

# Expo Booth Setup Instructions for Employers

## 1. Logging In to the Platform

Hello noah! 🙌

IBPSA-USA has invited you to the booth admin page



You should have received an email similar to the screenshot above. After clicking “Set Up Your Booth”, a verification email will be sent to your email.

## IBPSA-USA Career Fair 2024

by IBPSA-USA

Just one final step to complete your registration - please click the button below to reserve your ticket.

Until you click the button (or access the link) below, you will not be fully registered for this event.

Please note that your unique link in the button below **will expire in 10 minutes**. Upon expiry, you can click the same button again to send a new verification email with the new link.

When the event starts, you can use this same link to join the event, going through the same verification process.

Please note that this link is unique to you and should not be shared with anyone for your own security.



Click “Access booth setup”. You will be taken to a login page – enter your email and click “Continue to sign in”. A one-time login code will be sent to your email. Copy and paste that code in the “Enter your code” field and click “Sign in”.

## 2. Creating Your Booth

You will then be directed to the booth editor. This is where you will input information about your company/organization, relevant links, and other details that will be made public to attendees.

**Exhibitor Name (required).** Rename this field to your company's name.

**Exhibitor Email (required).** Enter your email.

**Exhibitor Headline.** Any short text about your company, e.g. motto or key message.

**Booth size.** Please leave this field as is.

**Priority.** Please leave this field as is.

**Live Preview (Desktop):** You can upload two images here. In the upper-left corner of this box, click "Choose Logo File (1:1)" to upload your logo. Click "Choose Background Image File" to upload a background image for your virtual booth.



**About.** A few words to make the booth more descriptive for the event attendees (maximum 700 characters).

**Tags.** Please select from the following tags (Limit: 4)

- Architecture
- HVAC Design/Mechanical Engineering
- Energy Consulting
- Sustainability Consulting
- Software Development
- Policy Development
- Utility Programs and Planning
- Urban Planning
- Facilities Management
- Finance/Business Consulting
- Government

- Education
- Other

### **Content Provider.**

- Click Session from the dropdown.
- Under Select Moderator, select the host of the meeting (ex. yourself and/or someone else).
- Fallback provider: leave empty.
- If you choose to upload external files or pre-recorded videos, [please refer to this article for instructions](#).

**Social.** Please add your company's social media links (if applicable) in these fields. To make use of the Button Action (see below), please include a link in the Website link field to your website, job board, contact page, etc.

### **Other.**

- **Offer (discount/promotions):** Please disregard this field.
- **Button Text and Button Action:** We recommended changing Button Text and Button Action to refer to an external link.
  - Using the Button Action as "Register Interest" will send a separate email to you every time an attendee clicks the button. This will carry the risk of spam should each attendee choose to click "Register Interest" multiple times. Again, we recommend changing this button to instead refer to an external link.
  - **Button Text:** Change the button to refer to your link (ex. "Click here to learn more!" or "Visit our website!")
  - **Button Action:** Select Link to Webpage
    - NOTE: The link used will be the same as the link above in Social < Website link

### **Apps.**

There are several additional app extensions you can add to your booth.

NOTE: these features will be available in your booths but *not* during your 1:1 sessions.

**Additional Information:** Please include the following:

- Longer description of your company/organization.
- The time(s) you are available during the Career Fair. Some employers may choose to be active only during a certain time slot. Attendees will want to know this availability in order to pre-schedule 1:1 meetings.
- What types of positions you are looking to fill (full-time, part-time, etc.)
- Any relevant links (job board, mission statement, about us, etc.)