



Welcome to the CCBA Virtual Spring Conference: Virtual Platform Walk Through

March 9, 2020

Thank you to our Exhibitors!



SPRING **2021** VIRTUAL CONFERENCE

APR 19+20





CCBA Spring Conf. – Virtual Platform Agenda

1. Important Dates
2. Conference Schedule
3. Exhibitor Registration
4. How to Log-in to your Exhibitor Admin Portal
5. Lead Retrieval Overview
6. How to set-up your Virtual Booth
7. How to Log in to the event platform
8. How to connect with conference attendees during the event
9. Incentive program- attendee game & prizes during the conference
10. Q&A





CCBA Spring Conf. – Deadlines

- **April 12:** Deadline to complete your virtual exhibit booth set-up
- **April 12:** Deadline to send exhibitor staff registration names + emails to laurie@californiacraftbeer.com
- **April 15:** All conference attendees get access to the virtual platform
- **April 19+20:** CCBA Spring Virtual Conference
- *Attendee lists will be sent to all exhibitors one week prior to the conference and post-event.*





CCBA Spring Conf. – Schedule

- *Attendees will be able to contact exhibitors at anytime during the conference.*

CCBA's Virtual conference hours:

- **Monday, April 19:** 9:00 a.m.- 4:30 p.m.
- Monday-10:00 a.m.- 10:45 a.m.: Exhibitor “meet & greet” with attendees
- **Tuesday, April 20:** 9:00 a.m.-4:45 p.m.





CCBA Spring Conf. – Exhibitor Registration

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

- Exhibitor Booth- Base Package- receives up to 2 free registrations
- Exhibitor Booth Upgraded Package- receives up to 4 free registrations

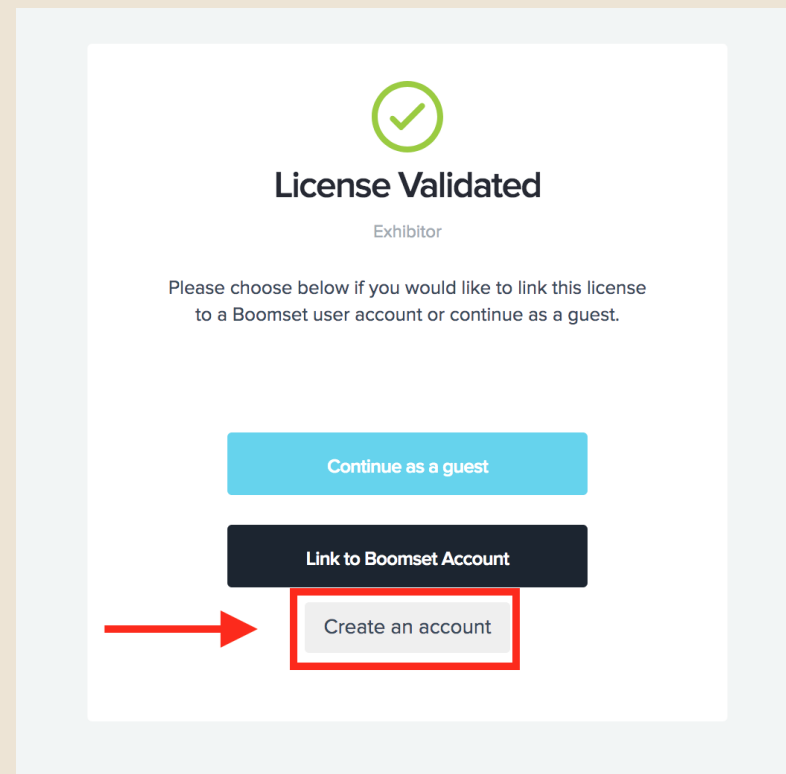
Please email laurie@californiacraftbeer.com the attendee names + emails by April 12, 2021.

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



Admin Portal Log-in

1. Email from Boomset with your log-in link
2. Set up your company's admin account





Admin Portal

- Access Leads + Set up your Virtual Booth in the Admin Portal

Lead Retrieval Events > Virtual Coffee with Jason

Manage Design

Leads

Manage Options
Info
QR Code
Advanced Settings

Custom Qualifiers
Qualifiers List
Add New Qualifier

Virtual
Settings
Information Tabs

Your Leads [Export Leads](#)

Search leads

1 Total 0 Hot 0 Warm 1 Cold

Name	Email	Company
Chris Lavin	jason@boomset.com	Cafe Avec Amour





Lead Retrieval

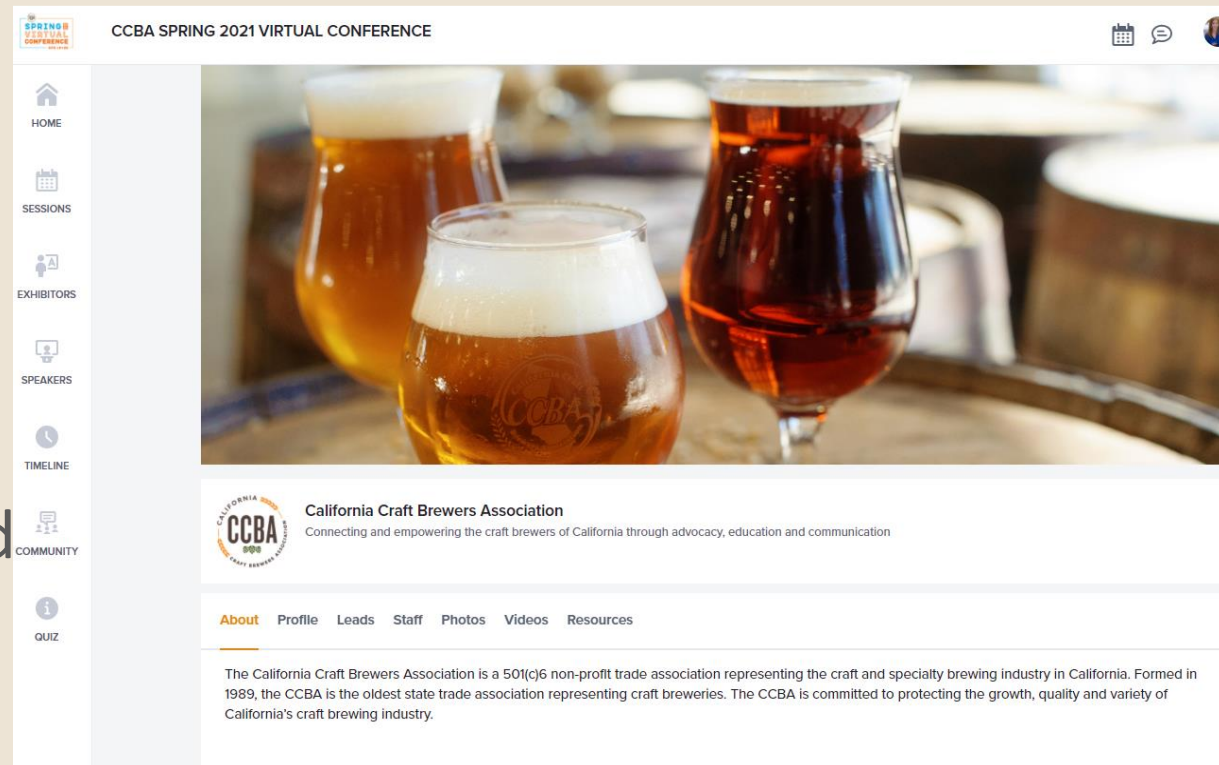
- The **leads tab** will show a list of the attendees who have connected with your virtual booth.
- Though you will also be able to see this list on the virtual event while the event is live, this page gives you the **option to export the leads** (upper right-hand corner) to receive a spreadsheet of those who have connected as well as any information the event organizer has chosen to provide.





Virtual Booth Set Up

- All of the setup for the booth will take place under the **Virtual section** on the left sidebar, under the Settings and Information Tabs.





Virtual Booth Set Up: Settings Page

- On the Settings page, you can upload your logo, cover image or video, slogan and select a brand color that will highlight various aspects of your exhibitor booth.
- Please keep the Presentations tab OFF
- The Staff tab will show a gallery of your booth staff, their images, and their profiles. CCBA will add your staff to your exhibitor page once they are registered

The screenshot shows the 'Settings' page for a virtual booth. It includes sections for: Logo (with a 'CKC' logo and 'Upload logo' button), Cover Image/Video (a dropdown menu set to 'Photo'), Image (with a coffee bean image and 'Upload image' button), Company Slogan (a text input field with 'Connect with us!'), Brand Color (a color picker set to purple with 'CC00FF' and 'Edit' buttons), Presentations (a toggle switch set to 'OFF'), and Staff (a toggle switch set to 'OFF').





Virtual Booth Set Up: Information Tabs

- The **About** section allows you to provide information about your company, and is the first thing attendees will see when they visit your booth.
- **Profile Tab is NEW-** will have more information on your company.

The screenshot shows a web interface for managing a virtual booth. At the top, there are two tabs: 'Manage' (selected) and 'Design'. On the left side, there is a navigation menu with the following items: 'Leads', 'Manage Options' (with sub-items: 'Info', 'QR Code', 'Advanced Settings'), 'Custom Qualifiers' (with sub-items: 'Qualifiers List', 'Add New Qualifier'), and 'Virtual Booth' (with sub-items: 'Settings', 'Information Tabs'). The main content area is titled 'Virtual Booth' and has a sub-menu with 'About', 'Profile', 'Photos', 'Videos', 'Resources', and 'More'. The 'About' section is active and contains a text editor. The text in the editor reads: '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 text editor has a toolbar with various formatting options like bold, italic, underline, link, list, text color, background color, and code. A 'Save' button is located at the bottom right of the text editor area.





Virtual Booth Set Up: Information Tabs

- The **photo tab** is a photo gallery, you will upload images directly into the platform for attendees to view.
- The **video tab** is a video gallery, you will be able to include either external links or embed code into this section. An external link will take the attendee to the link you've provided, whereas embed code will allow the attendee to view the video directly in the virtual booth. Embed code is generally found in the "Share" option of your video source platform.
- Finally, the **Resources section** is where you can upload any miscellaneous documents. Accepted file types are: .png, .jpg, .jpeg, .svg, .pdf, .doc, .docx, .xls, and .xlsx. The file size limit is 15mb per document, and you may upload up to 50 documents.
- **Be sure to turn Visibility "On" in each section to make the tab show up on your booth.**





Logging into the Platform

- [Go to this address on Google Chrome:](https://virtual.boomset.com/event/113408)
<https://virtual.boomset.com/event/113408>
- Enter your email address
- You will then be sent a pin code to log in
- Then you will be able to view the platform and go to the exhibitor section to check out your virtual exhibitor booth





Connecting with Attendees

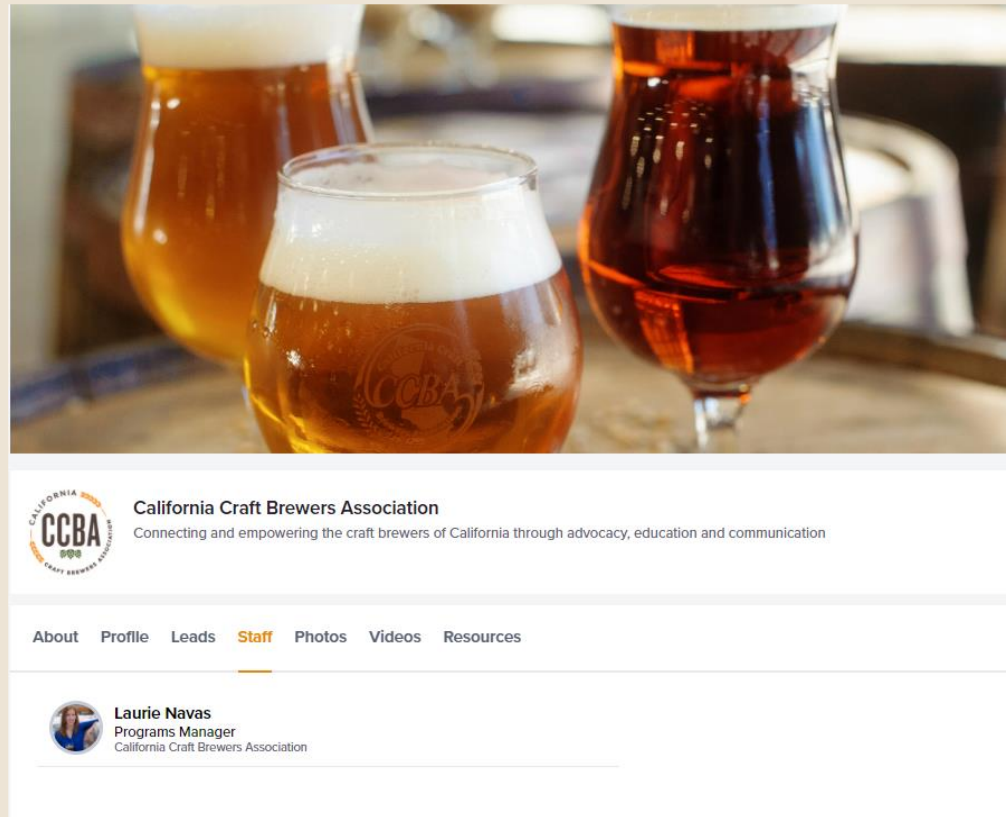
PRE- EVENT PROMOTION

- Your company logo + name listed as an exhibitor on our conference website page
- Your company will receive the attendee lists one week prior to the event.
- Your company will be listed as an exhibitor in emails sent to attendees a week prior to the conference.



Connecting with Attendees At the Conference

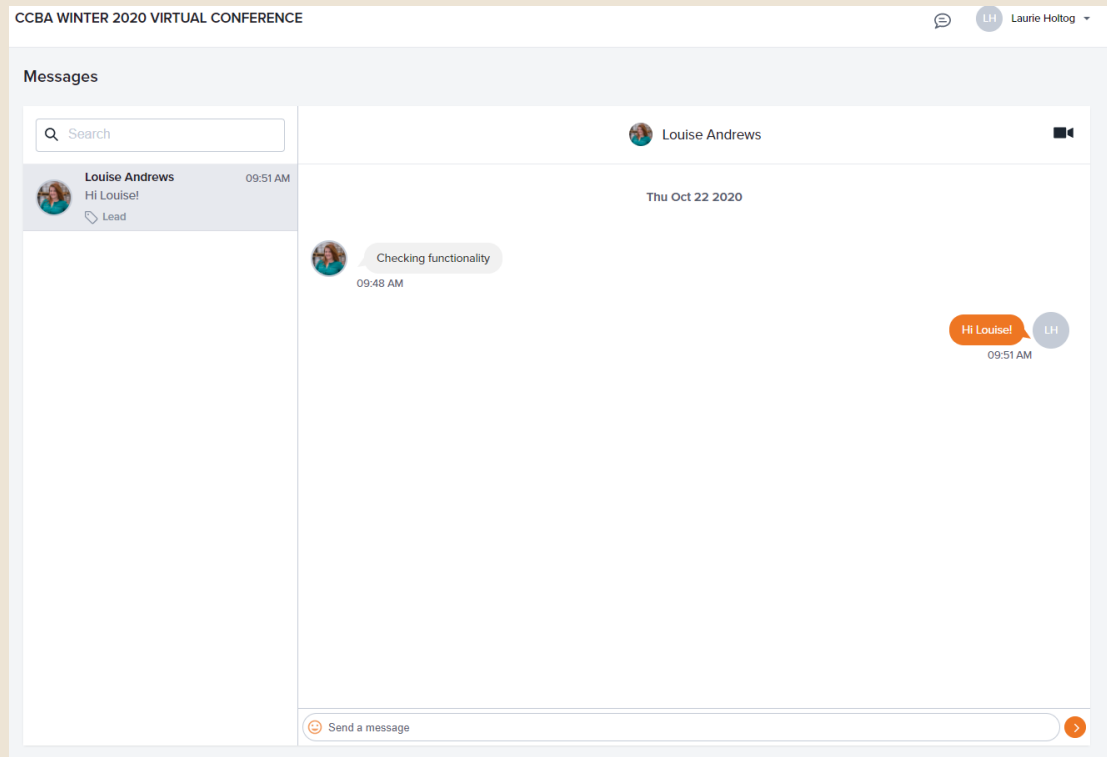
- Once your exhibitor booth is set up and you have been added as Booth Staff by the event organizer, **you will be able to see leads come in who have connected to your booth during the live event**
- As they come in and hit "**Connect**", you will see any notes they left and be prompted to reach out 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.





Connecting with Attendees At the Conference

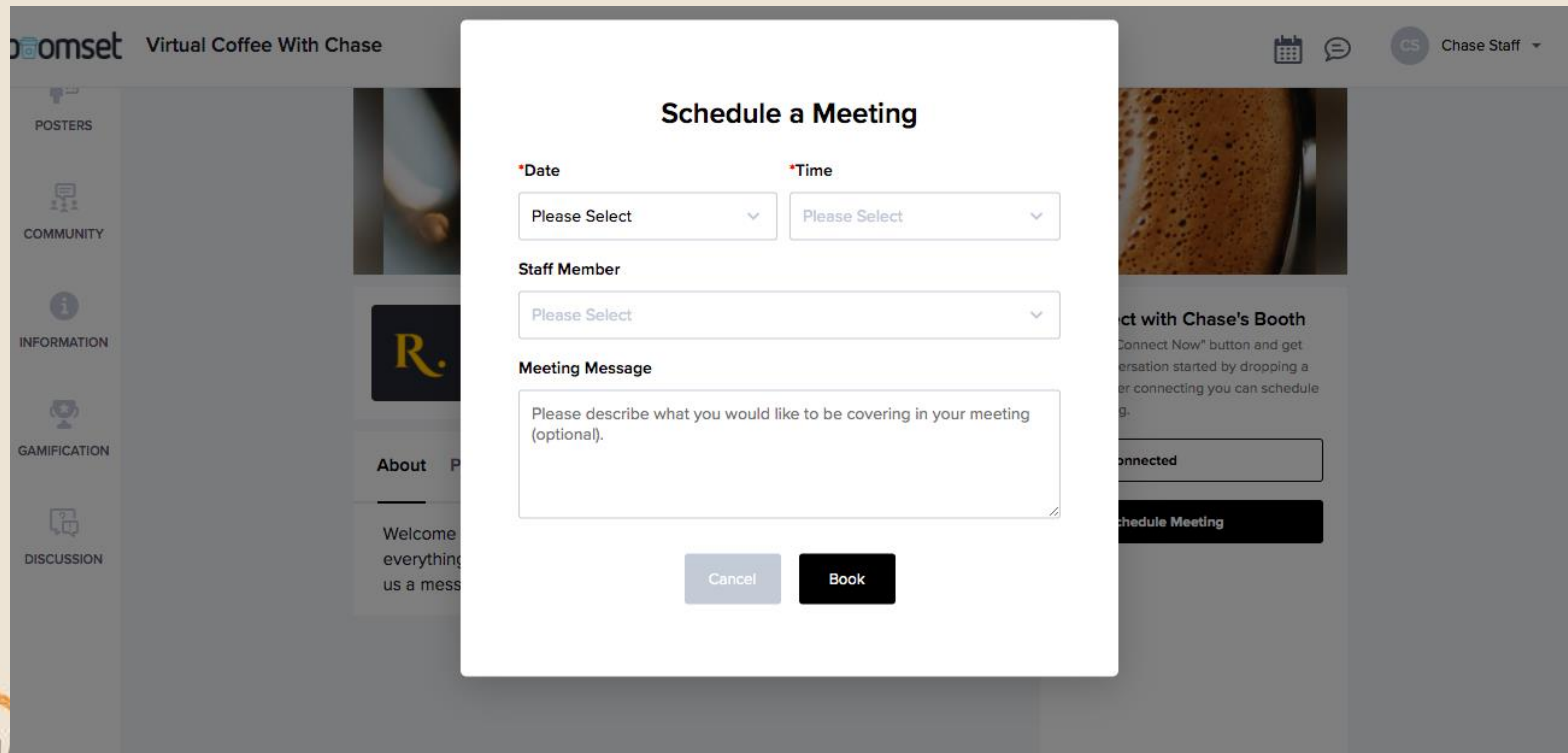
- This is what the conversation screen will look like. You can direct message or **click on the video camera icon** to start video chats.





NEW! Attendees can Schedule Meetings

- In the virtual booth, attendees will have an option to Connect with the exhibitor and message them, and then an option below that to click to Schedule a Meeting. They can choose the date and time of the meeting and if there is a specific staff member they would like to meet with.





Screenshot after an attendee has booked a meeting

Connect with California Craft Brewers Association

Hit the 'Connect Now' button and get the conversation started by dropping a note. After connecting you can schedule a meeting.

 **Connected**

 Meeting Booked

You've booked a meeting with:

 **Laurie Navas**
Programs Manager
California Craft Brewers Association

When:
March 9, 2021
08:42 AM – 09:02 AM

[Preview](#)





Hosting a Presentation

- Exhibitors that have purchased the upgraded package: CCBA staff will invite you and your speakers to a Zoom walk through week of April 12.
- Presentations will be listed on the MAIN Session Page
- Boomset “help desk” articles for speakers – a good reference on starting the videos: <https://boomsethelp.zendesk.com/hc/en-us/sections/360010182352-Virtual-Platform-Speakers->
- Contact CCBA staff directly during the conference. info@californiacraftbeer.com





Quiz Incentive Program

- Prizes will be awarded to attendees who complete quizzes during the conference.
- Questions will revolve around information attendee can get participating in the conference, visiting the virtual exhibitor booths, attending the general sessions, etc.
- Interested in donating a prize? Contact CCBA!





Q&A

