Virtual Exhibit Hall Hours

Monday, May 24 | 9:00 AM – 3:30 PM MT

- Business Partners Office Hours
  - 11:15 AM – 12:00 PM MT

Tuesday, May 25 | 9:00 AM – 3:30 PM MT

- Business Partners Office Hours
  - 12:45 PM – 1:30 PM MT

Wednesday, May 26 | 9:00 AM – 3:30 PM PT

- Business Partners Office Hours
  - 1:00 PM – 1:45 PM MT

Business Partner Office Hours are etched into the WACUBO 2021 Program Schedule to allow a set time for attendees to come visit and speak with your representatives over Zoom. We recommend having multiple staff available in the event you'd like to have a personal meeting with multiple attendees.

Pathable – Our Virtual Platform

How to Attend the Virtual Event

- The WACUBO Virtual Annual Conference will be hosted on the virtual event platform Pathable. This will be our "virtual venue."

- In addition to being an extremely user-friendly platform, Pathable prioritizes the connection and community that make our online conference feel like we are back in-person. Attendees will have the chance to meet up with new contacts and familiar friends, participate in community events, and connect with vendors on our virtual trade show floor.

- Pathable uses a Zoom integration for all virtual meeting components, such as the "Enter Video Meeting" option on exhibit booths.

WACUBO Virtual Venue: Pathable

✓ **Customize** your schedule and time zone
✓ **Connect** via chat and one-on-one meetings
✓ **Join online** from anywhere without a download
✓ **Watch later** if you miss a session

Visit Pathable

What do Pathable booths look like, and how do I build mine? Take a peek below! ↓

Building Your Virtual Booth

As easy as 1-2-3! **Business Partners have the option to build their own booth or ask the WACUBO Office to build it for them.**

- **If you are building your own booth**, please follow the steps in the next slides and contact the WACUBO Office with any questions.

- **If you would like the WACUBO Office to build your booth for you**, please:

  1. **OPT IN** by emailing office@wacubo.org

  2. **Upload your booth materials (see next slide) to** ShareFile **no later than Thursday, April 1.**
     - Naming convention: 2021_WACUBO_BP_Company_FileName
       - Example: 2021_WACUBO_BP_Starbucks_BoothDetails
       - Please use one single Word Document for links and text information (resource documents may be submitted separately).

Booth Page Specification

Organization Details

- **Logo Dimensions:**
  Minimum 300x300px, no blank space around logo

- **Banner Dimensions:**
  Minimum 1170x145px

- **Description:**
  These should be 250 words or less. Images can be added to the description and hyperlinked to an external URL, as an option. Image size should be 1920 x 1080 or less.

- **Links:**
  Add links to additional resources like brochure files. You can also add a link to a general email box.

- **File Upload:**
  Share information with attendee, including images, press releases, white papers, research reports, etc.

- **Booth Personnel:**
  Add booth personnel for attendees to connect with while visiting your booth. Attendees can click on booth personnel to message them directly.

Additional Features

- **Chat:**
  Attendees can chat with the representatives at a booth. Chat is visible to all and there is no participation limit.

- **Direct Messaging:**
  Attendees can direct message booth personnel by clicking on a representative listed on the exhibitor profile.

- **Tags:**
  Add tags to your organization so attendees can search for certain topics and filter their interests to find your booth.

- **Videos:**
  Add links to YouTube, Vimeo, or Wistia videos, and the video will embed on the page.

- **Polls:**
  Gather data, ask custom questions or create engagement with open ended and multiple-choice polling options. Results appear after each individual vote and all results are public. There is no limit to the number of polls.

WACUBO
VIRTUAL 2021
ANNUAL CONFERENCE

Booth Page Visual

Banner Dimensions:
Minimum 1170x145px

Logo Dimensions:
Minimum 300x300px, no blank space around logo

Description:
These should be 250 words or less. Images can be added to the description and hyperlinked to an external URL, as an option. Image size should be 1920 x 1080 or less.
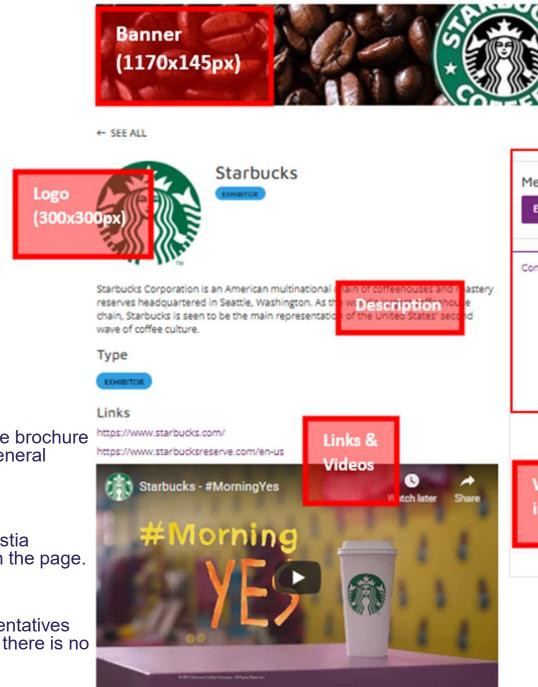
Links:
Add links to additional resources like brochure files. You can also add a link to a general email box.
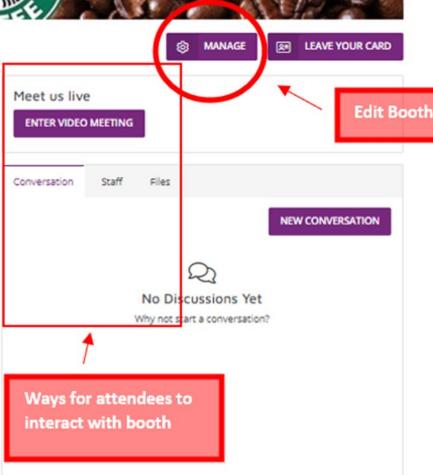
Videos:
Add links to YouTube, Vimeo, or Wistia videos, and the video will embed on the page.

Chat:
Attendees can chat with the representatives at a booth. Chat is visible to all and there is no participation limit.

Banner (1170x145px)

← SEE ALL

MANAGE   LEAVE YOUR CARD

Logo (300x300px)

Starbucks
EXHIBITOR

Meet us live
ENTER VIDEO MEETING

Edit Booth

Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. As the world's largest coffeehouse chain, Starbucks is seen to be the main representation of the United States' second wave of coffee culture.

Description

Conversation   Staff   Files

NEW CONVERSATION

Type
EXHIBITOR

No Discussions Yet
Why not start a conversation?

Links
https://www.starbucks.com/
https://www.starbucksreserve.com/en-us

Links & Videos

Starbucks - #MorningYes
Watch later   Share

#Morning YES

Ways for attendees to interact with booth

Booth Page Visual (Cont.)

Polls:

Gather data, ask custom questions or create engagement with open ended and multiple-choice polling options. Results appear after each individual vote and all results are public. There is no limit to the number of polls.

Booth Personnel:

Add booth personnel for attendees to connect with while visiting your booth. Attendees can click on booth personnel to message them directly.

Direct Messaging:

Attendees can direct message booth personnel by clicking on a representative listed on the exhibitor profile.

File Upload:

Share information with attendee, including images, press releases, white papers, research reports, etc.

Tags:

Add tags to your organization so attendees can search for certain topics and filter their interests to find your booth.

⬆ Back to organization details

Starbucks

EXHIBITOR

Gather Data and Booth Analytics

Add Files and Polls for attendees

Basics   Leads (0)   Visits (1)   Analytics   Polls   Files

Organization Details

Name

Starbucks

Logo

starbs.png

ⓘ Please upload a JPG or PNG file of minimum 300x300px size

Header Banner

starbs banner.jpeg

ⓘ Please upload a JPG or PNG file of minimum 1170x145px size. It will only be displayed if you have the Organization Header Banner widget on the organization details page.

Description

B I U ≡ ≡ ≡ ≔ ≔ 🔗 🖼
99

Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. As the world's largest coffeehouse chain,

Links

https://www.starbucks.com/ ×

https://www.starbucksreserve.com/en-us ×

https://www.youtube.com/watch?v=y2Ea1-5jj48 ×

Tags/Keywords

Select an option

BACK   SAVE

Manage your Team

ⓘ Add any members of your company that will be attending the event. Note that they must register and have an account on this site before you can add them here. If your company has lead retrieval, this will also give them the ability to scan and view leads.

Ally McGuire   + New Member

Editable Content

Links to videos will automatically be embedded into virtual booth