SETTING UP AND MANAGING YOUR VIRTUAL BOOTH

Pathable has been selected as the virtual event platform provider for the 2020 API Cybersecurity Conference & Expo. While we have found their platform to be relatively intuitive, Pathable also has a robust training and support site that is available to participating organizations.
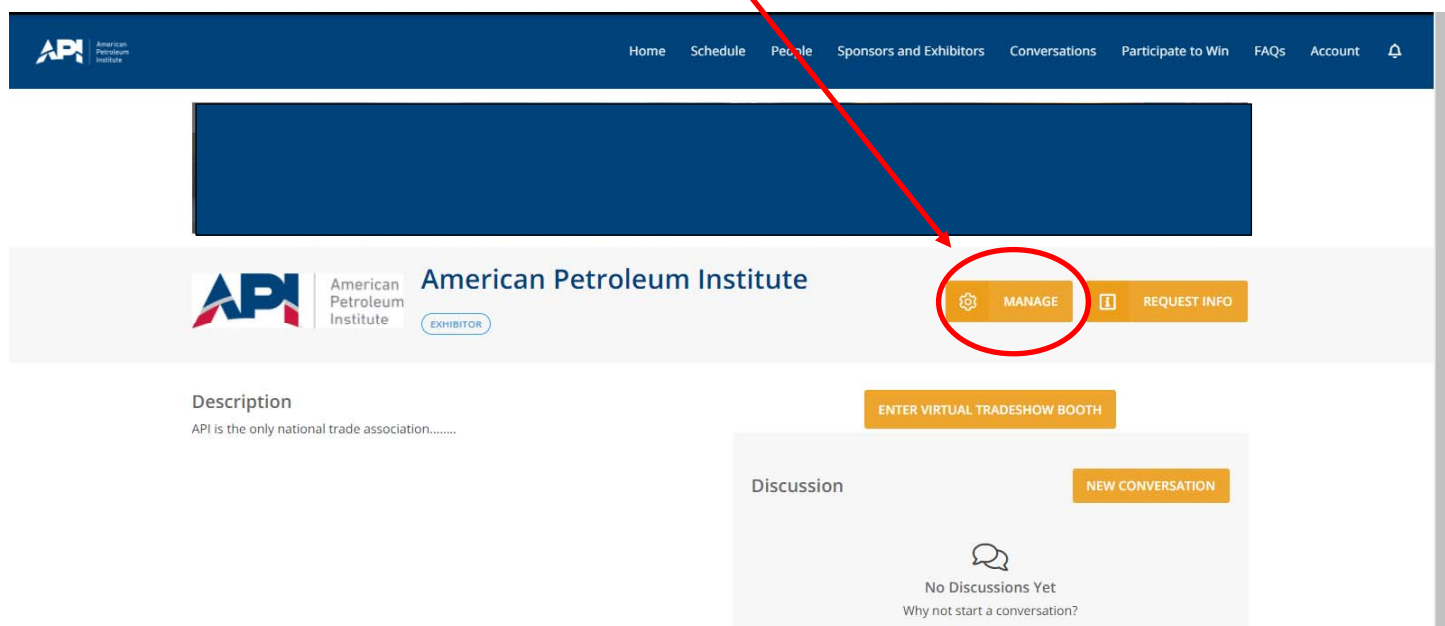
The articles and information that follow can be found at support.pathable.com, but for ease of reference, we've consolidated many of the relevant ones here.

Access to the platform will open Tuesday, October 20, 2020. You will receive an email from Pathable announcing that the site is available. **Please ask your IT professionals to "whitelist" the Pathable.com domain.** The site will open to attendees on
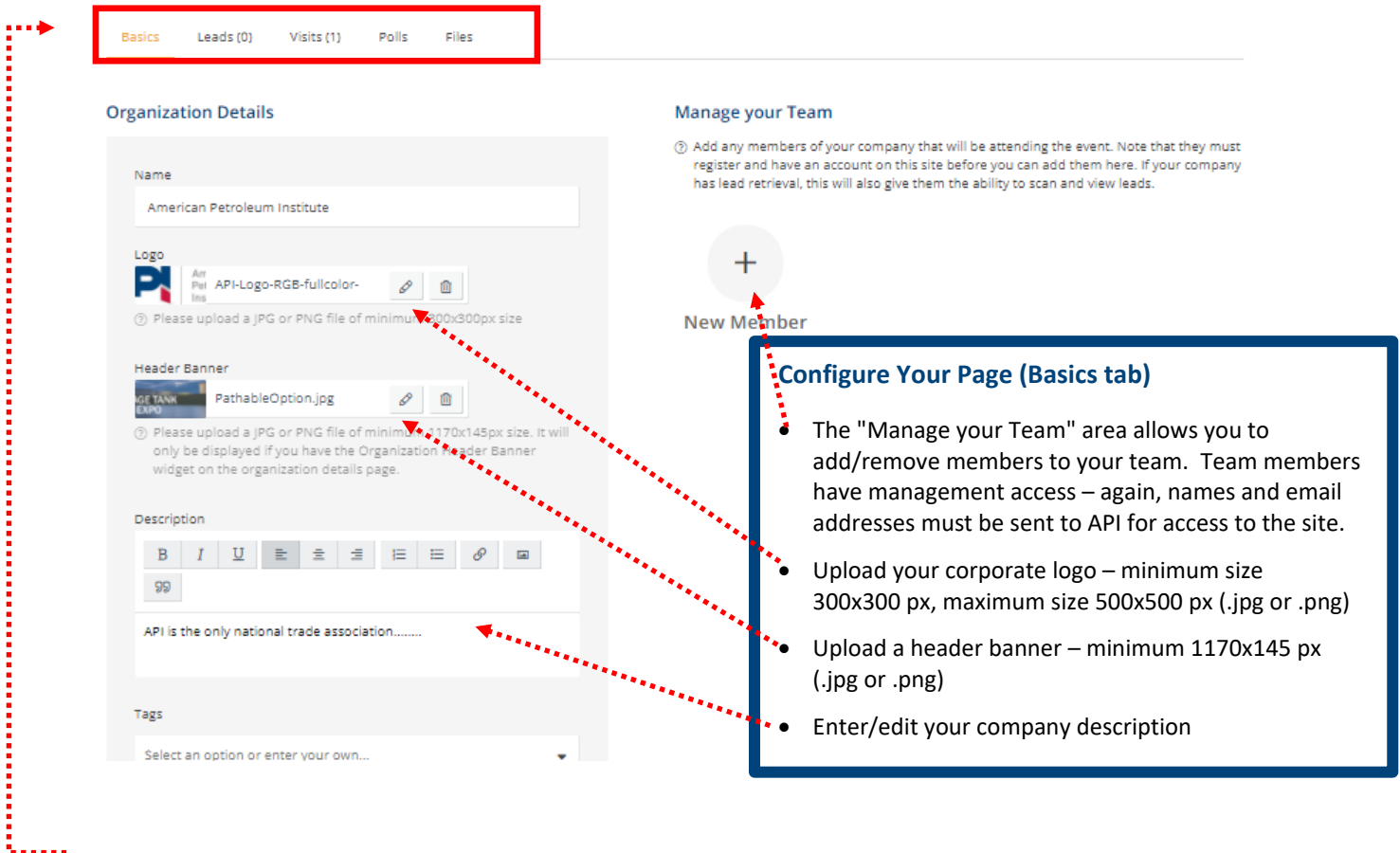
EDITING YOUR PAGE

Organizations have their own landing page within the Pathable app, with a number of customizable areas. You must be logged in to the Pathable app and have appropriate permissions to make edits to your page. **Please send the names and email addresses of the person or people managing your virtual booth to <u>morrisonl@api.org</u> to enable access to the site.**

- Log in to the event app and locate your listing.
- Click the Manage button in the upper-right corner:
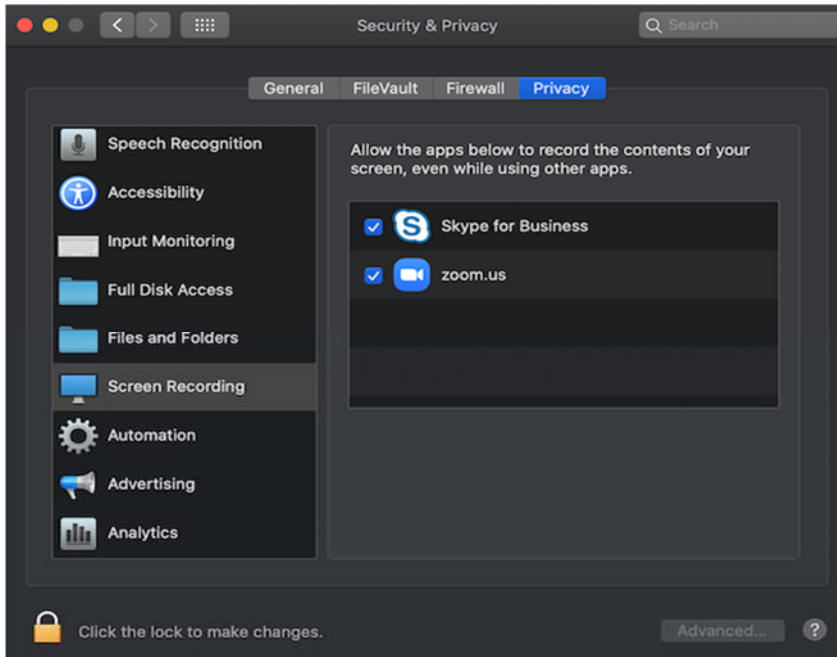
Configure Your Page (Basics tab)

- The "Manage your Team" area allows you to add/remove members to your team. Team members have management access – again, names and email addresses must be sent to API for access to the site.

- Upload your corporate logo – minimum size 300x300 px, maximum size 500x500 px (.jpg or .png)

- Upload a header banner – minimum 1170x145 px (.jpg or .png)

- Enter/edit your company description

On the Manage menu, there are a number of tabs on the left:

- **Basics** allows you to edit the Organization's details

- **Leads** lists information about attendees who would like more information from you

- **Visits** lists information about attendees who have visited your page -- please note that these are not inquires/ hard leads, and should not be treated as such

- **Polls** allows you to configure interactive polls for attendees - please see this article if you'd like more detail on polls: https://pathablehelp.freshdesk.com/en/support/solutions/articles/44001927654-how-to-create-and-manage-polls

- **Files** allows you to upload files (handouts, one-sheets, etc) that attendees can then download.

2020 API CYBERSECURITY CONFERENCE & EXPO
NOVEMBER 10-12, 2020 | API VIRTUAL EVENT

GENERAL PREPARATION FOR THE EVENT

- Install "Zoom Client for Meetings" from zoom.us/download

- Using the link provided to access the site, sign-in to your account. After setting a password so you can sign in later, complete your profile, including uploading a photo.

Important Note: On Mac computers, you may need to update your security settings if you ever wish to share your screen. You can do this through System Preferences > Security & Privacy > Privacy > Screen Recording. Check the option for zoom.us. For more information, see https://support.zoom.us/hc/en-us/articles/360016688031

.

System Requirements

Desktop or laptop computer with at least:

- Mac: Mac OSX 10.7 or later
- Windows: Windows 10, 8, 8.1, 7, Vista (SP1 or later), XP (SP3 or later)
- Ubuntu: 12.04 or later
- Linux: Red Hat Enterprise Linux 6.4 or higher
- While it is possible to present from a tablet or mobile phone, it is not recommended.

Processor / RAM

- Single Core 1Ghz or higher (Dual core 2Ghz or higher, 4G RAM recommended)

Browser

- Windows: Chrome 72+, Edge 84+, Firefox 27+, or IE 11+
- Mac: Chrome 30+, Safari 7+Edge 84+, or Firefox 27+
- Linux: Chrome 30+, Firefox 27+

Bandwidth

- 1.5 Mbps "up" minimum (3+ Mbps "up" recommended)

- Hint: Use speedtest.net to test

Hardware

- Webcam

- The microphone and speakers that comes built-in to most computers is adequate, but a headset with a boom mic or a stand-alone microphone will create a richer, cleaner sound. There are dozens of models, wired and wireless, available on Amazon for less than $100 with 4-star or better ratings.

- A second monitor is recommended, but not required.

DURING THE EVENT

The conference agenda has Virtual Exhibit hours scheduled within the agenda prior to the technical sessions on the main conference days, and during the lunch hour. Prior to the Virtual Show hours, navigate to your organization's page, and click on the Enter Virtual Tradeshow Booth Button. This will open your organizations Zoom room, which will then be accessible for attendees. Your "booth" staff can also invite attendees into a Breakout Room if a separate conversation is needed.

A helpful video can be found on Pathable's support site: https://support.pathable.com/hc/en-us/articles/360050251573-Configuring-an-Organization-s-Page-and-Starting-the-Tradeshow