



ONTARIO
PHARMACISTS
ASSOCIATION

Advocating Excellence
in Practice and Care

IGNITE
UNITE TO IGNITE
2022



Accessing and populating your virtual booth in Hubilo

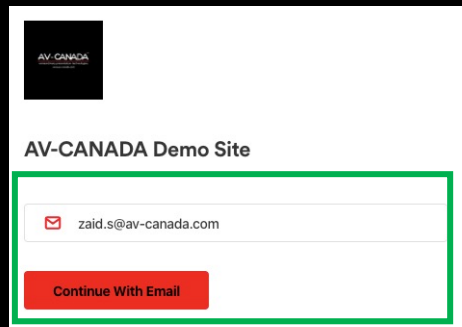
Exhibitor Guide

Accessing Your Booth Profile

Booth Access for Setup will Open May 2022

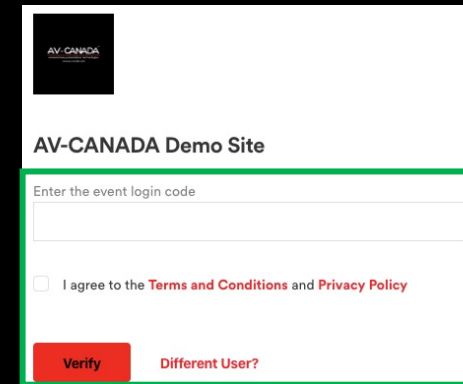
Step 1

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

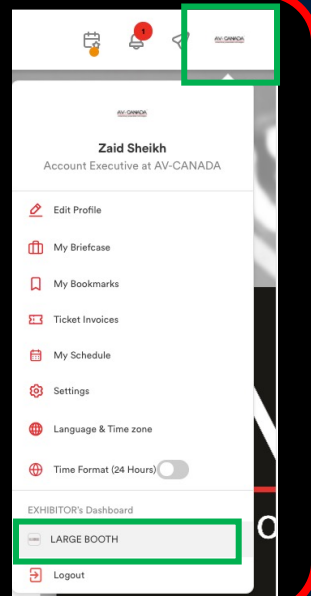
Once you enter your e-mail address, you will either receive an automated e-mail with a unique login code or your event organizer will have provided you with an access code.



Accessing Your Booth Profile

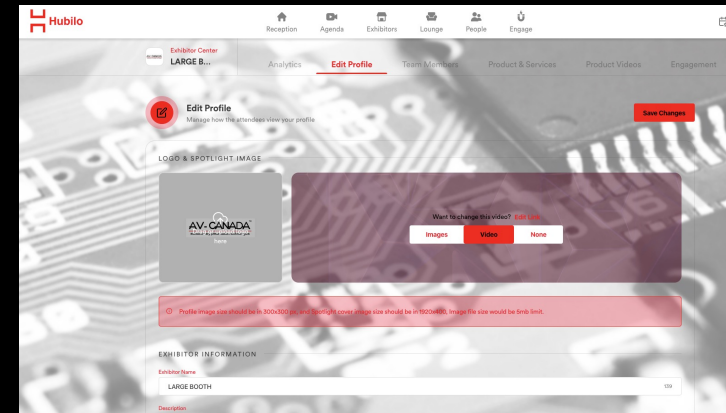
Step 3

Now that you are in the platform, click on your name in the top right-hand corner. A drop-down menu will appear with your booth. Click on the booth to be taken to the next page.



Step 4

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.

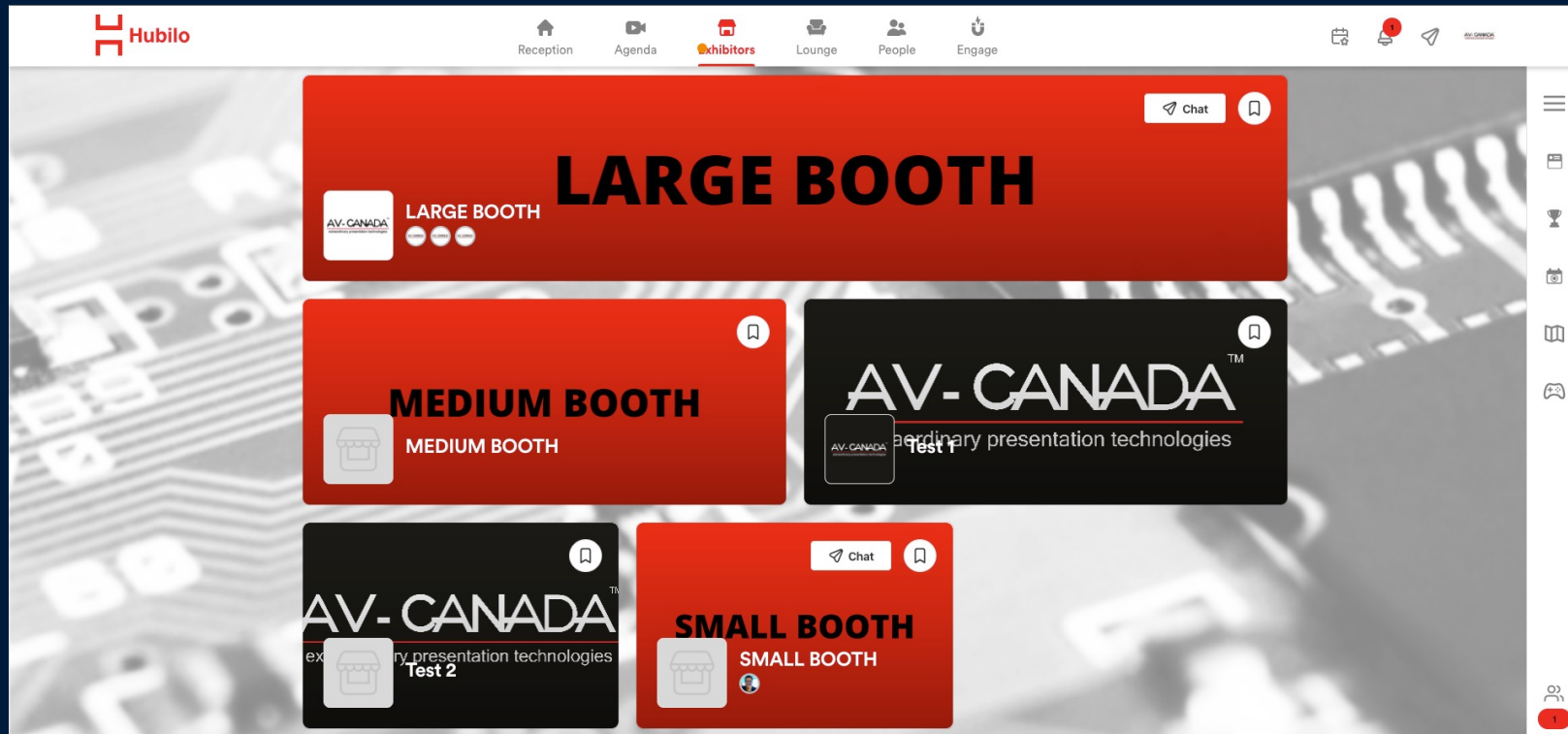


Listing Page Banner

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



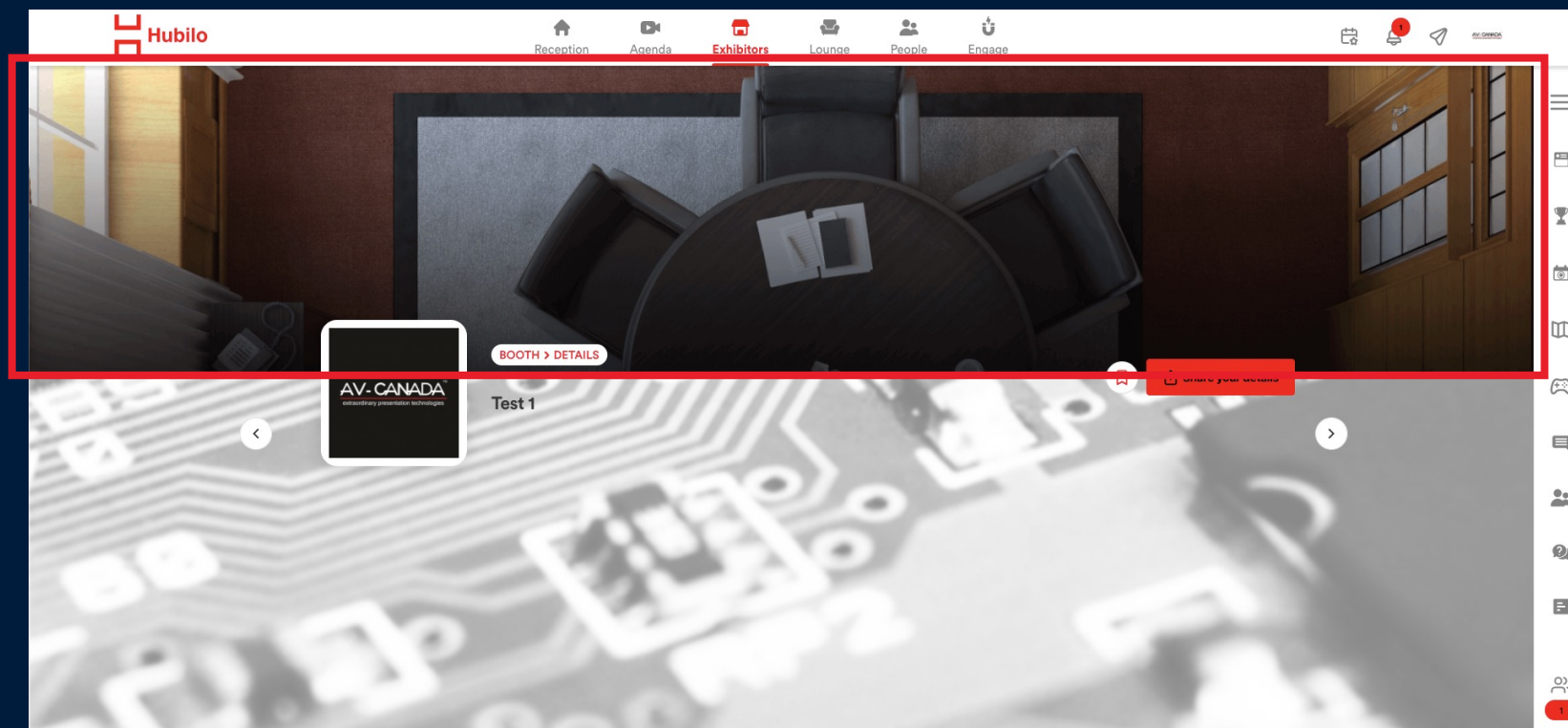
VIP LARGE BOOTH	1200 X 250PX
REGULAR MEDIUM BOOTH	590 X 250PX
NON-PROFIT SMALL BOOTH	385 X 250PX

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

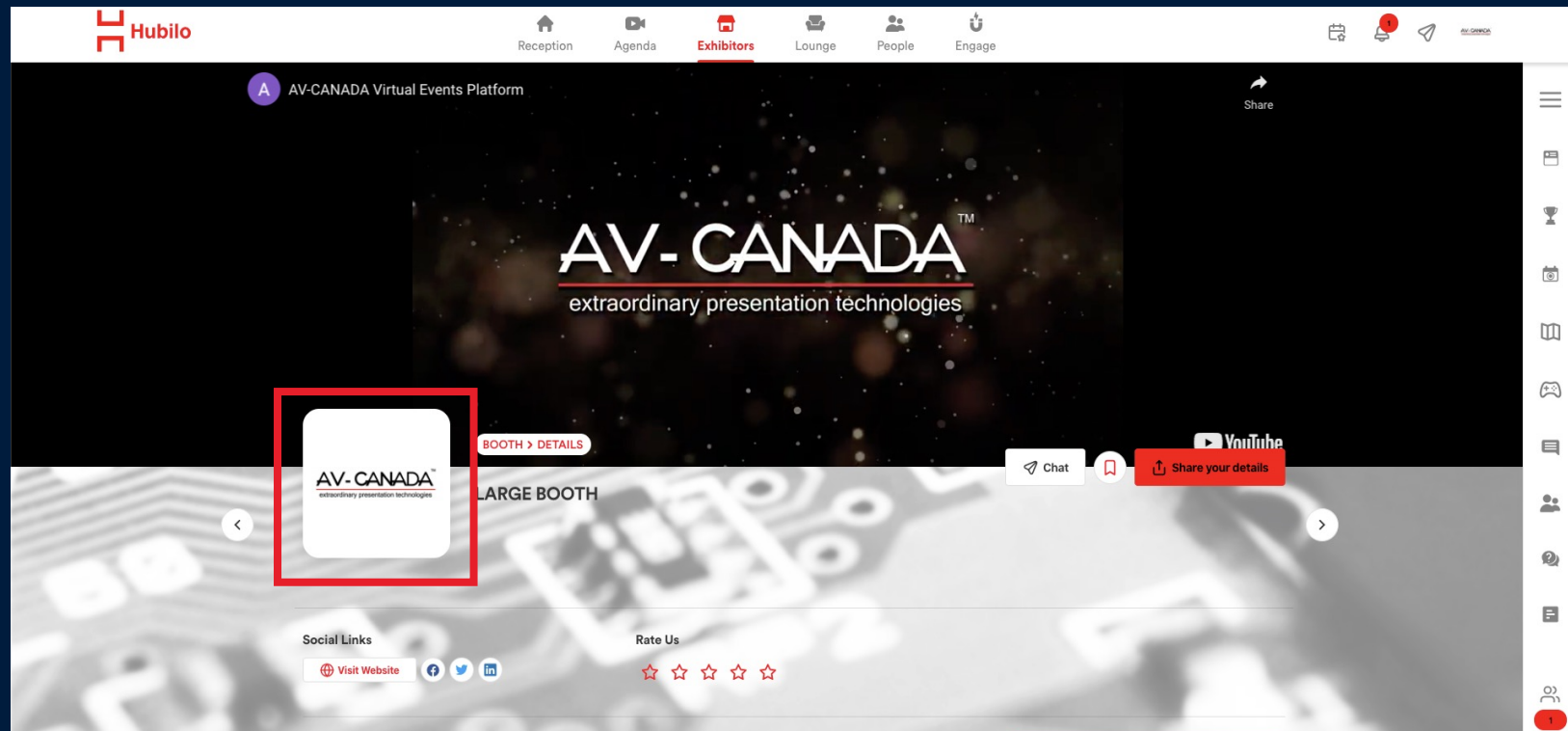


Profile Image

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)

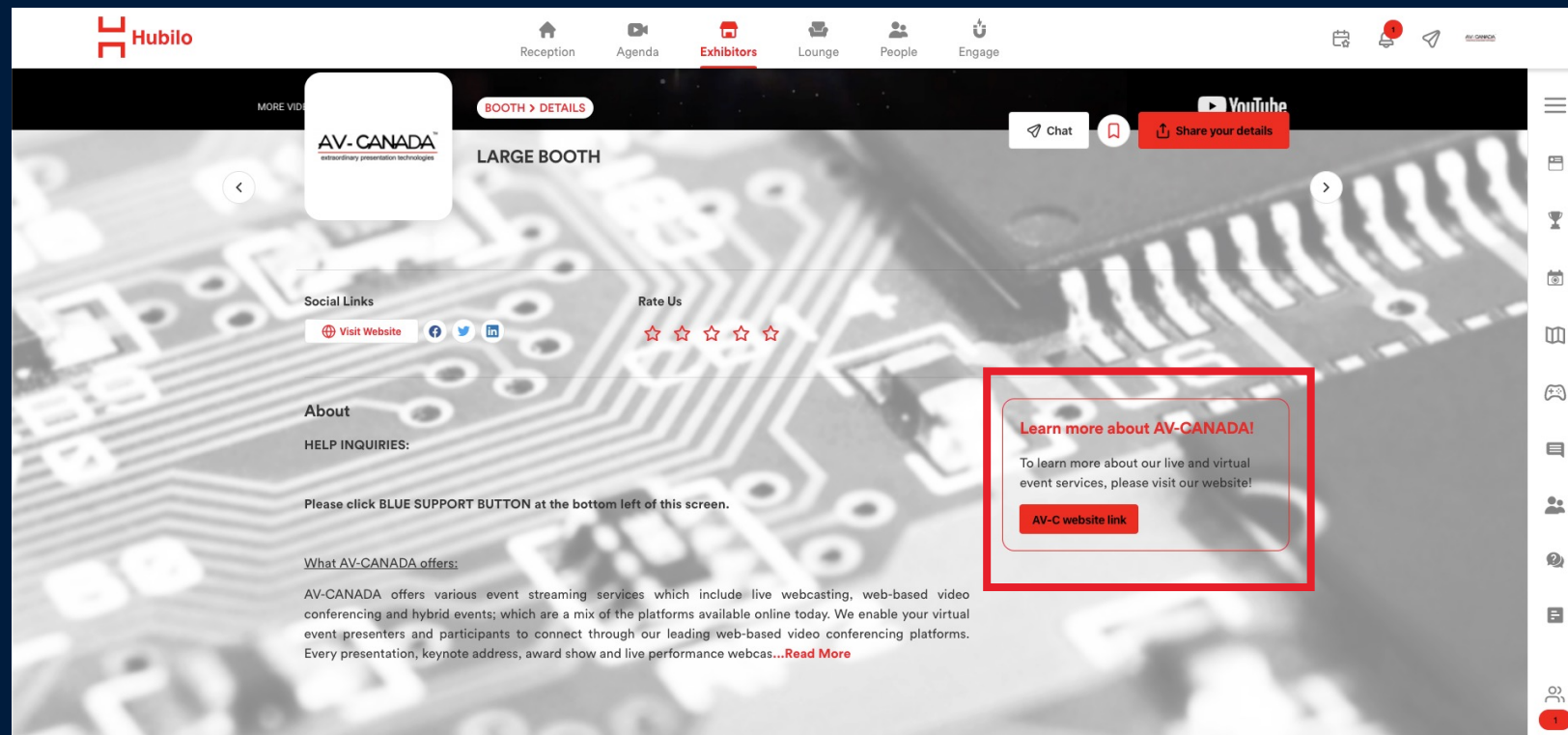
Brochures and Supporting Documents


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

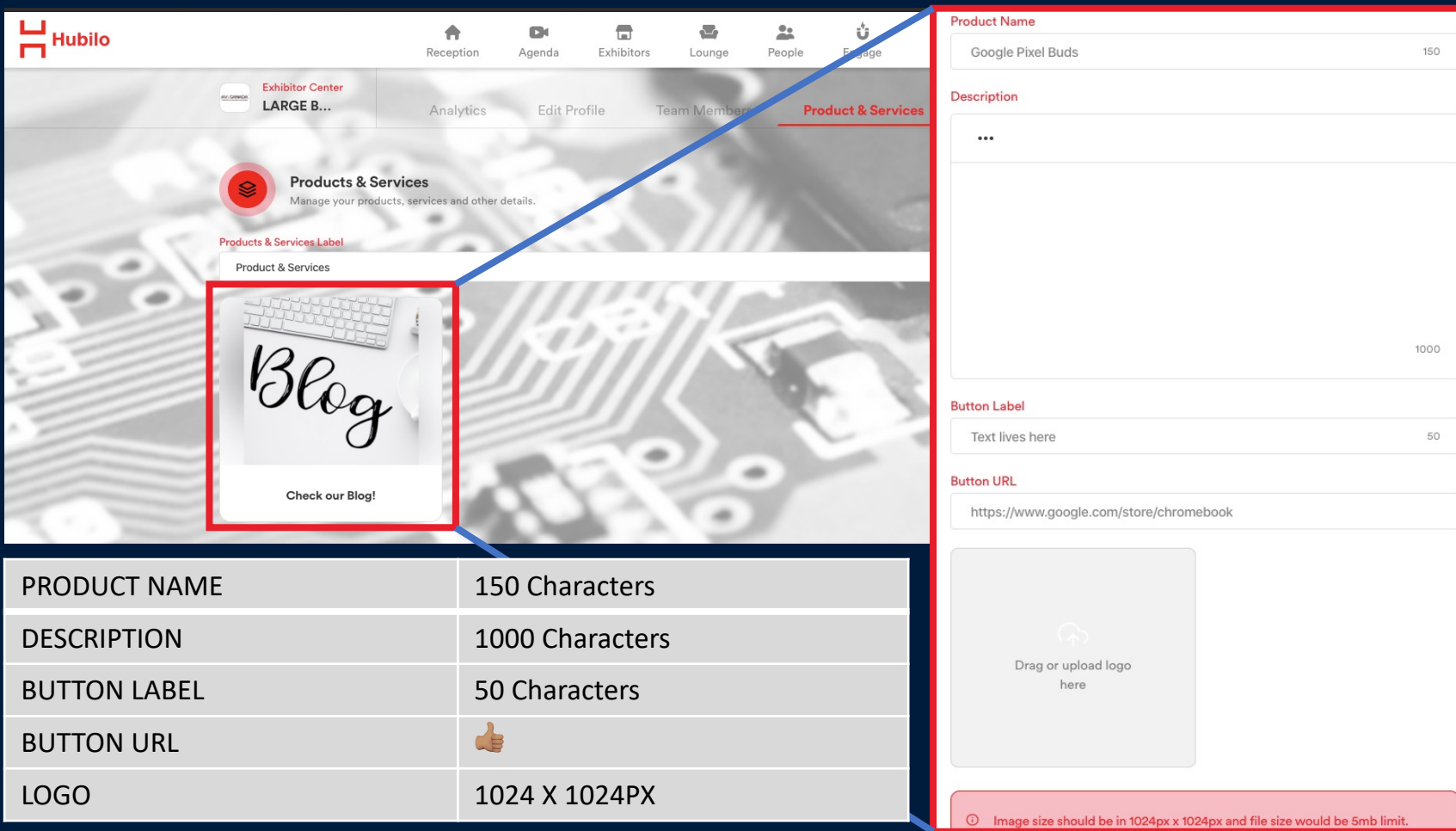
This could be a link to your website, a new product launch or even to access a promotional code for a new product. The options are endless. Where do you want to drive your online traffic??



TITLE	150 Characters
DESCRIPTION	1000 Characters
BUTTON LABEL	20 Characters
BUTTON URL	

Products And Services

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



PRODUCT NAME	150 Characters
DESCRIPTION	1000 Characters
BUTTON LABEL	50 Characters
BUTTON URL	👍
LOGO	1024 X 1024PX

Image size should be in 1024px x 1024px and file size would be 5mb limit.

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!

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