



## CCBA Winter Conference: EXHIBITOR FAQ

Thank you for participating in the CCBA's Virtual Winter Conference this December! We appreciate your support & continued involvement in this industry. As you get acquainted with this new platform and how you can leverage your brand and continue to market to the craft beer industry, please feel free to reach out to CCBA at any time with questions. We are here to help ensure this transition is as seamless as possible and you can get the most out of your presence at this new event.

### **"EXHIBITING" HOURS:**

During the two-day virtual conference **attendees will be able to log-in and network with exhibitors anytime** via direct message chat or by clicking on the "connect" button on your company's profile page. Although we do not have traditional dedicated tradeshow time, we have allocated a few hours each day where there's no seminars scheduled and we've purposely built in 30 min. breaks in between seminars so there's more opportunities for attendees to virtually network with exhibitors. You can view the [conference schedule here](#).

CCBA's Virtual conference hours will be the following:

- **Monday, Dec. 7: 9:00 a.m.- 4:30 p.m.**
  - **10:00 a.m.- 10:45 a.m.:** Exhibitor "meet & greet" with attendees
- **Tuesday, Dec. 8: 9:00 a.m.-4:30 p.m.**

### **IMPORTANT DATES:**

- **Friday, October 23:** Deadline to confirm your exhibiting
- **Monday, Nov. 2:** Your company will receive an email to access the virtual platform and set up your virtual booth.
- **Monday, Nov. 9 at 10:00am:** CCBA hosting virtual walk through of the conference event platform for exhibitors
- **Friday, Nov. 20:** Deadline to submit exhibitor presentation details\*
- **Monday, Nov. 30:** Deadline to set up your virtual exhibitor booth
- **December 7 & 8, 2020:** CCBA Virtual Winter Conference!

\* Hosting a Presentation during the conference on your exhibitor page is optional!

### **EXHIBITOR STAFF REGISTRATION**

For this year's Virtual conference, we are pleased to offer exhibitors **free registration** for you and your team.

[CLICK HERE to register](#). **PLEASE NOTE:** When you are completing the registration attendee information please be sure to check the box when it asks if your company is exhibiting at the conference.

Once your team is registered CCBA staff will add them to your exhibitor profile page, they will show up under the "Staff" tab.



## **VIRTUAL PLATFORM LOGISTICS:**

### **ONLINE ACCESS OPENS NOV 2<sup>nd</sup>:**

CCBA will be using the Boomset virtual conference platform. You will receive an email to login to the platform on **Monday, Nov. 2nd**. This link will allow you access to the admin portal where you will set up your own company's account which will be where you can upload materials for your virtual booth and where you will access your lead retrievals/attendee information.

### **SETTING UP YOUR COMPANY PROFILE & VIRTUAL BOOTH**

Your company is responsible for uploading your information for your Virtual booth. This includes company description, photos, logos, documents, and even video if you like!

Follow the step-by-step guide to setting up your company's virtual booth. [Setting up your virtual booth --CLICK HERE](#)

## **NOV. 9: CCBA HOSTING AN EXHIBITOR WALK THROUGH OF THE EVENT PLATFORM**

Join CCBA Staff on a zoom meeting to walk through the new event platform. Topics covered during the meeting include how to set up your virtual exhibitor account, how to add content to your virtual exhibitor profile page and how to navigate the event platform during the conference. CCBA staff will also discuss some tips and tools for maximizing this platform and your marketing exposure. The meeting will be recorded and available to exhibitors after.

Topic: CCBA Virtual Winter Conference: Exhibitor Walk Through  
**Time: Nov 9, 2020 10:00 AM Pacific Time (US and Canada)**

Join Zoom Meeting: <https://zoom.us/j/97658567996?pwd=S3J1NjNRUWw4enlhSGhaTUdGOE4wQT09>

Meeting ID: 976 5856 7996

Passcode: 638731

One tap mobile

+1669-900-9128,,97658567996#,,,,,0#,,638731# US (San Jose)

+1253-215-8782,,97658567996#,,,,,0#,,638731# US (Tacoma)

Find your local number: <https://zoom.us/u/ac85Zy2DCK>

## **HOSTING A PRESENTATION ON YOUR EXHIBITOR PROFILE PAGE:**

An optional part of your exhibitor benefits is the option to host your own content and a session on your profile page. While this is an optional feature you can use, CCBA staff recommends you take advantage of the opportunity to provide education and benefits to the industry to increase your marketing presence and network.

### **DEADLINE TO SUBMIT PRESENTATION DETAILS: Nov. 20**

#### **Presentation Details:**

**Exhibitors can host ONE session on their profile page during the conference**



**Time frame:** CCBA has 4 time frames over the two days when exhibitors can host a presentation on their page. [See the schedule here](#) for those 4 timeframes. You will choose the timeframe you would like to host your session when you complete the [presentation form](#).

**Presentation recommended duration:** 30 mins

**Content:** Exhibitors will provide their own speakers and content.

**Submission Process:** [Please complete this Presentation Form HERE](#). CCBA staff will then add this information into the virtual platform and add your company to the session, this will then place the session details onto your exhibitor profile page. Please note: this session will ONLY be listed under your profile page.

If you have additional questions about the presentation please contact [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com)

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## FREQUENTLY ASKED QUESTIONS:

### How do I log-in to the Boomset account to set up our virtual exhibiting booth?

The main contact email you provided to CCBA should have received an email to log-in and set up your account on **Monday, Nov. 2<sup>nd</sup>**. Please contact [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com) to confirm this email address. Once you have the Boomset email you will follow “click here to begin” link to create your admin account. Once your account is created you will be able to log in to the admin portal which is where you will be able to set up your virtual booth and access your leads.

Follow this step-by-step instructions on setting up your account and your booth: [Setting up your virtual booth](#)

### What information do we need to provide on our Exhibitor profile page?

Your company is responsible for customizing your exhibitor profile page that will be visible to all attendees. Below are the items you are able to upload. To set up the exhibitor page you must log-in to your admin portal on your Boomset account. Follow this [step-by-step instructions](#) on setting up your account and your booth:

- Company Logo
- Cover Image/Video
- Company Slogan
- “About” Tab- add a company description
- “Photos” Tab- ability to upload photos
- “Videos” tab- ability to upload videos
- “Resources” tab- ability to add documents that attendees can download

View the example “CCBA” Exhibitor profile page here:



CCBA

Connecting and empowering the craft brewers of California through advocacy, education and communication

Exhibitor



[About](#) [Presentations](#) [Staff](#) [Photos](#) [Videos](#) [Resources](#)

The California Craft Brewers Association is a 501(c)6 non-profit trade association representing the craft and specialty brewing industry in California. Formed in 1989, the CCBA is the oldest state trade association representing craft breweries. The CCBA is committed to protecting the growth, quality and variety of California's craft brewing industry.

The primary function of the CCBA is to monitor legislative activity at the state Capitol and provide a single and coherent political voice representing the interests of all of California's craft breweries.

The CCBA provides a broad realm of services to its members in the craft brewing community, including addressing critical business and supply issues and offering gatherings and events to help foster communication and education among our family of brewers and allied trade network. The CCBA's initiatives and activities promote and protect the growth of the craft brewing industry in California.

The CCBA is proud to represent the rich and diverse collection of artisans and entrepreneurs that make up the family of California's craft brewers.

## How many company staff can I register for the conference and what is the cost?

For this year's Virtual conference, we are pleased to offer exhibitors **free registration** for you and your company's staff. You can add as many staff as you like.

[CLICK HERE to register.](#) **PLEASE NOTE:** When you are completing the registration attendee information please be sure to check the box when it asks if your company is exhibiting at the conference.

Once your team is registered through the link above. CCBA staff will add them to your exhibitor profile page, they will show up under the "Staff" tab.

## Where do I find my company's leads?

Your leads will show up in the admin portal of your Boomset account. The leads tab will show a list of the attendees who have connected with your virtual booth. Though you will also be able to see this list on the virtual event while the event is live, this page gives you the option to export the leads (upper right-hand corner) to receive a spreadsheet of those who have connected as well as any information the event organizer has chosen to provide. See below where the leads are on our CCBA test exhibitor



account:

Name	Email	Company
Laurie Navas	laurie@californiacraftbeer.com	California Craft Brewers Association
Louise Andrews	louise@californiacraftbeer.com	California Craft Brewers Association

### How do I chat with attendees who have “connected” with us in our “Virtual Booth”?

Once your exhibitor booth is set up and you have been added as Booth Staff by the event organizer, you will be able to see leads come in who have connected to your booth during the live event: (Example screenshot below)

As they come in and hit "Connect", you will see any notes they left and be prompted to reach out to them in the community ("Start Conversation", or "Go to Conversation" as in the above example if the chat has already been initiated). If another booth staff member has reached out to the lead, the prompt will read "In Progress" and will only be clickable by the booth staff member who initially reached out.

You may also monitor the Leads section in your admin portal to obtain additional attendee details and export spreadsheets of all of your leads.

### Who do I contact for troubleshooting if I have questions about the virtual platform during the event?

Please contact [info@californiacraftbeer.com](mailto:info@californiacraftbeer.com) during the conference or call (916) 228-4260 for any technical issues!