



Data Connectors
Cybersecurity Community | Since 1999

Virtual Cybersecurity Summit

Quick Tips to Edit Virtual Booth

This information is intended for Vendor Partners who are sponsors of the Data Connectors Virtual Summit Series.

Updated May 2021

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EDIT PANELS / TILES

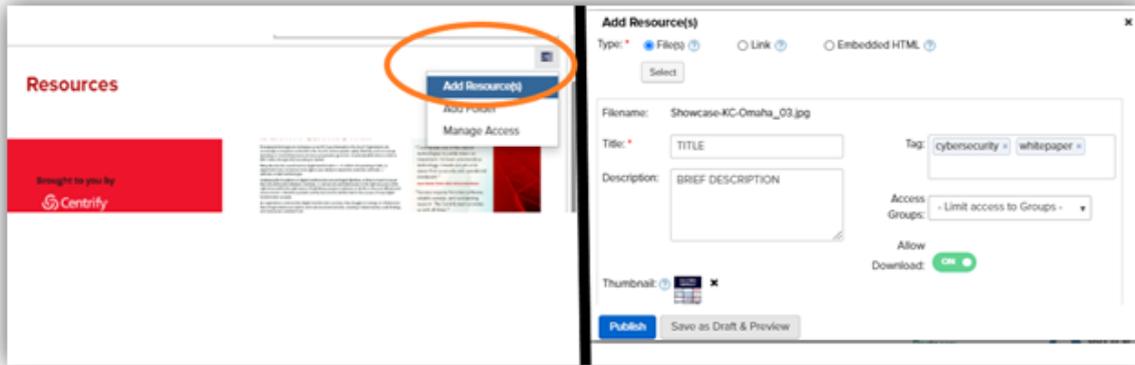
To edit or customize any of the elements within your Virtual Exhibit Booth select “UI Design” in the top left corner. This will change the view of your booth so that you can drag and drop to make any edits. To change an image or text box select “Edit Style” in the drop down menu of the tile you wish to update.



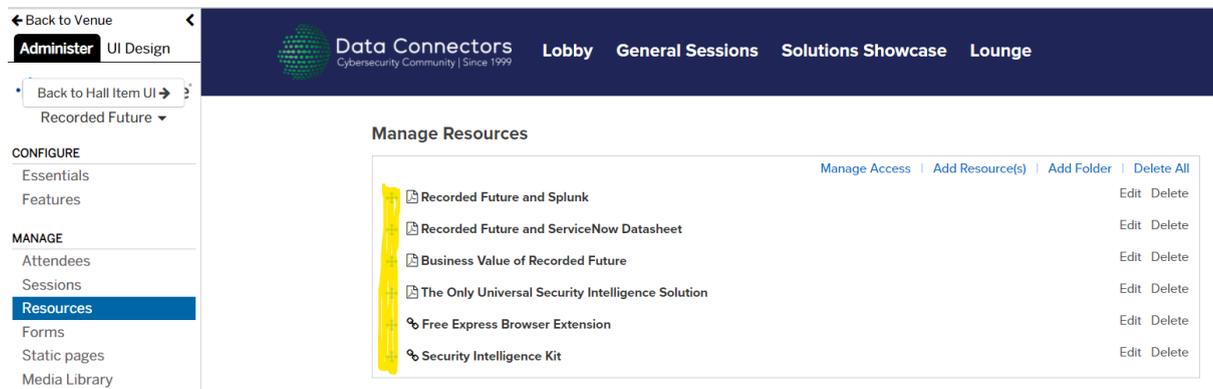
ADDING CONTENT / RESOURCES

Data Connectors recommends adding high quality content like Briefs and Whitepapers to your Resources to help encourage attendees to engage with your solution and learn more about your offerings. Sponsors will receive all the analytics about any attendees that download or interact with your content.

Ensuring you are under Administer in the top left corner select the 3 lines icon in the resources panel and select Add Resource(s). A popup window will appear, and you can upload a file or enter a link to an asset. Ensure that you include the Title and a brief description that will appear when an attendee hovers over the resource. It is also suggested that you add tags so that your content is easily searchable.



To update the order in which your resources appear select Administrator in the top left and then Resources. You will see all of your resources with 4 pointed arrows next to the name. Select the Resource you would like to move by selecting the arrows and then drag it up or down in the list.



ADDING / UPDATING VIDEOS

Your booth will have an embedded video file that the Data Connectors team sourced when creating the basics of your booth.

If you would like to **update this video with another video** select “UI Design” in the top left corner. Select the video panel and choose “Edit Style” in the drop down menu.



Replace the existing video with a new or existing file from the Media Library. To upload a new video file, select “UPLOAD”. Wait for it to finish processing (you will receive an email)

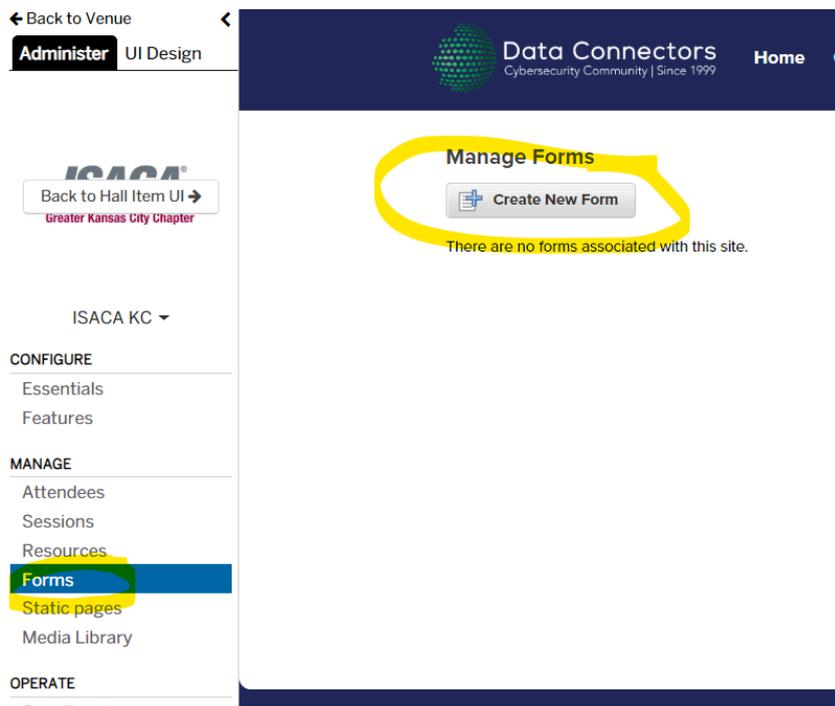
and then INSERT the video file. You can also select Autoplay YES (every time someone enters your booth) or FIRST TIME ONLY (which will have the video autoplay only the first time someone enters.)

CUSTOM FORMS

If you have a particular high value asset that you would like to highlight separately from the resource center you can do this by separately adding text or image and then linking it to a form so that you can track the downloads.

To do this create the Text or Image panel in your booth and ensure it is set up as the correct size that you would like.

Then select FORMS on the left side panel and select Create New Form.



A pop up window will show a few templates that you can copy based on the information you would like to capture in your form. Be advised that the more information you request the higher the likelihood is that people will drop off without converting.

A new window will appear where you can not customize your form:

- Add a Title
- Add a description (Instructions seen by the attendee)
- A thank you message with a link to the asset they just requested
- Customizable form details that you can edit / duplicate or remove

Title: *

Description: ?

Confirmation message or redirect URL: ?

Edit Insert View Format Table Tools

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0 WORDS

Available variables are: %venue_name, %venue_url, %form_first_name, %form_last_name, %form_email, %form_company, %form_address, %form_address2, %form_city, %form_state_us_only, %form_province_none_us, %form_country

Email Submission Notification to: ?

Captcha: ? OFF

Fields:

- + First Name: *
- + Last Name: *
- + Email: *
- + Company: *
- + State (US Only):
- + Country: *

Edit Duplicate Remove

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Once you have created your custom form you can select SUBMIT and it will redirect you back to the Manage form page.

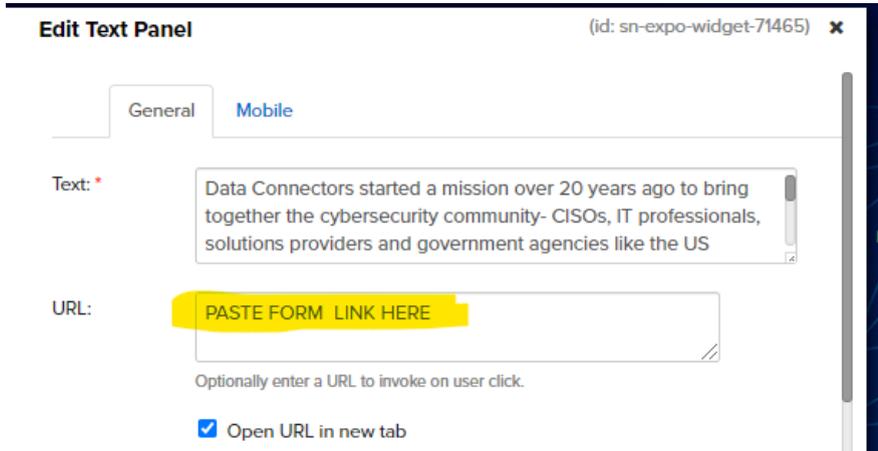
Here you can click Permlink to get the URL associated with your new custom form. Manage Form is also where you will go to pull a report of all attendees that completed the form - by selecting Report.

Manage Forms

1 Form

Name	Used by	#Records	Actions
Copy of First Name + Last Name + Email + Company + Address	-	-	Preview Permlink Edit Delete Report

Go back to your virtual booth and paste the Form URL into the text and/or image panel. Ensure that you select **Open URL in a new tab** or the attendee will be redirected away from your booth when they go to complete the form.



The screenshot shows a configuration window titled "Edit Text Panel" with a close button and an ID "(id: sn-expo-widget-71465)". It features two tabs: "General" and "Mobile".

Text: A text area containing the text: "Data Connectors started a mission over 20 years ago to bring together the cybersecurity community- CISOs, IT professionals, solutions providers and government agencies like the US".

URL: A text input field containing the placeholder text "PASTE FORM LINK HERE". Below the field is the instruction: "Optionally enter a URL to invoke on user click."

Open URL in new tab