



## Exhibiting at Bookfest

### Accessing Bookfest on Tuesday, June 8<sup>th</sup>

All registrants have received an email with their Bookfest login information (look for the “Get Ready for Bookfest!” email in your inbox or junk folder).

- Go to [www.virtualeventplace.com/bookfest](http://www.virtualeventplace.com/bookfest)
- Click the red Login button in the top right corner.
- Login with your email and password.

If it's the first time you're logging in, you'll use your temporary password and will be prompted to change it.

If you cannot find the email you received from [bookfest@abovethetreeline.com](mailto:bookfest@abovethetreeline.com) with your temporary password in the past week or forgot your password, just click the Forgot Password link. Enter your email address that you registered with, and you will receive an email from [info@virtualeventplace.com](mailto:info@virtualeventplace.com) with a link to reset your password.

If you run into any issues, click the Live Support button in the top navigation bar or email [bookfest@abovethetreeline.com](mailto:bookfest@abovethetreeline.com).

*Note: If you purchased or received bulk passes, don't forget to [assign passes to your team in Edelweiss Connect!](#)*

## Staffing Your Booth

Once you've logged in, simply go to your booth and keep an eye on the chat box below to monitor and interact with visiting attendees!

Exhibit hours are 9 – 8:00 pm. At a minimum, please plan to staff your booth during the peak exhibit hours of 1:00 – 2:00 and 4:00 – 5:00. You can also explore the show and chat in any of the available networking lounges.

### Tips for Success:

- Upload your picture to make your chatting experience more friendly and welcoming.
- Network with others via the search tool and in your booth.
- Attend some sessions and share fun facts on social media to build your digital audience.
- Connect with your contacts who will be attending the event and invite them to visit your booth. Send out invitations with possible giveaways.
- Frequently update the various chats throughout the event with new information: updates on happenings at your booth, new products/services/information, a new video featured at your booth, etc.

## Social Media

Have you let your customers and followers know that you'll be at Bookfest? Grab [digital marketing assets](#) and invite folks to visit your booth. Don't forget that you can offer folks a discount with your custom coupon code!

Use **#EdelweissBookfest** or **#BookfestBound** when posting, and follow or tag us on [Twitter](#), [Facebook](#), or [Instagram](#)!

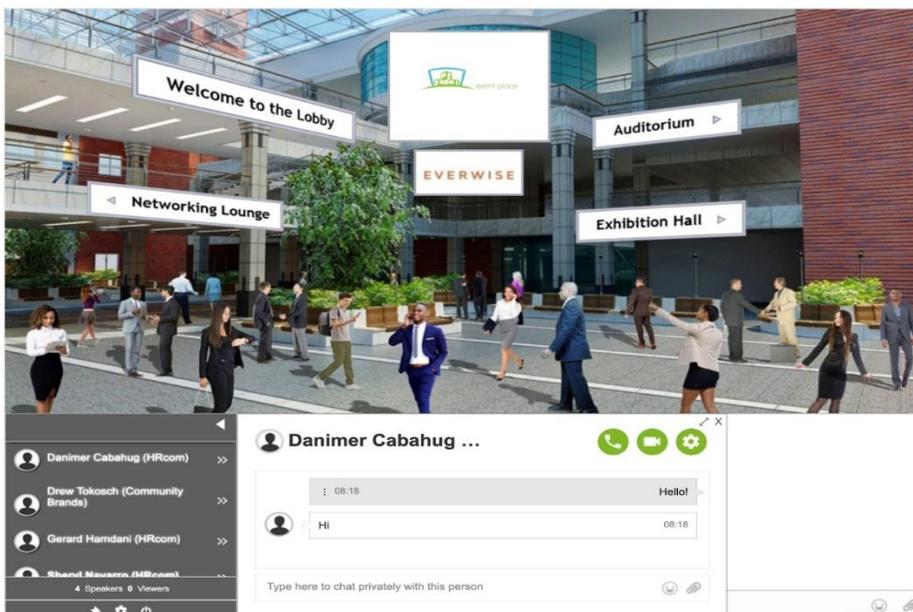
# Booth Features

## Chat: Text or Video

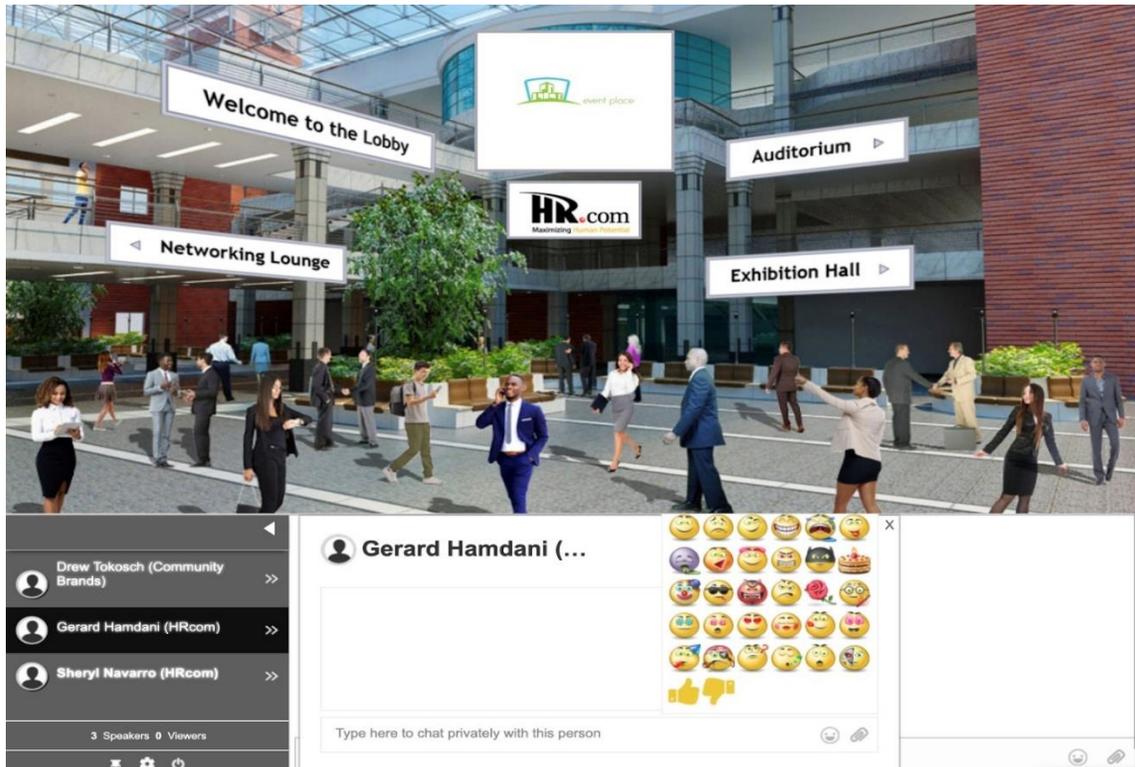
Each part of the tradeshow has a chat feature for registrants to use. Users can choose to chat with the entire group by placing their comments or questions in this box:



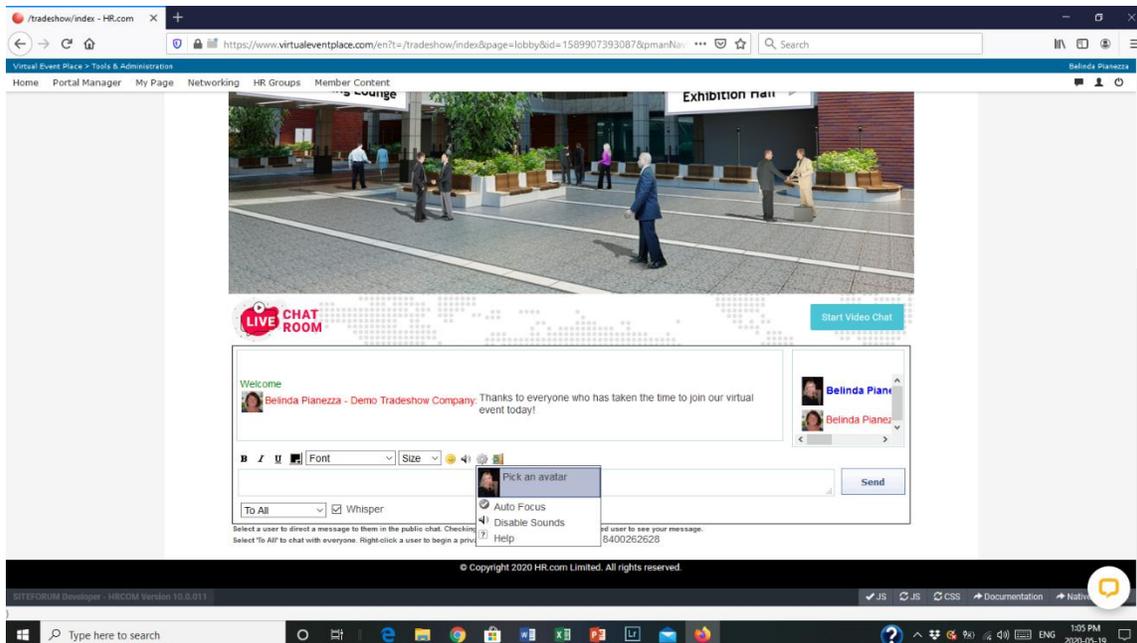
Or they can select specific users from the dropdown to have a private conversation:



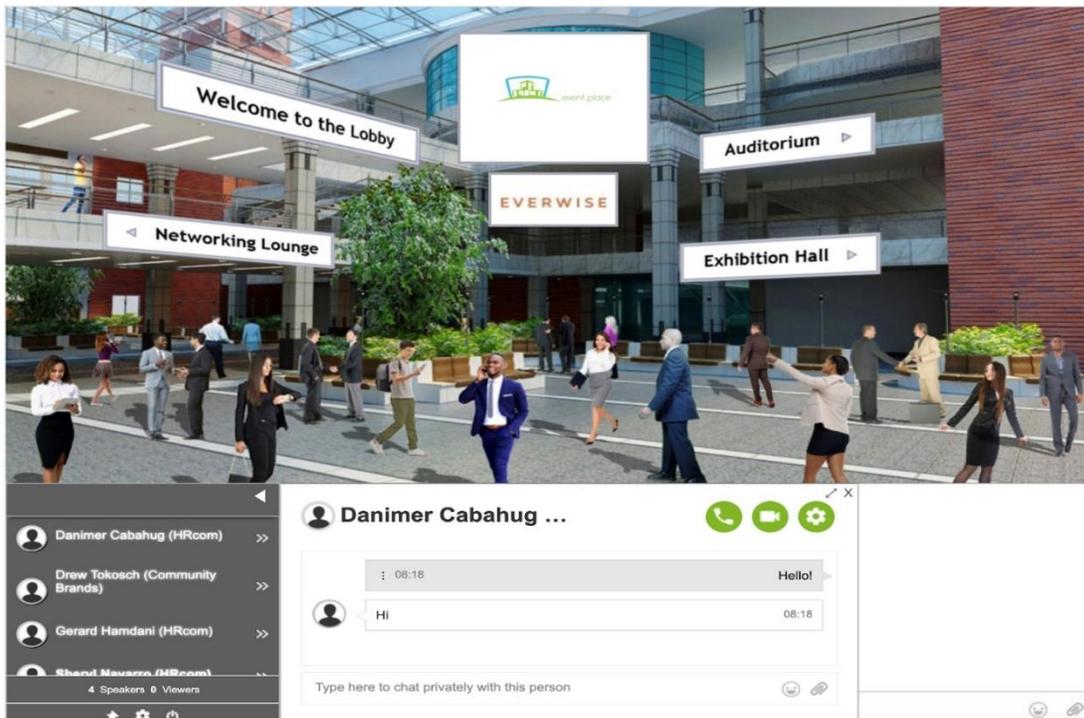
Users can also add emoticons by selecting the smiley-face icon:



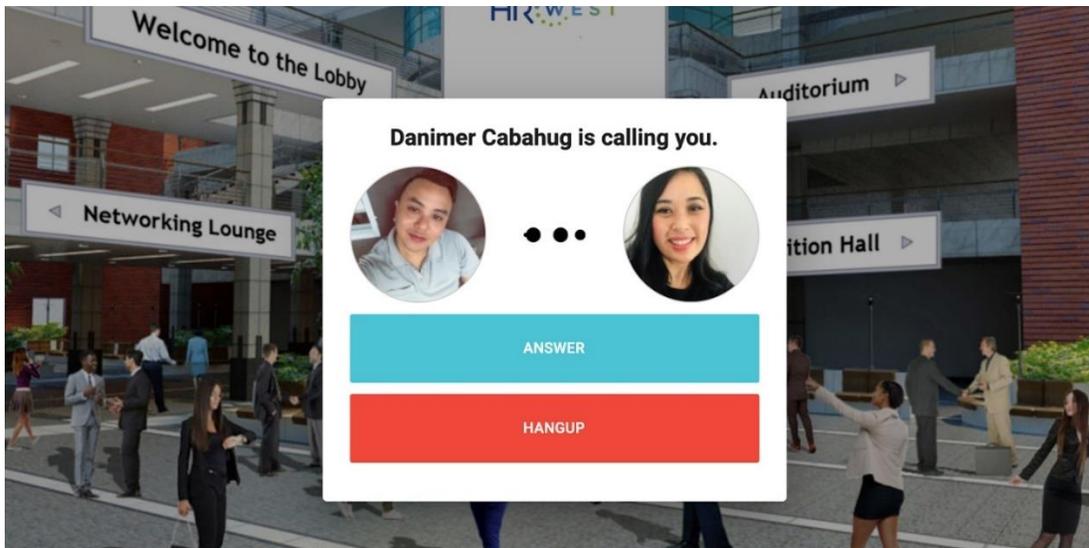
They can disable sounds or choose a different avatar for their profile from the control panel:



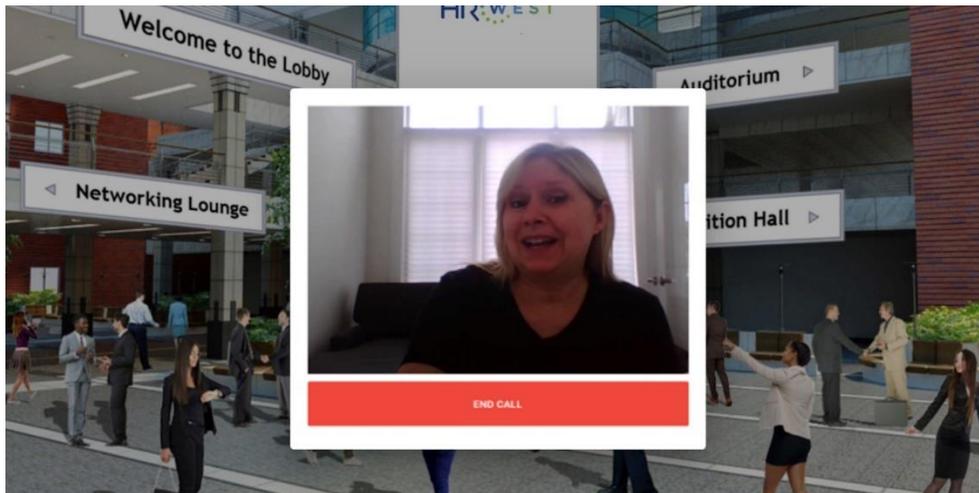
A video chat feature is also available when you select the person you want to connect with:



Attendees have the option to answer the call or hang up:

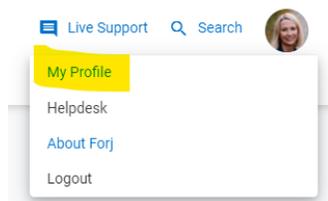


Once connected, they will be able to see each other in video mode and simply click “End Call” when done:

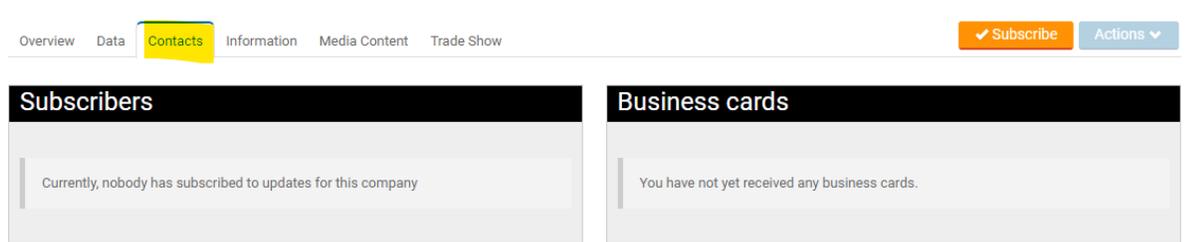


## Business Cards

Attendees can also leave their “business card” for you to contact later. To retrieve, click on My Profile under your profile pic in the top navigation bar:



From there, either click on your Company below OR click on the Business tab and then click on your Company. On your Company’s page, click the Contact tab and select Business Cards:



If you don’t see these options, you may need to contact the person on your team who has admin privileges for your booth.

**Any questions?** Click the Live Support at the top of the Bookfest platform or email Edelweiss at [bookfest@abovethetreeline.com](mailto:bookfest@abovethetreeline.com).