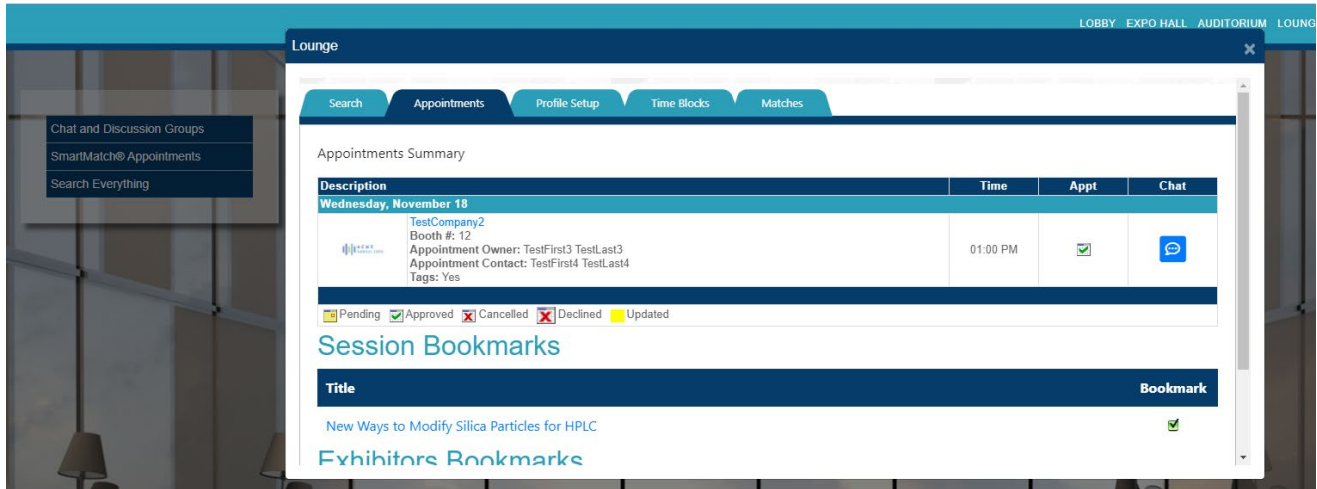


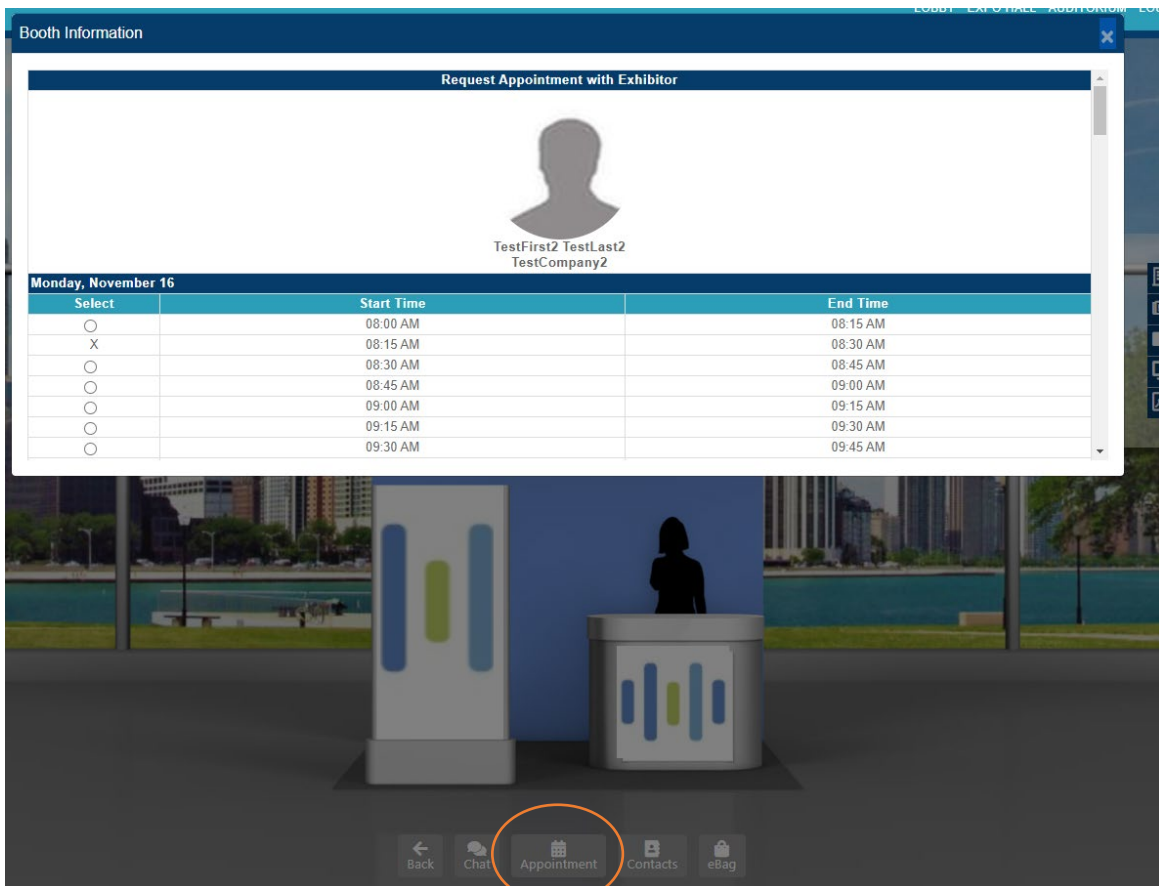
Virtual vs. Pre-Event Planning

Before the dates of the virtual event, attendees and exhibitors can start making appointments with each other through the Service Centers.

During the virtual event, the functionality works the same as it does in the Service Centers. Attendees go to their profile to access the SmartMatch planner.



Attendees can also easily **request an appointment with an exhibitor** by clicking on the **Appointment** tab in the exhibitor's booth to request an appointment with the exhibitor directly from their booth.



Screenshots in this overview are taken from the Service Centers.

Networking Setup Options

EXHIBITORS

Exhibitors login into the Exhibitor Service Center (ESC) and navigate to the SmartMatch Meetings page.

Exhibitors do not have access to the SmartMatch Planner in the Virtual Environment. Only booth staff will be able to log into the Virtual Show and will be the ones managing their appointments.

The Profile Setup Tab

The Profile Setup tab pulls information from the Exhibitor's registration record. The name listed is the Sales Contact for the company.

You can list any of the questions that the exhibitors answered in the sales form. We can also add a new question, such as the SmartMatch question to the profile setup.

Select your specialties from the categories below to be matched with attendees who want to meet you.

Contact Information

User Name:	TestFirst2 TestLast2
Email:	sarah.pace@goeshow.com
Company:	TestCompany2

Profile Questions

SmartMatch TEST Question

Yes
 No
 Maybe

Please indicate which of the techniques/analytical methodologies/applications shown below your products/services would best apply to
[REQUIRED]

This information will be used to allow attendees to compile a potential list of exhibitors to visit during the exposition.

The Time Blocks Tab

The Time Blocks tab allows the exhibitor the ability to manage when they are available to meet with attendees.

Each exhibitor gets four (4) appointments per time slot. If only two booth staff are available at a certain time, the exhibitor can mark off 2 appointments so that attendees know they are unavailable. Note: the green checkmark means NOT AVAILABLE.

Block out any time blocks you do not wish to receive appointment requests for.

Monday, November 16

Block	Start Time	End Time	APT	APT	APT	APT
<input type="checkbox"/>	08:00 AM	08:15 AM	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	08:15 AM	08:30 AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	08:30 AM	08:45 AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Networking Setup Options

The Search Tab

The Search tab allows exhibitors to search for Attendees.

Attendees include regular attendees and speakers.

We can add or take away from the search options I have listed below. Options include:

- Attendee Name
- Attendee Company
- Attendee City
- Attendee State
- Attendee Country
- Any survey question that is listed on the registration forms

Click "Search" after entering the search criteria.

Click "List All" to display all attendees without completing a search.

The text at the top of the Search tab is yours to edit. I pulled this text from another show with a similar setup to yours.

Before you begin to schedule 1:1 appointments with the agents, make sure you have specified your Business Type in the Profile Setup tab so that agents can search for you as well. To do so, [click here](#).

Search for attendees by their name, location or interests using the options below.

Networking Search	
Attendee Last Name	<input type="text"/>
Company Name	<input type="text"/>
Attendee State	<input type="text" value="v"/>
Primary Applications (Check all that apply)	<input type="text" value="v"/>
Primary Responsibility	<input type="text" value="v"/>
Primary Techniques/Areas of Interest	<input type="text" value="v"/>
<input type="button" value="Search"/> <input type="button" value="List All"/>	

Search Results

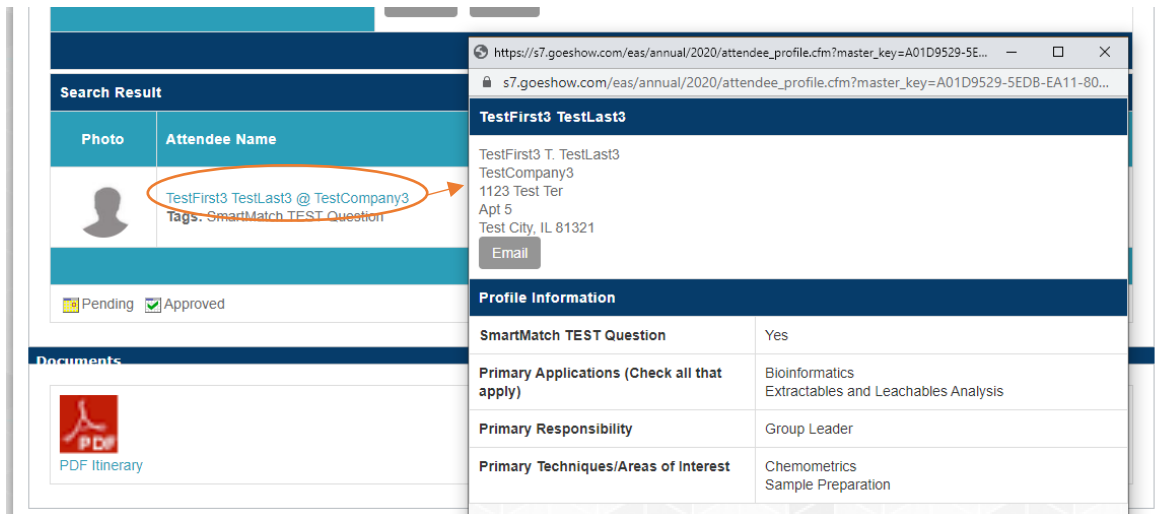
Now that the exhibitor has found some attendees to reach out to, they can learn a little more about them

Search Result				
Photo	Attendee Name	Answer Match	Make Appointment	Bookmark
	TestFirst3 TestLast3 @ TestCompany3 Tags: SmartMatch TEST Question	1		
	TestFirst16 TestLast16 @ TestCompany16			

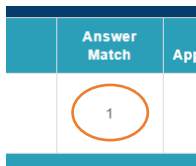
Pending Approved

Networking Setup Options

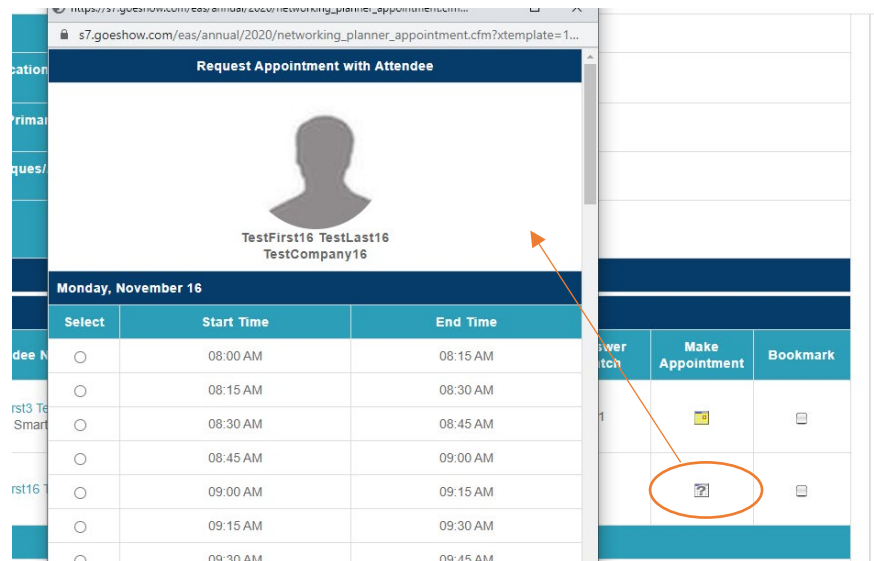
1. Click on the **Attendee's name** to open their profile. The profile can include address block information, a direct email button, and answers to the profile questions.



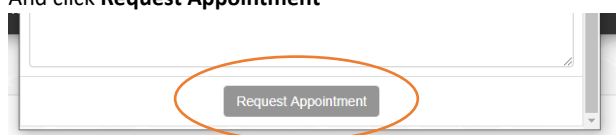
2. The **Answer Match** column displays how many of the attendee's responses to the SmartMatch question matched the exhibitor's answers.



3. The exhibitor can request an appointment with the attendee by clicking on **Make Appointment**. A popup window will display with all available timeslots.

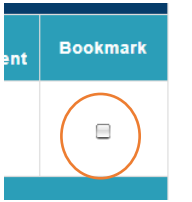


- Simply select the time you would like to meet with the attendee
- scroll down to the bottom of the popup window
- Add a Note for the attendee
- And click **Request Appointment**



Networking Setup Options

4. If you don't want to request an appointment, you can check the **Bookmark** checkbox to flag the attendee for later.



Appointments Tab

The Appointments Tab is the main page that will help your exhibitors manage their appointments.

This tab will display

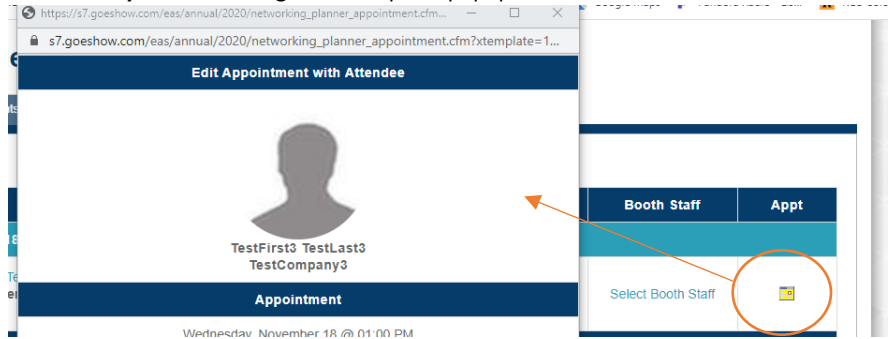
- all appointments regardless of status; Pending, Approved, Cancelled, Declined, and Updated.
- Bookmarked attendees
- Attendees who bookmarked this exhibitor
- A pdf Itinerary

A screenshot of the 'Appointments' tab in a software interface. The top navigation bar has four tabs: 'Search', 'Appointments' (highlighted with an orange circle), 'Profile Setup', and 'Time Blocks'. Below the navigation bar is the 'Appointments Summary' section, which contains a table with columns for 'Description', 'Time', 'Booth Staff', and 'Appt'. The table shows one appointment for 'Wednesday, November 18' at '01:00 PM' with the status 'Pending'. Below the table is a legend for appointment statuses: Pending (calendar icon), Approved (checkmark), Cancelled (X), Declined (X), and Updated (yellow square). The 'Attendee Bookmarks' section shows a list of attendees with a 'Bookmark' checkbox, one of which is checked. The 'Interested Attendees' section shows a list of attendees. The 'Documents' section at the bottom shows a PDF icon and the text 'PDF Itinerary'.

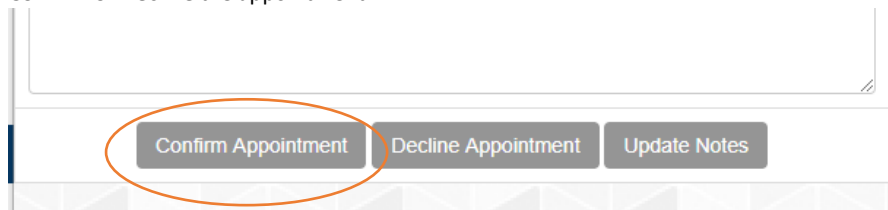
Networking Setup Options

5. To Accept or Decline an Appointment Request:

- a. click on the **yellow "Pending" icon** to open a popup window

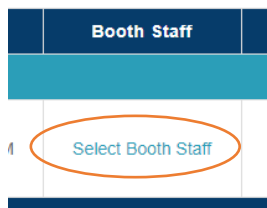


- b. Add a note if you wish
c. **Confirm or Decline** the appointment

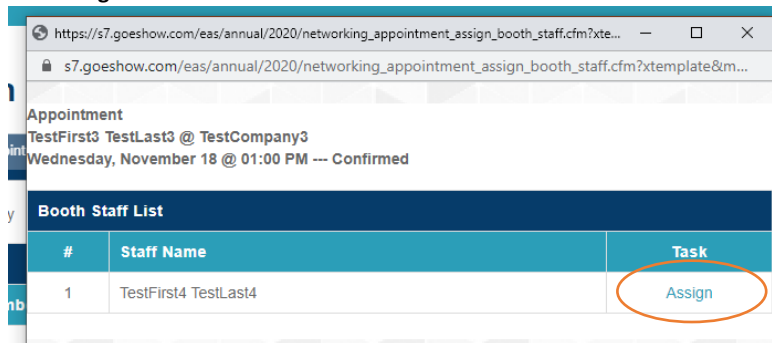


6. To assign the appointment to the appropriate booth staff:

- a. Click on **Select Booth Staff** link to open a popup window.



- b. Click **Assign** next to the staff member



- c. Now the **booth staff member will be listed** under the Booth Staff column:


Time	Booth Staff	Appt
01:00 PM	TestFirst4 TestLast4 Remove	<input checked="" type="checkbox"/>

Networking Setup Options

- d. The **booth staff member will receive an email**, confirming that they have been assigned to an appointment. I do not have control over the formatting of this email.

Appointment Assigned Notice - Eastern Analytical Virtual Symposium 2020 🖨️

Inbox x

 **easinfo@eas.org** 4:10 PM (2 minutes ago) ☆ ↶ ⋮
to me ▾

Dear TestFirst4 TestLast4 ,

An appointment at Eastern Analytical Virtual Symposium 2020 has been assigned to you by TestFirst2 TestLast2.


Appointment: Wednesday, November 18

Description	Time	Appt
TestFirst3 TestLast3 @ TestCompany3 Appointment Contact:TestFirst4 TestLast4	01:00 PM - 01:15 PM	Confirmed

PDF Itinerary

The PDF Itinerary is available on all pages of the SmartMatch Planner.

You can add text above and below the automated information.



Print Date: 08/18/2020

Booth No: 12
 TestCompany2
 TestFirst2 TestLast2
 Tester
 1123 Test Ter, Apt 5
 Test City, IL 81321

Appointment	Contact	Appointment Location	Status
Wednesday, November 18			
01:00 PM - 01:15 PM	TestFirst3 TestLast3 @ TestCompany3 APP Contact: TestFirst4 TestLast4	A	Confirmed

A = Attendee, E = Exhibitor

ATTENDEES

The majority of the SmartMatch Planner is the same for attendees as it is for exhibitors. Attendees log into the Attendee Service Center (ASC) and navigate to the SmartMatch Meetings page.

The Matches Tab

Attendees have an additional tab entitled, "Matches." This tab lists all attendees and companies that answered the SmartMatch question the same way they did.

1. The **Recommend** View displays by default. This is a list of those that have at least one answer match with the attendee

The screenshot shows the 'Matches' tab selected in the top navigation bar. Below the navigation bar, there are two buttons: 'Recommend' (circled in orange) and 'Search'. The main content area is titled 'Search Result' and contains a table with the following data:

Logo	Exhibitor Name	Answer Match	Make Appointment	Bookmark
	TestCompany1 Tags: SmartMatch TEST Question	1		
	TestCompany2 Tags: SmartMatch TEST Question	1		

At the bottom of the table, there are two status indicators: Pending and Approved.

2. The **Search** View allows the attendee to search like they do on the Search Tab.

The screenshot shows the 'Matches' tab selected in the top navigation bar. Below the navigation bar, there are two buttons: 'Recommend' and 'Search' (circled in orange). Below the buttons, there is a search instruction: "Search for suppliers by their company name using the dropdown menu below." and a note: "Once you find the supplier you want to request an appointment with, click on the little calendar with the '?' to the right of their name." The main content area is titled 'Search Questions' and contains a form with the following fields:

- First Name:
- Last Name:
- Company Name:
- Primary Applications (Check all that apply):
- Primary Responsibility:
- Primary Techniques/Areas of Interest:

At the bottom of the form, there are three buttons: 'Search', 'All', and 'Clear'.

Networking Setup Options

Booth Staff

Since booth staff are an extension of the exhibiting company, they only see the Appointments tab when they log into the Attendee Service Center. They do not have the ability to search for attendees or companies themselves.

SmartMatch

Appointments Summary

Description	Time	Appt
Wednesday, November 18		
TestFirst3 TestLast3 @ TestCompany3 Appointment Owner: TestFirst3 TestLast3 Appointment Contact: TestFirst4 TestLast4 Tags: Yes	01:00 PM	<input checked="" type="checkbox"/>

Pending Approved Cancelled Declined Updated

Attendee Search Tab

The Attendee Search tab offers three (3) options for searching for potential appointments; Attendees, Exhibitors, Session

Search for suppliers by their company name using the dropdown menu below.

Once you find the supplier you want to request an appointment with, click on the little calendar with the "?" to the right of their name.

Attendees Exhibitors Session

1. **Attendees** – allows the attendee to search for other attendees, which includes speakers. The search options are the same for an exhibitor searching for an attendee.
2. **Exhibitors** – allows attendees to search for exhibiting companies. Search options include:
 - a. Exhibitor Name
 - b. Exhibitor City
 - c. Exhibitor State
 - d. Any question you would like to use as search criteria

Attendees Exhibitors Session

Exhibitor Search

Exhibitor/Sponsor: TestCompany2

State:

Please indicate which of the techniques/analytical methodologies/applications shown below your products/services would best apply to: Chromatography - Liquid/High Pressure Liquid

Search List All

Booth	Exhibitor/Sponsor	Make Appointment	Bookmark
12	TestCompany2	<input checked="" type="checkbox"/>	

Request Appt. Appt. Pending Appt. Approved Bookmarked

Networking Setup Options

3. **Session** – allows attendees to search and find more information about the sessions. This is a good way for attendees to find the names of speakers they would like to connect with. Any session that is bookmarked will display on the attendee’s itinerary to help them plan their day. Search options include:
- Session – enter the name of the session
 - Description/Keyword – enter a keyword to try to find a session the attendee is interested in
 - Session Pulldown – lists all sessions offered on the day selected
 - Speaker Pulldown – lists all speakers
- Once you find the supplier you want to request an appointment with, click on the little calendar with the “?” to the right of their name.

Attendees Exhibitors **Session**

Session Search

Session:

Description/Keyword:

Session: 11/16/2020

Speaker: Luis A. Colón

Search List All

Time	Session Title	Bookmark
November 17th 2020		
09:30 AM - 09:59 AM	New Ways to Modify Silica Particles for HPLC Session Code: 5032	

4. Click on the name of the Session to open the **session profile**

Speaker: Luis A. Colón

Search List All

Session Title

New Ways to Modify Silica Particles for HPLC
Session Code: 5032

https://s7.goeshow.com/eas/annual/2020/session_profile_v2.cfm?master_key=E86833BA-9081-1C06-DFD2-...
s7.goeshow.com/eas/annual/2020/session_profile_v2.cfm?master_key=E86833BA-9081-1C06-DFD2-9C38EC66...

Session Code: 5032
Title: New Ways to Modify Silica Particles for HPLC
Date: Tuesday, November 17th **Time:** 09:30 AM - 09:59 AM

Speakers:
Luis A. Colón, University at Buffalo (SUNY), Buffalo, NY

Abstract:
<p style="margin:0in; text-align:justify"><span style="font-

5. **Bookmark** the session by clicking on the bookmark checkbox. This will add the session to your bookmarked sessions on your Appointments Tab.

Bookmark

Session Bookmarks

Title	Bookmark
New Ways to Modify Silica Particles for HPLC	<input checked="" type="checkbox"/>


Networking Setup Options






Attendee Appointments Tab

The attendee's version of the Appointments Tab is much the same as the exhibitors.

Search **Appointments** Profile Setup Time Blocks Matches

Appointments Summary

Description	Time	Appt
Wednesday, November 18		
 TestCompany2 Booth #: 12 Appointment Owner: TestFirst3 TestLast3 Appointment Contact: TestFirst4 TestLast4 Tags: Yes	01:00 PM	<input checked="" type="checkbox"/>

 Pending  Approved  Cancelled  Declined  Updated

Session Bookmarks

Title	Bookmark
New Ways to Modify Silica Particles for HPLC	<input checked="" type="checkbox"/>

Exhibitors Bookmarks

Title	Bookmark
TestCompany2 Booth: 12	<input checked="" type="checkbox"/>

Attendee Profile Setup Tab

The attendee's version of the profile setup tab is much the same as the exhibitor's. The only difference is that it can list the questions that the attendee answered from the registration form, or add a question that is only used for the SmartMatch functionality.

Search Appointments **Profile Setup** Time Blocks Matches

Select your interests from the categories below to be matched with exhibitors who specialize in those categories.

Contact Information

User Name:	TestFirst3 TestLast3
Email:	sarah.pace@goeshow.com
Company:	TestCompany3

Profile Questions

SmartMatch TEST Question

Yes
 No
 Maybe

Primary Applications (Check all that apply) [REQUIRED]

Bioinformatics Hazard Analysis

Networking Setup Options

Attendee Time Blocks Tab

The attendee's version of the Time Blocks tab is much the same as the exhibitor's. The only difference is that an attendee will only have one slot available per timeslot.



Monday, November 16			
Block	Start Time	End Time	APT
<input type="checkbox"/>	08:00 AM	08:15 AM	
<input type="checkbox"/>	08:15 AM	08:30 AM	
<input type="checkbox"/>	08:30 AM	08:45 AM	