Confederation of Indian Industry

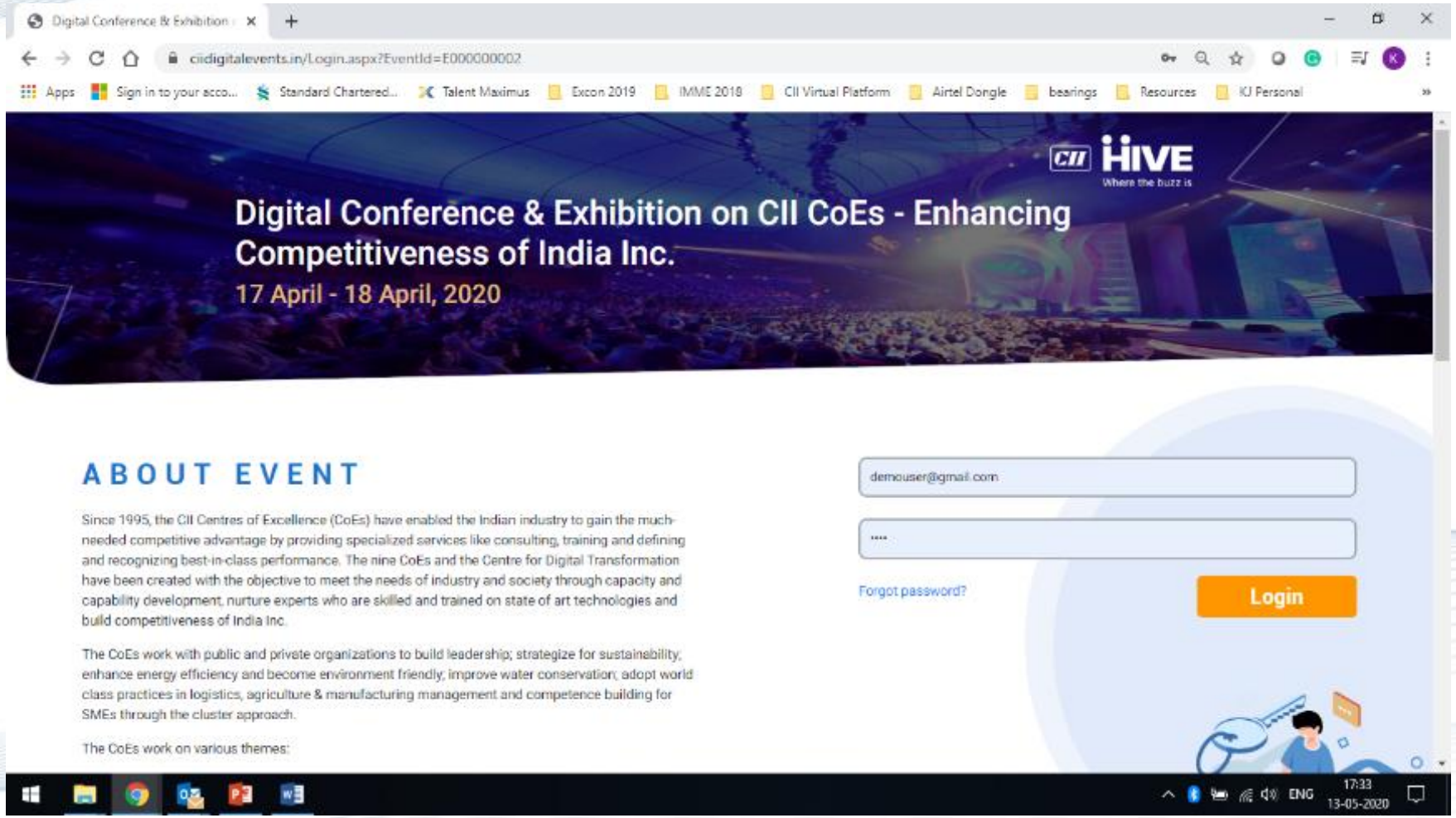
Business and Beyond

125 Years: 1895-2020

Virtual Exhibition
MAKE IN TELANGANA
State with Infinite Opportunities

Sample Login Credentials for Demo

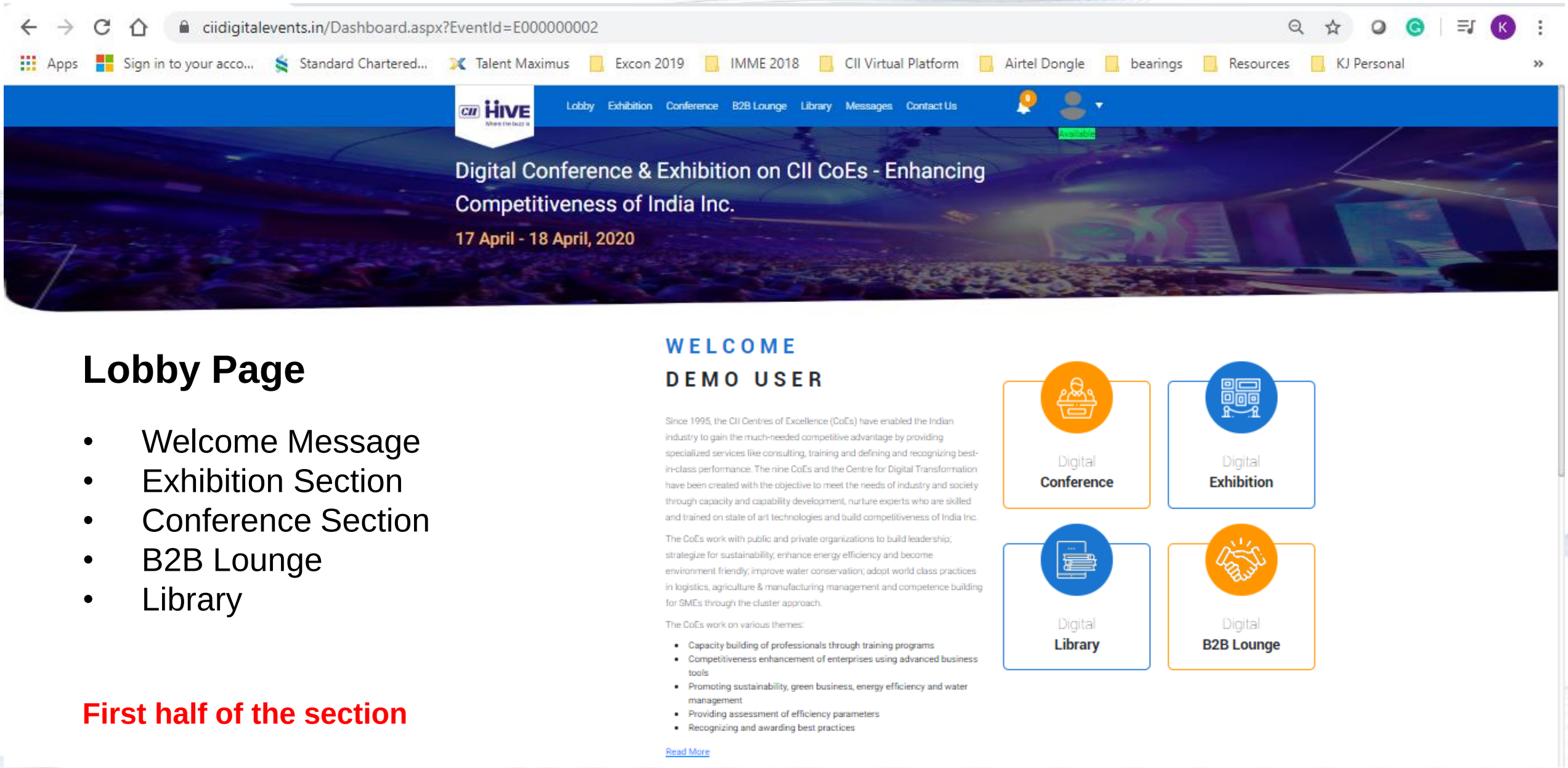
URL	:	https://www.ciidigitalevents.in/Login.aspx?EventId=E000000002
User	:	demouser@gmail.com
Password	:	test



Lobby Page

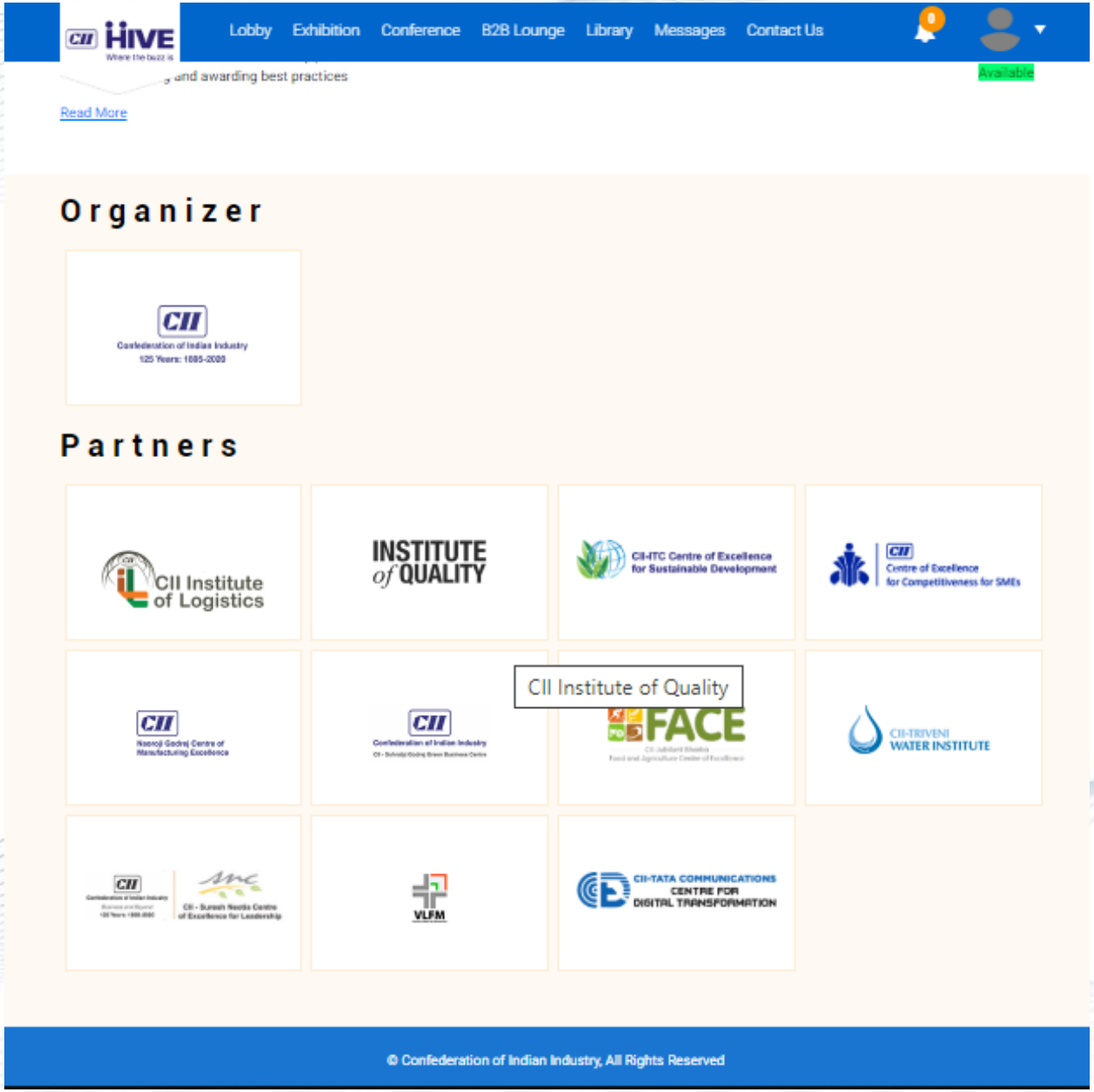
- Welcome Message
- Exhibition Section
- Conference Section
- B2B Lounge
- Library

First half of the section



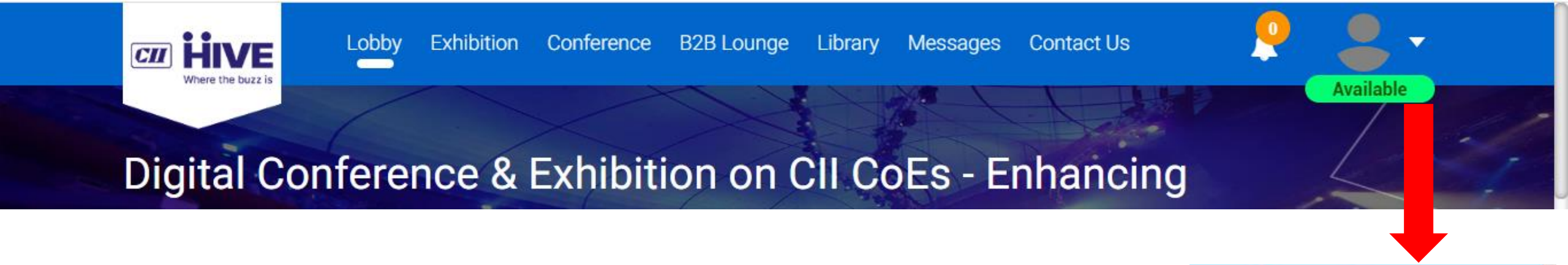
Lobby Page

- Organiser Details
- Sponsors Acknowledgement



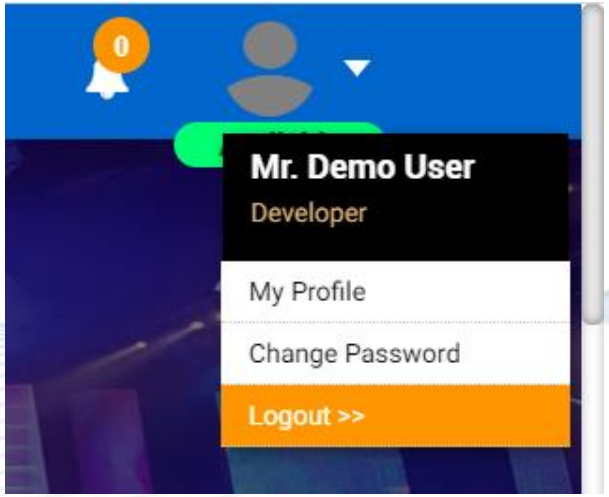
Second half of the section

Menu Tab / Bar

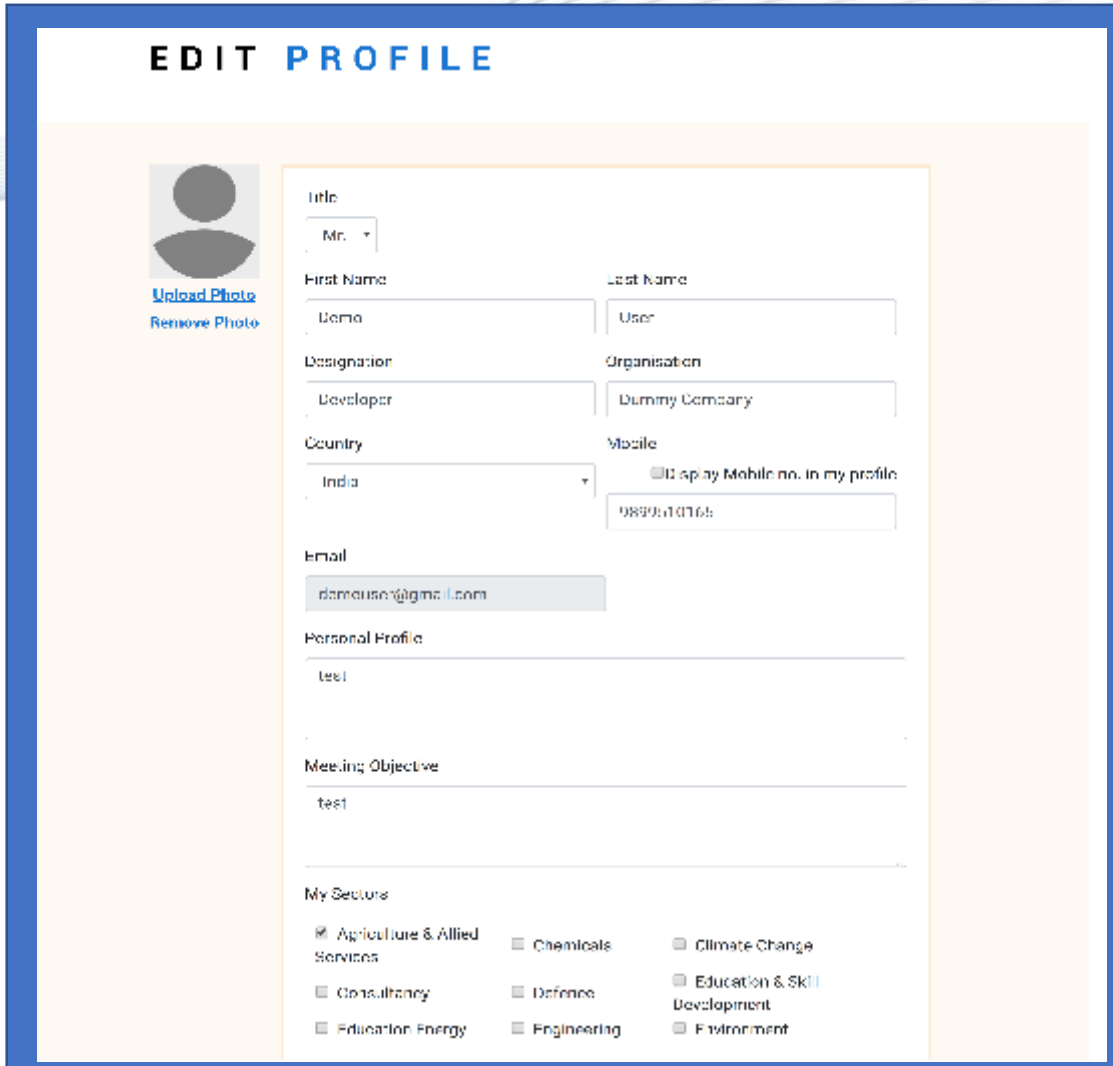


Here you login as a visitor to view the various tools of the exhibition

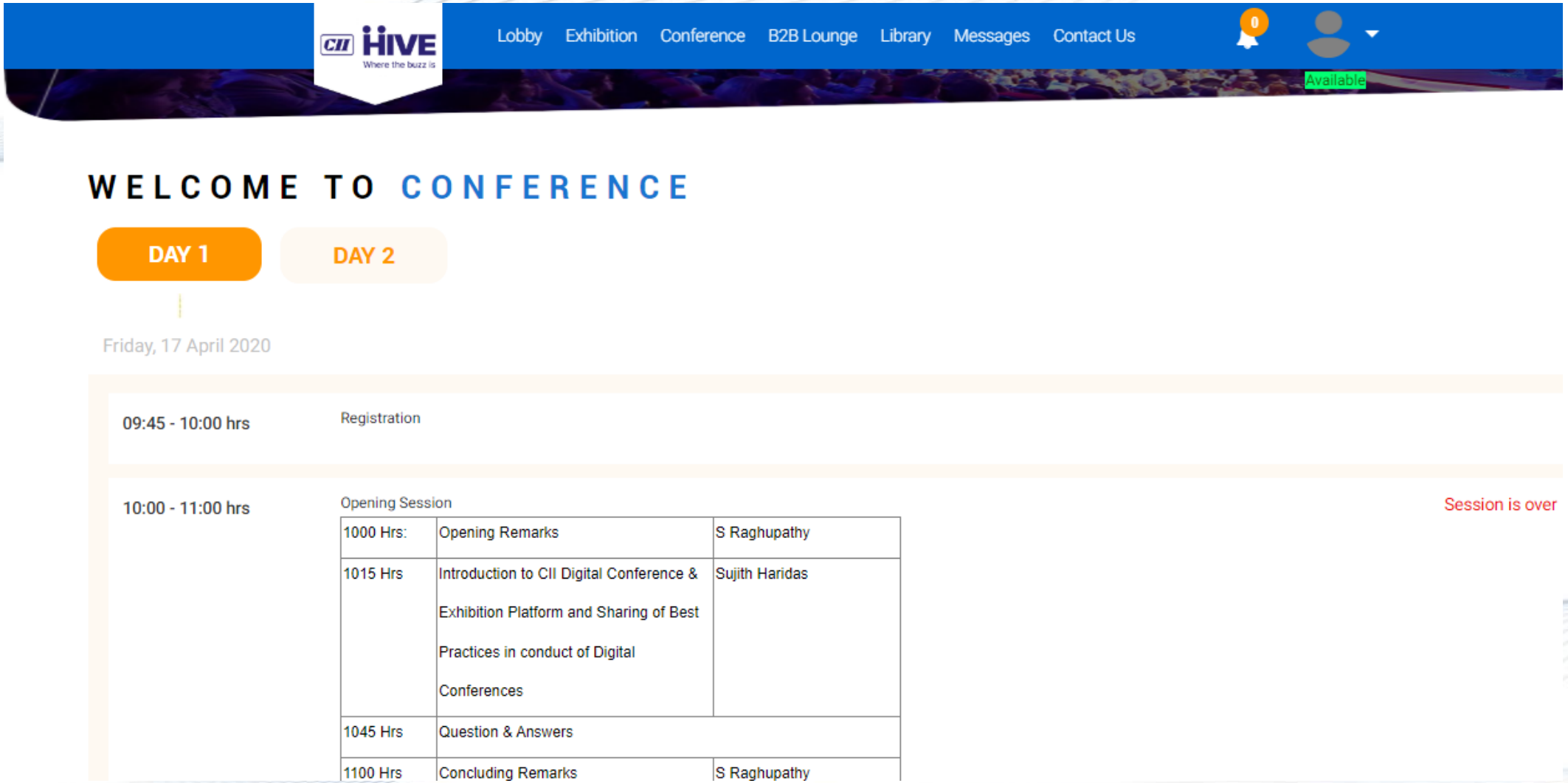
- Various elements of the event could be featured here
- Notification Bell / Icon
- Profile Section (edit profile, change password, add profile



Visitor also can edit his / her profile

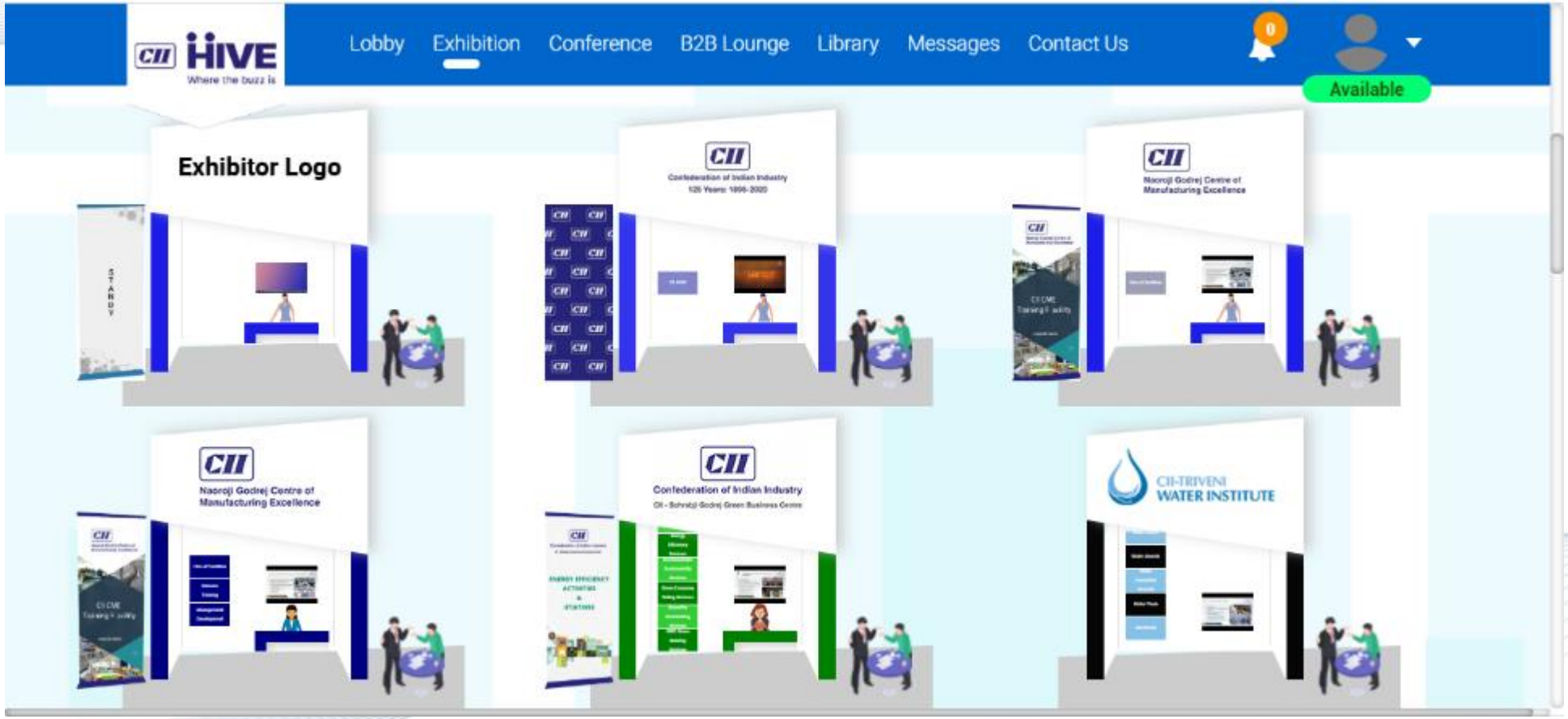


Conference Page



Visitors could search exhibitors / profile

Company name **Product Name** **Country**



Digital Exhibition - Stall / Booth Template

Standard Design

- Option to select colour scheme
- Company Logo with URL on Fascia Board
- 1 Corporate Video
- 4 Products Info (each product upload Image, Brochure, Video and Write up)
- 1 Corporate Brochure (on standee)
- Company Social Media Handles)
- 2 Booth Representatives (including chat system – SMS, Email)
- 1 Visiting card drop box

Sample Booth

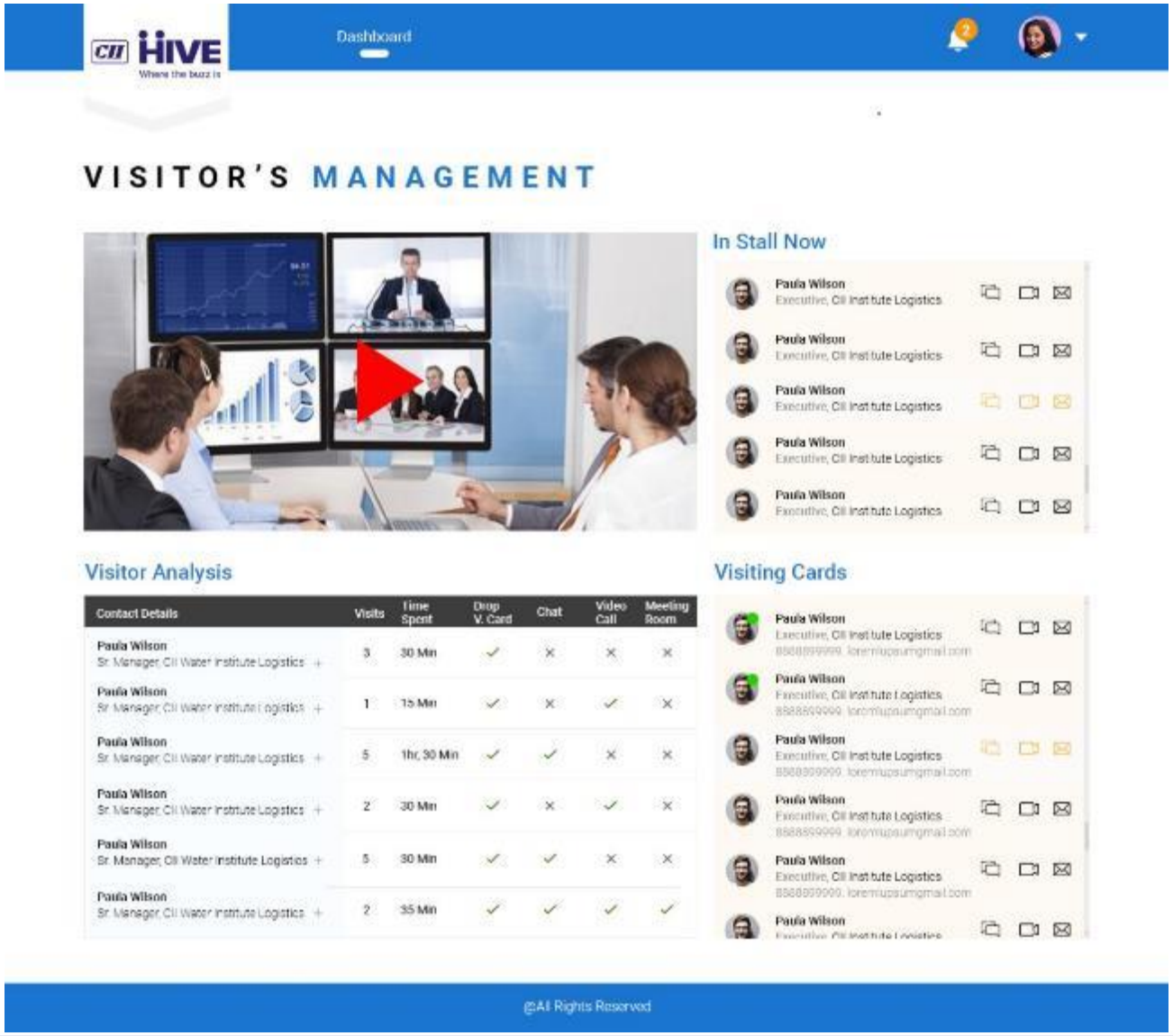
Exhibitor Selection Tool

Standard Design

- Two options to select Standard Stall Design
- Choose Colour Scheme for the booth (RGB based)
- Option to choose Between Banner & Standee
- Dashboard access to change / modify information
- Option to select reception table or avoid
- Option to change the booth mannequin

Exhibitor Dashboard – Visitor Analytics

- Visitor Analysis
- Visiting Card Drop Box
- In Stall Now – Real time information about who is currently visiting the booth



Exhibitor Dashboard

Once an exhibitor is registered with VE, the event co-ordination team with the support of Chipsoft team will enrol the prospective exhibitor into the system and create Sponsors / Exhibitors credentials which they could use to access the dashboard. The following tools will be available for exhibitors to upload as collaterals / information's

1. Company Profile
2. Company Logo with URL and the Fascia Name (Text)
3. Company Brochure
4. Company Video
5. Products and Services offered by Exhibitors in specified format. Each product upload is equal to uploading of 1 product image + Product Brochure + Product Specs (word limitation) and Product Video (youtube or vimeo embedded link)
6. Booth Representative Details (Name, Designation, Profile Photo, Email ID, Mobile number and Video Call Profile ID (Link based – Zoom, MS Team, Blue Jeans and Webex)
7. Social Media Handles Details (Facebook, Twitter, Linkedin and Instagram)

Guiding Principles

- Two weeks to upload information on the Exhibitor Dashboard / Interface
- Company Logo : approx. (width 120-160,height 50-60px)
- Introductory video : YouTube or vimeo embedded code.
- Company brochure : PDF
- Company images : any size
- Standee dimensions : Width=208px Height=541px
- Product: Product name, description, one image, one brochure (PDF) and one video link (YouTube or vimeo embedded code).

FAQ’s for Exhibitors

How does the digital exhibition look like?

The format of the digital exhibition is a static display of products / services on the virtual platform. Please refer slide no 8 to 15 in this ppt for the sample view of the platform.

What are the features of the digital exhibition?

The event features – Digital Exhibition, Conference, B2B Lounge, Messages, Library

What are the advantages of Virtual Exhibition?

There are various benefits of virtual exhibition

- Cost effective sales tool during and after COVID 19
- Digital tool to connect to all stake Holders
- Excellent platform for customers to understand the latest products and services available to stay profitable
- Evaluate RoI, Flexibility of timing and convenience for all
- Global outreach
- Use of Technology

FAQ’s for Exhibitors

As an Exhibitor how do I get leads generated?

While the organiser will put in all the efforts in promoting the digital exhibition, you could also invite your present and future customer to visit the virtual exhibition.

Through exhibitor dashboard, you could access the visitor data analytics. Online updates on who is in the stall now and who dropped their card. Facility to connect via video call or online chat. Facility for the system to recommend connections

How to upload products related information on the portal? which format file with size, format for brochure, videos, Images, Standees

Once you are registered as an exhibitor (fulfil all the booking formality including the payment fee), the organiser / event co-ordinator will provide you the login credentials.

Use the login details to access the dashboard and start uploading the collaterals and information as listed in the platform. Please follow the instruction given for each section to upload the required materials like photos / images, brochures, videos, profile etc…

FAQ’s for Exhibitors

How many representatives can be accommodated in a booth at a given time?

For standard stand package – 2 representative and for premium 6 representatives.

How many visitors can accommodated in the booth at a time?

There are no restrictions on the visitors visiting one booth or many visiting one booth. It is upto the exhibitor to manage the incoming flow of enquires and address them appropriately.

How do I access the visitor details of those who have visited my booth?

Through exhibitor dashboard, you could access the visitor data analytics.

How can the visitor to the booth connect with the exhibitor?

The visitor can drop a virtual visiting card at the booth or can connect with one of the booth representatives using the online chat, email, sms or the video call facility provided in the booth. The exhibitor will also be able to see who all are visiting his booth and can initiate a dialogue by stating a chat, inviting the visitor to a video call or sending him an email or sms.

FAQ’s for Exhibitors

How it is different from our website (company) and other portals?

There is not much of a different between a company website to the CII portal on which the platform in hosted. However the virtual platform is different than any other website or portal.

The Virtual Platform can host different formats of events like exhibition, conference, webinar, panel discussion, group meetings, B2B meetings, training programs etc…

There are two types of Virtual Exhibition

a) VE with 3D graphics & VR visual effect, wherein one take a virtual walk through of the event.
b) VE with static display.

The CII digital exhibition is presently designed on the second option. This is purely due to cost effective and speed to market. While the first one is expensive and time consuming activity.

What are the functions of dashboard and how frequent can we access?

Please refer slide no 17 & 18 of this ppt for more details. There are no restriction on the access timeline. There may be some downtime for server backup which normally takes place on the a defined schedule

FAQ’s for Exhibitors

Can we upgrade from single standard booth to premium after the initial subscription done?

Yes please, please get in touch with the event coordinator to fulfill the requirements.

What is the size of the stall area in the virtual space?

There is no define size of the stall since it is on the virtual space. Since your viewing them from a device it is an illustrative view projected to fit the screen size on a standard format scale.

The only difference you could define is the type of stand package and this could be reflected on screen between the standard stand and premium stand.

Can I apply two stands and feature as one large stand?

Yes please, you can apply two different stands and participate to showcase more. However, you cannot club the two stand to project one big / large stall.

FAQ’s for Exhibitors

Does the listing is based on the company name or Company Logo (list view or grid view)

The listing of the profile of exhibitors is defined by organiser.

The suggested listing order basis for the Construction Equipment Event

First few Rows	:	Sponsors	:	Event Associate	Technology
Next Rows	:	Premium Stand	:	Alphabetical Order	
Followed by		Standard Stand	:	Alphabetical Order	

With the above scheme of listing, even within each category, if there are more than one then the alphabetical order of the listing could be followed.

The visitor will have flexibility to view the listing profile in Grid View (Brand Logo Appearance) or List View (Logo with Company Name as text)

In addition to the listing order, the search tool will help the visiting audience to look for information they want with ease of access.

FAQ’s for Exhibitors

Can the floor / carpet area colour is also available to choose the color option

No please, currently this feature is not enabled.

How do we see the difference on standard stall to premium stall (visitor perspective)? Will there be any indication to visitors about the two stand profile?

The difference between the standard stand package and premium stand package could be defined by the event coordinator at the time of recruitment of exhibitors (package scheme).

On the visual front, the type of stall assigned for premium stand package could be one big difference

The look and feel of the stall

Option to choose carpet colour (this feature is not enabled at the moment)

Can we download the visitor analytics data?

Yes please, the data could be downloaded in csv format.

FAQ’s for Exhibitors

How do we update our product profile?

Please use the login credentials to access the dashboard and update your profile, products and services offerings, replace the video links etc…

How many options of stall designs will be available to the exhibitor?

Three stall type options will be available to choose 1 stand design

What is the time period for the VE?

The exhibition will be live for 90 days from the date of opening to visitors.

When will the site be launched for visitors to log in

First week of June 2020 (a date is being finalized)

Is it free for a visitor to register and browse the site or its paid?

Entry for visitors is free please and all visitors would need to register.

FAQ’s for Exhibitors

Once I register, can I use the same login id and password to login anytime during the 3 month period that the VE is online?

Yes please.

Where is the VE hosted (server) and what is the security?

The virtual exhibition platform is hosted on CII server and it is fully secured.

Is Video chat operational for 24 hrs in a day?

Yes. It would be enabled if the booth representative is available to attend to the video call.

How would VE be promoted by CII?

CII will promote the VE to the sectoral event database, CII member’s data, other association data, visitors database etc…

FAQ’s for Exhibitors

How can a visitor browsing the site can search for exhibitors?

a) Company name
b) Product
c) Country

What happens after the 3 month period is over for the VE?

All visitor enquiry analytics will be sent to companies (they can also see the data on a daily basis)

Site will be closed

How can the exhibitor see the visitors who have dropped their business card requesting exhibitors to connect to them?

This is available as part of the visitor analytics data

FAQ’s for Exhibitors

Can buyers use the VE platform to buy / transact business?

While there will be integration to CII payment Gate way for the conference delegates, there will not be any other option to do buy / sell. Buyers / Sellers cold connect to each other using the VE platform, but should do all legal procedures and financial transactions independently.

How could a company promote Group companies on the VE platform?

They could use the existing facility depending on the package taken by them or they can take a separate booth for the group company. No bundled discounted price package will be offered.

In case of any technical support, will there be a 24/7 support available?

Technical support will be available between 0915 hrs to 1800 hrs – Mon to Friday excluding declared holidays.

What is the internet speed required and any special device / gadget to run the exhibition online?

A good internet connection through wi-fi / mobile data is sufficient to run the digital exhibition.

THANK YOU