



American Planning Association
Illinois Chapter

Creating Great Communities for All

American Planning Association – Illinois Chapter
2020 Virtual State Conference
BOOTH REGISTRATION & CONFIGURATION INSTRUCTIONS
rev 8/7/20

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~~Additional Information Coming Soon~~

Chat – **coming soon**

Mailbox – **coming soon**

Door Prizes, Incentives & Offers to Encourage Attendee Engagement **coming soon**

Testing Your Booth Configuration – **coming soon**

Navigating the Virtual Platform – **coming soon**

Viewing Recorded Educational Sessions – **coming soon**

Getting Started - Important Tips

Guide Updates: As we play around in the virtual conference platform, and become more familiar with the system, we'll continue to update information in this guide to make it as comprehensive and easy to use as possible.

- The **date last updated** will be included at the top of the [Table of Contents](#) page.
- We recommend that you bookmark the URL in your web browser so that you can reference it frequently between now and the event.

Time Commitment: As long as you have everything ready, it should take you no more than 30 minutes to configure your

Technical Requirements: If you are not a computer or design whiz, do not fear – the process to customize your exhibitor profile is easy! This guide provides step by step instructions with screen shots and help is only a phone call or email away. If you get stuck and need assistance, please contact:

- Shelly Greenwood at 501-907-2262 or via email at sgreenwood@cgiresults.com

Secure a Booth: Online Registration

STEP 1: Click on the following link and ensure that the "Apply to Exhibit" button on the upper left side of screen is selected:
<https://pheedloop.com/exhibitor/contract/apail2020/apply/>

American Planning Association
Illinois Chapter

Exhibitor Application

Apply to Exhibit

Event Information

American Planning Association
Illinois Chapter
Creating Great Communities for All

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2020 APA-IL Virtual State Conference
Exhibitor Application

Your support is vital in affording APA-IL the opportunity to provide the 2020 State Conference in a virtual environment.

Get Started

Enter your organization's name below to get started

Organization Name *

STEP 2: Complete all of the fields in the application including Company Information, Profile Details, Primary Contact Information, Secondary Contact Information, and Billing Information. After completing each section, click the "Next Step" button at the bottom of the page to proceed to the next section of the sponsorship registration.

STEP 3: When you reach the "Exhibitor Products" section, purchase a booth by changing the quantity for Virtual Conference Sponsorship from 0 to 1 (see screenshot below).

STEP 4: Review the "Add-On Products". If applicable, purchase your desired item(s) by changing the quantity from 0 to 1 for those items that you wish to sponsor (see screen sample below).

Exhibitor Products

<input checked="" type="checkbox"/> Virtual Conference Sponsorship	\$750.00	1	\$750
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Add-On Products

<input checked="" type="checkbox"/> Mobile Workshop Sponsor	\$500.00	1	\$500
<input checked="" type="checkbox"/> Trivia Night Sponsor	\$500.00	1	\$500
<input checked="" type="checkbox"/> Awards Presentation Sponsor	\$500.00	0	\$0

STEP 5: Select your payment type (check or credit card)

STEP 5: Review the Terms & Conditions, check the box to acknowledge acceptance and click "Submit Application"

STEP 6:

- **If paying via check**, click "Download Contract Summary" and print or save the document as that will serve as your invoice.
- **If paying via credit card**, provide credit card information. Once payment is processed, click "Download Contract Summary" and print or save the document to serve as your receipt.

Your application has been submitted!

Thank you for submitting your exhibitor application for 2020 APA-IL Virtual State Conference. You will receive a confirmation shortly with your contract summary attached, along with a link to your exhibitor portal where you can continue to optimize your profile and experience. We will be in touch with you soon with additional details.

Open Exhibitor Portal

Download Contract Summary

Twitter Facebook LinkedIn Email

☒ Review Company Information

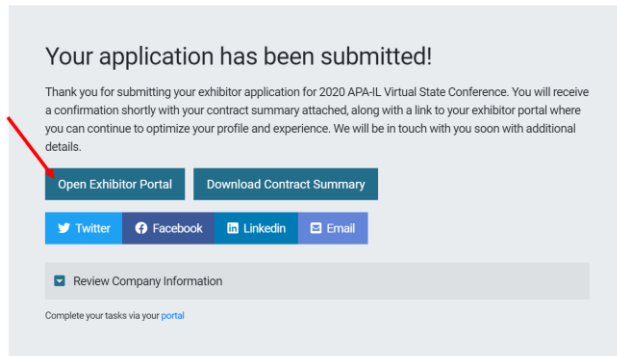
Complete your tasks via your [portal](#)

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I've Registered for a Booth....Now What?

Now that you have submitted your sponsorship application, you need to LOG INTO YOUR EXHIBITOR PORTAL to finalize your virtual booth. You can access your exhibitor portal in several ways:

OPTION 1: Immediately after completing the online sponsorship application – click on the “Open Exhibitor Portal” button

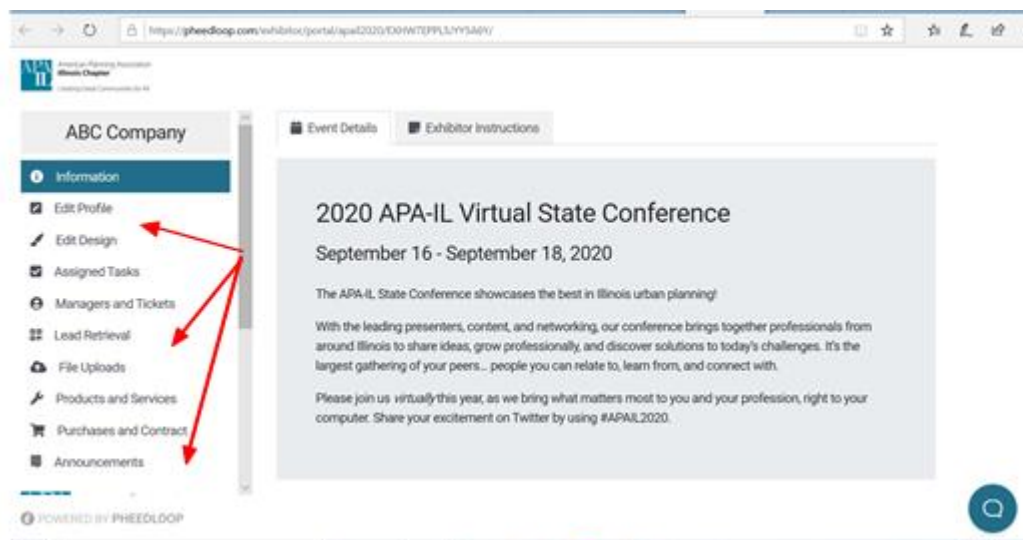


OPTION 2: Within 30 minutes of registering, you should receive an exhibitor contract confirmation email that will include the link to your exhibitor portal. Save that email for future reference. You can refer back to the email and click on the “Open Exhibitor Portal” link.



OPTION 3: Once you access the Exhibitor Portal via either of the options noted above, bookmark or save the URL in your browser so that you can quickly access it in the future.

Once you access your Exhibitor Portal, you will be directed to a landing page with a navigation menu on the left side of the screen.



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Step 1: Edit Profile

From the navigation menu, select "Edit Profile" and provide the requested information as noted below.

The screenshot shows the 'Edit Profile' interface for the American Planning Association Illinois Chapter. The left sidebar lists navigation options: Information, Edit Profile (highlighted with a red arrow), Edit Design, Assigned Tasks, Managers and Tickets, Lead Retrieval, File Uploads, and Products and Services. The main content area is titled 'General' and includes the following fields:

- Organization Name:** ACME Testing LLC
- Tagline:** Enter Test Tagline Here
- Organization Description / Promo Text:** 3000 Character Limit. Enter a description of your company, products & services in the space.

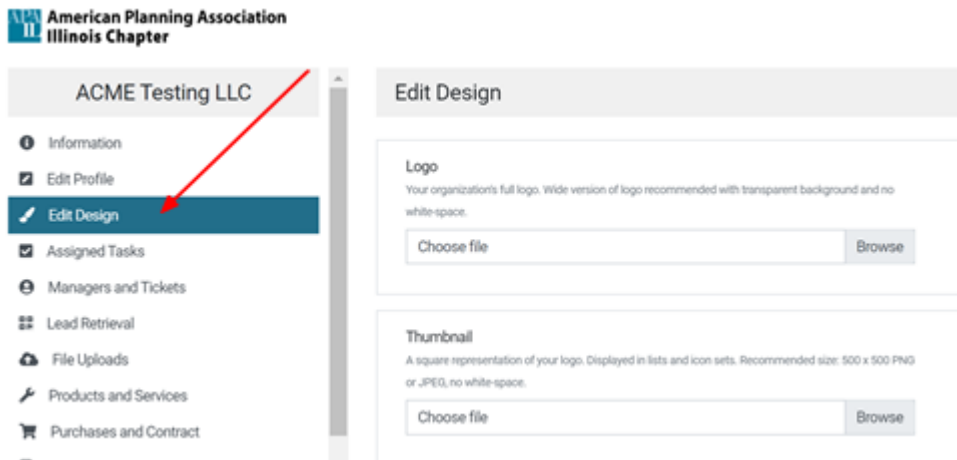
Below is the list of information you will be requested to provide:

- ORGANIZATION NAME
- TAGLINE
- ORGANIZATION DESCRIPTION *(5000 character limit)*
- EMAIL
- KEYWORDS
- CONTACT INFORMATION
- WEBSITE & SOCIAL MEDIA LINKS

Click the "save" button at the bottom of the page.

Step 2: Edit Design

From the navigation menu, select "Edit Design" and provide the requested images as noted below.



Below are the types of graphics (and associated specs) you can include in your online profile:

ORGANIZATIONAL LOGO

- Wide version of logo recommended with transparent background
- No or limited white space
- Recommended size: 1300 x 410 pixels
- Recommended file type: .png

THUMBNAIL

- Display Location: the thumbnail image will be displayed in lists and icon sets.
- No or limited white space
- A square representation of your logo
- Recommended size: 500 x 500 pixels
- Recommended file type: .png or .jpg

BANNER

- Display Location: used in various promotional areas and shown at the top of your profile pages.
- No or limited white space
- Recommended size: 1000 x 400 pixels
- Recommended file type: .png or .jpg

VIDEO

- On the profile page, there is a box to provide the link to your video.
- Videos must be 10 minutes or less in duration
- Youtube is the recommended video host

TO ADD A GRAPHIC OR VIDEO FILE: click on the browse button, locate desired file on your computer, click "open" and then click on the purple save button at the bottom of the screen

Choose file	Browse
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Click the "save" button at the bottom of the page.

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Step 3: Assigned Tasks

~~More Information Available Soon~~

Step 4: Managers & Tickets

From the navigation menu, select “Managers & Tickets”. This is where you will assign badges to your booth reps.



The screenshot shows the ACME Testing LLC dashboard. On the left, a navigation menu lists various options: Information, Edit Profile, Edit Design, Assigned Tasks, Managers and Tickets (highlighted with a red arrow), Lead Retrieval, and File Uploads. The main content area displays a yellow banner stating 'No tickets currently purchased or assigned'. To the right, the 'Managers' section is visible, showing a form to add new managers with fields for First Name, Last Name, Organization, and Title.

Name Badges are required for access to the virtual conference. Virtual badges are “all-access” and include log-in credentials for the virtual platform, access to the exhibition, educational sessions and CEs if requested.

Your booth includes 2 badges or tickets. Please let us know if you have more than 2 people wanting to participate in the event.

TO ASSIGN BADGES TO YOUR BOOTH REPS:

In the booth admin portal, you must add each of your booth reps into the system as “Managers”.

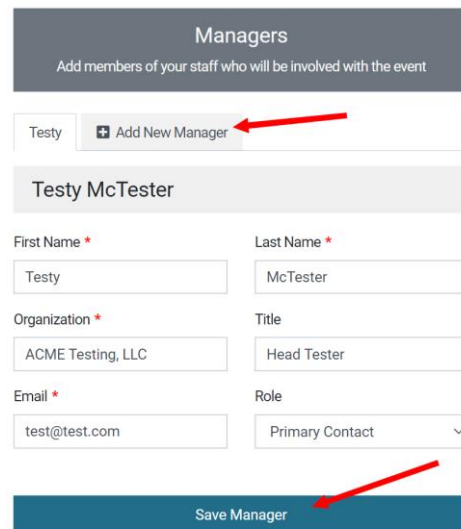
Click “Add New Manager” button near the upper right side of screen

Provide rep name, title, email and select a role.

Click purple “Add Manager” button

Click the “save” button at the bottom of the page.

Repeat this process until you have provided all of your booth reps.



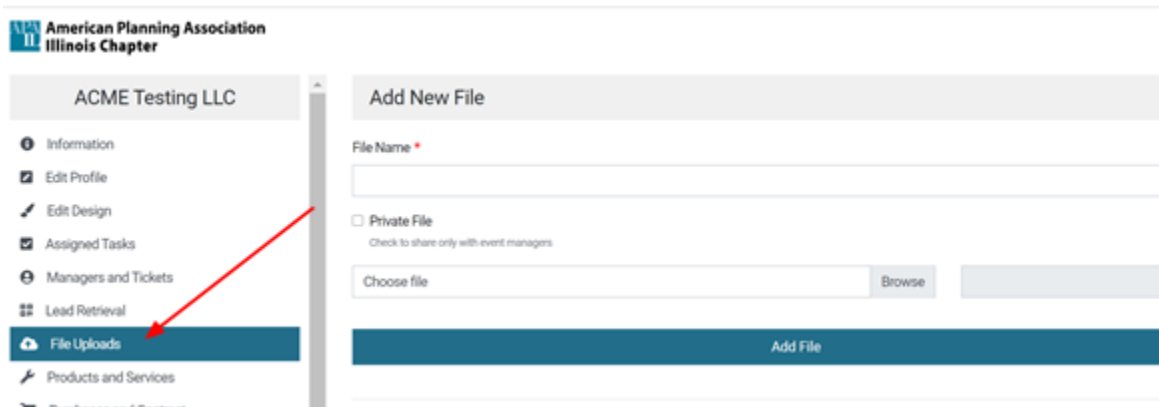
The screenshot shows the 'Managers' form. At the top, there is a header 'Managers' with the subtext 'Add members of your staff who will be involved with the event'. Below this, there is a button 'Add New Manager' highlighted with a red arrow. The form fields are: First Name (Testy), Last Name (McTester), Organization (ACME Testing, LLC), Title (Head Tester), Email (test@test.com), and Role (Primary Contact). At the bottom, there is a 'Save Manager' button highlighted with a red arrow.

Step 5: Lead Retrieval

~~More Information Available Soon~~

Step 6: Files Uploads

From the navigation menu, select "File Uploads". This is where you can upload your collateral so that attendees can download for viewing and/or reference later.



The screenshot shows the website interface for the American Planning Association Illinois Chapter. On the left, a navigation menu for 'ACME Testing LLC' includes options like Information, Edit Profile, Edit Design, Assigned Tasks, Managers and Tickets, Lead Retrieval, File Uploads (highlighted with a red arrow), and Products and Services. On the right, the 'Add New File' form is visible, featuring a 'File Name' input field, a 'Private File' checkbox, a 'Choose file' button, a 'Browse' button, and a large blue 'Add File' button at the bottom.

Our members & conference attendees appreciate tools and resources. The more relevant and useful your materials, the more interest and downloads you'll likely see from attendees.

Suggested materials include but are not limited to:

- Electronic brochures
- Flyers
- Educational Materials (articles, tools, resources, reference guides)
- Whitepapers

TO UPLOAD COLLATERAL:

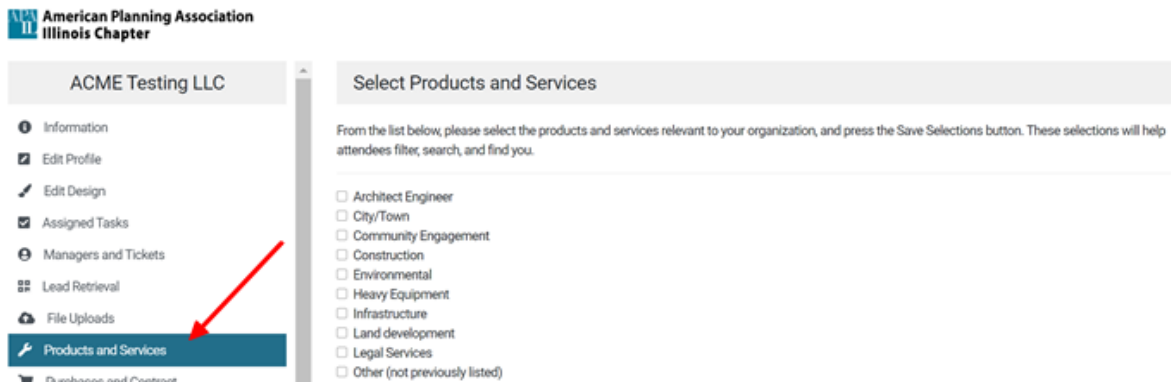
- STEP 1: Add File Name
- STEP 2: Click "browse", locate desired document on your computer and click "open"
- STEP 3: Click purple "add file" button
- Click the "save" button at the bottom of the page
- Repeat for each document



This detailed view of the 'Add New File' form highlights the upload steps with red arrows and labels. 'Step 1' points to the 'File Name' input field, which contains the placeholder text 'Add File Name Here'. 'Step 2' points to the 'Browse' button. 'Step 3' points to the large blue 'Add File' button at the bottom of the form. The form also includes a 'Private File' checkbox and a 'Choose file' button.

Step 7: Products & Services

From the navigation menu, select "Products & Services". From the list provided, select the products & services most relevant to your organization so that attendees can filter, search and locate you.



The screenshot shows the user interface for the American Planning Association Illinois Chapter. The left sidebar, titled 'ACME Testing LLC', contains a navigation menu with the following items: Information, Edit Profile, Edit Design, Assigned Tasks, Managers and Tickets, Lead Retrieval, File Uploads, and Products and Services. A red arrow points to the 'Products and Services' option. The main content area is titled 'Select Products and Services' and includes a brief instruction: 'From the list below, please select the products and services relevant to your organization, and press the Save Selections button. These selections will help attendees filter, search, and find you.' Below this instruction is a list of checkboxes for various services: Architect Engineer, City/Town, Community Engagement, Construction, Environmental, Heavy Equipment, Infrastructure, Land development, Legal Services, and Other (not previously listed).

Click the "save" button at the bottom of the page.

Purchases & Contract

From the navigation menu, select "Products & Services". This is where you can print a copy of your invoice if money is owed or receipt if payment has been made.

APPA American Planning Association
Illinois Chapter

ACME Testing LLC

- Information
- Edit Profile
- Edit Design
- Assigned Tasks
- Managers and Tickets
- Lead Retrieval
- File Uploads
- Products and Services
- Purchases and Contract**
- Announcements

Download Contract Summary

Twitter

Facebook

LinkedIn

Email

Summary

USD

Purchase Total

Tax

Total

Fees

Amount Paid

Amount Due (Before Any Fees)

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Announcements

~~More Information Available Soon~~

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Questions / Additional Information

If you have questions or don't see the information you need, please reach out to us for answers and information! Contact Shelly Greenwood at sgreenwood@cgiresults.com

Thank You

**WE APPRECIATE YOUR SUPPORT OF THE AMERICAN PLANNING ASSOCIATION ILLINOIS
STATE CONFERENCE!!**

Please contact Shelly Greenwood for more information

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