

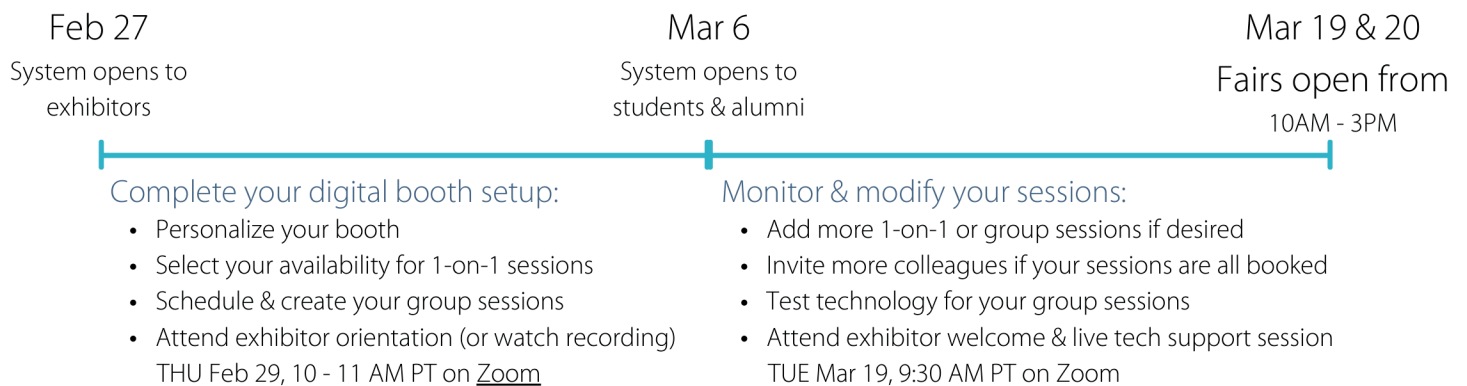
# WEST COAST VIRTUAL FAIR 2024

Career, Volunteer & Graduate Schools

## EXHIBITOR'S GUIDE

On behalf of Simon Fraser University, University of British Columbia and, the University of Victoria, thank you for choosing West Coast Virtual Fairs. In this exhibitor's guide, you will find instructions on how to set up your booth and maximize your exposure at our fair.

### Important Timeline



### Access Your Booth

Each digital booth comes with ONE private built-in video-chat room for 1:1 sessions and ONE set of 1:1 session schedule/booking system. In general, we recommend each of your representatives to have their own booth if they would like to offer concurrent 1:1 sessions. Booth sharing among multiple representatives is possible only if they are attending the fair at different times by taking shifts.

Representatives who are offering group sessions will NOT require a separate booth because all group sessions will take place externally on your own video-conferencing tool. Our platform will function as an RSVP system only for group sessions.

The number of booth you have is based on your exhibition package. You are not required to use all available booths. Additional booths can be purchased at \$45/booth on our [Eventbrite registration page](#). If your package comes with more than one booth, please note that each booth operates independently and cannot be linked to your other booths.

Important: Please complete the [booth assignment form](#) so we can send the booth invitations to the appropriate contacts within your organizations.

# Booth Setup

Booth invitations are sent out via email to the contacts identified on the [booth assignment form](#). The invitation email contains your unique login credentials (cannot be changed) and access link. Once you log onto your booth, you will be guided to complete a 3-step tutorial. This is very important as your booth will not be visible to students and alumni until all these steps are completed.

## Step 1: Personalize Booth

Introduce your organization to our students and alumni by including an informative booth description and an optional photo gallery. Consider including the following:

- Overview of your organization
- Links to opportunities & info on how to apply
- Hiring practices, tips and other helpful resources for your candidates
- Name and contact info of all representatives who will be staffing the booth
- Target audience if any (we encourage you to leave this as open as possible)

**Important:** If your organization has more than one booth, please follow the naming convention below so your booths will show up next to each other.

### Name of Organization: Department/Opportunities/Keywords

For example— Booth 1→ ABC Organization: Accounting  
Booth 2→ ABC Organization: Engineering

**Tips:** Your booth title is connected to the keyword search function so be sure to include important keywords when naming your booth (e.g. ABC Organization: Indigenous Student Recruitment)

The screenshot shows the 'Edit Booth' interface for 'Unnamed Booth' at West Coast Virtual Fairs 2024. The interface includes a sidebar with navigation options like 'Enter Booth', 'Home', 'Personalize Booth', 'Manage 1-on-1 Sessions', 'Manage Group Sessions', 'View Resumes (0)', and 'Log Out of Booth'. The main content area has a 'Preview Booth' button and several input fields: 'Booth Name\*' (with a placeholder 'Acme Corporation'), 'Gallery Images' (with an 'ADD A FILE' button and two image placeholders), 'Description\*' (with a rich text editor and placeholder text), 'Booth Icon\*' (with an 'Upload' button and a square placeholder), 'Representative Name\*' (with a placeholder 'John Doe'), 'Representative Title (Optional)' (with a placeholder 'Senior Recruiter'), and 'Contact Email (Optional)'.

- ← Please follow the naming convention (see above)
- ← Upload images to showcase your organization
- ← This is what attendees will see when they enter your virtual booth so be sure to include all relevant information and links
- ← Use a square logo or image for best result (512 x 512 pixel)
- ← This email will be visible to all attendees

## Step 1: Personalize Booth – Further Notes

Please take time to go through the pick lists carefully as your responses will be used by attendees when they use the booth filtering feature. By providing information about your organization such as your upcoming opportunities and EDI (equity, diversity and inclusion) initiatives, you will be able to attract more students and alumni to your booths and sessions.

Preview booth: Once you have entered all your content and gone through the pick lists, hit the green "SAVE" button at the bottom. Now you can use the "Preview Booth" button at the top right corner to see how your booth will look at the student side.

Note: The virtual fair platform will remain open for six months after the fair and we will continue to refer our students and alumni to visit the booths.

## Step 2: Pick Your 1-on-1 Time Slots

Networking will take place in the form of a 15 minute conversation, powered by the built-in video-chat feature (Daily.co) on Eventus. These 1-on-1 sessions are automatically created for you when you log into your booth.

By default, all time slots are marked as "available". Simply click on the time slot that you want to modify to change its status. You can modify your availability anytime. Be sure to block off some time slots for breaks throughout the day to avoid screen fatigue.

- White: Available for students to book
- Grey: Unavailable (not visible to students)
- Green: Booked by a student

**IMPORTANT:** All time listed on our platform is adjusted to your local time. If you are in Toronto, you will be seeing the time slots in Eastern Standard Time.

**Sample Organization**  
at West Coast Virtual Fairs 2024

Enter Booth

Home

Personalize Booth

Manage 1-on-1 Sessions

Manage Group Sessions

View Resumes

Log Out of Booth

**03/19/2024**  
You are marked as available for the following times. Click on a time to change its status.

10:00 AVAILABLE	10:15 AVAILABLE	10:30 AVAILABLE	10:45 AVAILABLE	11:00 AVAILABLE	11:15 AVAILABLE	11:30 AVAILABLE
11:45 AVAILABLE	12:00 AVAILABLE	12:15 AVAILABLE	12:30 AVAILABLE	12:45 AVAILABLE	01:00 UNAVAILABLE	01:15 UNAVAILABLE
01:30 AVAILABLE	01:45 AVAILABLE	02:00 AVAILABLE	02:15 AVAILABLE	02:30 AVAILABLE	02:45 AVAILABLE	

**03/20/2024**  
You are marked as available for the following times. Click on a time to change its status.

10:00 AVAILABLE	10:15 AVAILABLE	10:30 AVAILABLE	10:45 AVAILABLE	11:00 AVAILABLE	11:15 AVAILABLE	11:30 AVAILABLE
11:45 AVAILABLE	12:00 AVAILABLE	12:15 AVAILABLE	12:30 UNAVAILABLE	12:45 UNAVAILABLE	01:00 AVAILABLE	01:15 AVAILABLE
01:30 AVAILABLE	01:45 AVAILABLE	02:00 AVAILABLE	02:15 AVAILABLE	02:30 AVAILABLE	02:45 AVAILABLE	

The fair will run from 10AM to 3PM Pacific time. Click on the time slot to change its status between available and unavailable. Your preferences will automatically save.

Seeing different time on your screen than the screen shot? Eventus platform automatically adjusts the time based on your local time zone.

Though students and alumni are encouraged to pre-book sessions prior to the fair, many of them will continue to browse through all the booths and sign-up for more sessions on the actual event days. Do not cancel your open slots as they could get booked during the fair. Please remain at your video-chat room during the fair so you will not miss any last-minute bookings.

### Step 3: Test Your Video

Your booth will NOT be visible to attendees until you have tested your video. To complete your video-chat set up, enter your booth and:

1. Test your camera: click on red "Turn On" icon at the bottom
2. Test your microphone: click on the red "Unmute" icon at the bottom
3. If everything is working okay, click the blue "Complete Setup" to the left

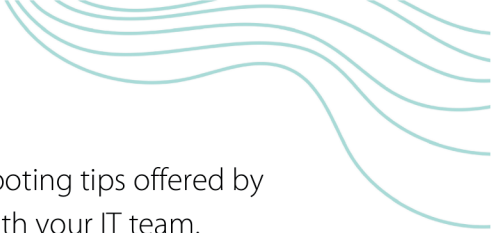
Supported web browsers: Chrome, Safari, Firefox and Microsoft Edge.

**Tips:** Be sure to conduct the video & audio test on the device that you plan on using during the fair.

The screenshot shows a web browser interface for a virtual fair booth. On the left, a sidebar contains a 'Complete Setup' button circled in red. The main area displays a 'Waiting for others to join' screen with a 'Test Video Room' section. A 'Camera and microphone blocked' notification is visible on the right, with an arrow pointing to a camera icon in the top right corner. At the bottom, there are icons for 'Turn on' (camera), 'Unmute' (microphone), 'People', 'Chat', and 'Share'. Annotations with arrows point to these elements:

- 'Show you who is in your video-chat room and the waiting room' points to the 'People' icon.
- 'Toggle on and off camera and microphone' points to the 'Turn on' and 'Unmute' icons.
- 'Open the text-based chat window' points to the 'Chat' icon.
- 'Turn on share screen feature' points to the 'Share' icon.
- 'If this window pops up on your screen, click on the icon on the top right corner to unblock your camera and microphone' points to the camera icon in the notification box.





If you are experiencing issues with the video feature, please follow the trouble-shooting tips offered by Eventus. If issue persists, please email Eventus at [support@eventus.io](mailto:support@eventus.io) or consult with your IT team.

**Need technical support?** Join us at the live exhibitor orientation session on Thu, Feb 29 at 10AM Pacific Time on [Zoom](#) or watch the recording on our [webpage](#). Live technical support will be provided on the first day of the fair from 9:30-10:30 AM PT.

## Group Sessions

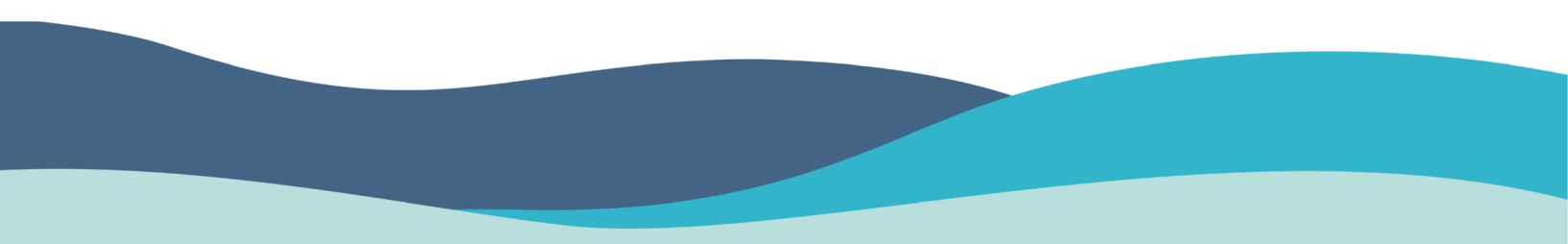
Group session is optional but it is an excellent complement to your 1-on-1 sessions, allowing you to interact with multiple attendees at the same time. Host formal presentations, info sessions, and/or coffee chats for networking and Q&A opportunities - the choice is all yours!

**IMPORTANT:** Unlike 1:1 sessions that will take place directly at your digital booth, group sessions must be hosted on your own video conferencing tools (e.g. Zoom, MS Teams, Google Meet, Webex etc) due to bandwidth concern. Our platform serves only as a registration system for your group sessions.

- **Session length:** Group sessions should not be exceed 1.5 hours. When attendees sign up for a session, the system will block them from booking other sessions that are taking place at the same time. If you plan on offering multiple group sessions throughout the fair, you can use the same video room link but please enter them as multiple short sessions on our platform.
- **Don't double book yourself!** If you are hosting a group session, remember to block off your 1-on-1 session time slots to avoid schedule conflict. You are welcomed to invite your colleague(s) to host or join the group sessions and in such case, you just need to share the video room link with them and they will not even need to log into your booth.
- **Privacy in group chat:** Use the breakout room feature in your video conferencing tool if you have multiple staff available to facilitate more private or different conversations simultaneously!

## Create Group Sessions

Start by creating a virtual meeting on your own video conferencing tool (e.g. Zoom, MS Teams, Google Meet, Webex etc). Be sure to turn off any password protection (or include it at your session description if you must keep password on) or else our students and alumni will not be able to enter the meeting. Please consult your IT team if you have any questions with your tool.



**Sample Organization**  
at West Coast Virtual Fairs 2024

Group Sessions appear above your 1-on-1 sessions when attendees click on your booth.

These sessions can host multiple attendees, BUT differ from 1-on-1 sessions in that you MUST provide your own video room for attendees to access when the session starts.

CREATE A GROUP SESSION

Step 1: Go to "Manage Group Sessions" at your booth

Step 2: Click the "Create a Group Session" button

**New Group Session**

**Session Name**  
Coffee Chat with Career Educators

**Session Description**  
Questions about your careers? Come chat with us and explore your career options!

**Start Date**  
11/02/2022 11:00am  
Times are in: PDT

**End Date**  
11/02/2022 12:00pm  
Times are in: PDT

**Video Room Link** The link students will click to join the group session.  
http://wcvf.zoom.com/testlink

**RSVP Limit** The maximum number of students that can RSVP to your session. Once this session is created, you cannot change this.  
100

CREATE

Create a descriptive title for your group session

Provide details about your group session so students will know what to expect (eg. presentation, FAQs, coffee chats, etc)

**IMPORTANT:** Your session must be conducted within the fair schedule (Mar 19 & 20, 10AM-3PM PDT). Remember to enter the time in your local time and the platform will automatically convert the displayed time to other time zones based on the attendees' location).

Insert the video room link that you have created for your session here so students can access your group session.

Determine your maximum capacity based on your session format and system limit. This number cannot be changed once students begin registering for your session.

You can always access and edit the details from the dashboard as needed. Repeat the steps above to create as many group sessions as you prefer.

# You Are All Set!

That's it! You have successfully set up your virtual booth and you are now all set to meet and interact with our students and alumni on the day of the fair.

This is how your booth will look like once the setup is complete:

Use the left navigation bar to modify your booth description, manage your sessions and view resumes.

Quick statistics on traffic and reservations

Click on this icon to download all the resumes available to you

**IMPORTANT:** This message indicates your booth is ready and visible to students. If you do not see this message, check to see if you have completed the 3 steps.

You can view your group sessions and RSVP here

Overview of your 1-on-1 sessions. Your time slots will turn green once booked and student info will be populated here

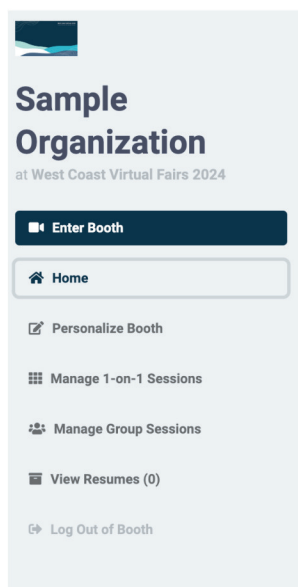
## Resume Collection

There are two ways for a student or alumni to submit their resumes to you:

- 1) **Resume drop-off:** Students and alumni have the option of dropping off resumes at your booth if they do not have a chance to attend one of your sessions. To review resumes submitted to you, go to "View Resumes" on the left navigation bar.
- 2) **Session booking:** When a student or alumni sign up for one of your sessions, their profile and resume (if uploaded) of students and alumni will be automatically available for you to view. Simply go to your home page and click on the sessions to access their information.

To download a complete list of resumes submitted to you during the fair, click on the "download icon" (see image above) at the top right corner under your reservations statistics.

# On the Days of the Fair...



**IMPORTANT:** Check your session bookings regularly as your open slots may be taken up at any time.

Click "Enter Booth" to access the built-in video chat room for your 1-on-1 sessions. There is no need for you to exit the room between sessions as students will show up at waiting room at their assigned time slot. Please be mindful of time and keep each session to under 15 minutes.

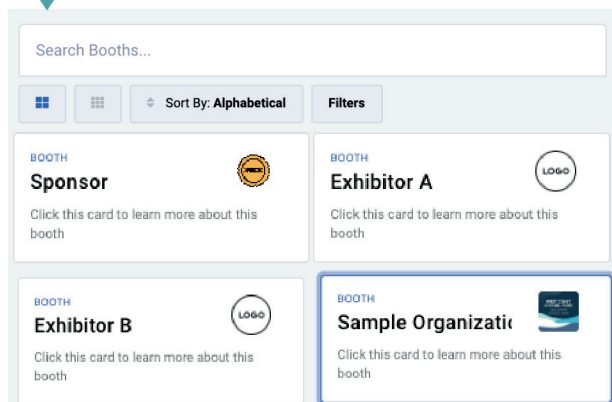
Don't be a no show! Cancel booking if you can no longer attend so students will receive a notification. If you need to step away from your booth, change status of your open slots to unavailable to avoid potential bookings.

Reminder: if you are offering group sessions, be sure to open up your meeting rooms at your own video conferencing tool at least 5-10 minutes prior to your session start time.

## A Peek at the Student Side

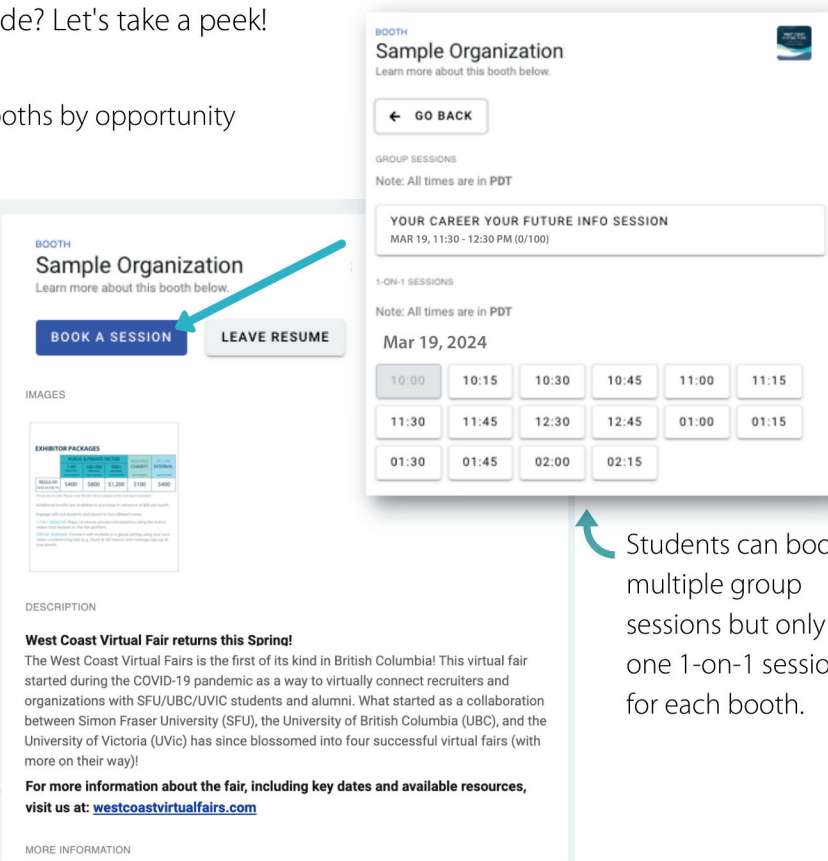
Curious about how things look on the student side? Let's take a peek!

Students can use keyword search and filter booths by opportunity types, skills, locations, etc.



Booths are listed in alphabetical order. Sponsors will appear at top.

Your booth will show up here when selected



Students can book multiple group sessions but only one 1-on-1 session for each booth.

MORE INFORMATION