

CHEESE EXPO

GLOBAL ONLINE

EXHIBITOR EVENT TRAINING

ATTENDEE ACCESS OPENS: March 23, 2021

LIVE, ONLINE: April 6-8, 2021

LIVE EXHIBIT HOURS: 10:00 - 3:00p CDT

ON-DEMAND: April 8 - October 8, 2021



Co-hosted by



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

CheeseExpoGO.org

SCHEDULE AT A GLANCE

April 6-8, 2021

10:00 – 3:00 P.M.

Virtual Exhibits, Network

10:00 – Noon

CDR Experts on Call - Private Consultations
with Center for Dairy Research Staff

12:00 – 12:55 P.M.

Keynote Opener

1:00 – 1:15 P.M.

Ideas Showcase

1:15 – 1:30 P.M.

Ideas Showcase

1:30 – 2:20 P.M.

Concurrent Seminars

2:30 – 2:45 P.M.

Ideas Showcase

2:45 – 3:00 P.M.

Ideas Showcase

3:00 – 3:45 P.M.

Spotlight Event

April 8-October 8

On Demand

View full Schedule of Events

WELCOME TO CHEESE EXPO GLOBAL ONLINE April 6, 7 & 8, 2021

CheeseExpo, the dynamic trade exposition pairing Wisconsin Cheese Makers Association with the world-renowned Center for Dairy Research, moves online as CheeseExpo Global Online April 6-8, 2021.

This guide will help you navigate the virtual event platform to connect with existing clients and identify new ones. Join us as we deliver CheeseExpo Global Online to the world's dairy processing industry.

Accessing the Virtual Event Site

- Exhibitors who don't already have access to the platform will gain access on **March 17, 2021**.
- You will receive an email from 'no-reply@pathable.com' that will provide you with a link to access the event site. If you do not receive this email please check your folders to see if it got stopped in a filter. If you still do not see the email, please contact WCMA.
- Follow the link provided to claim your account – Click "**Complete Profile**" to submit.
- Recommend using a Google Chrome browser.
- After login, bookmark the site for future visits.


Example of a claim your account screen

Claim your account

First name
Sample

Last name
Attendee

Email
sampleattendee@gmail.com

Create Password 
.....

I agree to the [Terms and Conditions](#)

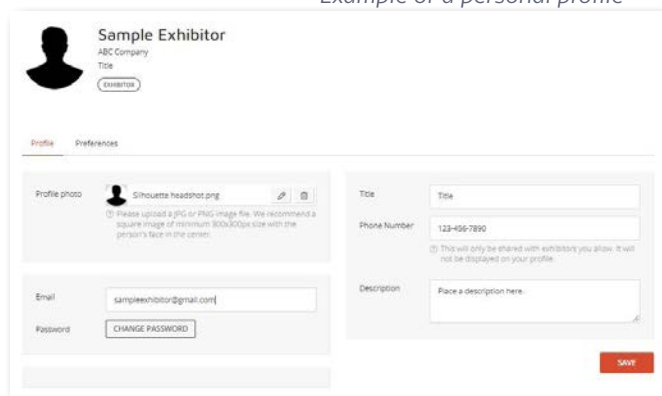
COMPLETE PROFILE **CONTINUE TO APP**

Step One: Set up your profile

- Add your headshot
Specs: 300x300px in PNG or JPG file format.
- Update Title and Phone Number. Note your phone number and email address are not shared without your authorization.
- Add a Personal Description - allowing attendees to know what your emphasis is within your company.
- **NOTE:** If you would like to be hidden from attendees within your booth and attendee list, follow the below steps.

Navigate to the "preferences" tab located next to "Profile", select "Hide this profile from other attendees" under Privacy.

Example of a personal profile



The screenshot shows a user profile form for 'Sample Exhibitor' at 'ABC Company'. The form is divided into 'Profile' and 'Preferences' tabs. The 'Profile' tab is active, showing fields for 'Profile photo' (with a silhouette icon and instructions), 'Title', 'Phone Number' (123-456-7890), 'Email' (sampleexhibitor@gmail.com), and 'Password' (with a 'CHANGE PASSWORD' button). A 'Description' field contains the placeholder text 'Place a description here.' A red 'SAVE' button is located at the bottom right of the form.

Step Two: Review Navigation Menu



Home Agenda Exhibitors People Sponsors FAQs Recognition My Account 

Below are key elements from each navigation menu item.

Agenda

- Schedule of Events: View the full event schedule here and add events you will be attending to your agenda.
- My Agenda: View any agenda items you added or meetings you have scheduled.
- Schedule a Meeting: Use this tool to request meetings of attendees within the platform.

Exhibitors

- Here you will find a full searchable list of exhibitors. This is how attendees will find your exhibit space.

People

- Speakers: Search for speakers for this event within this tab.
- Attendees: Search for attendees within this tab; filters, such as the Dairy Processor category allow you to sort the attendee list appropriately. Clicking on an individual's profile will allow you to schedule a meeting or send a message.
- Schedule Meeting: Use this tool when you are looking to schedule a Zoom meeting with one or more individuals.

FAQs

- Please refer to the Exhibitors and System Requirements pages to help troubleshoot questions that may arise.

My Account

- Edit my profile: Takes you to your personal profile.
- Edit my organization: Takes you to the management side of your company's virtual exhibit.
NOTE: you must be added as a staff person to your company's virtual booth before you have access to edit your organization. To be added as a staff person in your booth, contact the person at your company that is managing your company's virtual booth.
- Get Support: Opens a chat box monitored by Pathable technicians.

Bell Notification

- Will show when you have a new notification within the platform, as well as your past notifications.

Step Three: Navigate to Virtual Exhibit

There are two ways to navigate to your company's virtual exhibit:

Option One: Within the top navigation menu select "My Account" then "Edit My Organization". This option will place you in the management view of the virtual exhibit.

Option Two: Within the top navigation bar select "Exhibitors". Scroll or search for your company by name or keyword. This option will place you in the attendee view of the virtual exhibit. To then get to the management view select "Manage".

Step Four: Review your Virtual Exhibit

Once in the management section of the virtual exhibit space, review the various tab options.

Example of a Virtual Booth Management Page Navigation Bar



- 1** Location to update your company's Logo, Schedule Availability, Description, Links, Staff, and Keywords.
Important Note: Current information in this tab has been populated by your company, please verify edits as needed.
- 2** Leads is a list of attendees who actively reached out to your company requesting information utilizing the "Leave business card" button located in your virtual exhibit.
 - All exhibiting staff members will receive a message within the event platform as well as via email when a lead is received.
 - Be sure to connect with your fellow virtual exhibit staff members to triage these requests.
- 3** Visits is a list of any attendee who clicks into your virtual exhibit, noting how many times and when the individual stopped by.
 - You will want to monitor this section and actively reach out, should you wish, to these individuals within the event platform.
- 4** A complete analytic report on your virtual exhibit space.
 - Allowing you to quickly see the amount of exhibit visitors, conversations numbers and content consumption.
 - Content consumption is broken down to show how many times your videos and documents have been viewed.
- 5** Utilize this tab to view pre-set poll results during the event.
 - Adding, deleting, and clearing poll results is also an option within this tab.
- 6** All collateral (PDFs, Video Links/Files) are housed under the files tab.
 - No action should be needed under this tab during the event unless a file needs to be removed or edited.
- 7** Clicking "Back to organization details" brings you out of the management side of your virtual exhibit and back to the attendee view.

Live Exhibit Hours - When and How To

Live exhibit hours will take place from 10:00a - 3:00p CDT each day of the live event, April 6-8. Live exhibit hours allow for attendees to drop by your virtual exhibit.

Follow the below steps to open your company's live exhibit.

1. Ensure you have the latest version of [Zoom](#) installed on your computer.
2. Within the attendee view of your virtual exhibit, click the "Enter Video Meeting" button.
3. Click "Manage" then "Start Live Meeting" button located on the next screen to launch your company's Zoom meeting room. The "Start Live Meeting" button will not appear until the live exhibit hours start.

Note: You can start this meeting room 20 minutes prior to the start of the live exhibit hours.

4. All functionalities of Zoom will be active to utilize including share screen and breakout rooms.

Tip: Turn on the notification setting to alert you of attendees joining. Update this setting within your [Zoom account](#) online.

*** All exhibitors participating in the Live Exhibit Hours will need to follow the above steps to gain access**

The screenshot displays the Zoom meeting interface for the Wisconsin Cheese Makers Association - Tradeshow. At the top left, the association's logo and name are visible. A prominent red button labeled "ENTER VIDEO MEETING" is highlighted with a blue arrow. Below this, there are tabs for "Conversation", "Staff", and "Files", along with a "NEW CONVERSATION" button. The main meeting area shows the event title, a list of participants (Caitlin Peirick, Kirsten Strohmenger, and Judy Keller), the time (10:00 AM - 3:00 PM CDT on Tuesday, April 6), and a "No Messages" status. A blue arrow points to the "MANAGE" button in the top right corner.

Communicating During the Event

Attendees can communicate with exhibitors in a few ways, detailed below:

1. Within your virtual exhibit Conversations section located in your virtual exhibit.
 - * Be sure to monitor this section during the event.
2. By joining you within your Zoom meeting during Live Exhibit Hours (April 6-8 from 10:00a - 3:00p CDT).
3. By reaching out to you directly from your virtual exhibit staff list or the attendee list.

Exhibitors can communicate with attendees by:

1. Reviewing your leads and visits to your virtual exhibit.
2. Searching the attendee list and sending messages or scheduling a meeting.

IMPORTANT DATES

- March 17:** Remaining Exhibitors receive access to CheeseExpo Global Online
- March 23:** Attendees receive access to CheeseExpo Global Online
- April 6-8:** Live Event with
Live Exhibit Hours from 10:00a - 3:00p CDT
- April 8 –
October 8, 2021:** Platform remains open on-demand to attendees and exhibitors

Exhibitor Resources

- [Exhibitor Training Video](#)
- [Start Tradeshow Training Video](#)
- [CheeseExpoGO.org](#) featuring an [Exhibitor Resource](#) page
- Frequently Asked Question Page – located within the top navigation menu of the virtual event site.
- Virtual Exhibit – [Content Specifications Guide](#)

Question During the Live Event?

1. Check the Frequently Asked Question Page – located within the top navigation menu of the virtual event site.
2. Chat with a Pathable technician by selecting “Get Support” under the “My Account” tab in the top navigation menu of the virtual event site.
3. Email WCMA Staff at expo@wischeesemakers.org.