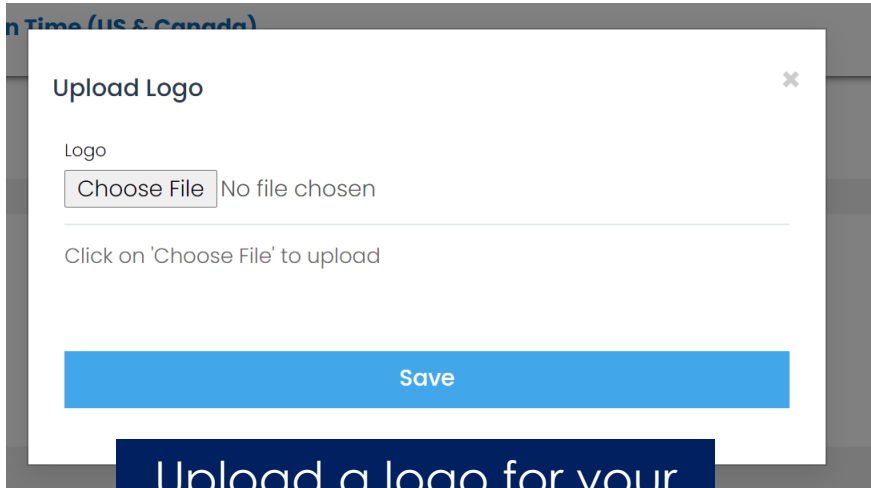
Enter keywords that best describe your company and/or products. The more keywords you define, the greater the chances of your company appearing when attendees search online or on the app.

\*Note, keywords cannot include blank spaces or any special characters. Only alphanumeric characters, hyphen and underscores are supported.



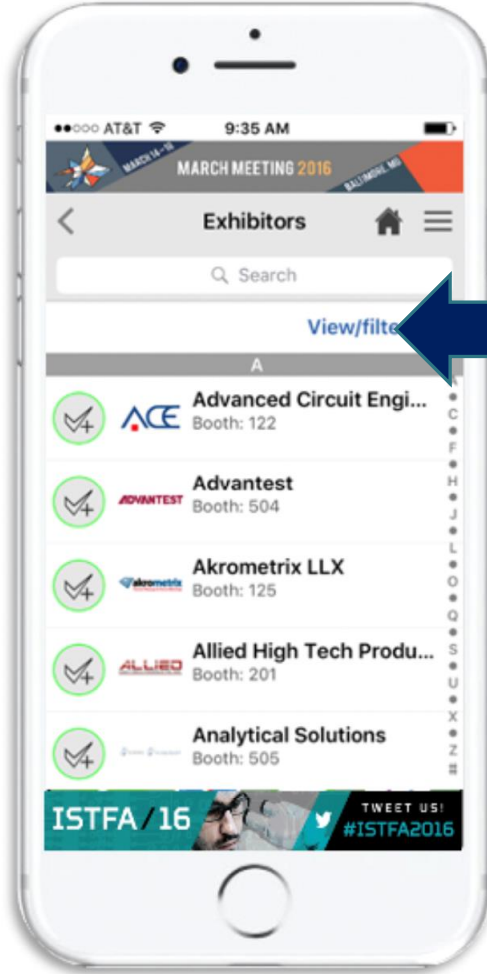


# PROFILE: LOGO

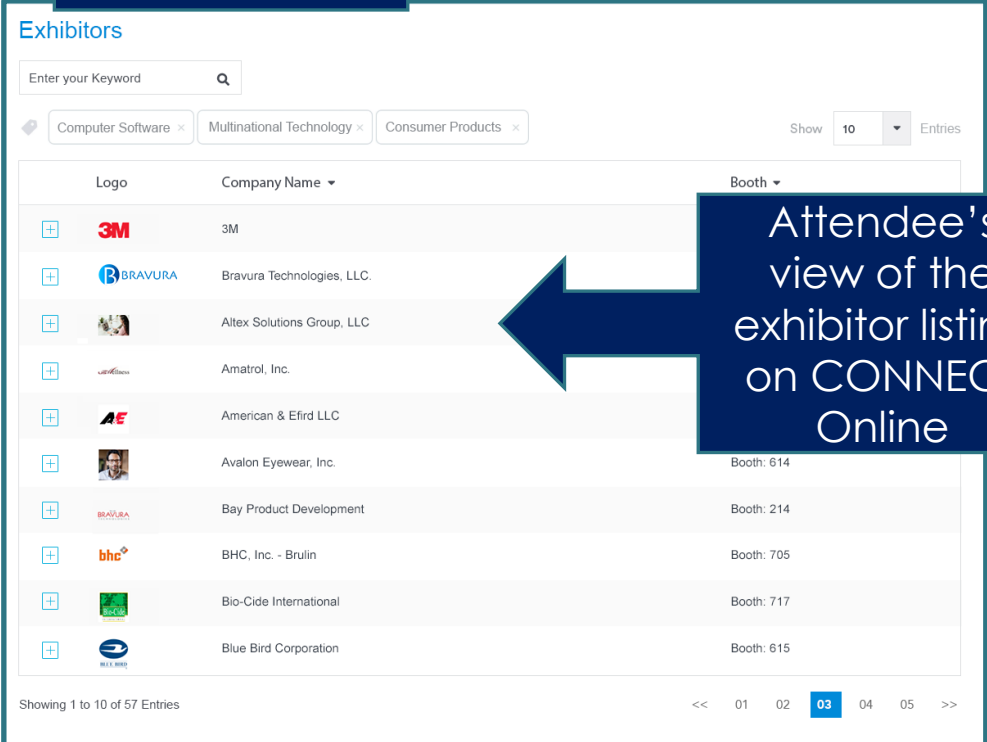


Upload a logo for your company that appears next to your company listing on CONNECT app or online.  
Suggested size: square 300x300

You may not have access to upload a logo, this is decided by the event organizer



Attendee's view of the exhibitor listing on APP



Attendee's view of the exhibitor listing on CONNECT Online

# PROFILE: PRODUCTS

Add products for your company. Users will be able to view your products and related information. You can add up to 150 products.

Profile

Basic Information

Marketing Materials

Search Keywords

Logo

Products

Product Details

Import

Add

Delete All



Name

Description

(No Information Available)

**Add:** Enter or edit the product name, description and a picture of the product. Suggested size for the image is a 200x100 rectangular image.  
**Product names should be unique**

You can also Import an xls file with your product information. Click on Import and download the sample file, update it with your product information and follow the instructions to import. The file must be .xls file (not .xlsx) and must be in the same format as the sample provided



# PRODUCT DETAILS

Product Details		Import	Add	Delete All	i
Name	Description				
Bravura APPOINTMENT	Robust and intelligent appointment-setting logic assists with availability, qualification, and even auto-scheduling. Planners can establish rules to allow for minimal administration and user ease. Organizers can view, modify, or fine tune appointments at any time.				
Bravura GAMIFICATION	Event planners simply define the locations for each hunt and display the unique QR code generated for each location. Planners can also view a list of users that have checked in at each location.				
Bravura REGISTRATION	Provides a seamless registration experience for your attendees pre-event, onsite and in-app				

View the documents for this product


### Edit Product Details

Name  
Bravura GAMIFICATION

Description  
Event planners simply define the locations for each hunt and display the unique QR code generated for each location. Planners can also view a list of users that have checked in at

Image  
product2.jpg

File upload success



Save

Add documents for this product

Edit the product details

Enter or edit the product name, description and a picture of the product. Suggested size for the image is a 200x100 rectangular image.

Products are listed in CONNECT alphabetically, by name.

# VIRTUAL BOOTH

(VIRTUAL BOOTH IS ONLY DISPLAYED ON CONNECT ONLINE AND NOT ON THE APP)

Virtual Events

Sessions

Appointments

Virtual Booth Staff

Virtual Leads

Virtual Booth

Qualifying Questions

This will define your virtual booth

The event organizer assigns you a booth



# VIRTUAL BOOTH

The virtual booth display is not available for all virtual events/exhibitors

Tag line 1 (optional, 100 characters limit, this will show on the left of your logo in the virtual exhibit booth)

Timing is Everything

Tag line 2 (optional, 100 characters limit, this will show on the right of your logo in the virtual exhibit booth)

Technology for Innovators

Graphical image that attendees will click to watch the promotional video (REQUIRED image size: 600x420, limited to 500 KB in size)

No file chosen

Promotional video about your company

Upload mp4 file (limited to 50 MB in size )

No file chosen

Link to a .mp4 video

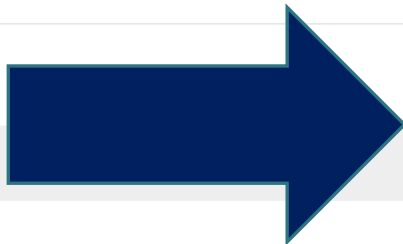
[https://dl.dropboxusercontent.com/s/swj1l4kcamsodn/Sample\\_640x360.mp4](https://dl.dropboxusercontent.com/s/swj1l4kcamsodn/Sample_640x360.mp4)

Booth color option:

#2de2e6



Set up two tag lines, sentences limited to 100 characters each, that will appear on either side of your booth logo in the virtual booth display.



Upload a video **and** an image *(both required for video to play)*  
Image: dimensions exactly 600x420, size under 500 KB

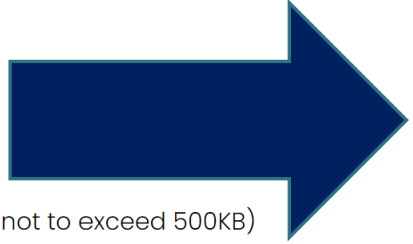
Video: mp4 file size under 50 MB, H264 video codec and AAC audio codec.  
Or  
Link to a mp4 file to overcome the 50 MB limit



# VIRTUAL BOOTH

Booth color option:

#2de2e6



Select a booth color

Poster Stand Image (size 430x560, not to exceed 500KB)

Choose File No file chosen

URL for this Poster Stand Image to link to



Upload a poster graphic that links to a website (optional)  
This appears on a 'stand'  
Image: dimensions exactly 430x560, size under 500 KB

Promotional Banners

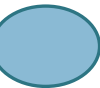
Label for Product (optional, 25 characters limit)

Product

Label for Marketing Material (optional, 25 characters limit)

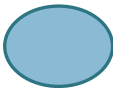
Marketing Material

Product and Marketing Material labels can be customized. The system will add a 's' for plurals



# VIRTUAL BOOTH

The virtual booth template might be different for your booth.



# VIRTUAL BOOTH

Sample color options  
(more available)

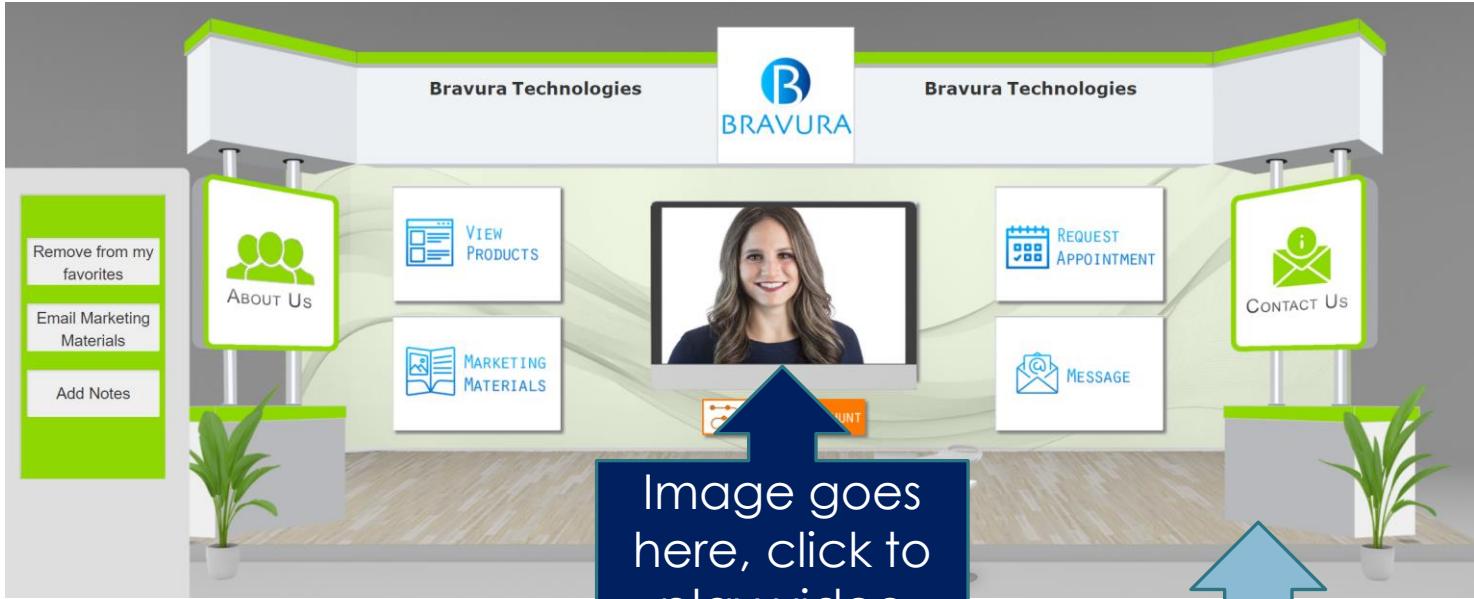
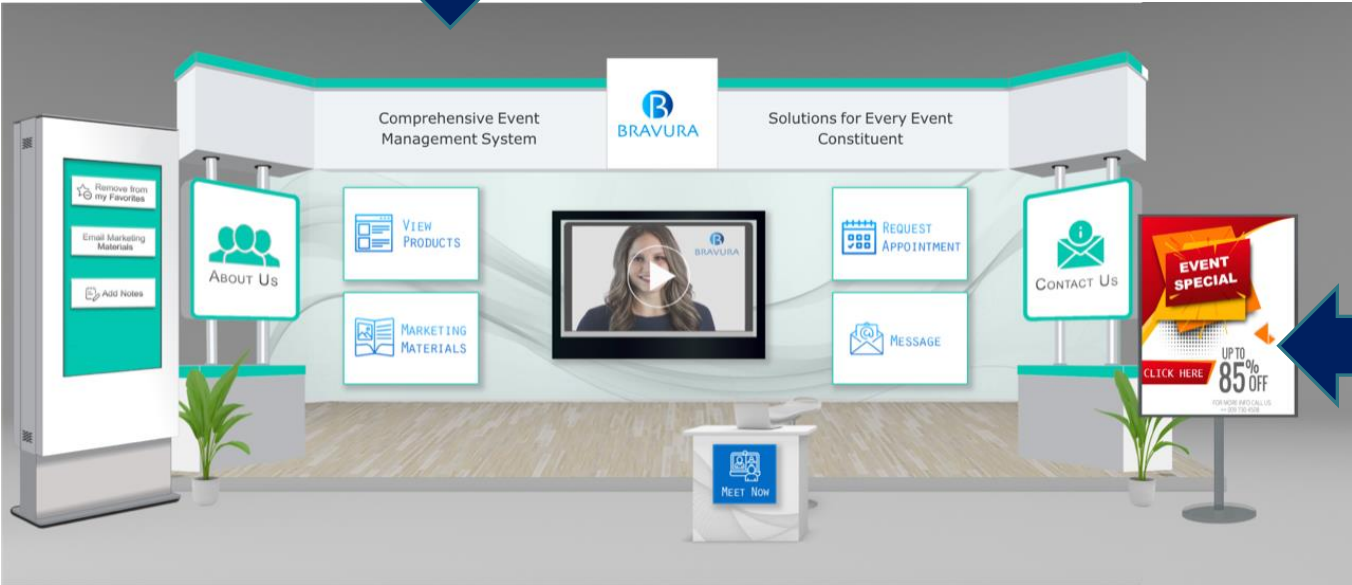


Image goes here, click to play video

Poster will not show up if not configured



Poster image on stand, links to website





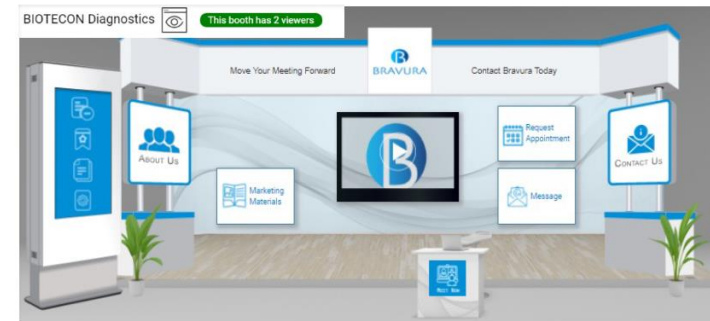
# VIRTUAL BOOTH ENHANCED

The additional promotional banners for a virtual booth is not available for all events.

## Virtual Exhibit Booth Options

Features	Standard	Enhanced
Exhibitor Console	X	X
Marketing Materials	X	X
Product List	X	X
Video Upload	X	X
Appointment Request (Virtual Meetings)	X	X
Meet Now (On-Demand Virtual Meetings)	X	X
Virtual Leads	X	X
Custom Booth Color, Logo & Tagline	X	X
Modern Look & Feel		X
Custom Banner Graphics		X
Additional Video Uploads		X

### Standard Booth

### Enhanced Booth



# VIRTUAL BOOTH ENHANCED

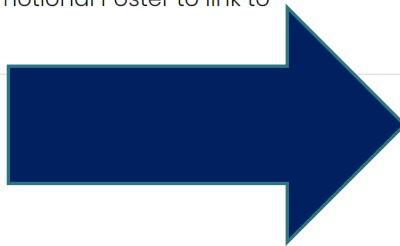
The additional promotional banners for a virtual booth is not available for all events.

Custom Promotional Poster Image (size 430x560, not to exceed 500KB)

No file chosen

URL for this Custom Promotional Poster to link to

Promotional Banners



**Add Promotional Banner** ×

Name

Order

Promotional video (mp4 file limited to 25 MB in size)

No file chosen

Banner Image (size 840X250, not to exceed 1 MB)

No file chosen

Add up to 4 additional promotional banners, each displaying an image and pointing to a video. **The video is optional.**

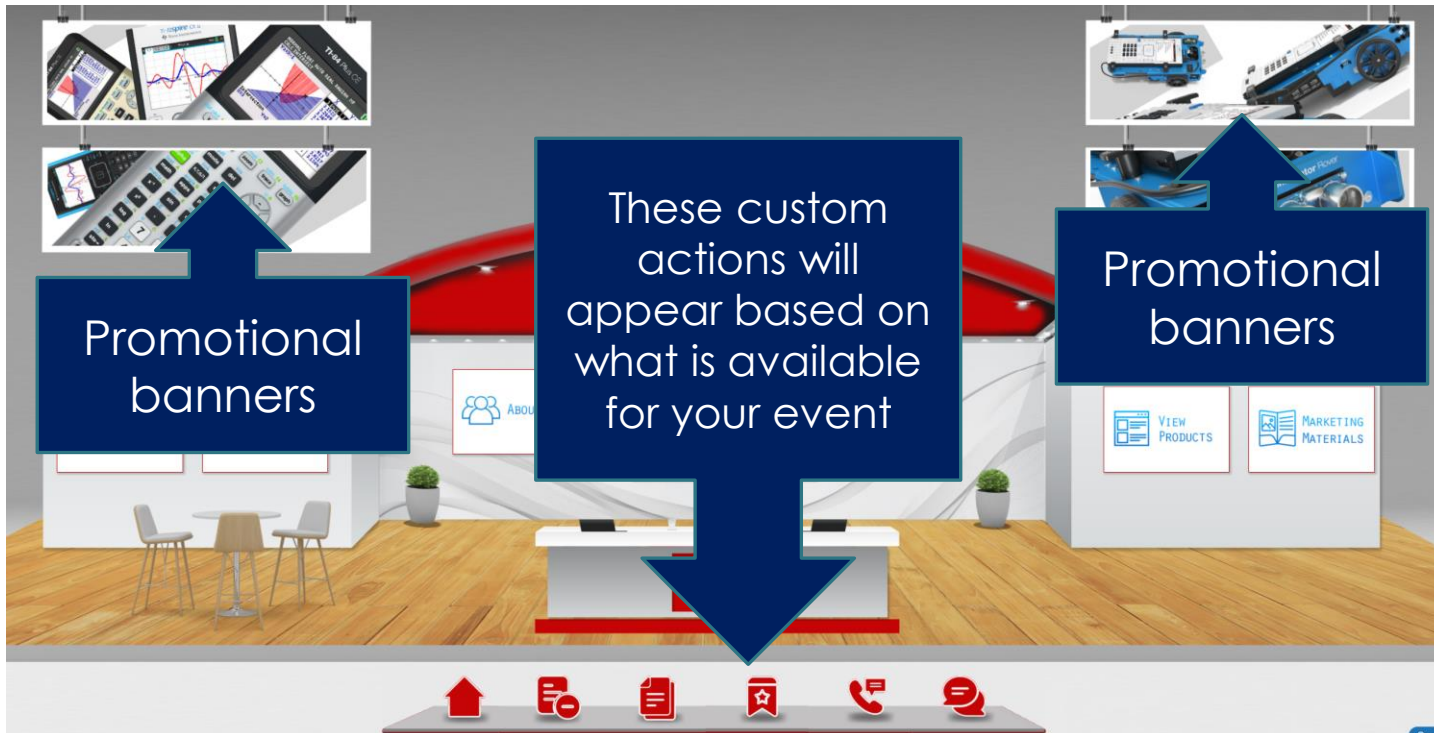
Each image dimension should be 840x250.

Video: mp4 file size under 25 MB, H264 video codec and AAC audio codec.  
Or  
Link to a mp4 file to overcome the 50 MB limit



# VIRTUAL BOOTH ENHANCED

The additional promotional banners for a virtual booth is not available for all events.



# VIRTUAL SESSIONS

📅 Virtual Events ▼

Sessions

This will list the sessions assigned to your booth.

Appointments

Virtual Booth Staff

Virtual Leads

Virtual Booth

Qualifying Questions

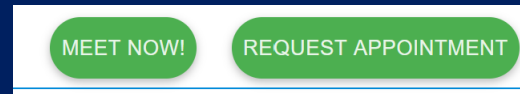
If you are presenting in a virtual session, [CLICK HERE](#) to refer to the Bravura Virtual Speaker Guide for an in-depth look at joining and managing sessions.



# VIRTUAL APPOINTMENTS: OVERVIEW

Depending on your event, and what your event organizer has made available, you, as an exhibitor can be available for virtual appointments **pre-scheduled** by attendees, as well as **on demand** (Meet Now) appointments.

Attendees, using CONNECT, will be able to Request Appointment or Meet Now!



**Request appointment:** the attendee selects a time slot and schedules a meeting with your booth. You will see this appointment on your personal schedule in CONNECT and you can join the virtual meeting 5 minutes ahead of time.

On the exhibitor console, you can

- set up time slots that your booth members are not available to meet with attendees
- view appointments, and assign an appointment to another staff so they can take the appointment (instead of you, the primary contact)

On the CONNECT platform, you can

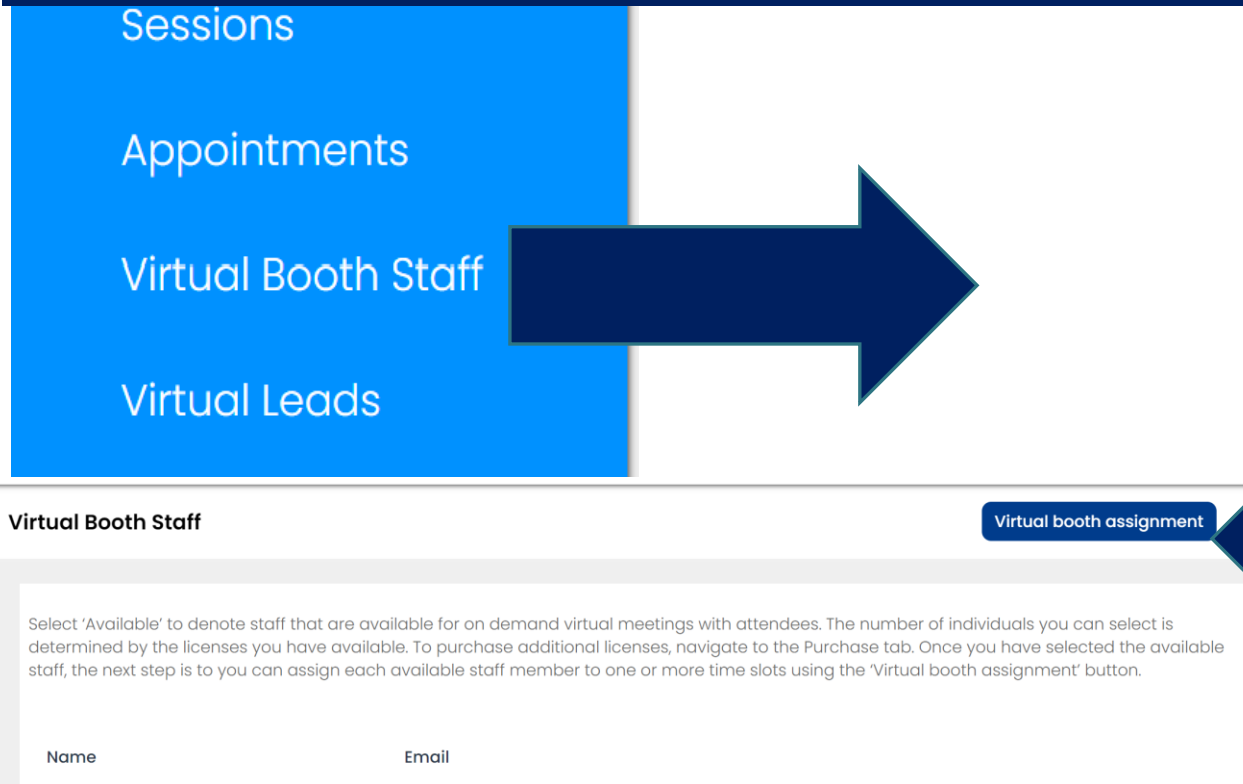
- meet with attendees virtually for pre-scheduled appointments



# VIRTUAL APPOINTMENTS: SCHEDULED

## This is on the Exhibitor Console

First, define your availability for appointments. Select Virtual Booth Staff and select the Virtual Booth assignment option.



The screenshot shows a navigation menu on the left with four items: 'Sessions', 'Appointments', 'Virtual Booth Staff', and 'Virtual Leads'. A large blue arrow points from 'Virtual Booth Staff' to the right. Below the menu is a white panel titled 'Virtual Booth Staff'. In the top right corner of this panel is a blue button labeled 'Virtual booth assignment'. Below the button is a text box with instructions: 'Select 'Available' to denote staff that are available for on demand virtual meetings with attendees. The number of individuals you can select is determined by the licenses you have available. To purchase additional licenses, navigate to the Purchase tab. Once you have selected the available staff, the next step is to you can assign each available staff member to one or more time slots using the 'Virtual booth assignment' button.' At the bottom of the panel, there are two columns labeled 'Name' and 'Email'.

Use this option to set times that your team is **not available** for appointments. The event organizer will be setting up the common availability for all attendee-exhibitor meetings. The system assumes you are available unless you modify it here.



# APPOINTMENTS FOR ATTENDEES

Attendees using CONNECT Online will request appointments with exhibitors

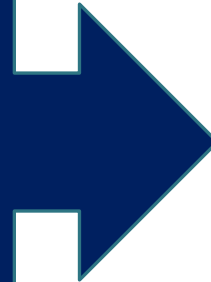
Pre-Scheduled appointments



Request Appointment



Attendees can select meeting times based on whether the exhibitor is virtual or hybrid or in person



Select the type of appointment:

Virtual meeting

In-Person meeting

# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the Exhibitor Console

This lists all available time slots the event organizer has defined. Select the ones that your staff will **NOT be available for**.

## Virtual booth availability and assignments

Save

Back

These are the time periods the event organizer has defined as available for virtual appointments with attendees. If you are NOT AVAILABLE to take appointments for any of these time periods, select those slots. Select Assign Staff to assign an individual staff member to be available for on demand virtual meetings with event attendees. You can assign more than one staff to a time slot.

Don't forget to SAVE!

Time period for appointments (Check if not available)

Number of Staff Assigned

Wed, Dec 2, 2020 05:00 PM - 07:00 PM

0

Assign staff

Thu, Dec 3, 2020 09:00 AM - 10:00 AM

1

Select this check box, if NOT available

11:00 AM - 12:00 PM

This is not required for Scheduled Appointments. You can assign individual appointments, see next page.





# VIRTUAL APPOINTMENTS: SCHEDULED

## This is on the Exhibitor Console

Here, you will see a list of appointments scheduled for your booth. This lists appointments that attendees scheduled with your booth. You can join these appointments in CONNECT Online. Select each appointment to assign to another booth staff for them to take the appointment, instead of you.

**Appointments** Virtual booth availability and assignments

Name	Company	Subject	Date	Start Time	Type	
CBI CB2	Clean Beam	hi	Mon, Oct 05, 2020	02:20 PM	Scheduled by attendee	<a href="#">Join Virtual Meeting</a>

You can join the virtual meeting a few minutes prior to the start time. We recommend you join these appointments from the CONNECT platform



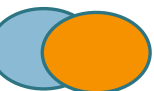
# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the Exhibitor Console

If you, as the primary contact, are not able to participate in all the scheduled appointments, you can assign the appointments to another booth staff who can join the meetings virtually using the CONNECT platform.

The screenshot displays the 'Appointments' section of the Exhibitor Console. At the top right, there is a blue button labeled 'Virtual booth availability and assignments'. Below this, on the left side, is a 'Join Virtual Meeting' button. The main content area shows appointment details: 'Subject' is 'hi', 'Date' is 'Mon, Oct 05, 2020', 'Start Time' is '02:20 PM', and 'End Time' is '02:35 PM'. The 'Description' is 'Appointment with CBI CB2'. On the right side of the appointment details, there are two blue buttons: 'Back' and 'Assign Appointment'. A large blue arrow points from the 'Assign Appointment' button towards a separate text box on the right.

Assign the appointment to another booth staff. They will see it on the CONNECT platform under their schedule



# VIRTUAL APPOINTMENTS: SCHEDULED

This is on the **CONNECT** online platform



Step 1: Click on this icon to access your personal schedule on the CONNECT platform

Step 2: Select the correct appointment

Appointments					
Scheduled	Requests For Me	Requested By Me	Cancelled	Rejected By Others	Past
Subject	Start Time	Appointment with			
On Demand attendee meetings	Mon, Oct 05, 2020, 02:00 pm				

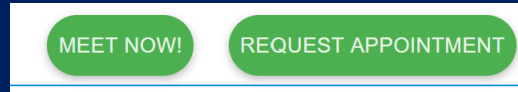
Details		Back
<a href="#">Join Virtual Meeting</a>		
<b>Subject</b>	On Demand attendee meetings	
<b>Date</b>	Mon, Oct 05, 2020	
<b>Start Time</b>	02:00 pm	
<b>End Time</b>	05:00 pm	

Step 3: Join the meeting, available 5 minutes before scheduled start time!

# VIRTUAL APPOINTMENTS: MEET NOW!

Depending on your event, and what your event organizer has made available, you, as an exhibitor can be available for on demand meetings with attendees.

Attendees, using CONNECT, will be able to Meet Now!



**Meet now:** the attendee selects MEET NOW! to instantly launch a meeting with you or someone at your booth. Be sure to have someone available during the time periods you have selected as available.

On the exhibitor console, you can

- set up time slots that your booth members are not available to meet with attendees
- assign time slots to one or more staff (licensed) so they can participate in Meet Now On Demand meetings (instead of the primary contact)

**You are assumed to be NOT AVAILABLE for On Demand meetings unless you assign staff to specific slots.**

On the CONNECT platform, you can

- meet with attendees virtually for On Demand meetings



# VIRTUAL APPOINTMENTS: MEET NOW

## This is on the Exhibitor Console

First, define who is available for Meet Now. You can only assign a certain number of booth staff based on licenses you have purchased. To purchase additional licenses, you can check the Purchase option on the left menu.

The screenshot shows the Exhibitor Console interface. On the left is a blue navigation menu with the following items: Appointments, Virtual Booth Staff, Virtual Leads, Virtual Booth (with a shopping cart icon and 'Purchase' text), Qualifyin (with a person icon and 'Profile' text), Virtual Events (with a calendar icon), and Sessions. The main content area is titled 'Virtual Booth Staff' and contains a table with columns for 'Name' and 'Status'. A 'Virtual booth assignment' button is located in the top right corner of the main area. Two large blue arrows point from text boxes to the interface: one points from the 'Virtual Booth Staff' menu item to the table, and another points from the 'Purchase' menu item to the 'Purchase' button. A third blue arrow points from a text box at the bottom right to the 'Set to: Available' button in the table.

**To assign staff for On Demand meetings**

**To add licenses for more staff to be assigned**

**Set each staff to be Available for On Demand meetings. You can only assign a certain number.**

# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the Exhibitor Console

Next, you can assign the designated booth staff to time slots when they will be available for On Demand meetings with attendees.

Virtual booth availability and assignments

Save

Back

Wed, Sep 30, 2020 10:30 AM - 11:00 AM

0

Assign staff

Fri, Oct 2, 2020 05:00 PM - 10:00 PM

0

Assign staff

Mon, Oct 5, 2020 09:30 AM - 12:00 PM

0

Assign staff

Mon, Oct 5, 2020 02:00 PM - 05:00 PM

0

Assign staff

Tue, Oct 6, 2020 09:00 AM - 10:00 AM

0

Tue, Oct 6, 2020 02:00 PM - 05:00 PM

0

Wed, Oct 7, 2020 09:00 AM - 10:00 AM

0

Assign the On Demand slots to booth staff.  
An email is sent to notify the staff about the assignment.

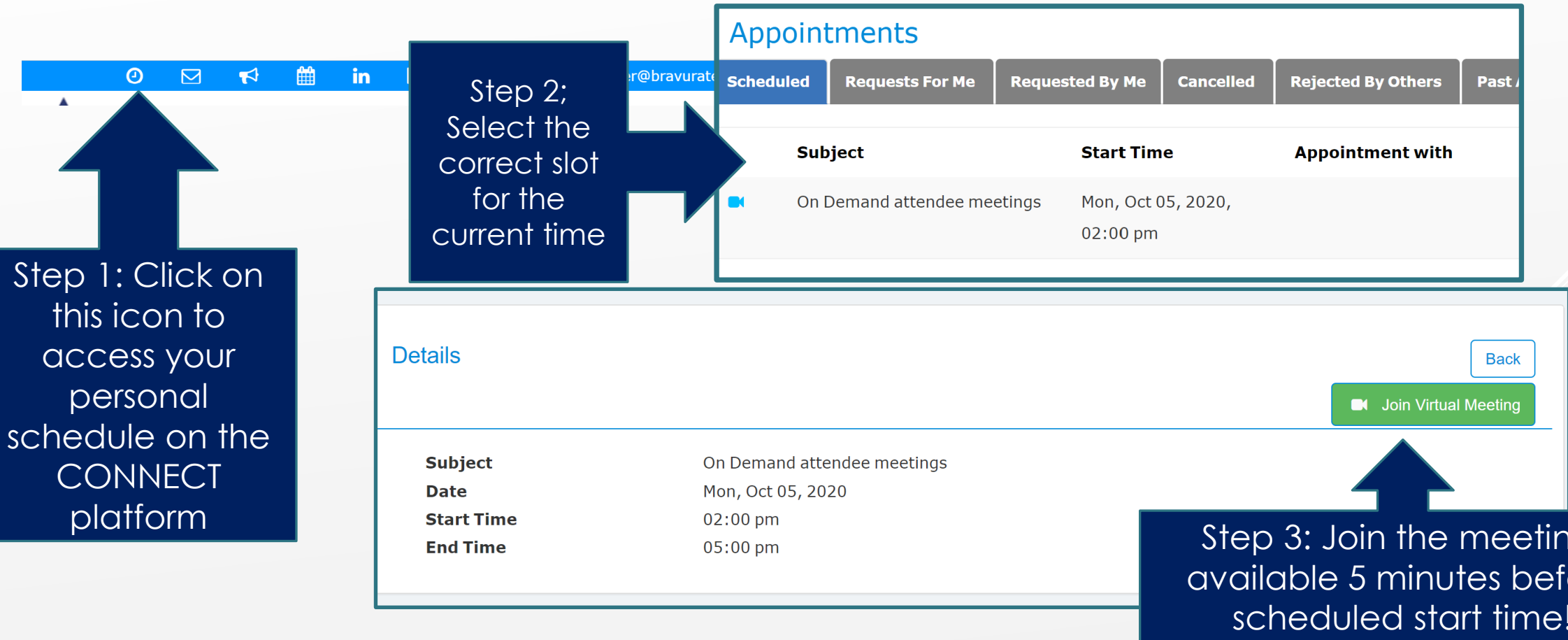
This slot has been assigned to two staff members

- Mon, Oct 5, 2020 02:00 PM - 05:00 PM
- Attendee1 Company1
  - Attendee2 Company1

# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the **CONNECT** online platform

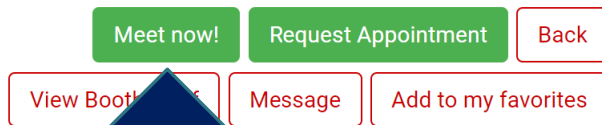
Once you have assigned slots to staff, on the days of the event, they will login to CONNECT Online and navigate to their My Schedule / Appointments and join the virtual meeting pre-created on their schedule for the current time.



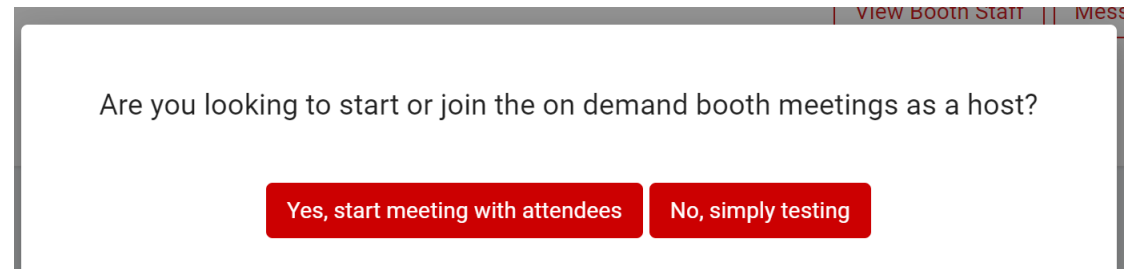
# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the **CONNECT** online platform

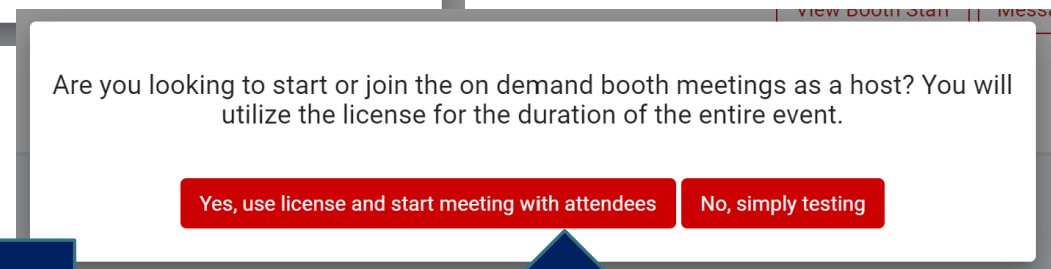
Another way to start Meet Now is to simply select YOUR booth and click on Meet Now



Step 1: Click on Meet Now on YOUR booth in the CONNECT platform. You will see one of these two prompts



Step 2a: if you are already set up as a licensed user, you will be prompted to go ahead and start Meet Now for attendees to join OR simply do a test.



Step 2b: if you are not set up as a licensed user, you will be prompted to be set up as a licensed user, if licenses are available.



# VIRTUAL APPOINTMENTS: MEET NOW!

This is on the **CONNECT** online platform

Each staff determines if they want to let in additional attendees while they are in a virtual meeting. Use this option to control if you want to meet with more than one attendee at a time.

Attendees will be routed to another available staff if you set the option to meet with exclusively with one attendee. Or, if no one is available, they will be asked to try later.

The screenshot shows a virtual meeting interface. At the top left, it says "Company for training(Attendee1 Company1)". In the top right, there is a "Time Left" timer showing 02:10:39. Below the timer, there are two radio button options: "Allow attendees to join." (which is selected) and "DO NOT allow attendees to join." A large blue arrow points from a box labeled "OPTION" to the selected radio button. The interface also shows a "Phone Call" button, a "Join Audio by Computer" button, and a bottom toolbar with icons for "Join Audio", "Start Video", "Security", "Manage Participants", "Share Screen", "Chat", and "More". A "Leave Meeting" button is also visible. At the bottom, there is a footer that reads "Powered by Bravura Technologies" and a notice: "If you are having technical difficulties with audio/video, please close this window for an alternate option. Or Live Chat with us!"

A close-up of the meeting options, showing two radio buttons: "Allow attendees to join." (selected) and "DO NOT allow attendees to join." A large blue arrow points from the text below to the selected radio button.

Hold exclusive meetings by switching to this option once you are speaking with an attendee. Or use this option if you are not available/taking a break!



# VIRTUAL LEADS

Virtual leads are attendees that connected with you using the app or online attendee console. You can see the name and company of the user and you can also view what they did.

## Virtual leads status values:

**View**: Viewed your booth

**Viewed Marketing Materials**: Viewed marketing materials list or details

**Viewed Products**: Viewed Products List or Details or Product documents

**Emailed Marketing Materials**: Emailed Marketing Materials for booth or products

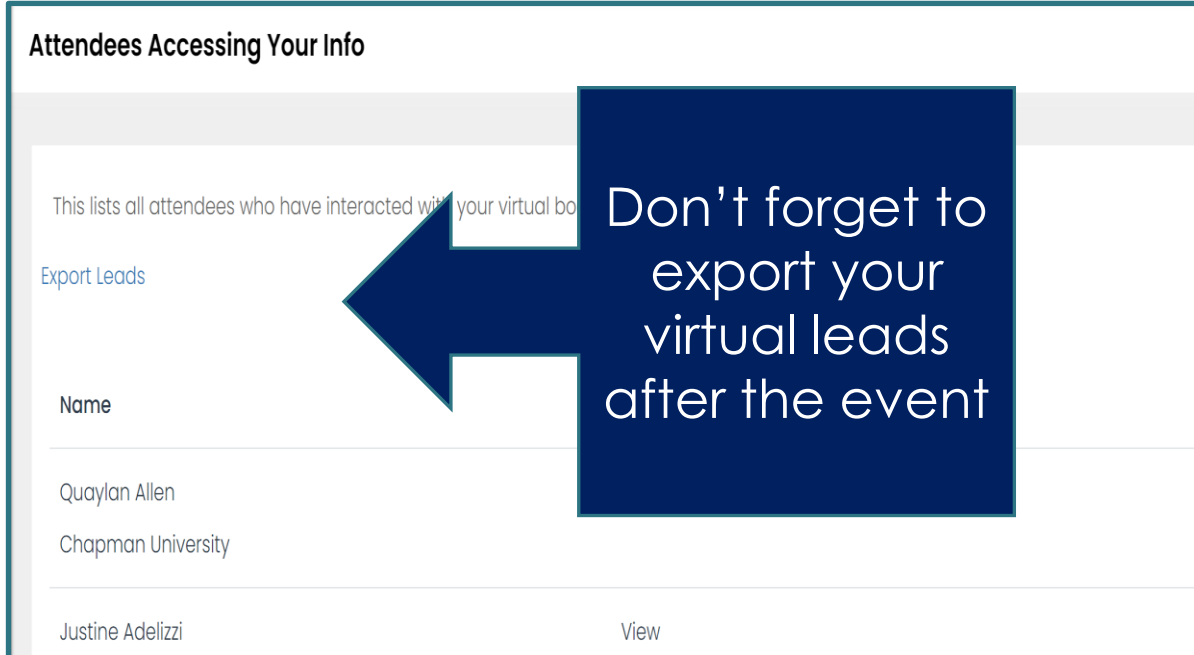
**Downloaded Materials**: downloaded booth documents

**Message**: Sent you or someone in your organization a message

**Appointment**: Met with you or a staff, via a virtual appointment

**Participated in Scavenger Hunt**: Checked into your booth/participated in Scavenger Hunt

**Added to favorites**: Added your booth to their Favorites list



The screenshot shows a web interface titled "Attendees Accessing Your Info". It includes a sub-header "Attendees Accessing Your Info" and a descriptive text: "This lists all attendees who have interacted with your virtual booth". Below this is an "Export Leads" button. A table lists attendees with columns for "Name" and "View". The table contains two entries: "Quaylan Allen" with "Chapman University" as the company, and "Justine Adelizzi" with a "View" button next to her name. A large blue callout box with a white arrow pointing left contains the text: "Don't forget to export your virtual leads after the event".

Name	
Quaylan Allen	Chapman University
Justine Adelizzi	View

# VIRTUAL LEADS

What attendees do...

Attendees use the CONNECT platform to reach out to exhibitors.

Greater Kansas City Psychological Association

Message Back  
Request Appointment Email Marketing Materials Add to my favorites



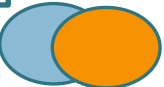
https://gkcpcpa.org  
11010 King Street, Suite 105, Overland Park, KS 66210 USA

https://www.facebook.com/greaterkcpsychologicalassociation/

Shows up in virtual leads

While this view does not show the entire contact information, when you export the leads to MS-Excel format, all contact information for each of the leads in addition, the MS-Excel will contain the qualifying questions and the responses to the qualifying questions.

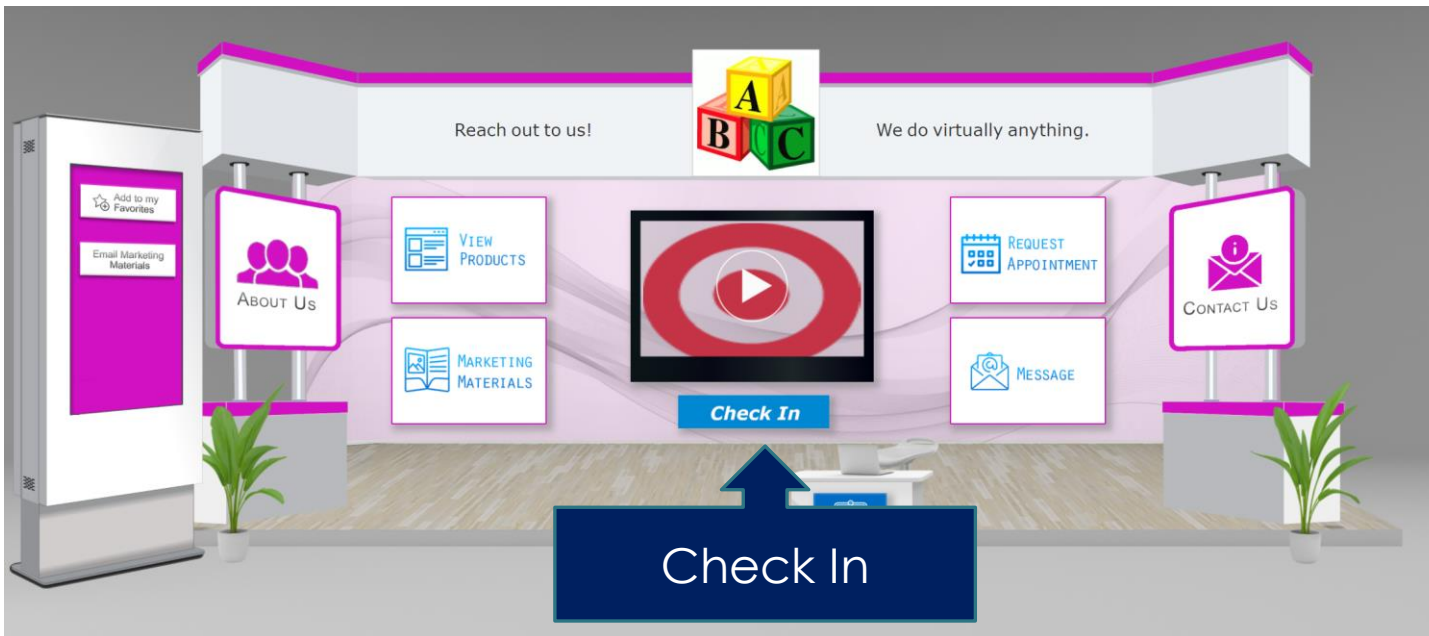
Origin
View, Added to favorites
View, Added to favorites
View, Message, Appointment, Added to favorites
Emily Siegel Campus Labs



# QUALIFYING QUESTIONS FOR VIRTUAL EXHIBITORS

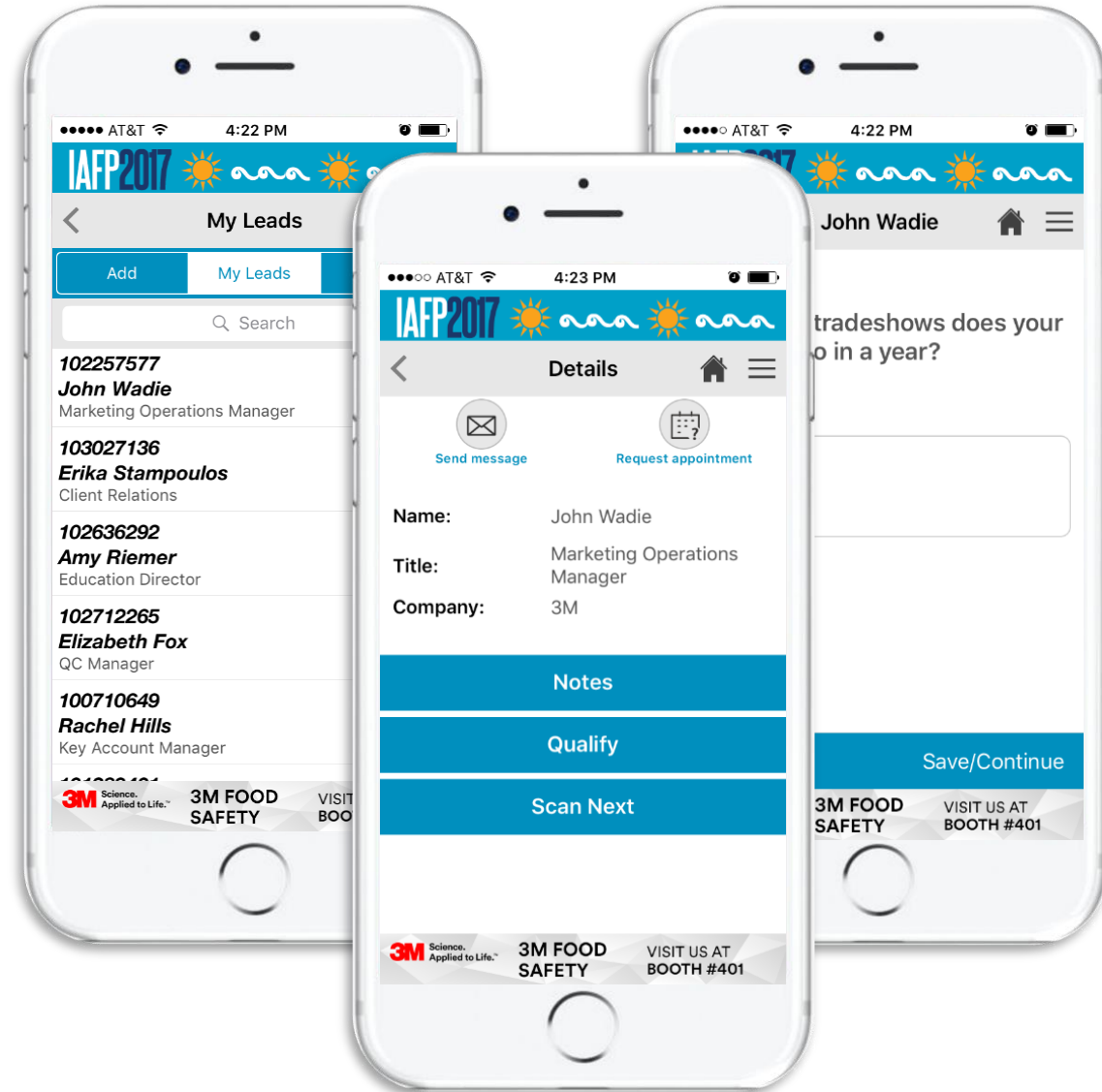
Qualifying questions get used in 2 places for virtual exhibitors:

1. If the event has a Virtual Scavenger Hunt and your booth is participating in the Hunt, then attendees are prompted to enter responses to your questions when they Check In to your booth. Check In is an option available for your booth if you are participating in the Hunt.
2. If you are logged in to CONNECT as the primary booth contact, you can view your Virtual Leads and add responses to qualifying questions for each of your virtual leads.



# QUALIFYING QUESTIONS FOR IN PERSON EXHIBITORS

You can capture responses to qualifying questions when you scan an attendee badge using the Leads app.



# QUALIFYING QUESTIONS

Create a set of questions that you want to record for each lead captured.  
You can set up questions for a free text response or multiple choice answers.  
Select ADD QUESTION to get started.

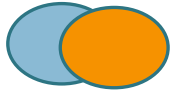
Select from  
a  
predefined  
type



**Add Qualifying Questions** Qualifying Questions / List of Questions

**1 Choose Question Type** **2 Choose Options**

<p>Multiple Choice Question with Single Response <input checked="" type="checkbox"/></p> <p><input type="radio"/> Option 1      <input type="radio"/> Option 2 <input type="radio"/> Option 3      <input type="radio"/> Option 4</p>	<p>Multiple Choice Question with Multiple Responses <input type="checkbox"/></p> <p><input checked="" type="checkbox"/> Option 1      <input checked="" type="checkbox"/> Option 2 <input type="checkbox"/> Option 3      <input type="checkbox"/> Option 4</p>
<p>Yes/No Question with Single Response <input type="checkbox"/></p> <p><input type="radio"/> Yes <input type="radio"/> No</p>	<p>Question with Free Text Response <input type="checkbox"/></p> <p><input type="text"/></p>



# QUALIFYING QUESTIONS

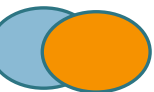
The screenshot shows a two-step process for creating a question. Step 1, 'Choose Question Type', is highlighted in green and contains a text input field labeled 'Question' with the placeholder 'Insert Question Here'. Step 2, 'Choose Options', is highlighted in blue and contains a list of 10 options arranged in two columns. The options are: Option 1 (No Response), Option 2 (option 1), Option 3 (option 2), Option 4 (option 3), Option 5 (option 4), Option 6 (option 5), Option 7 (option 6), Option 8 (option 7), Option 9 (option 8), and Option 10 (option 9). At the bottom of the interface are two buttons: 'Back' and 'Finish'.

- **Question with Free Text Response:** Capture text/notes
- **Multiple Choice Question with Single Response:** Select ONE option from a list of options.
- **Multiple Choice Question with Multiple Responses:** Select MANY options from a list of options.

These are just templates, you can edit both the question and the options.

**You are limited to 10 options.**

You cannot edit a question that has already been used.



# QUALIFYING QUESTIONS

**Qualifying Questions** Collapse All Add Question i

Select questions from the options listed to create your own set of qualifying questions for each lead you track. Drag and drop to reorder them.

**1 DID YOU?** - ✎ 🗑️

Type: Choice Selection Type: Multiple  
Question: DID YOU?

**2 Multiple Choice Question with Single Response** - ✎ 🗑️

Type: Choice Selection Type: Single  
Question: Multiple Choice Question with Single Response





# DURING THE EVENT: VIRTUAL EXHIBITORS

- During the event, all exhibitor booth staff will login using the CONNECT Online platform to take appointments and respond to messages (and attend sessions if they have access).
- When messages are sent to an exhibitor or appointments are requested, the primary contact also receives an email notification for each appointment and message. The primary contact will use the CONNECT platform to view and respond to the message or meet with the attendee using the virtual appointment feature.
- If the primary contact is busy, not available or in other meetings and cannot take an appointment, they can assign the appointment to another staff member using the Exhibitor console. Appointments cannot be assigned in the CONNECT portal.
- If the primary contact does not plan on being available during the meeting dates, they should share their credentials with another staff member
- Primary contact: Use the same credentials you used to login to the exhibitor console on the CONNECT platform as well.
- Additional staff: login with your individual credentials to the CONNECT platform

# DURING THE EVENT: IN PERSON EXHIBITORS USING LEAD RETRIEVAL



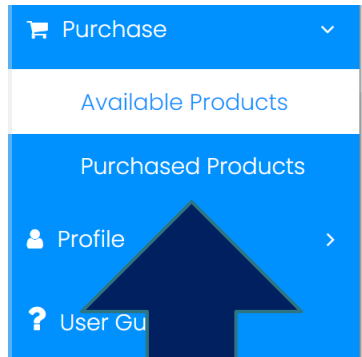
You will be able to use the event app on an Apple or Android device with a rear facing camera to track leads.

Purchases for licenses are made using the Exhibitor console by the primary contact for the booth. It is recommended that each user only use one device for capturing leads.

Detailed instructions are sent via email to the primary contact associated with the exhibitor a week prior to the event, so be sure to check your email!



QR Codes on badges are scanned using the mobile app to capture Leads.

# PURCHASING LEAD RETRIEVAL

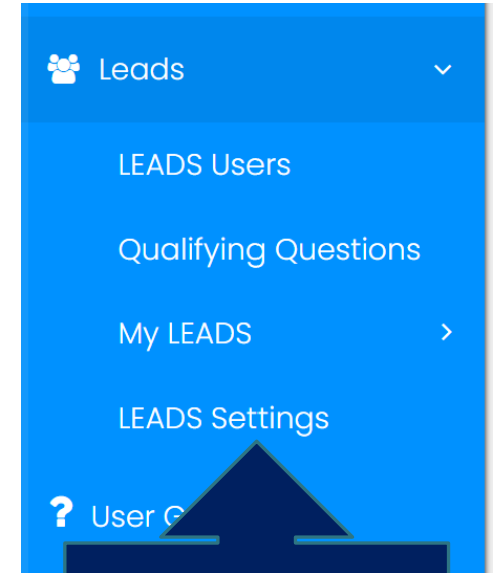


To view what you have purchased, select Purchased Products. This will also have any complimentary/pre-purchased items.

## Available Products

- Product Info**
-  **Lead retrieval app**  
Access lead retrieval functionality using your personal device. A minimum purchase of \$200 is required. A \$200 REFUNDABLE DEPOSIT is required for each device. The deposit will be refunded when the iPod is returned in good condition.  
**Purchased: 0**
  -  **iPod Touch Rental (includes a \$200 refundable deposit)**  
Pick up an iPod Touch at the event, pre-loaded with additional license for a personal device. A \$200 REFUNDABLE DEPOSIT is required for each iPod Touch. The deposit will be refunded when the iPod is returned in good condition.  
**Purchased: 0**

Options available for purchase differ per event. You can select any option and continue with the purchase. Payments are made using a credit card.



These options are available once you purchase LEAD Retrieval.

All purchases are non-refundable.

Lead Retrieval on the app requires an Apple or Android device. You can use it on 2 devices (2 users). Additional licenses/users can be purchased but a minimum of 2 is required.

If offered, you can also rent a device from us, if you choose not to use your own device.

# SET UP LEADS USERS

BRAVURA salesngwa2017@bravuratechnologies.com

Purchase >

Profile >

Virtual Events >

Leads >

LEADS Users

Qualifying Questions

My LEADS >

LEADS Settings

### Leads Users

Highlight the name of attendees and select "Can Track Leads" or "Cannot Track Leads." The "Track Leads" column will reflect Yes or No for each user. The green box indicates the Primary Contact for the Exhibitor and cannot be changed. The primary contact is the only user who can login to this Exhibitor console. All leads users can login to the Mobile App to scan badges.

Name	Email
Mobile App Support	support@bravuratechnologies.com
<span style="background-color: green; color: white; padding: 2px;">Sales Bravura</span>	salesngwa2017@bravuratechnologies.com

Here you can manage the users for the Bravura LEADS APP. This will list all registered attendees for your organization from the registration data provided to us by the event organizer.

- If you do not see the individual you want to select, either that registration information has not been received yet or the person has registered with a different company name/organization name. Please reach out to us if you do not see an updated list within a week of the event start date.

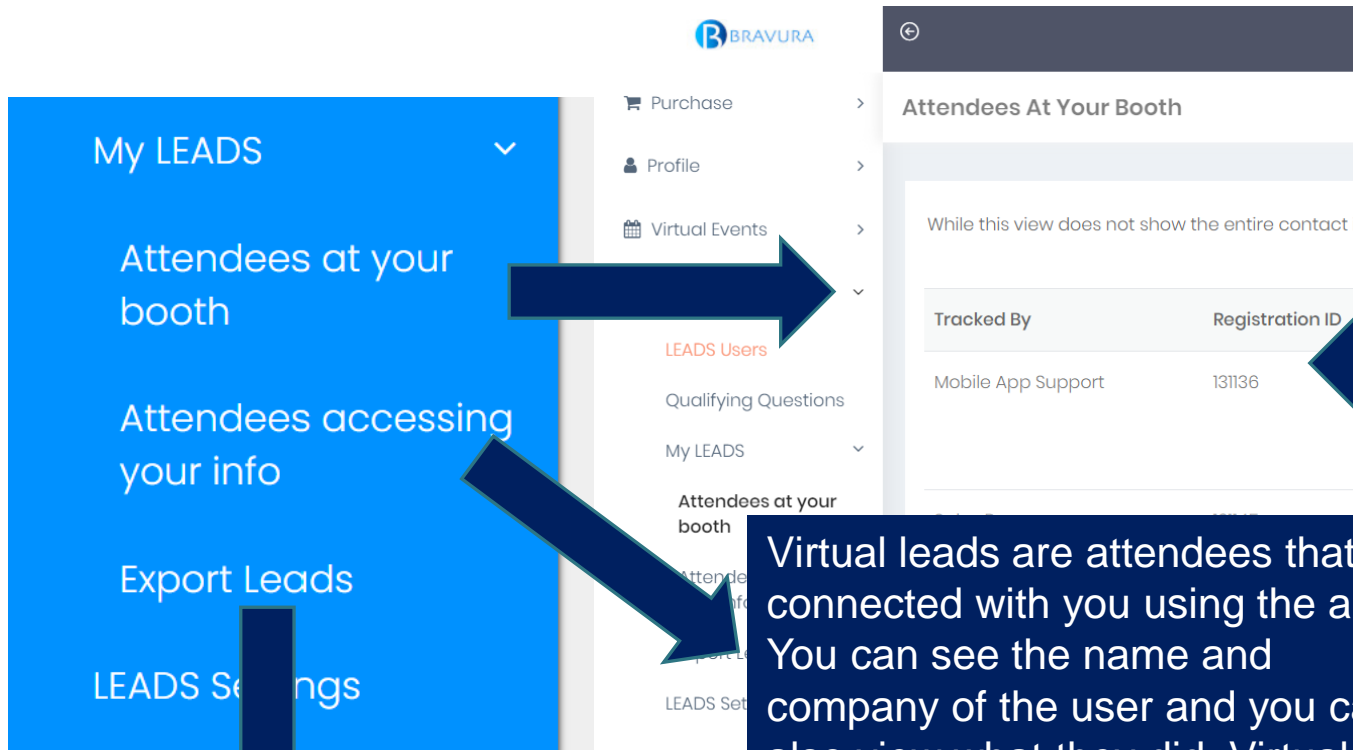
Cannot Track Leads

Can Track Leads

**Can Track Leads:** Select the attendee from the list and click on Can Track Leads to set this attendee up as a user for LEADS. The Leads menu will be enabled in the mobile app for this attendee. There is a maximum number of leads users you can enable, depending on what you purchased.

**Cannot Track Leads:** Select the attendee from the list and click on Cannot Track Leads to disable this attendee as a LEADS user. You will not be allowed to do this if this user has already started tracking leads.

# VIEW AND EXPORT LEADS



This is where you can view and export the leads you tracked using the app.

View a list of leads you scanned when they stopped by your booth. See who added the lead, the lead details such as registration id, name, company, etc.

View the notes added for that lead. At the bottom the screen you can view the questions and responses for the selected lead.

\*Note that the details provided for each lead is limited by the event organizer and the data they share with us.

Virtual leads are attendees that connected with you using the app. You can see the name and company of the user and you can also view what they did. Virtual leads are users who:

- o Viewed your exhibitor details
- o Sent you or someone in your organization a message
- o Added your company to their Favorites list

Don't forget to export your leads information as an excel file.

# USING LEAD RETRIEVAL ON THE APP



**Instructions for using LEADS on  
the app [AVAILABLE HERE](#)**

## **General Instructions:**

Download the mobile app from the Apple iTunes Store or Google Play Store. We will notify you of the app name and when the app becomes available.

Login to the app as one of the LEADS users. Use a different user for each device you are using.

Navigate to the Leads menu in the app. If you do not see the Leads menu, you are probably not set up to capture Leads.

Under the Leads menu you will have the option to scan the QR Code on the attendee badge

Once you have scanned the attendee's badge, you can add notes and select responses to qualifying questions you have created.



BRAVURA

TRAINING VIDEOS

Basic profile set up

Virtual booth set up

Qualifying  
Questions set up

Exhibitors on  
CONNECT Online

Scheduled  
Appointments

On-Demand  
Appointments

Virtual Leads