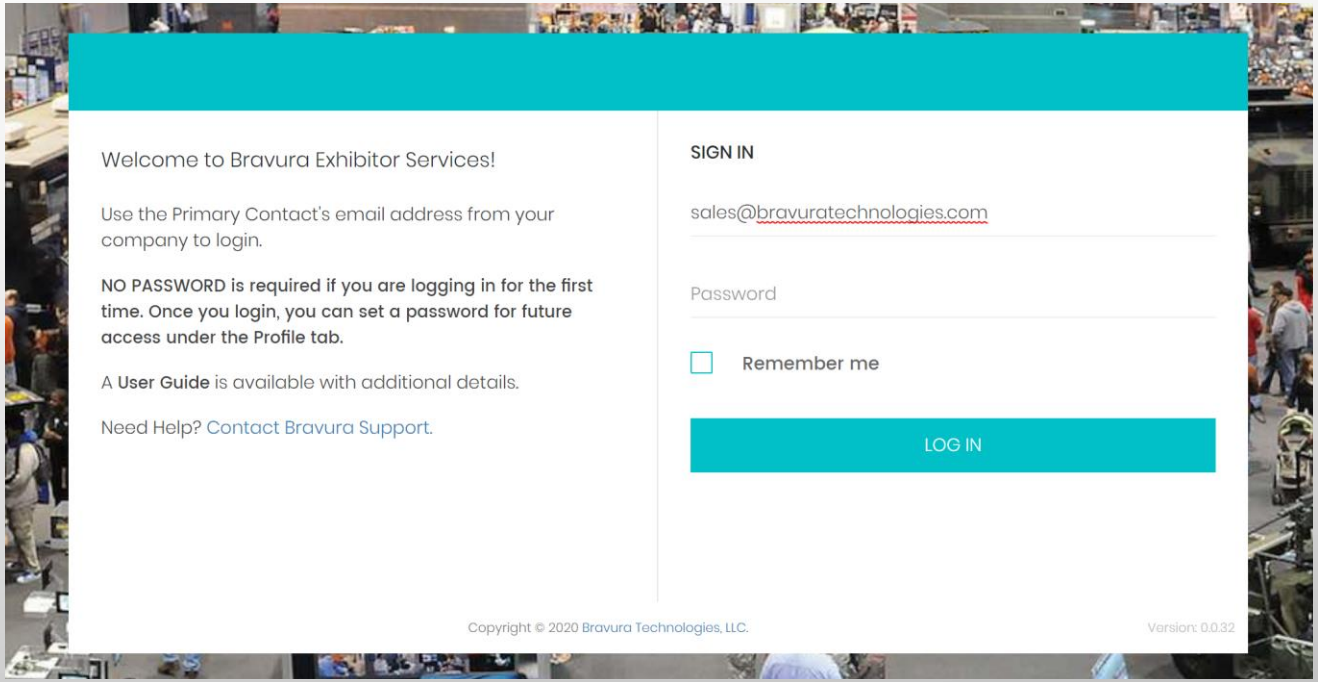
EXHIBITOR GUIDE

For Bravura CONNECT

BRAVURA

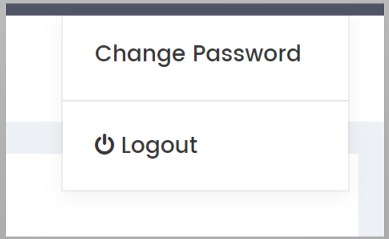
EXHIBITOR PORTAL OVERVIEW



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

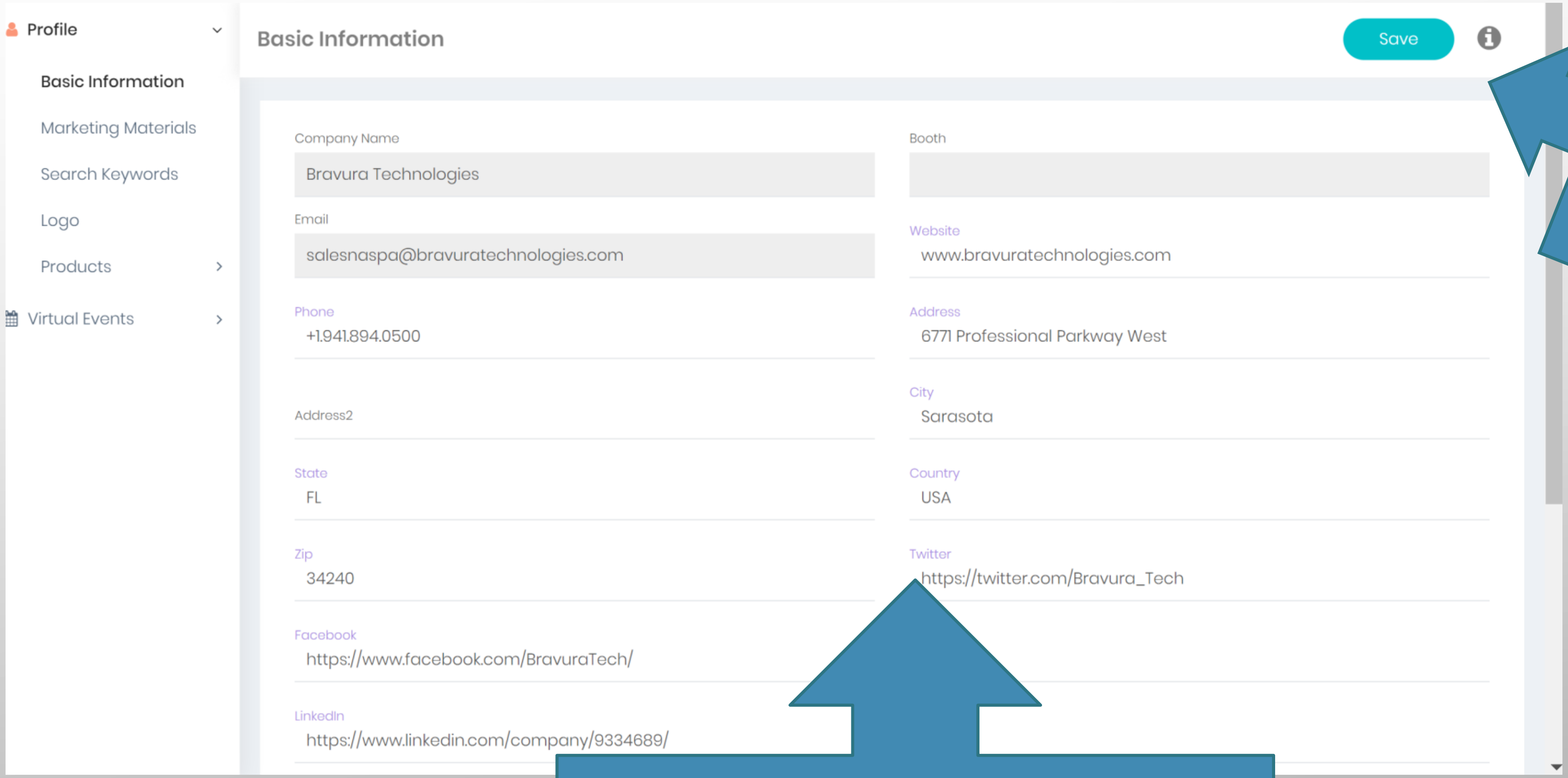
Log in using the email address of your primary contact, and leave the password field blank. The email address associated with your exhibitor listing should be used.

Note: the following screens are for general guidance. Your may have more/less options available to you depending on configurations chosen by the event organizer.



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

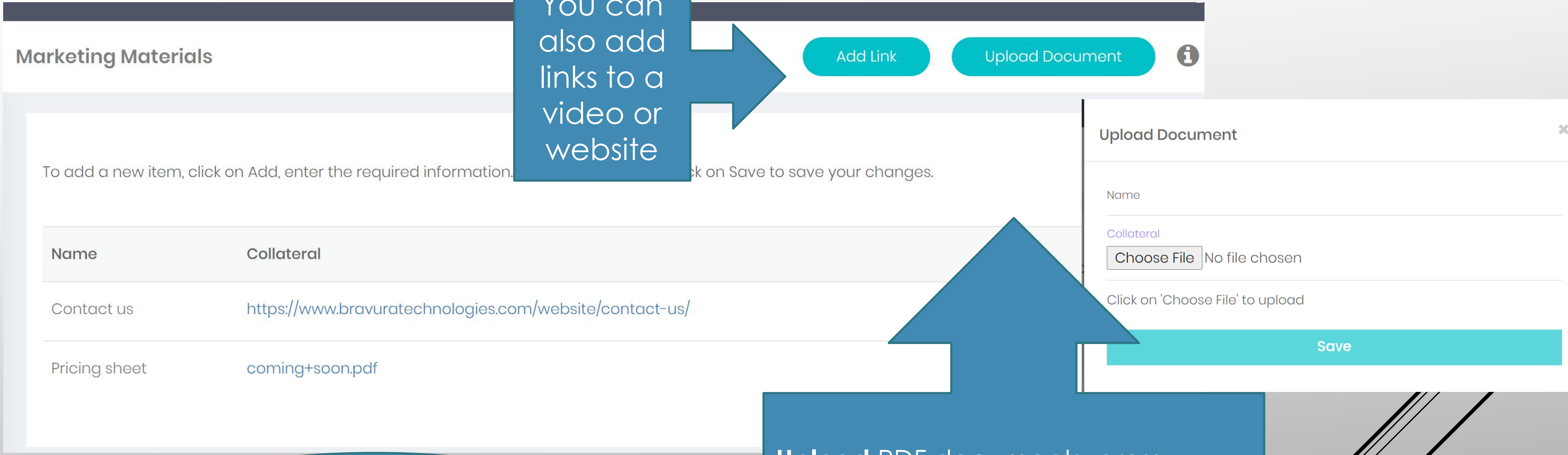
SETTING UP YOUR VIRTUAL BOOTH



Don't forget to SAVE!

Edit your company website, phone, address, and a brief description of your company, as well as other available fields.

VIRTUAL BOOTH: MARKETING MATERIALS

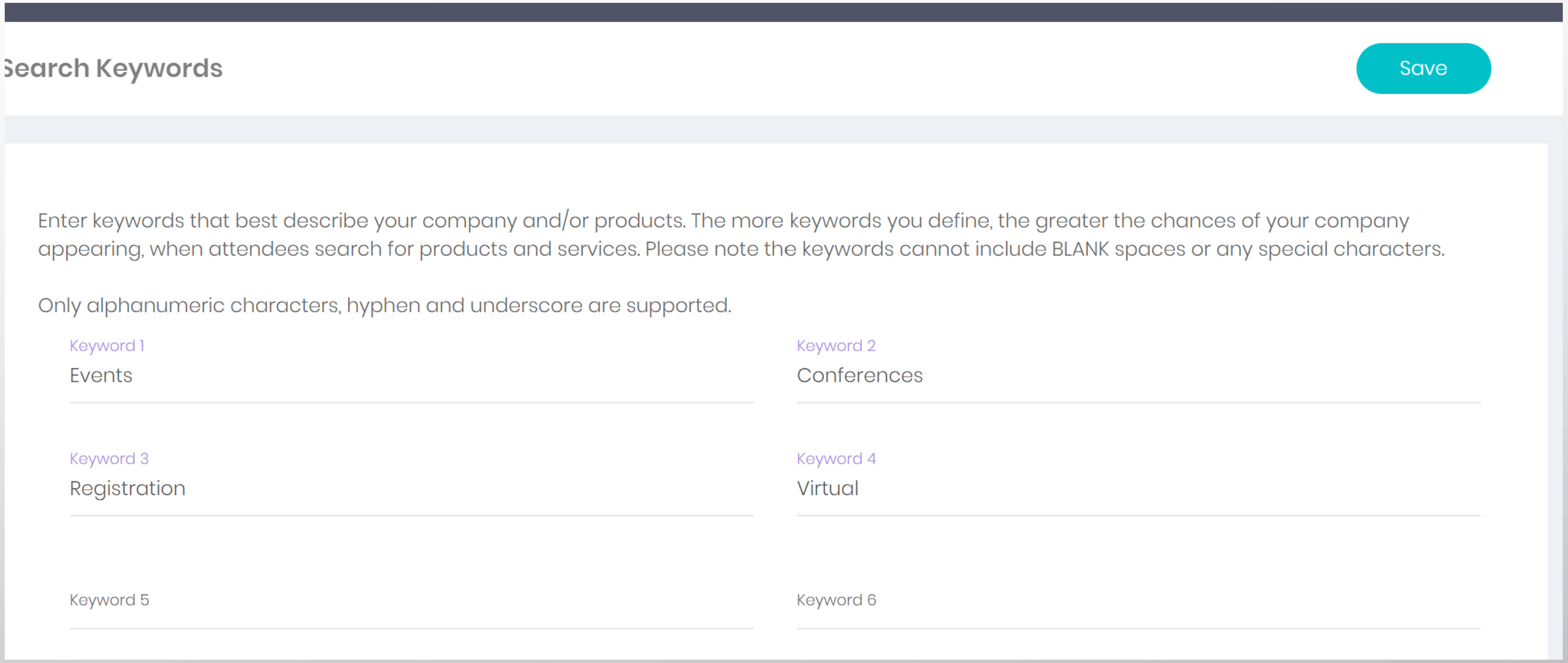


You can also add links to a video or website

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.

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.

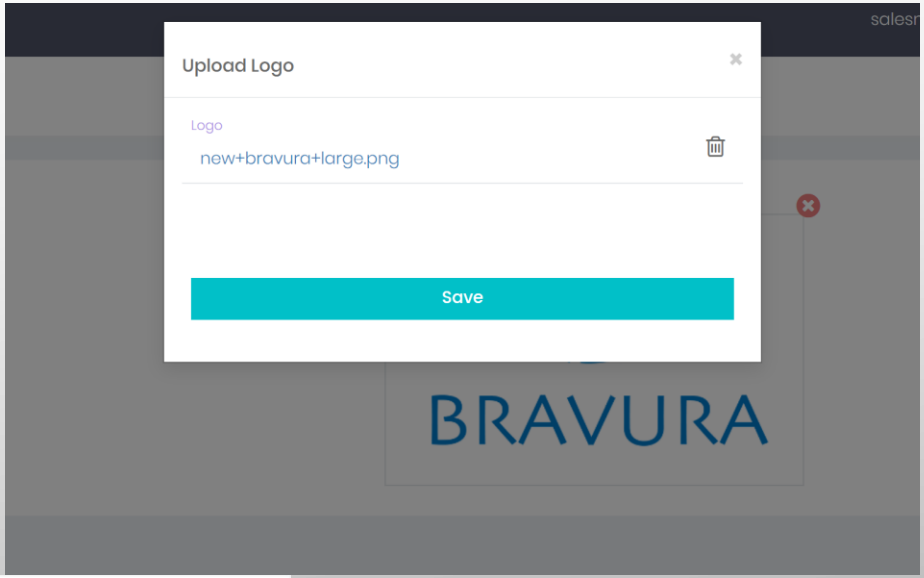
VIRTUAL BOOTH: SEARCH KEYWORDS



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.

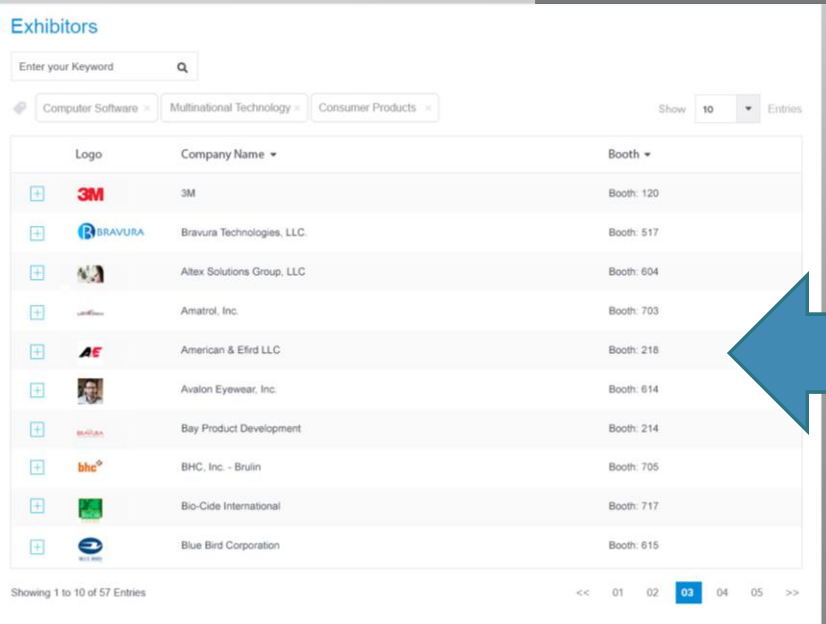
VIRTUAL BOOTH: LOGO



Upload a logo for your company that appears next to your virtual booth listing on CONNECT app or online.

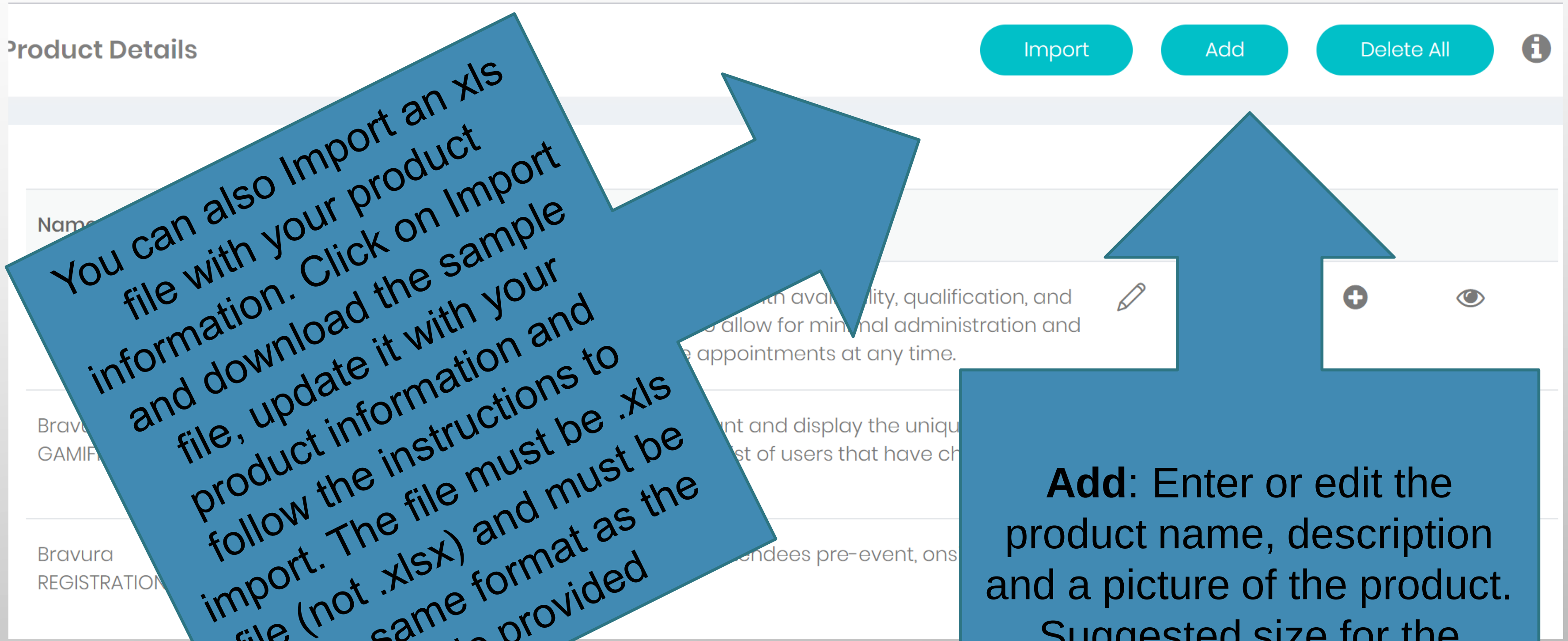
Suggested size: square 300x300

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



Attendee's view of the exhibitor listing

VIRTUAL BOOTH: PRODUCTS



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

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

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

VIRTUAL BOOTH: PRODUCTS

Product Details

Import | Add | Delete All

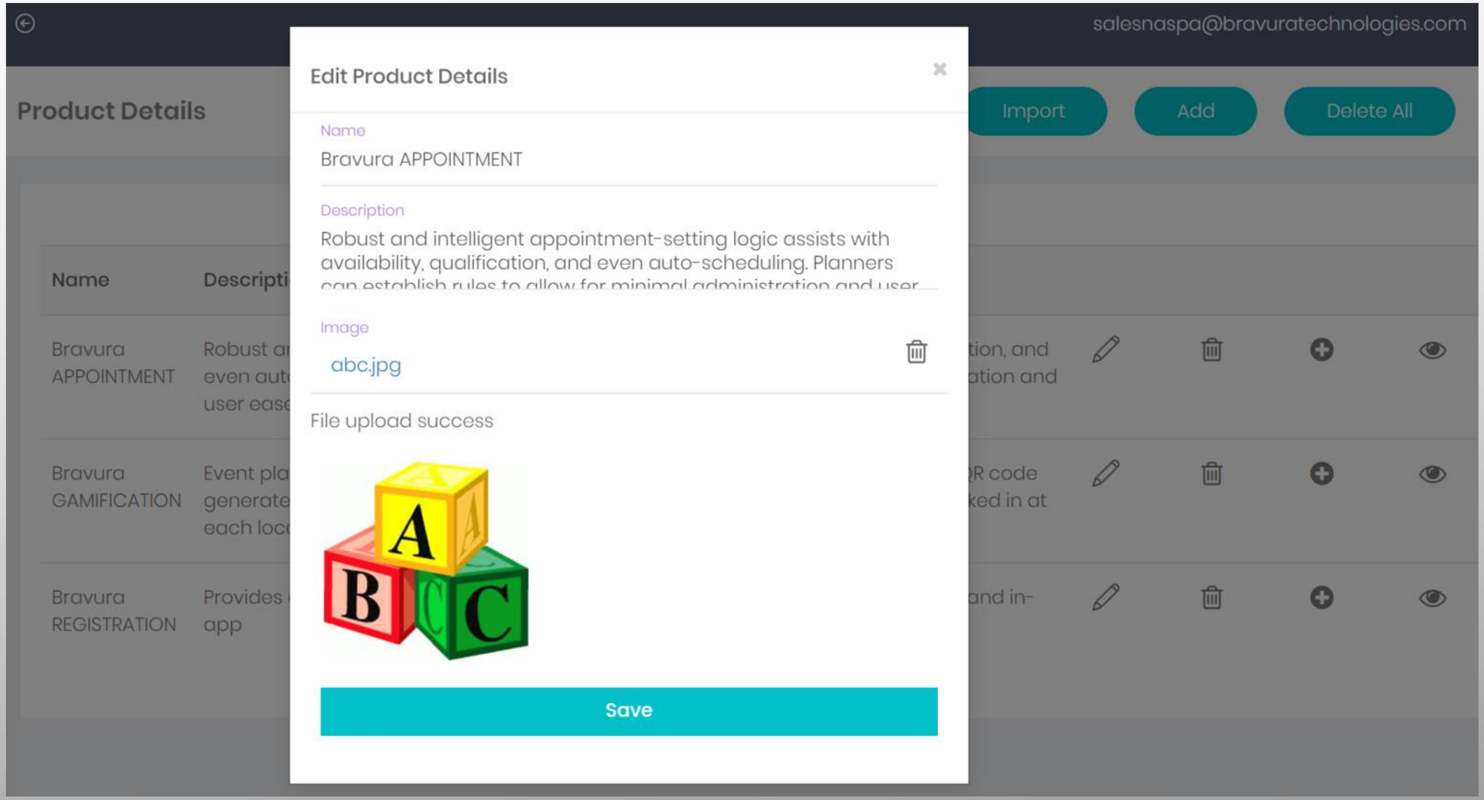
Name	Description
Bravura APPOINTMENT	Robust and intelligent appointment-setting logic assists with availability, qualification, and even auto-scheduling. Planners can establish rules to allow for minimal administration and user ease. Organizers can view, modify, or fine tune appointments at any time.
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 the product details

Add documents for this product

VIRTUAL BOOTH: PRODUCTS



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

VIRTUAL EVENTS: SESSIONS

This will list the sessions assigned to you.

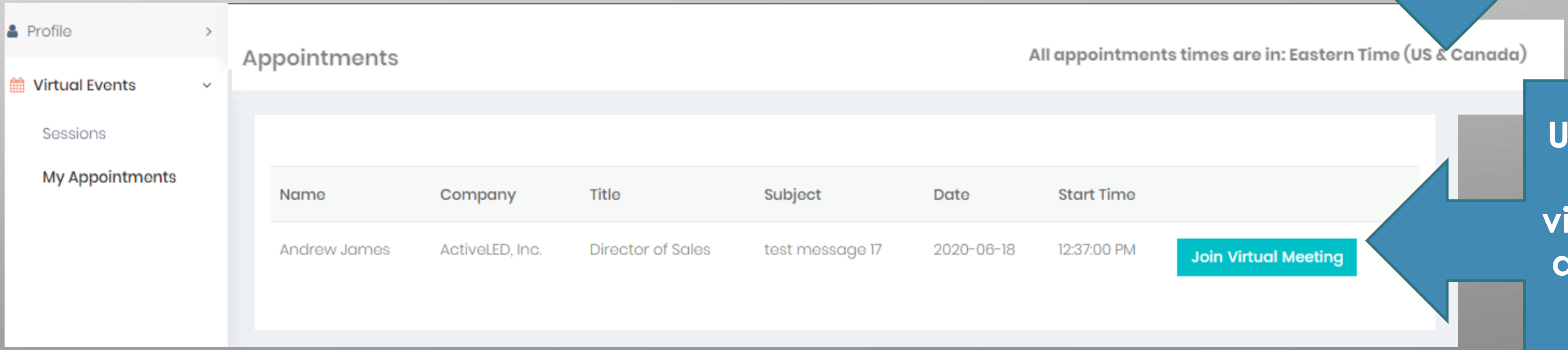
If you are presenting in a virtual session, CLICK HERE to refer to the Bravura Virtual Speaker Guide for an in-depth look at joining and managing sessions.

Options described here may not be available to all event participants

VIRTUAL EVENTS: APPOINTMENTS

This will list your scheduled appointments. Select the appointment a few minutes before the scheduled start to join the virtual meeting!

It's important to note the time zone of the appointments listed here. You may also view and join these appointments from the CONNECT platform



Use this action to join the virtual meeting a few minutes prior to the start time

Options described here may not be available to all event participants

VIRTUAL EVENTS: APPOINTMENTS

Use this option to set times that you are not available. The event organizer will be setting up the common availability for all exhibitor – attendee meetings. You can override this.

Appointments

All appointments times are in: Eastern Time (US & Canada)

Set Unavailability

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

Appointme ty Time Periods

Save

These are the time periods the event organizer has defined as available for virtual appointments with attendees. If your booth is NOT AVAILABLE to appointments for any of these time periods, select those slots.

Don't forget to SAVE!

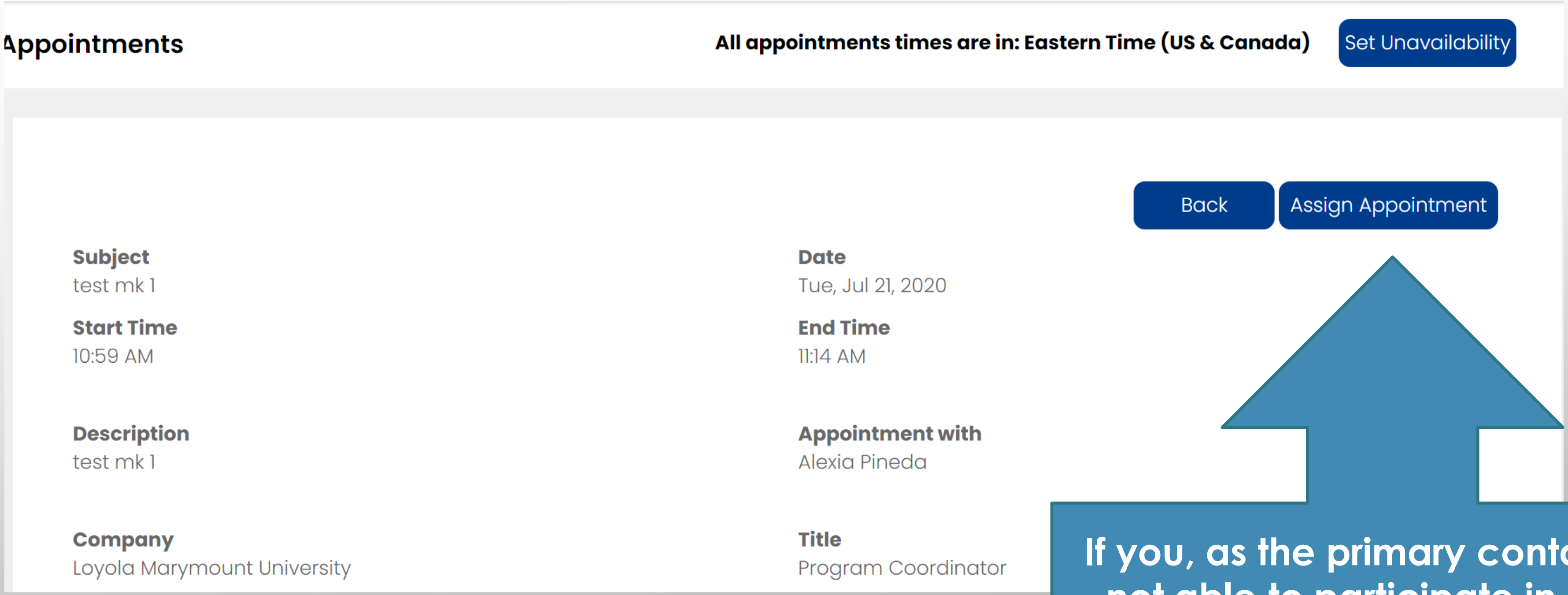
All times are in: Eastern Time (US & Canada)

- [x] Wed, Jul 1, 2020 09:00 AM - 12:00 PM
- [x] Wed, Jul 1, 2020 04:00 PM - 08:00 PM
- [ ] Tue, Jul 21, 2020 10:00 AM - 11:00 AM

Options described here may not be available to all event participants

- [ ] Wed, Jul 22, 2020 10:00 AM - 11:00 AM

VIRTUAL EVENTS: APPOINTMENTS



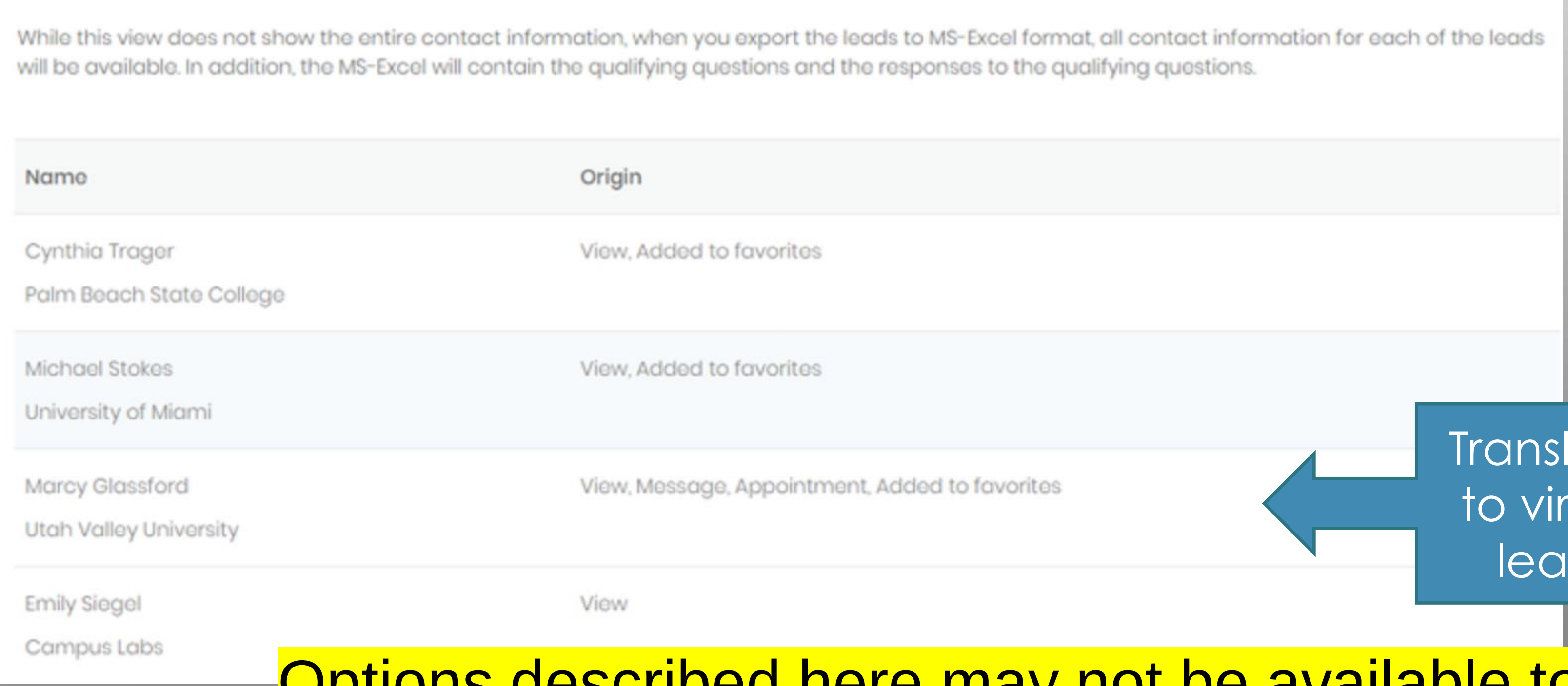
If you, as the primary contact, are not able to participate in all the scheduled appointment, you can assign the appointments to other booth personnel who can join the meetings virtually using the CONNECT platform.
You can also join the same appointment, if needed.

Options described here may not be available to all event participants

VIRTUAL LEADS

Virtual leads are leads 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 are users who:

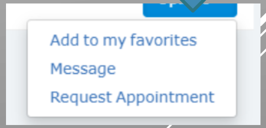
- View: viewed your exhibitor details
- Message: Sent you or someone in your organization a message
- Appointment: Requested or accepted an appointment with you or someone in your organization
- Added to Favorites: Added your company to their Favorites list


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 will be available. In addition, the MS-Excel will contain the qualifying questions and the responses to the qualifying questions.

Name	Origin
Cynthia Trager Palm Beach State College	View, Added to favorites
Michael Stokes University of Miami	View, Added to favorites
Marcy Glassford Utah Valley University	View, Message, Appointment, Added to favorites
Emily Siegel Campus Labs	View

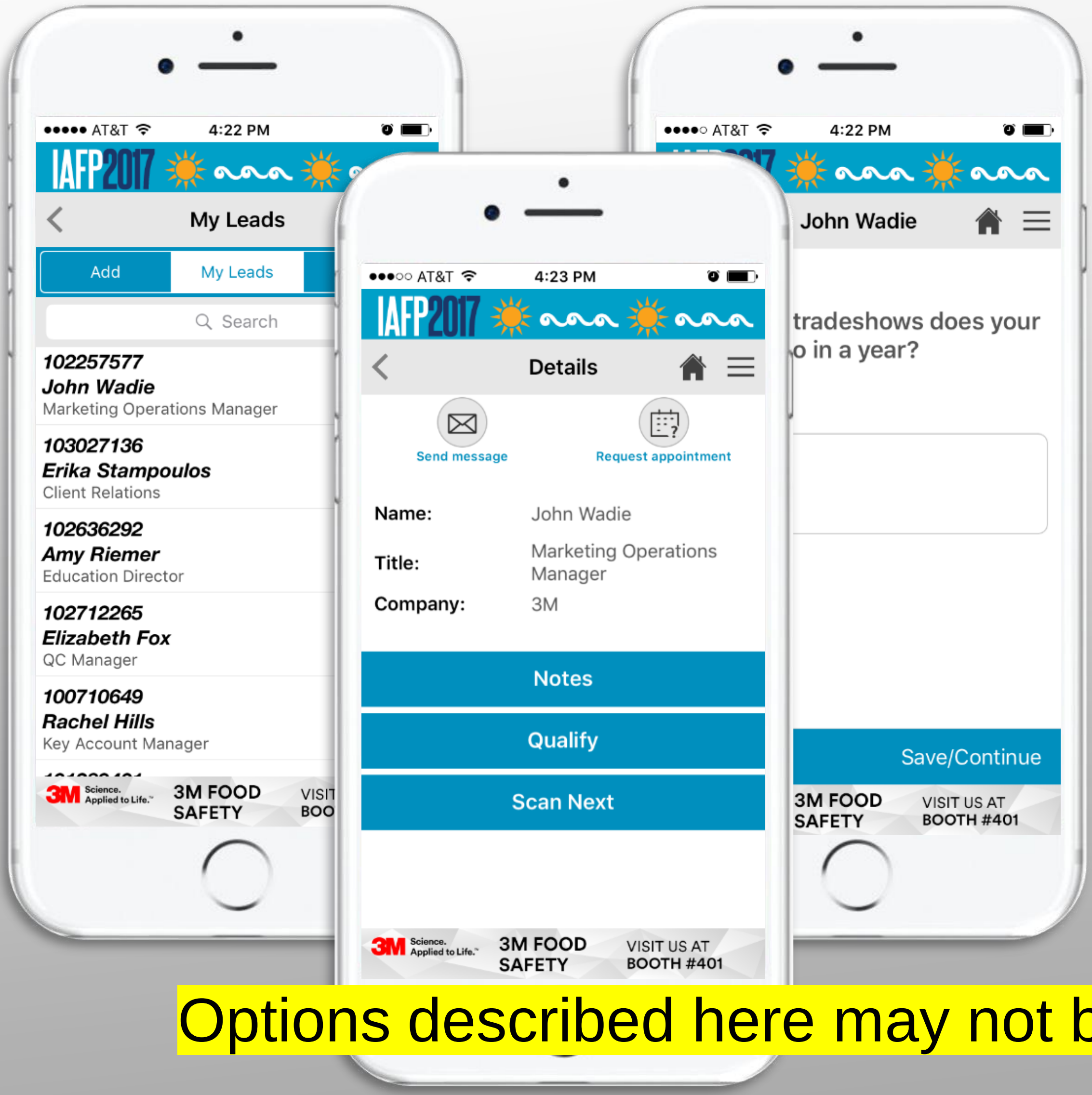
Translates to virtual leads

What attendees can do



Options described here may not be available to all event participants

LEAD RETRIEVAL USING AN APP

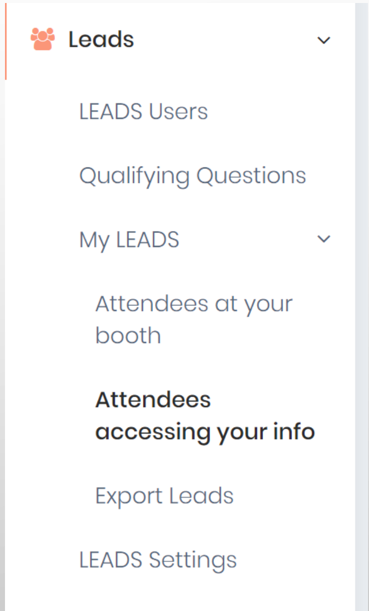


Once the mobile app for the event is available, you will be able to use the app to track leads during the event. You will receive further instructions on this via email. Instructions are sent to the primary contact associated with the exhibitor 2 weeks prior to the event, so be sure to check your email!

Badges are scanned using the mobile app to capture Leads.

Options described here may not be available to all event participants

LEAD RETRIEVAL USING APP



General Instructions:

Download the mobile app from the Apple iTunes Store or Google Play Store. We will notify you 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 allowed to capture Leads. Check your user settings.

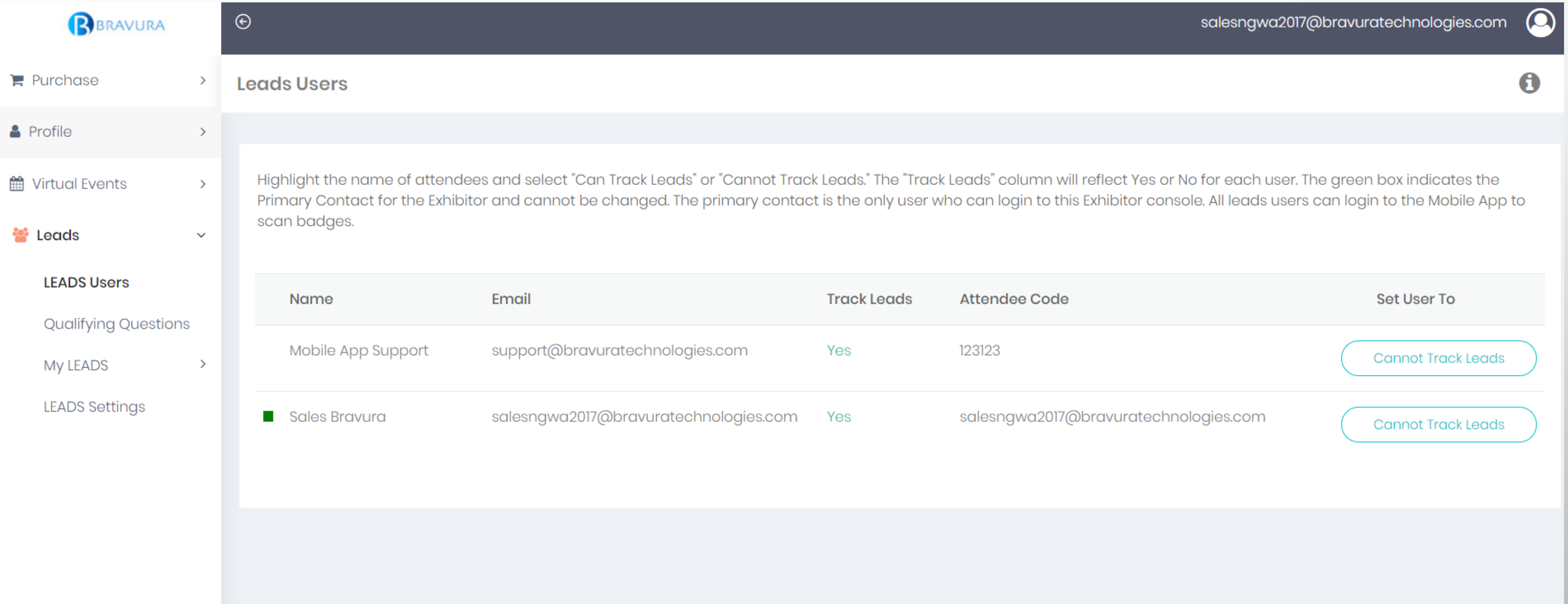
Under the Leads menu you will have the option of

- Scanning the QR Code on the attendee badge
- Adding a lead manually by entering all details (only if above two options fail)

One or more of the above options may not be available in some events

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

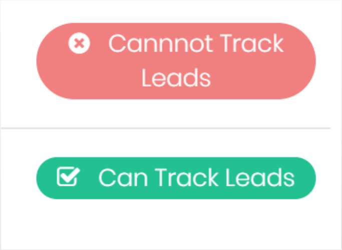
SETUP LEADS USERS



Here you can manage the users of the Bravura LEADS mobile application. 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 person 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.
- If the person you are looking for, to add as a LEADS user has already registered but you don't see him/her in the list, please contact support@bravuratechnologies.com and provide your attendee's first and last name and email address and we will resolve this for you.

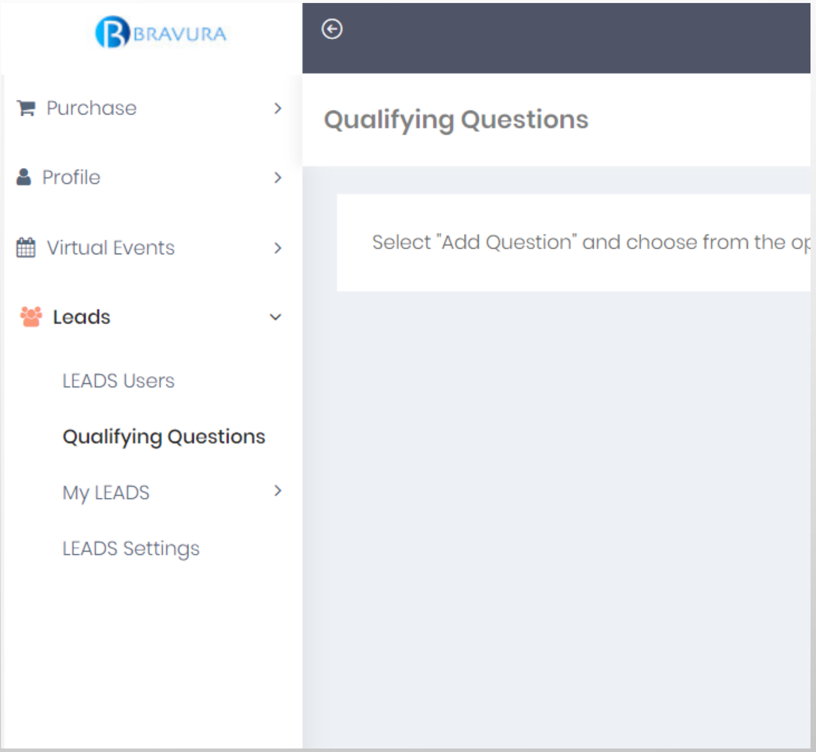
SETUP LEADS USERS



- **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. Leads menu will be enabled in the mobile app for these attendees only. There is a maximum number of leads users you can enable, dependent on your purchase options.
- **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.

The LEADS user will use his/her email address to login to the mobile app. The Leads menu on the mobile app will be enabled for LEADS users only. The email address has to be unique (different) for every LEADS user.

QUALIFYING QUESTIONS



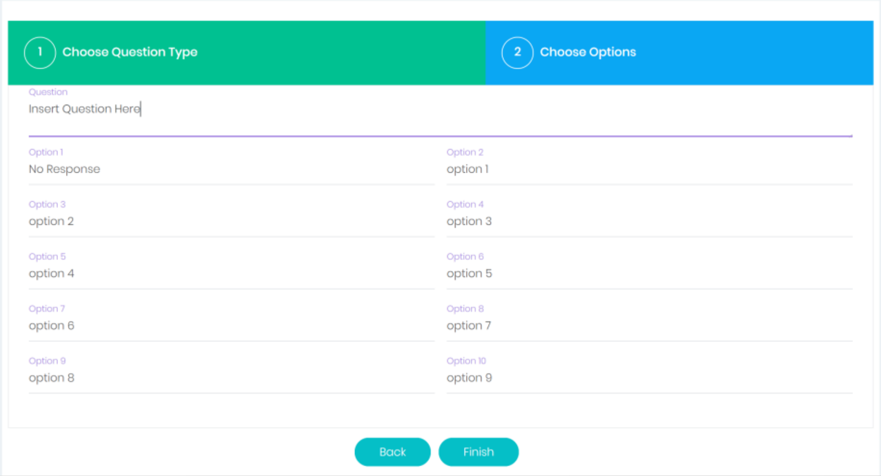
Here you can manage the qualifying form that the LEADS users will see when they add a lead using the app. Create a set of questions that you want to record for each lead captured.

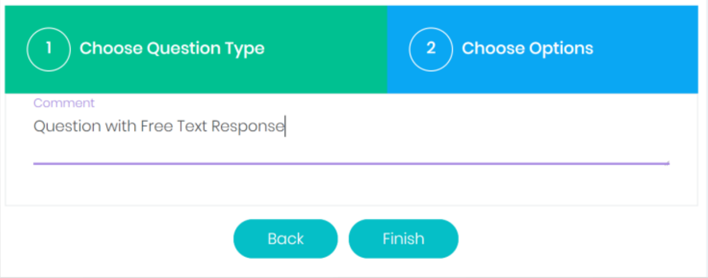
The questions are common for all LEADS users in your organization. In addition to the questions, you can also record notes.

You can set up questions for a free text entry or multiple answers.

*Note, although you can edit qualifying questions at any time, a lock symbol will appear next to a question that has already been used to track leads and you will not be able to edit the questions that are locked.

QUALIFYING QUESTIONS





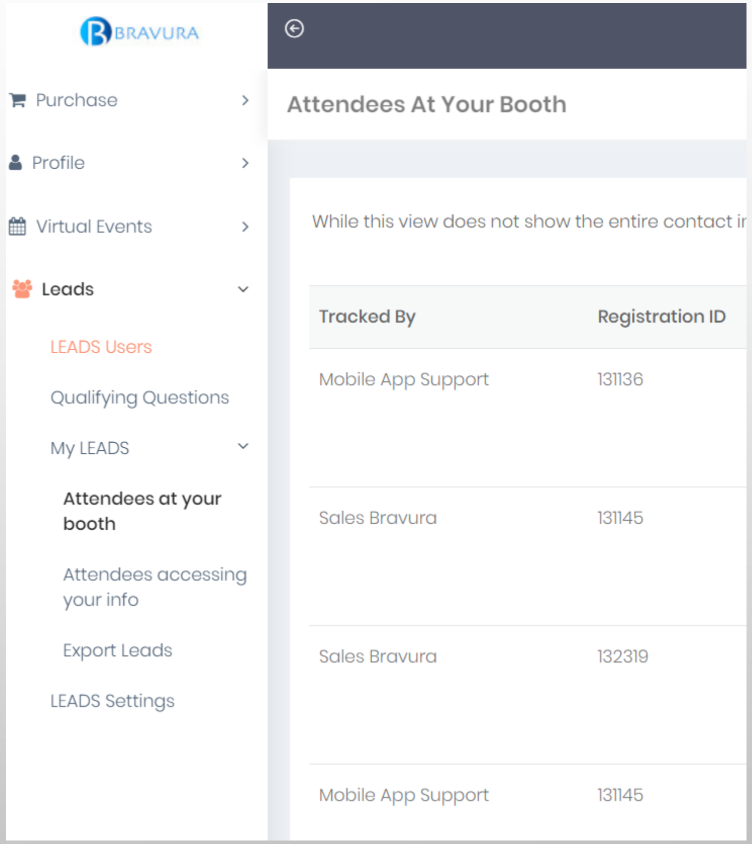
- **Add Question**: When you select this, you will see a list of predefined questions that you can select from.
- **Edit a question**: In the menu bar above the question you just added and select the pencil icon to edit the question. Depending on the response type, you will have the ability to edit the question or edit both the question and its valid responses.
- **Delete a question**: In the menu bar above the question you just added and select the trash icon to delete the question.
- **Order**: Change the order of the questions by dragging and dropping the questions
- **Question with Free Text Response**: This allows the app user to capture text in response to this question. This is similar to notes.

- Type in your question.
- Remember to click on Finish when you are done

- **Multiple Choice Question with Single Response**: This allows the app user to select ONE option from a list of options.

- Type in your question and the list of valid choices. You can clear out any choices that you do not want to use.
- Remember to click on Finish when you are done

MY LEADS



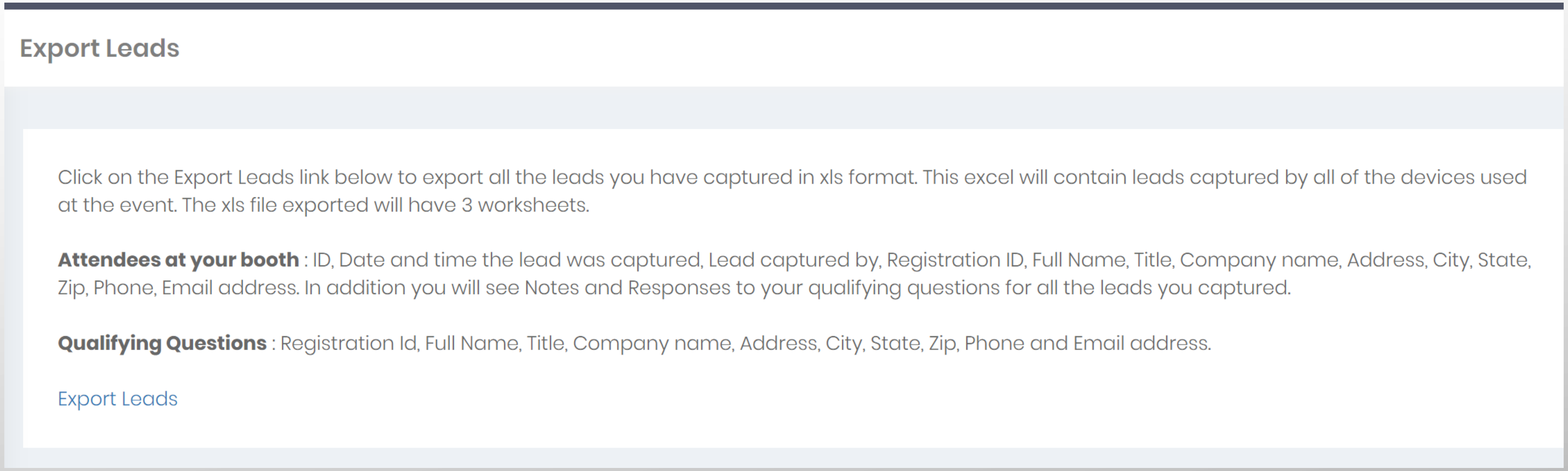
This is where you can view and export the leads you tracked.

Attendees at your booth: view a list of leads that 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.

EXPORT LEADS



- Export: Click on the Export Leads link to export all the leads you have captured in xls format. This excel will contain leads captured by all of the devices used at the event. The xls file exported will have 3 worksheets.

Attendees at your booth: Attendees who stopped by your booth.
Qualifying Questions: Qualifying questions you defined.
Attendees accessing your info: Virtual leads.