

Exhibitor Manual

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Exhibitor profile

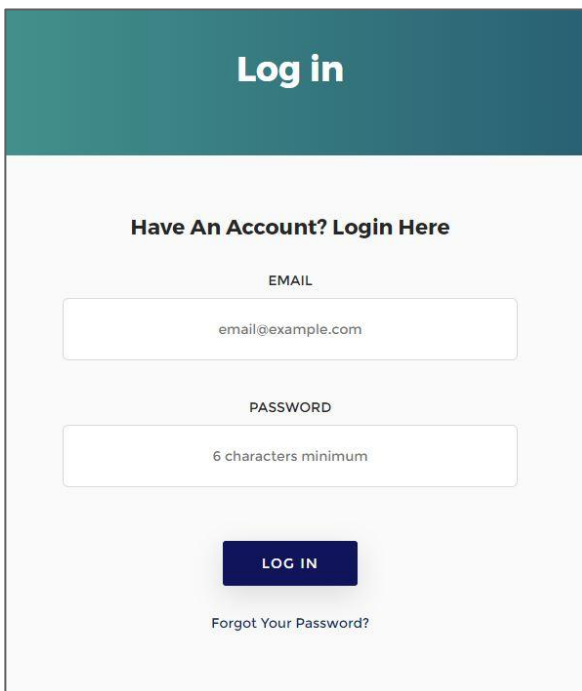
As an exhibitor, your organisation's profile will be displayed on the WAVE event platform in the lead up to the conference.

<https://wave.delegateconnect.co/>

Please provide the following details or complete the Exhibitor Details Form attached to this manual and email to admin@optometrywa.org.au

- Logo (Square PNG, minimum 350x350px)
- 150 word description of your company/organisation
- Contact details – phone number, email address, website
- Social media links – Facebook, Twitter, Instagram, LinkedIn

Complete your digital exhibition page



The screenshot shows a login page with a dark teal header containing the text "Log in". Below the header is a white box with the heading "Have An Account? Login Here". Inside this box, there are two input fields: one for "EMAIL" with the placeholder "email@example.com" and one for "PASSWORD" with the placeholder "6 characters minimum". Below the password field is a dark blue "LOG IN" button. At the bottom of the white box is a link that says "Forgot Your Password?".

You will receive an email with your details to login to your account on the WAVE platform.

If you have not received your login details, please contact OWA office, Jude on admin@optometry.org.au

Complete Your Account Profile

PRONOUN

FIRST NAME

Jenna

LAST NAME

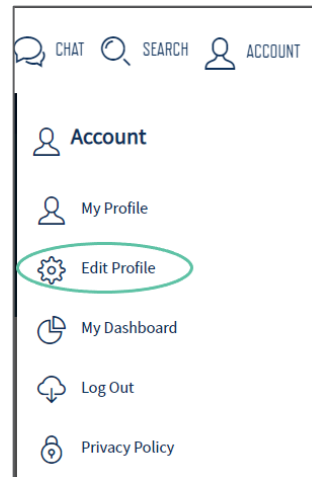
Conroy

WHERE ARE YOU JOINING US FROM?

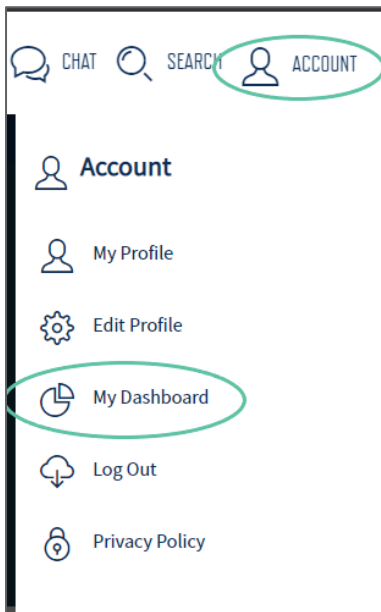
Please enter your country in the above field i.e. Australia or United Kingdom

Once logged in you will be prompted to complete your personal profile. Please fill in your details.

You can edit these details at a later stage if needed by clicking on Account, then Edit Profile:

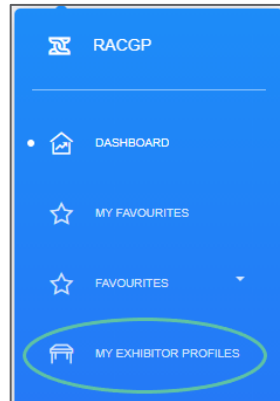


Update your exhibitor page




Navigate to your exhibitor page by clicking:

- Account at the top, right of your screen
- Selecting My Dashboard from the dropdown list
- My Exhibitor Profiles from the menu on the left



Click on the pencil icon to edit your exhibitor page:

ID	COMPANY	CONTACT EMAIL	DESCRIPTION	ACTIONS
39	Example		<div class="trix-content"><div>Please update this section</div></div>	

Exhibition page requirements

Company's name

Length: 3-80 Characters

Name on booth

Enter the name you want to display on your exhibitor page.

Where is your company based?

Enter location e.g. Melbourne, Queensland, Australia, Worldwide

Describe your exhibition in one sentence

Your organisation's summary sentence will overlay the image on your index card on the exhibitor listing page. See Index card for example.

Maximum length: one sentence

Company overview

Include a description about your organisation on your digital exhibition page to let attendees know who you are, what you do and how you can help them.

Maximum length: 400 characters

Company website

Must include <http://> or <https://>

Contact email

Phone number

Social media links (optional)

Featured video

Include a featured video on your digital exhibition page to maximise engagement.

File type: MP4 or MOV

Maximum file size: 100MB

Note: Recommended that the featured video is under 3 minutes in duration. Links to Youtube/Vimeo are NOT supported.

Company logo

Your logo will appear on your index card on the exhibitor listing page and the header of your digital exhibition page. Examples shown below.

File type: PNG or JPEG

Specs: Square. Recommended 800 x 800 px. Minimum 200 x 200 px.

Note: Your logo will be displayed against a white background.

Profile Cover Image

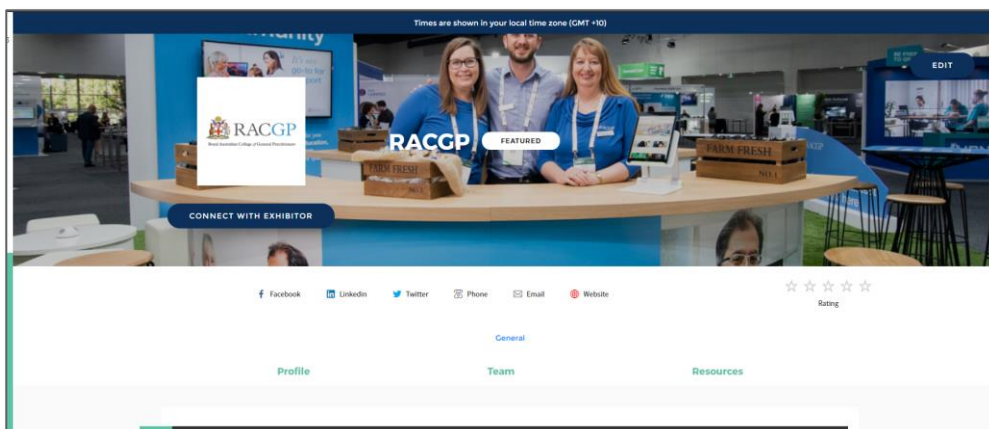
Your cover image will appear as the Header Background on your exhibition page.

File type: JPEG or PNG

Specs: 1600 x 900 px

Note: this image is responsive and should not contain text, logos, or other assets you do not want to altered/cut off. See examples below.

Example: Digital exhibition page profile cover image including company logo and profile cover image. Example of a responsive image containing people being cut off in the header.



Profile cover colour

Set a custom HEX colour for the header background if you don't want to set an image. e.g. #0097DC

Exhibitor categories

Select any categories that apply to your company.

Streams

Please do not select any streams.

Lead capture fields

Add additional fields to the lead capture form, which can be accessed via the Connect with Exhibitor button on your exhibition page header. Contact details for attendees who fill in this form are automatically shared with you, so use this to collect other information about attendees.

LEAD CAPTURE FIELDS
Add additional fields to the lead capture form. All contact details are automatically shared

FIELD LABEL	FIELD TYPE	MULTIPLE SELECT OPTIONS	
	▼		<div style="background-color: #e91e63; color: white; padding: 5px; border-radius: 5px; display: inline-block;">DELETE FIELD</div>
For multiple select fields, enter options separated by comma. ie: platinum,gold,silver,premier sponsor,bronze			
<div style="background-color: #004a7c; color: white; padding: 10px 20px; border-radius: 10px; display: inline-block; cursor: pointer;">ADD FIELD</div>			

Field label: enter question

Field type: Select entry type – multiple choice, text or checkbox

Multiple select options: enter options

Connect With Exhibitor

HOW CAN WE HELP?

B I U L ...

Let us know anything in particular you'd like to speak with us about

CLICK HERE IF YOU ARE A PRACTICE OWNER

ARE YOU AN RACGP MEMBER?

Yes
No
Unsure

CLICK HERE IF YOU ARE A RURAL GP

Note: If using the checkbox, we recommend saying “click here” to make it clear to attendees that it is a button.

Profile Index Image

Your profile index image will be the same as your Profile Cover Image. If you would like a different image shown here, please feel free to change it yourself or email it to admin@optometrywa.org.au. The profile index image will appear on your index card on the exhibitor listing page.

File type: JPEG or PNG

Specs: 1600 x 900 px

Note: this image is responsive and should not contain text, logos, or other assets you do not want to altered/cut off. See examples below.

Example: Index card including company logo, summary sentence and profile cover image:

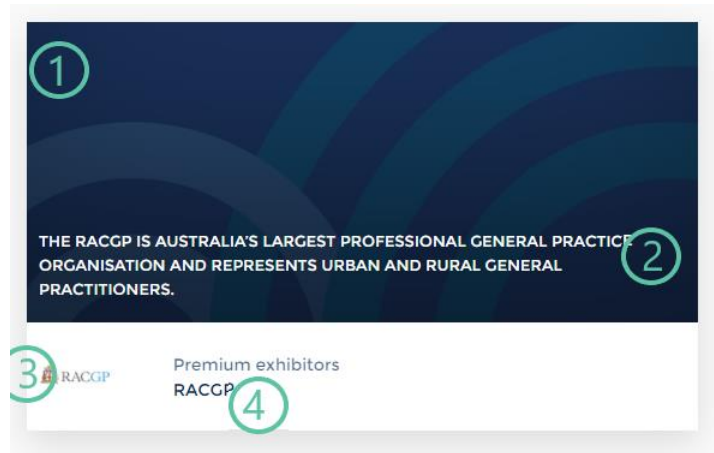
1. Profile Index Image
2. Describe The Exhibition In One Sentence
3. Company Logo

File type: JPEG or PNG

Specs: 200 x 200 px

Note: This image will be displayed against a white background

4. Company name



Resources

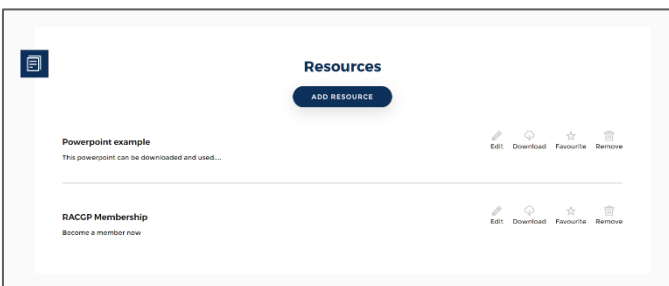
Add resources to your digital exhibition booth page to share information about your products, services and industry-related topics. You can add them to your exhibitor page by clicking on Add Resources blue button at the bottom of your Exhibitor page.



ADD RESOURCE

File types: JPEG, PNG, PDF, MOV, PPT or MP4

Note: URLs are not accepted in the resources section



Team members

Determine your team members and send through their first name, surname and email address to the OWA Office so they can be created and added to your Exhibitor Page. You cannot do this yourself so please send through.

Team members are linked to your digital exhibition booth page and can:

- interact with attendees via the chat tool
- meet 1:1 with attendees
- update the exhibitor profile content

We encourage you to have at least two of your team members available during the exhibition opening hours.

Adding Information & Images to your home page

When you are logged in, click on Edit – Blue Button top right of your main image at the top of your webpage.



zone (GMT +08)

EDIT

Go to Company Description & in the box below, you can enter any text / images (600x 400 max size) to populate your exhibitor page. Please note that the icon highlighted in yellow usually associated with Attachment, this allows you to insert image or file.

Provide a summary of the Exhibitor, shown on the index page



Exhibition hours

The digital exhibition will be open for live chat on the following days:

Saturday 20th March 8am onwards – for scheduled breaks, please see the WAVE 2021 program.

Sunday 21st March 8am onwards – for scheduled breaks, please see the WAVE 2021 program.

Conference bump out on Sunday 21st 2021 is 2.30pm.

Contact us

If you have any questions, please contact the OWA Office – Jude Martindale 08 9321 2300 or admin@optometrywa.org.au

Exhibitor Details Form

Check your online Exhibitor webpage first as most of this has been added for you already.

The rest you can do online when your Team Members profiles have been assigned to your Exhibitor page by OWA Office.

Company Overview:

- Company name:
- Exhibitor booth name (3-80 characters):
- Summary (one sentence describing the company):
- Company Overview (an overview of the company, 600 characters):
- Company location:

Contact Details

- Contact Email:
- Company Website:
- Phone Number:
- Facebook:
- Twitter:
- GitHub:
- LinkedIn:
- WeChat:

Exhibitor Tier (if applicable): Exhibitor Category (if applicable):

Assets: Logos & Videos

- Featured Video
- Please use the File Upload below to upload and automatically link the video. Maximum file size: 100MB MP4 OR MOV.
- Company Logo
- Provide your company logo as a JPG or PNG file. This image will be displayed against a white background 800:800px
- Index Logo
- Provide your company logo as a JPG or PNG file. This image will be displayed against a white background 800:800px
- Profile Cover Image
Upload a cover image shown on the Index card & as the header background. Please note this is image is responsive and should not contain text, logos, or other assets you do not want to altered/cut off 1600:900px
- Resources

Upload resources available for upload /download. Content must be jpeg, png, pdf, mov. or mp4. URLs are not accepted.

User Profiles

Sponsor/Exhibitor User Profiles

List the users who are linked to the profile. These users will be shown on the profile, can interact as the profile, and make updates to the profile content. You will be emailed with your user logons if they have been set up for you in advance.

Your logon is your email address and the password **optometry**

You can also email these details to Jude at OWA office on admin@optometryrwa.org.au and if you are a regular at WAVE, you might find these populated already and linked to your exhibitor page.

1. Name Surname Email address
2. Name Surname Email address
3. Name Surname Email address
4. Name Surname Email address