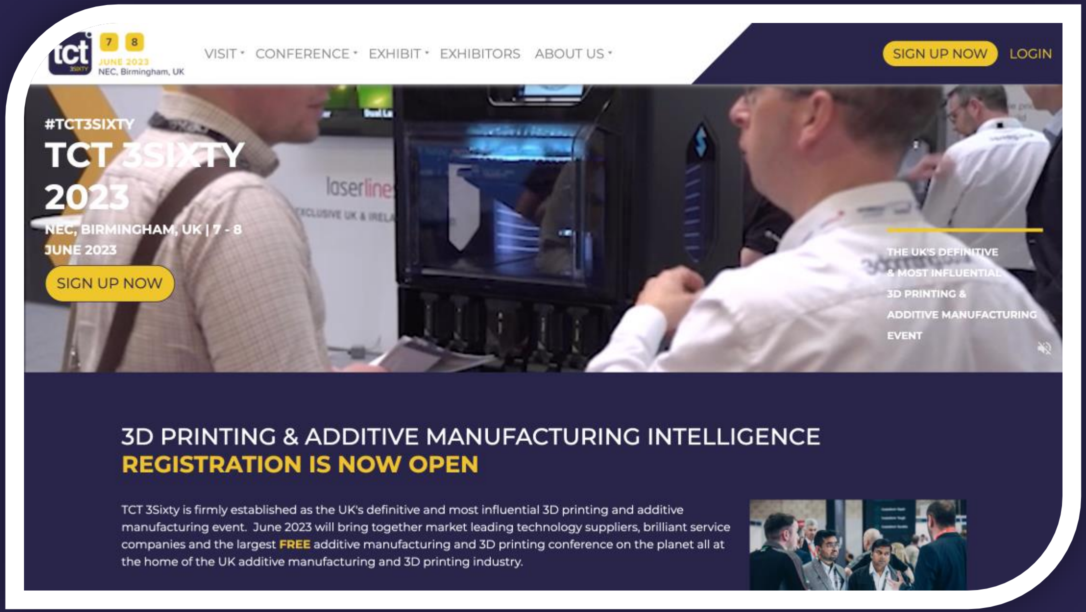
Exhibitor How-to Guide

Introduction

The **TCT 3Sixty** Event Hub has been re-designed to give exhibitors a more valuable experience, creating more opportunities to meet and connect with your target audience.

- Represent your company through your online profile.
- Access the event via your desktop or through the mobile app.
- Get real-time leads from everyone who has viewed your profile online or you have scanned using the app onsite.
- Connect with potential buyers who share your interests,
 before, during and post event.
- Engage with valuable contacts by connecting, messaging or setting up meetings.



How to Maximum ROI

- Ensure your **company & product descriptions** sell the ethos of your brand and why they should visit your stand, not just general info they can find on your company website.

- Ensure your **company and product categories** are accurate: Your brand will then filter to relevant users, building awareness and recall on the show floor.

- Ensure you **include relevant web links and documentation** (such as brochures and case studies) within your company and product listings. This will help to pre-educate prospects and move on-site conversations further down the sales process.

Set ROI & Conversion Goals:

- If you need 40 prospects to secure 10 appointments and generate 5 sales then make sure that you are setting similar KPIs for your team and managing performance and activity via the hub dashboard.
- Utilise the favoriting function to build your prospect pipeline and prioritise key appointment prospects.

Plan for your **post show lead-follow up activity**, and aim to reach out to your prospects with a 'handshake' call or email within 2 working days.

Logging In

Step 1: You will receive an email from operations@tct3sixty.com with your username to enter the Event Hub.*

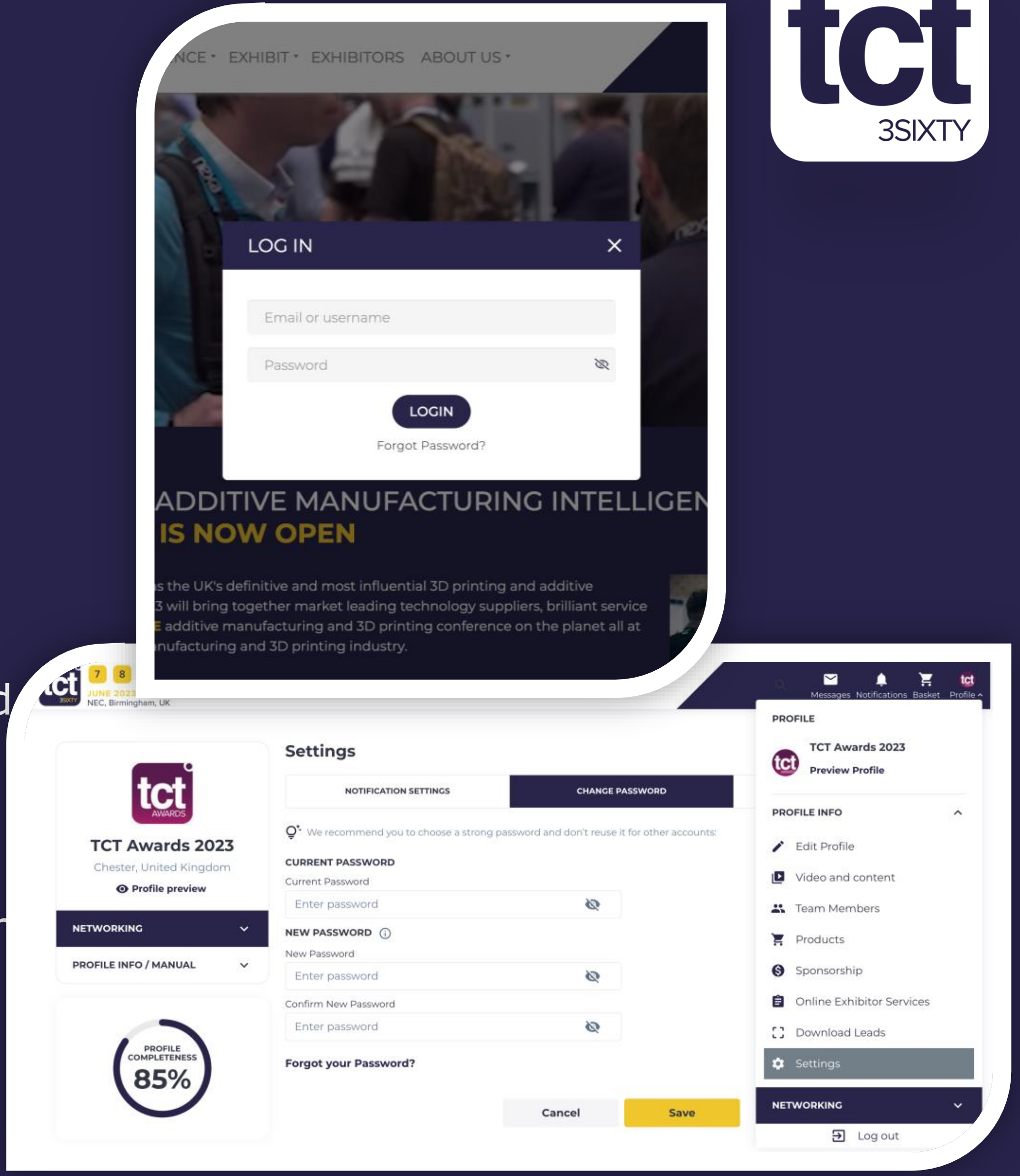
Step 2: Access your profile by generating a One-Time Passcode to your email. Please use your unique username and enter the code which has been sent to you.

As a Team Member:
Click the generate One-Time-Passcode link in your email. This will send a passcode to your email. Please use your email address and passcode to enter the site.

Step 3: Log in and start enjoying the hub!

Remember! Save these details to easily log in next time. You can also reset your password once in the system from settings.

**Check your spam folder if you don't see an email in your inbox*
You can also go to the Event Hub directly: tct3sixty.com



Company Profile

Profile Types

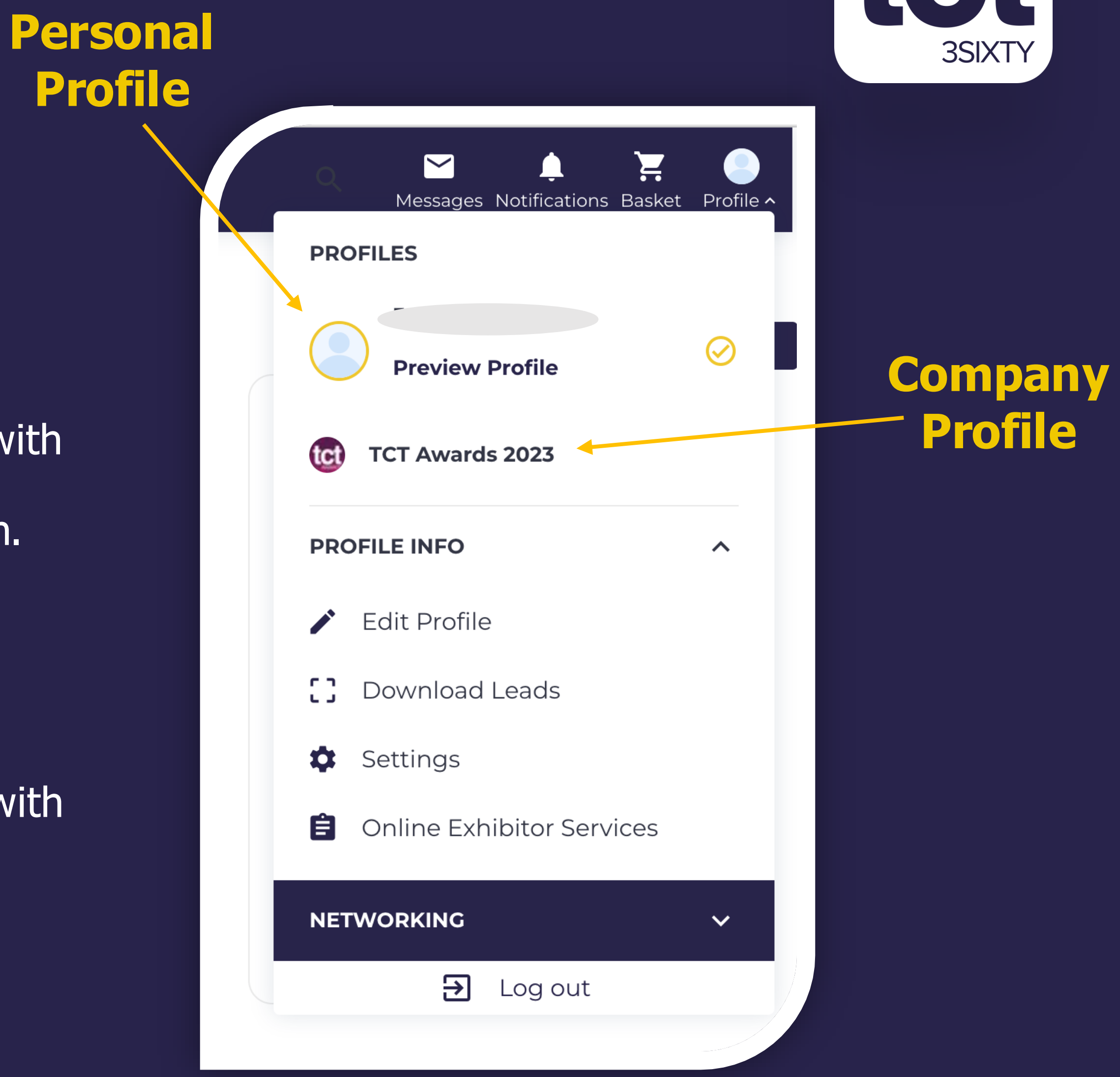
There are 2 different exhibitor profile types:

Admin Team Member

- Can update company profile, add products, etc.
- Has a personal profile that can be edited and can interact with others.
- Can amend other team members' profiles to become admin.
- Can view all team members' meeting schedules.
- Can download all leads captured by the company.

Team Member

- Has a personal profile that can be edited and can interact with others.
- Can capture and retrieve their own leads.
- Can view company profile but not edit.



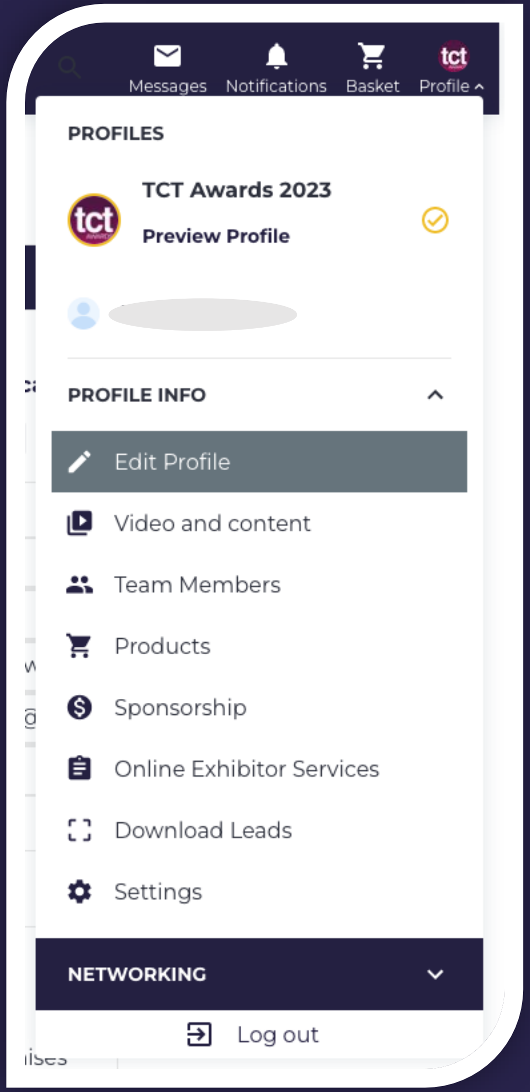
Navigation & Editing

The example shows where to edit your company profile…

Remember the top account is the one that you are currently in, and therefore will be editing.

Please ensure you take time to create an engaging, informative and appealing profile. This is the best way to catch visitors' attention and make meaningful connections both before, during and post event.

Top Tip: Clicking preview profile is a great way to check how your details appear on the exhibitor list.

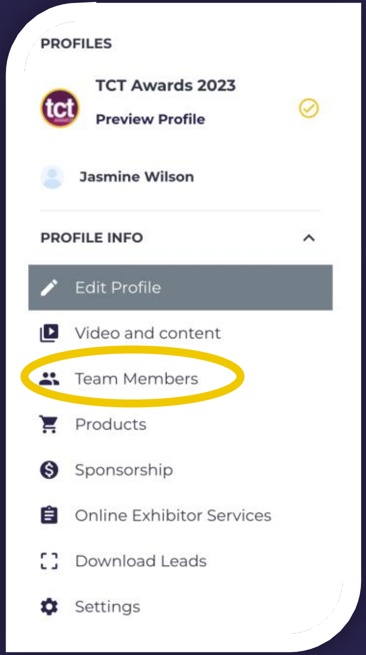


Adding Team Members

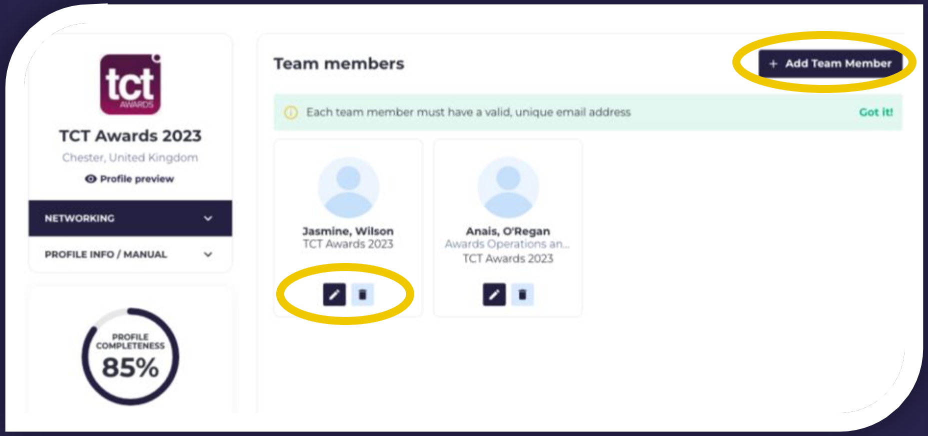
As an Admin Team Member, you have access to edit your company profile, products and other functionalities.

The Admin Team Member can also add other Team Members and set them as admins:

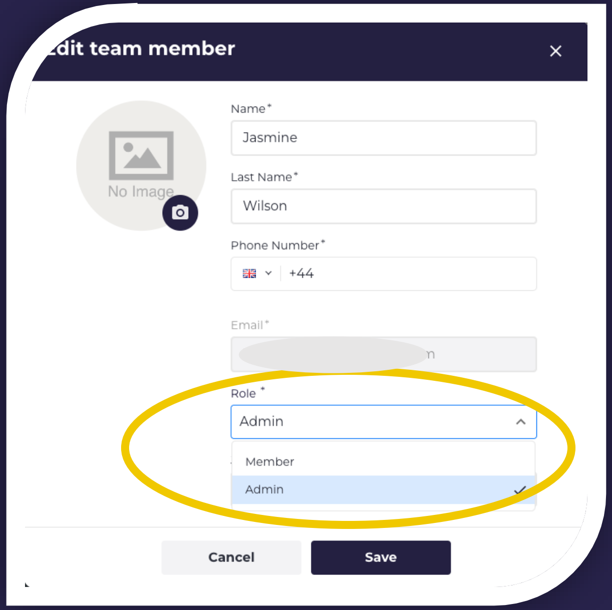
Step 1: Click on Team Members in your company profile.



Step 2: Add or click on the team member.

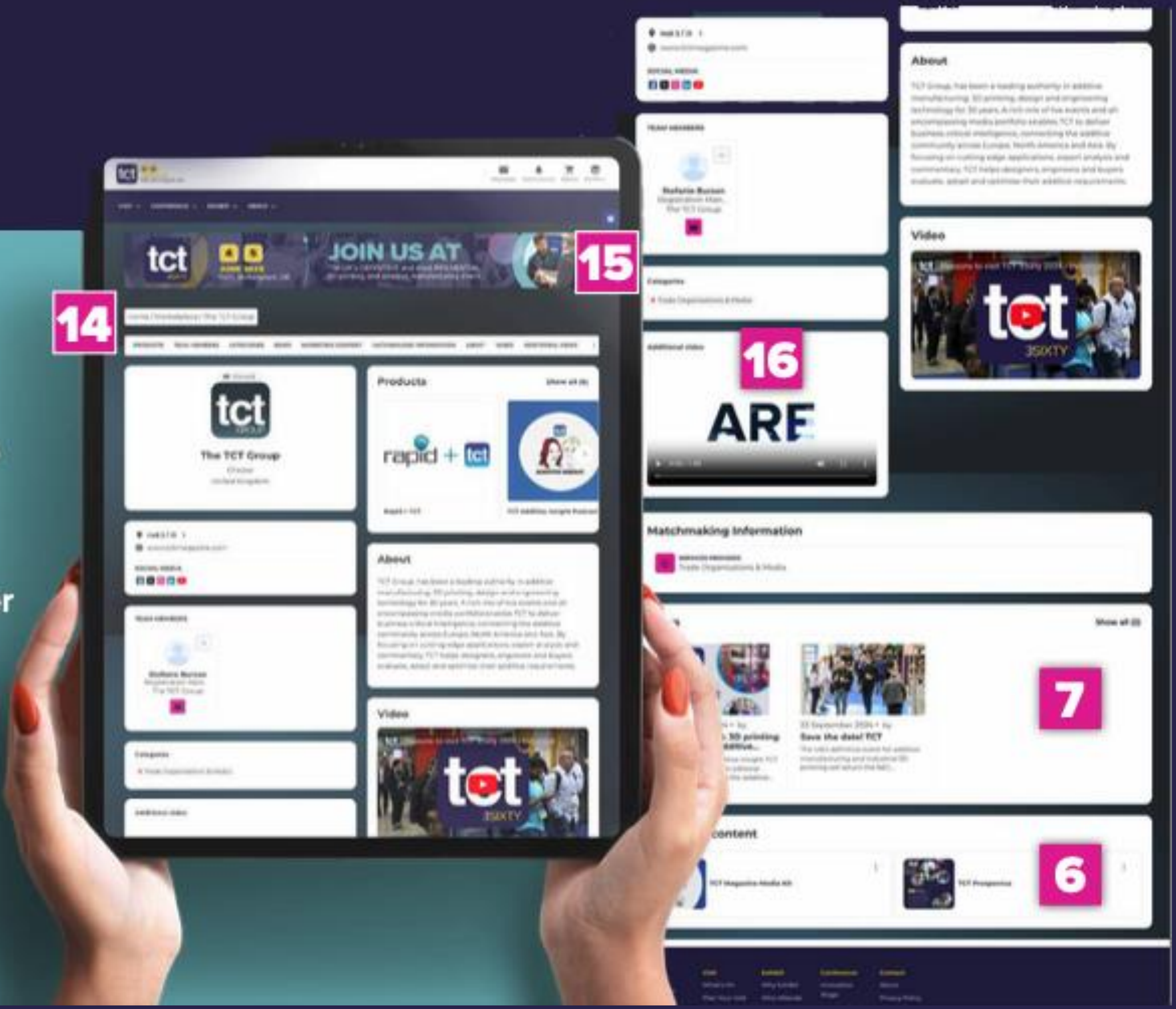


Step 3: Change the role of your team member.



Feature Profiles

1. Create Team Members
2. Profile with company logo,
3. Unlimited Product listing
4. 10 Company Categories
5. 1 x Video
6. Unlimited Brochures
7. 6 x News Articles
8. Schedule 1 -2– 1 meetings
9. AI Recommendations
10. Invite Attendees
11. App Badge Scanner
12. Instant access to leads
13. Scan Co-locating badges
14. Corporate Background branding
15. Corporate Banner Header
16. 1 x Additional video
17. Highlighted listing

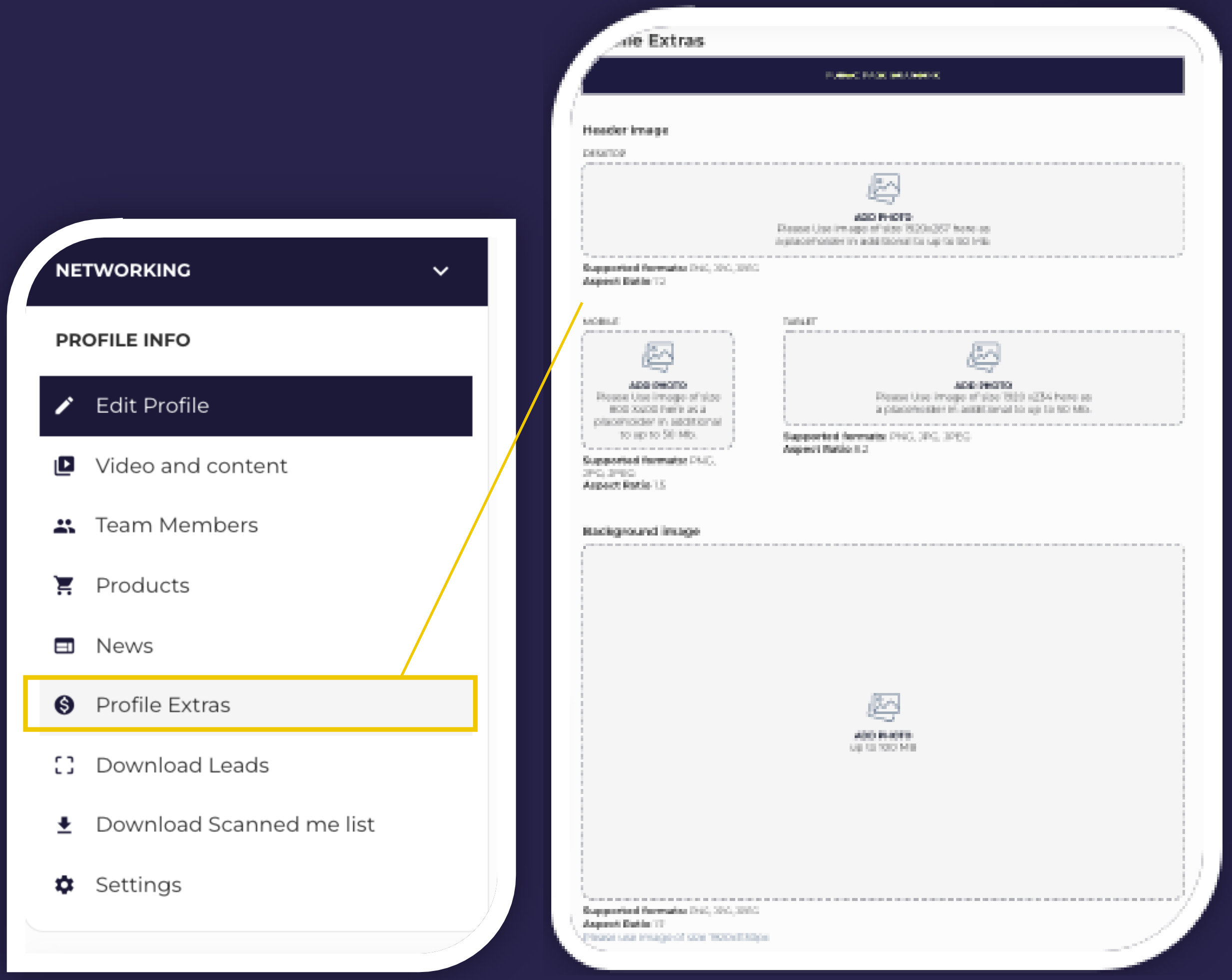


Featured Profiles

Featured profiles allow you to create a branded listing for your company and be featured at the top of the exhibitor list. The list of items include is featured in the above slide.

To load your additional profile options, select Profile Extras as listed in your dropdown menu (this is only visible if you have upgraded your listing)   Here you will be able to add your banners and background image.

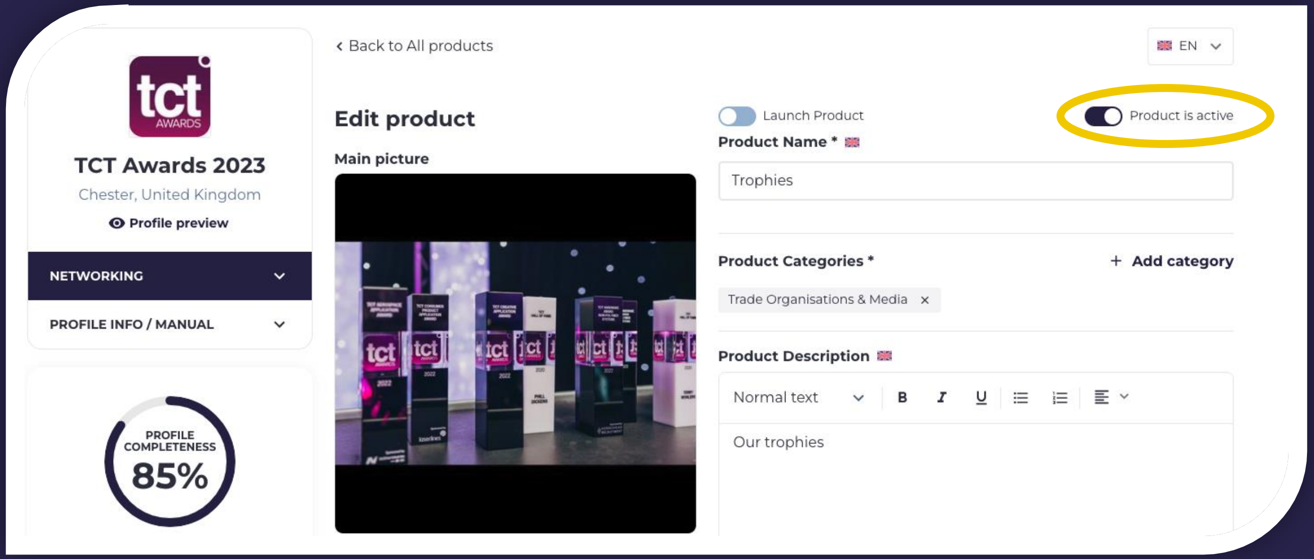
Please load all other items under videos, content and products.



Products Overview

Each product can have:

- A unique name
- A product description
- Associated documents
- A team member attached if you have a team member who specializes in this product
- Multiple product images
- One product video
- Unique product categories.

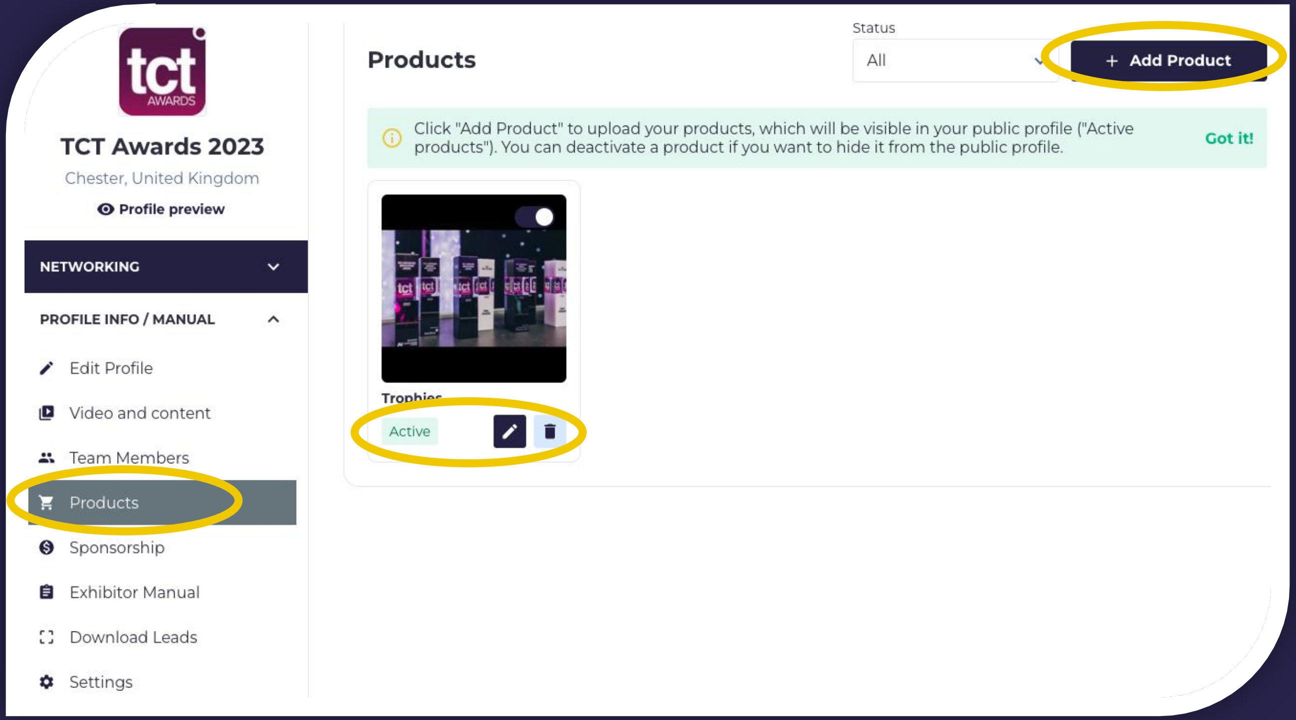


Each product can be toggled to 'active status', meaning it is visible to others, or 'inactive status', meaning it is visible only to you. Product statuses can be changed at any time.

Uploading & Editing Products

Step 1: Click on products from the 'Profile Info' drop down.

Step 2: Click on 'Add Product' or the pencil icon to edit your product.

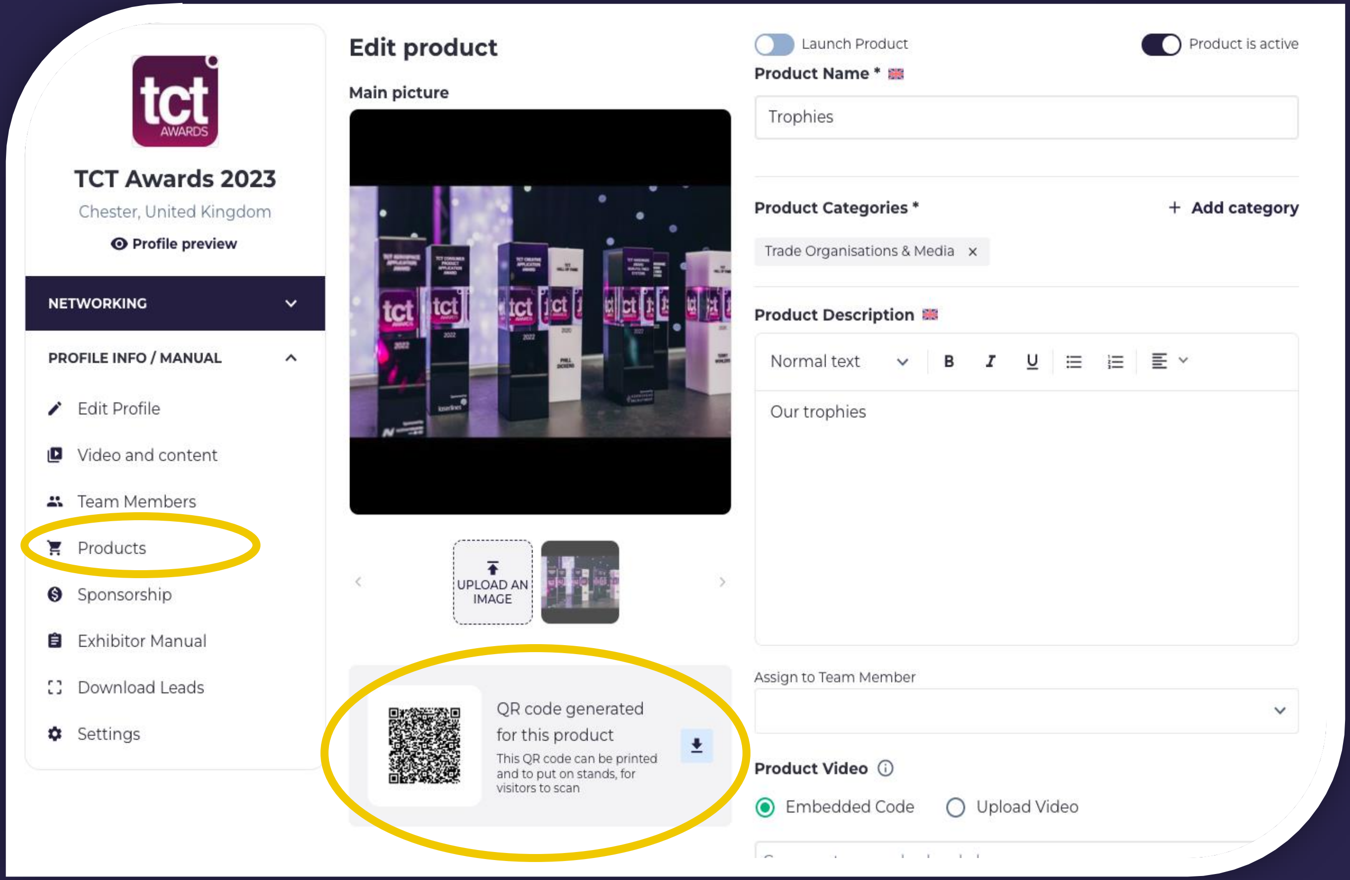


Product QR Codes

Step 1: From the products page click on the pencil icon displayed on your product card.

Step 2: Download your code by clicking the **download icon**.

Step 3: Add your **product QR codes** to your stand and marketing materials so that they can be scanned by visitors.

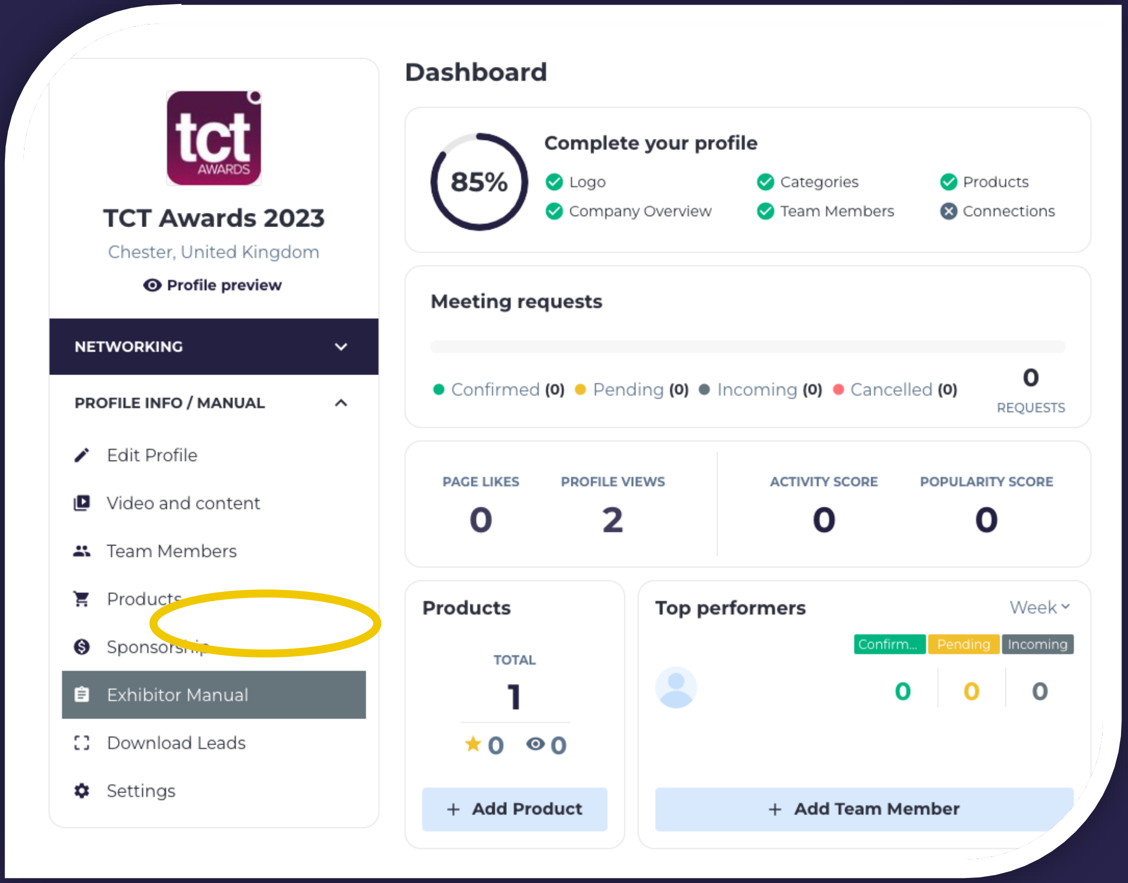


Exhibitor Manual

What & Where

The exhibitor manual contains important documents such as Risk Assessments and supplier order forms, as well as much more!

It is essential that all documents are completed pre-event to ensure the build and show open process go ahead smoothly.



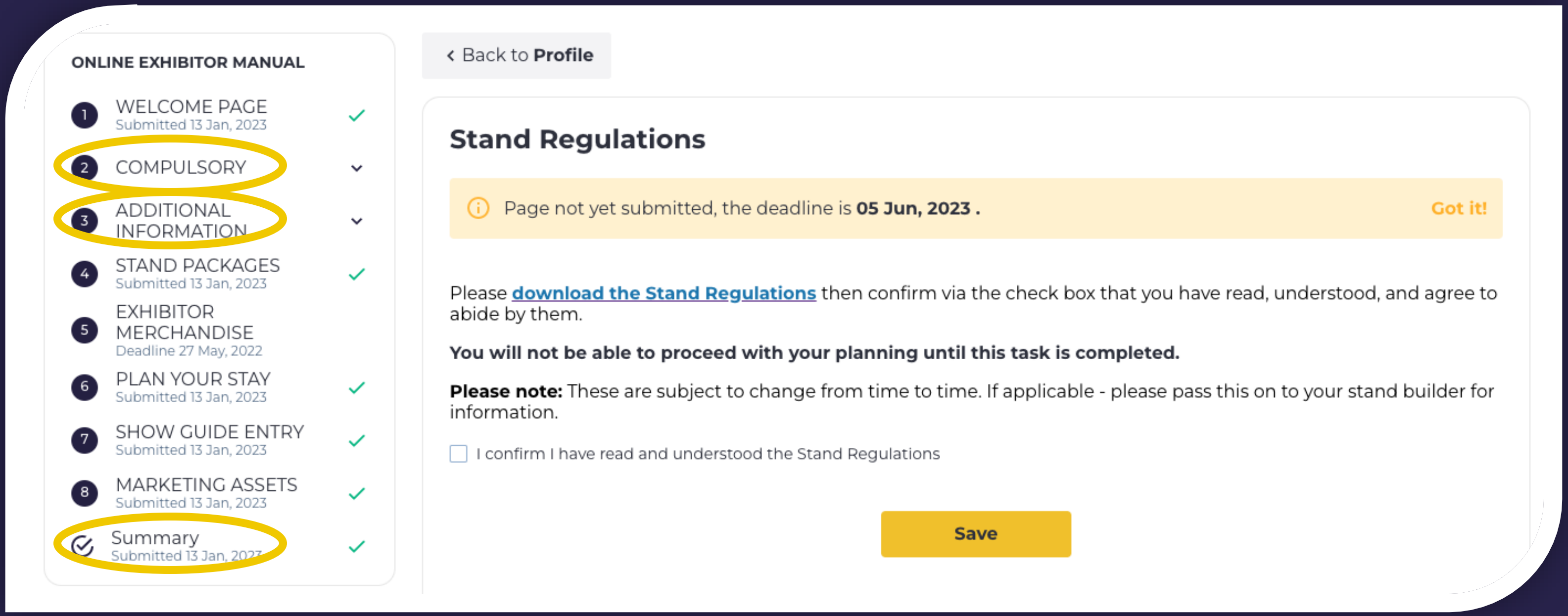
Please Note: Only admin team members can view and edit the manual as this is a company task.

Navigation

COMPULSORY = MUST be completed before arriving on-site.
ADDITIONAL INFORMATION = Read through, but not all tasks will be relevant to your stand.

As you go through the manual and save each section, a green tick will appear to mark your progress.

After all tasks have been read / understood / actioned please submit the manual in full via 'summary'.



Personal Profile

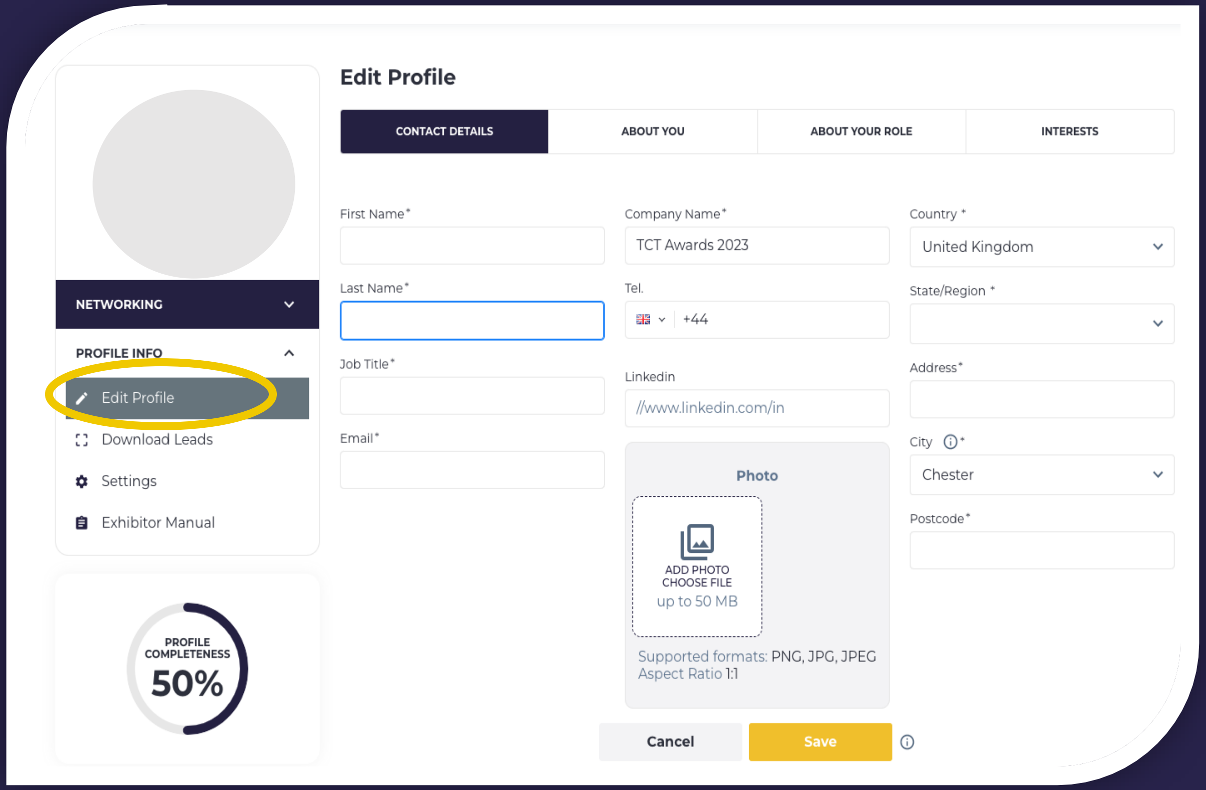
Set Up & Editing

As a Team Member, your profile is where you can:

- Update your profile information & contact details
- Add a photo to be easily recognised
- Choose your notification settings
- Find your badge
- Download your leads.

Make sure you take time to create an engaging, informative and appealing profile. This is the best way to catch visitors' attention and make meaningful connections both before, during and post event.

Step 1: Click on 'Edit Profile'
Step 2: Fill in and update your profile.



Networking

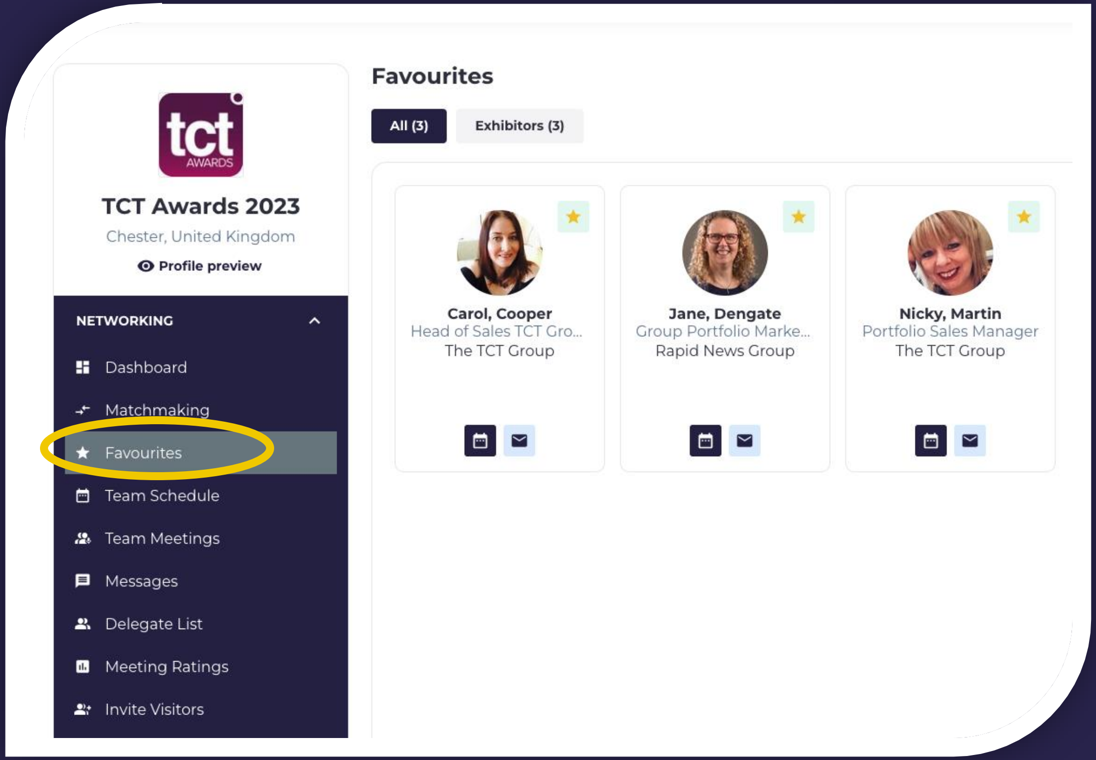
Favourites

You can save a person's profile, company or product to your list of favourites by clicking the star icon on the profile card.

An item that you have already favourited will have a solid star, while a not yet favourited item will have a hollow star.

To navigate to your list of favourites go to:

- Networking
- Select 'Favourites' in the drop-down menu.

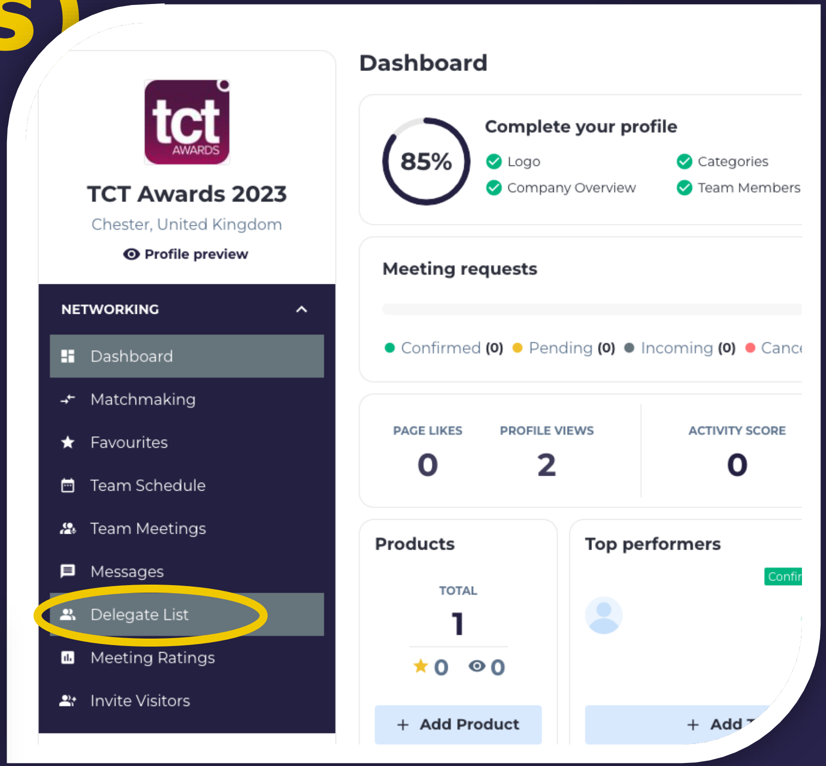


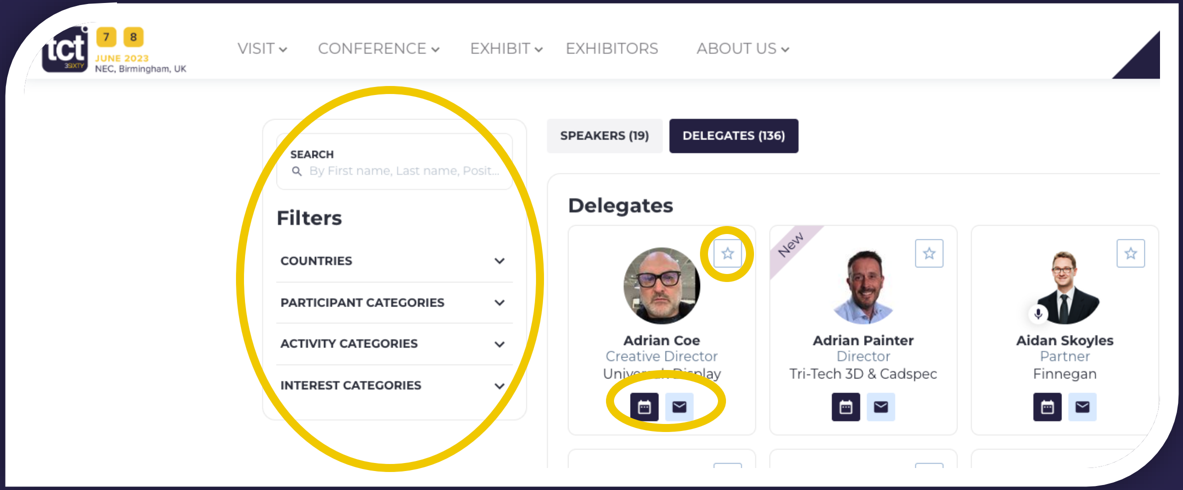
Finding Delegates (Visitors)

You will find the 'Delegate List' under 'NETWORKING' as shown on the right. This is where you can:

- Start **building your pipeline of valuable contacts**, conversations and customers.
- Use filters to best find who you want to contact and meet.
- Click on an individual's profile for additional details about that person.

There are also icons that allow you to add the person to your list of **favourites**, send them a **message**, or request a **meeting**.





Meetings & Messaging

Sending & Viewing Messages

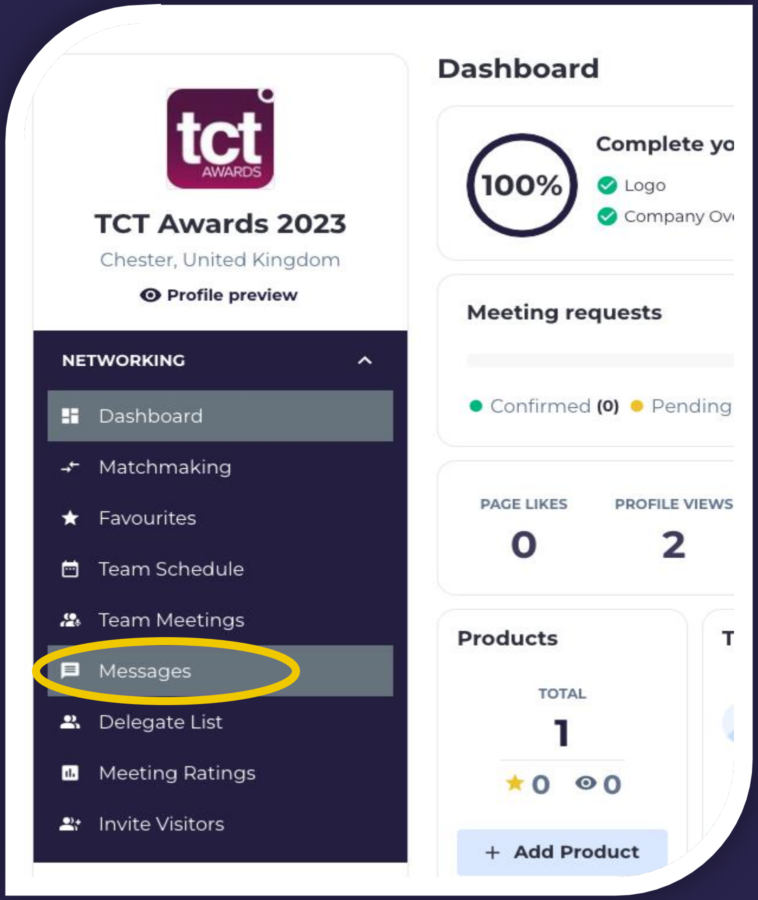
Throughout the Hub you will see this message icon on all company, product and people cards:

To send a message, click on the icon and begin typing your message.

In the top right corner of the page, you'll see 'Messages' and 'Notifications'. When you receive a message, it will appear here.

You can view and search all messages by clicking on 'Messages' in the Networking section of the drop-down menu.

From this page you can also create group chats.



Sending Meeting Requests

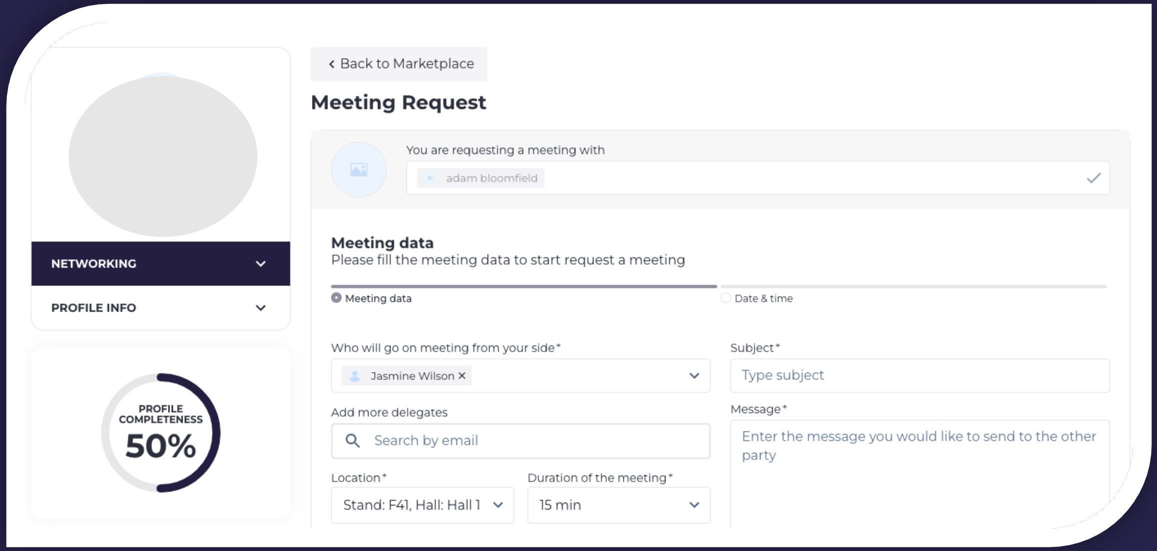
Throughout the platform you will see this meeting icon on all company, product and people cards:

To request a meeting, click on the icon and begin filling out the form.

Step 1: You'll be asked for:

- Subject - what is the purpose of the meeting?
- Message - a short message about why you want to meet.
- Others you wish to invite (optional) - Invite others to join your meeting using their email address.
- Location to meet (online or at event).
- Duration of the meeting.

Step 2: Select a date and time for the meeting, then your meeting request will be sent to the other party when you click the 'Request Meeting' button.



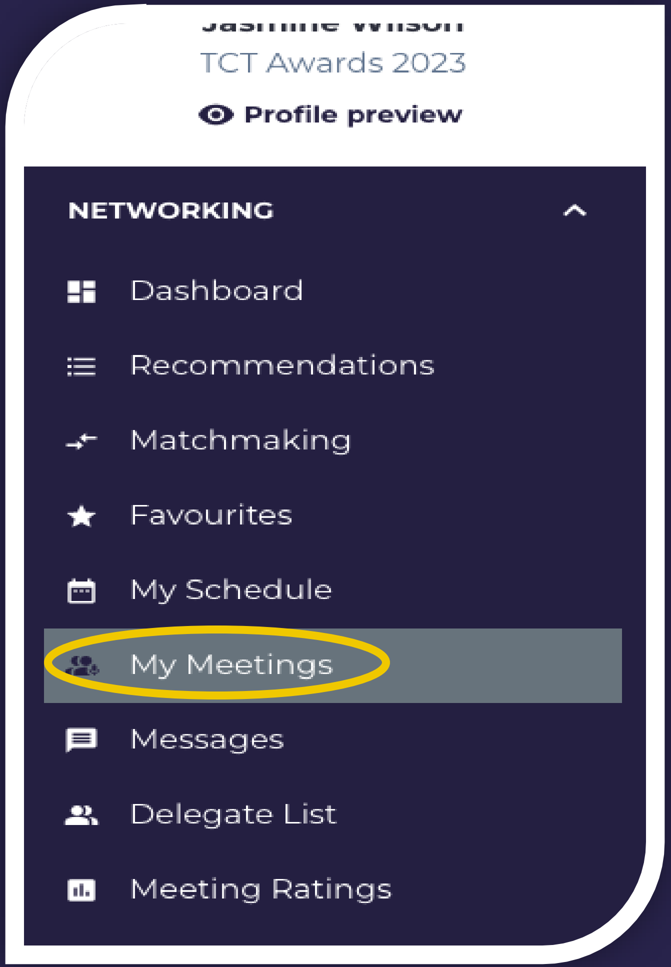
Managing & Viewing Personal Meetings

On the 'My Meetings' page, you can see all your meeting requests along with the status of each.

To navigate to 'My Meetings', click on 'My Meetings' in the drop-down menu under Networking.

On this page you can accept or decline a meeting request, as well as reschedule or cancel a confirmed meeting. It is good business etiquette to action all meeting requests that you receive.

There is both a list view and a calendar view.



Managing & Viewing Team Meetings

On the Team Meetings page, you can see meeting requests for all your team members, along with the status of each meeting request.

On this page you can view meeting requests by:

- Status
- Team Member
- Date

There is both a list view and a calendar view.

As a reminder an overview of meeting requests count and top performing team members can be found on the company dashboard page.

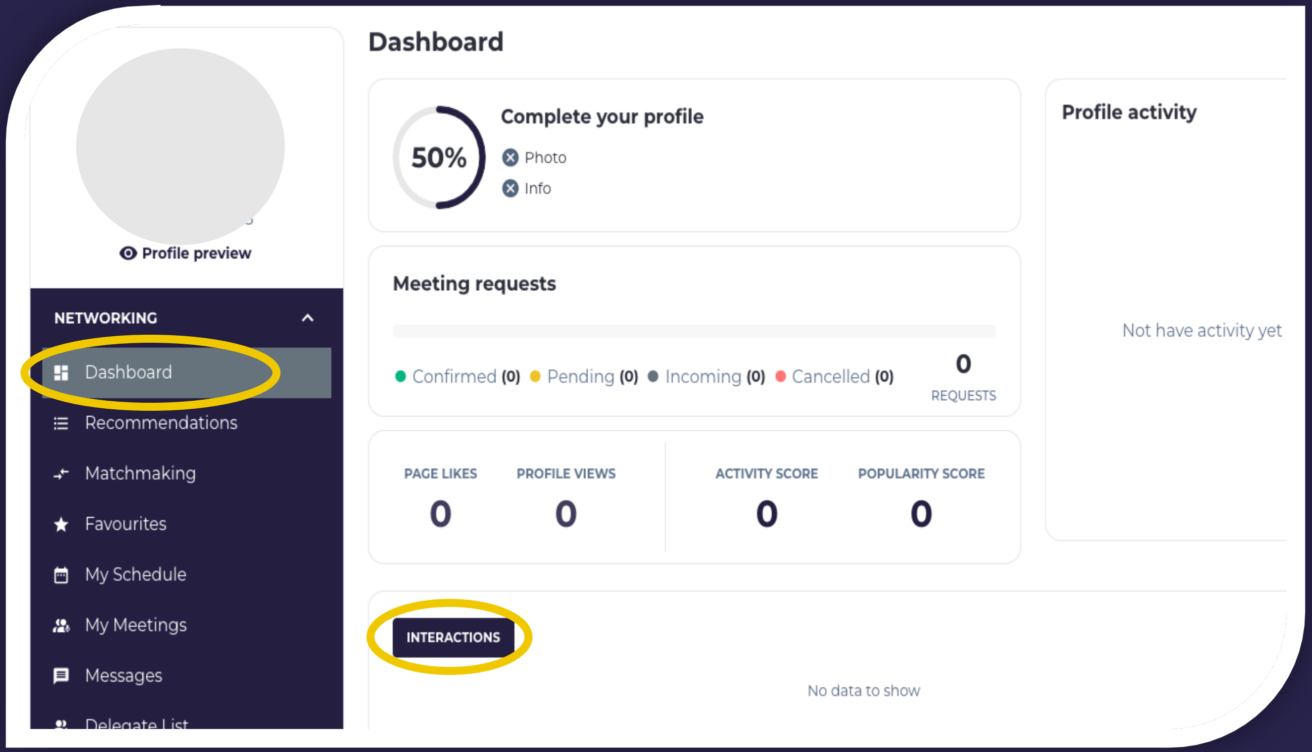
Analytics

Personal Dashboard

When logged in with your personal profile, this version of the dashboard page is displayed.

In the dashboard you can see:

- Personal profile completeness.
- Number of personal meeting requests, by status.
- Notifications.
- Interactions (favourites, contacted, scanned etc...).



Personal Dashboard Interactions

At the bottom of the dashboard page, you will see a list of who has interacted with your profile and who you have scanned onsite.

Interactions displayed are:

- Personal profile page viewed.
- Personal profile favourited.
- Meeting requested.
- Scanned at stand.

On this page you can:

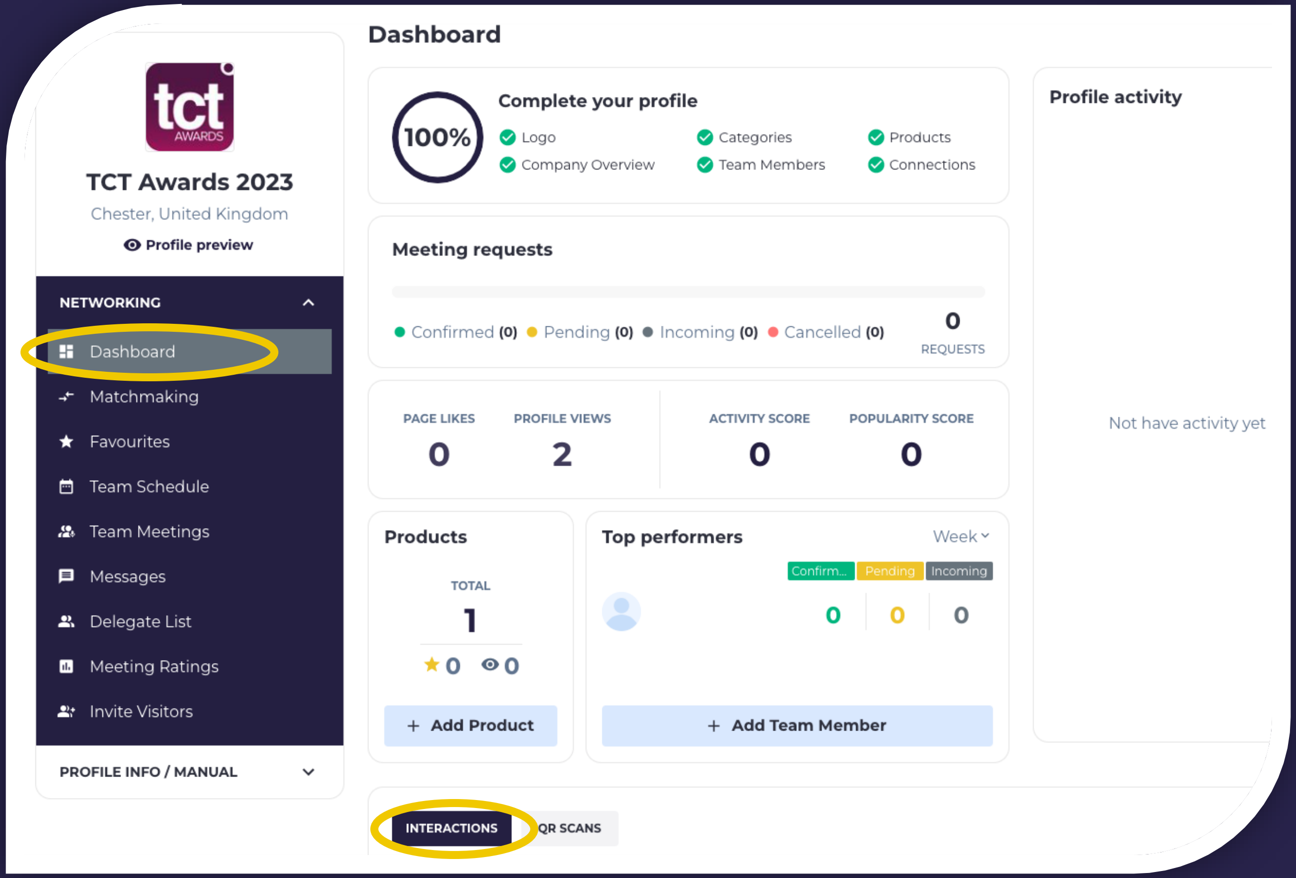
- Click into a person's profile to see additional details about them.
- View all leads from both the website and mobile.
- Add a person to your favourites.
- Send a message.
- Send a meeting request.

Company Dashboard

When logged in as an Admin Team Member and accessing the company profile, from the dashboard you can see:

- Company profile completeness.
- Number of meeting requests, across all team members, by status.
- Product stats.
- Company profile activity.
- Top performing team members.

You can also share your profile from this screen.



Company Dashboard Interactions

At the bottom of the dashboard page, you will see a list of who has interacted with your Company.

Interactions displayed are:

- Company profile page viewed.
- Page favourites.
- Meeting requested.
- Product viewed.
- Product favourited.
- Scanned at stand.

SEE YOU AT THE SHOW!