

ONTARIO PHARMACIST ASSOCIATION

Advocating Excellence in Practice and Care



# Accessing and populating your virtual booth in Hubilo

**Exhibitor Guide** 



#### Accessing Your Booth Profile Booth Access for Setup will Open May 2022

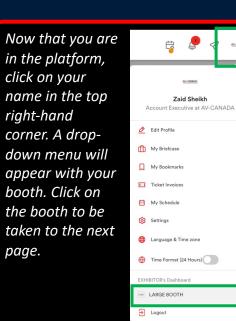
Step 1	You will receive an e-mail inviting you to login to the platform. Once you click the link in your e-mail you will be directed to the login page. Enter your e-mail address here.	Step 2	Once you enter your e-mail address, you will eithe an automated e-mail with a unique login code or y event organizer will have provided you with an ac code.	your
	AV-CANADA Demo Site		Enter the event login code	
	Continue With Email		I agree to the Terms and Conditions and Privacy Policy Verify Different User?	





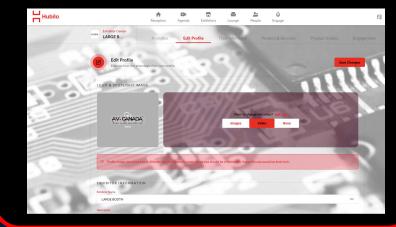
## **Accessing Your Booth Profile**







Now that you are in your virtual booth dashboard you can go through the different settings and fill out your profile. Remember the more information you fill out the easier it will be for attendees to find you.





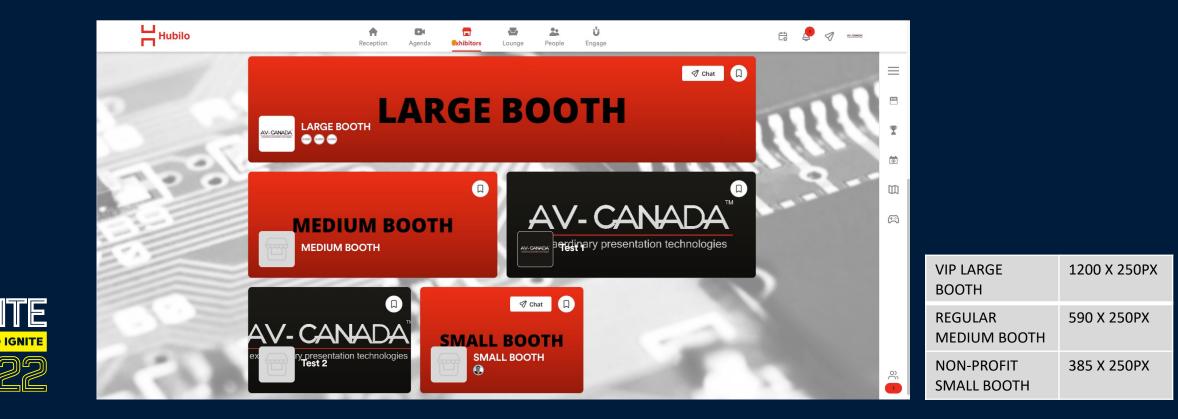


#### **Listing Page Banner**

Please create a graphic you would like to show on the exhibitor listing page. Guest will click on this graphic to access your booth.

Graphic sizes are based on the size of the booth you purchased. VIP Large Booth, Regular Medium Booth or Non Profit Small Booth.

#### Graphic Format: PNG, Maximum 5MB

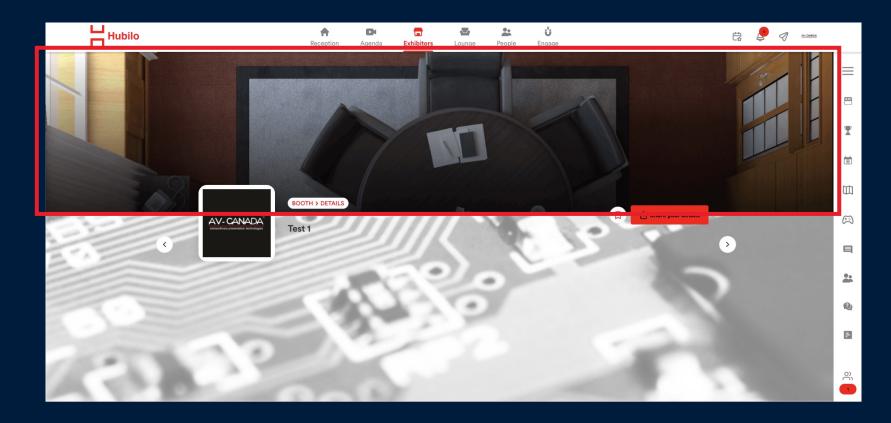




#### **Spotlight Booth Banner**

Please create a graphic you would like to show at the top of your exhibit booth. NOTE: You may also insert a video here via a YouTube or Vimeo video URL

Graphic Size: 1920 x 400PX Graphic Format: PNG, Maximum 5MB



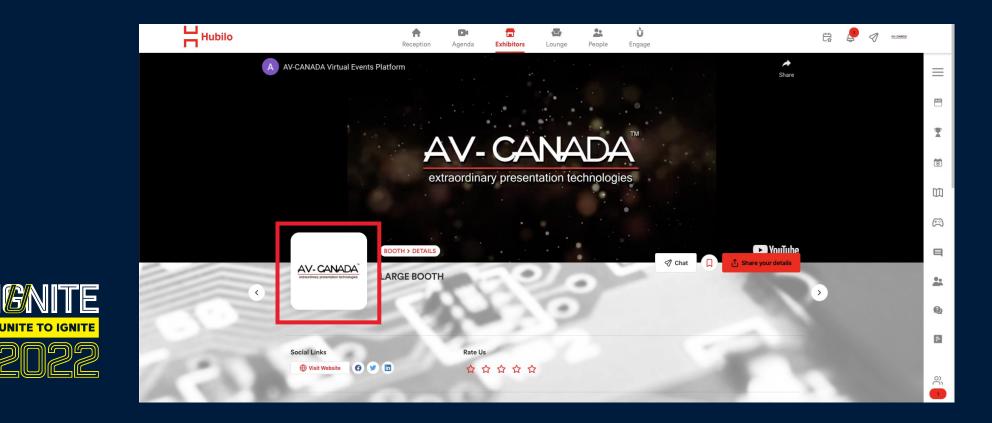




### **Profile Image**

Please create a graphic you would like to show in your profile box. Typically, this is your logo. This image will also automatically show on the Listing Page as the Profile Graphic.

Graphic Size: 300 x 300PX Graphic Format: PNG, Maximum 5MB





#### **Populating Your Profile**

Please follow the steps to populating your profile. Remember the more information you include the more interaction you will get from participants.

EXHIBITOR NAME	150 Characters
DESCRIPTION	4000 Characters
CONTACT EMAIL ID	
MOBILE NUMBER	
ADDRESS	500 Characters
SOCIAL LINK- FACEBOOK	
SOCIAL LINK- TWITTER	
SOCIAL LINK- LINKEDIN	
SOCIAL LINK- INSTAGRAM	
SOCIAL LINK- WHATSAPP	
SOCIAL LINK- WEBSITE	
BROCHURE	.DOC, .DOCX, .PPT, .PPTX, .PDF, .XLS, .XLSX   5MB(Maximum)





#### **Brochures and Supporting Documents**

Up to a maximum of 10 Brochures and 10 Video Links (YouTube or Vimeo) can be added to your booth.

EXHIBITOR NAME	150 Characters	
DESCRIPTION	4000 Characters	
CONTACT EMAIL ID		
MOBILE NUMBER	👍	
ADDRESS	500 Characters	
SOCIAL LINK- FACEBOOK		
SOCIAL LINK- TWITTER		
SOCIAL LINK- LINKEDIN		
SOCIAL LINK- INSTAGRAM		
SOCIAL LINK- WHATSAPP		
SOCIAL LINK- WEBSITE		
BROCHURE	.DOC, .DOCX, .PPT, .PPTX, .PDF, .XLS, .XLSX   5MB(Maximum)	





#### **Custom Call to Action**

This could be a link to your website, a new product launch or even to access a promotional code for a new product. The options are endless. Where do you want to drive your online traffic??

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#### **Products And Services**

Feature your products and service in this area. Remember to complete the descriptions and information in the pop up box.

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PRODUCT NAME	150 Characters					
DESCRIPTION	1000 Characters	(m)				
BUTTON LABEL	50 Characters	Drag or upload logo here				
BUTTON URL	4					
LOGO	1024 X 1024PX	<ul> <li>Image size should be in 1024px x 1024px and file size would be 5mb limit.</li> </ul>				





#### How to Engage with our Attendees?

- Tip 1: Get a head start and set up your booth 2 weeks prior to the start of the conference.
- **Tip 2:** Get familiar with the exhibit booth features.
- Tip 3: Set-up meetings with clients or colleagues to get the dialogue started.
- Tip 4: To help manage your schedule, meetings will appear in your calendar and email reminders will be sent to you.
- Tip 5: Create an incentive for attendees to visit your booth. Examples are, but not limited to:
  - Entry to a raffle or giveaway
  - Discounts on future product purchases
  - Tickets to upcoming events you may be hosting
- Tip 6: Take advantage of your banner ad and promote your booth. Haven't purchased a banner ad? No worries, contact Yuliana at ypaspalovski@opatoday.com and secure your banner ad now before they sell out, so you can promote your booth!
- Tip 7: Get Creative and be Interactive on the platform.





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## **THANK YOU!**

Event Specialist Contact: Maggie Patten mpatten@opatoday.cpm

Sponsorship Contact: Yuliana Paspalovski ypaspalovski@opatoday.com