Thank you for being an exhibitor at the NLGJA: The Association of LGBTQ Journalists National Convention! We're so excited to have your support and appreciate your willingness to share your opportunities and information about your company with our participants. This document is a brief guide to help you make the most of your Career & Community Expo experience and answer questions you might have about your Virtual Expo Booth/Sponsor Page. It will walk you through the process of accessing your booth in three parts:

Part 1: Career & Community Expo Logistical Information
Part 2: Customizing Your Expo Booth/Sponsor Page
Part 3: Accessing Your Expo Booth During the Career & Community Expo

Part 1: Career & Community Expo Logistical Information

The in-person Career & Community Expo will run from 9:00 - 4:30 p.m. CDT on Friday, September 9 in the French Room of The Drake Hotel. The Virtual Power Hour will be held from 1:00pm - 3:00pm CDT on Wednesday, September 7. During this time, you'll be able to meet with attendees in your Virtual Expo Booth (referred to as Virtual Tradeshow Booth on Pathable).

During the Virtual Power Hour, attendees will drop in to chat and meet with you. We encourage all exhibitors to schedule private meetings with attendees in addition to the expo (from the navigation bar: Schedule > Schedule Meeting). Throughout the convention, however, both in-person attendees and virtual attendees can utilize your virtual booth to interact, so be sure to check in on your Pathable messages with some frequency.

Part 2: Customizing Your Expo Booth for Primary Contact

Step 1: Log In to Pathable

The hybrid convention is being facilitate on Pathable, and our unique event URL is nlgja22.pathable.co. You should have received an email to access your Pathable attendee profile. Search your inbox for convention@nlgja.org. If you are the primary contact for a
sponsoring or exhibiting, you should also receive an email with the subject line beginning, "Invitation to customize" your organization. It will look like this:

Hi Dillon!

As an exhibitor or sponsor at the NLGJA: The Association of LGBTQ Journalists 2021 National Convention, you receive an additional benefit: a detailed company profile page within the 2021 National Convention app that you can customize with a rich description of your company, and the profiles of the delegates from your organization.

To customize the Knight Foundation page, click the button below:

Go to Organization Settings

(Note: This link is personalized just for you, so please don’t forward this email.)

Click the pink "Go the Organization Settings" button in the email and it will take you to a page that looks similar to this (in this example, I'll be customizing the Knight Foundation booth):

Step 2: Customising Your Organization Page/Booth

Congratulations! You have reached the back end of your organization page/booth. From here, you'll be able to add graphics, text, files, videos, and other information. You may also want help to customize this page from other members of your team. If you'd like to add team members to
your booth, simply click the "New Member" button under "Manage Your Team". You can search for team members, but they MUST be registered and loaded into the Pathable platform in order to be added to the booth. Registration is open through the end of convention and staff will load attendees into the platform once daily.

Under "Organization Details", you'll be able to add text and graphics, including a header image. You'll also be able to switch up your logo, and add tags and links in this area.

You can add files and videos to the page by navigating to the "Content Assets" tab. You can also use the menu bar to monitor Visits, Leads, and Analytics (including views clicks).

**Step 3: Save your work!**
Once you've added assets and information to your page, don't forget to click the purple Save button at the bottom of the page!

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**Part 3: Step-By-Step Guide for Accessing Your Expo Booth**

**Step 1: Log In to Pathable**
The Virtual Convention is facilitated on Pathable, and our unique event URL is [nlgja22.pathable.co](http://nlgja22.pathable.co). You should have received an email to access your Pathable attendee profile. Search your inbox for convention@nlgja.org. Don't see it? No worries. Shoot me an email at derrickjones1@gmail.com and I'll send your login credentials as quickly as possible. Please note that you need to be registered through the convention registration portal at nlgja.org/2022 in order to be loaded into Pathable.

Once you locate the email or receive your login credentials, log in to the platform by clicking "Sign-in to website and mobile app". Here is what the email looks like:
Step 2: Find Your Exhibitor/Sponsor Page
After you've logged in, there should be a menu bar at the top of your screen with headings like Register, Schedule, Sponsors & Exhibitors, etc. Hover over Sponsors & Exhibitors, and a drop down will appear. Click Exhibitors. Scroll down to your company's name and click on it. In this example, I'd select Knight Foundation.

Step 3: Navigate to Your Virtual Expo Booth
Once you've clicked on your company's name, you'll arrive on your sponsor/exhibitor page. It will look something like this:
On the right side of the page, you'll see a purple button that says **Enter Virtual Tradeshow Booth**. Click that button and you'll be taken to your virtual booth. It will look like this.

Currently, there is a countdown timer on your booth page. When it is time for the Expo to begin, it will be replaced by a new button that will look like this:

Click the **Join Meeting** button and Zoom will launch. You'll be able to utilize all of Zoom's standard features, including breakout rooms. Attendees will follow a similar process and will join you in the room. You'll be able to chat with attendees and get to know them. We encourage exhibitors to set up private meetings with attendees to interview and further discuss opportunities.

**Step 4: Follow Up with a Private Message or Meeting**

You can send private messages to attendees by clicking **Attendees** in the menu bar. On the Attendees page, you will be able to search for other convention attendees. Click the button with
three dots to the right of the attendee whom you wish to message, and select Send Message. Type your message and click Send.

You may schedule private meetings with attendees by hovering over Schedule in the navigation bar and selecting Schedule Private Meeting. You'll then click the plus sign with the label New Member and select the person you wish to meet with. Click the Continue button and select a time. You may only schedule meetings with attendees who do not already have a commitment on their agenda at that time. Type in the details why you wish to meet with that person and click Send Invitation.

If you have any questions at all, please don't hesitate to reach out. We're thrilled to have you with us. See you at the Expo!

**How do I get help?**

**Pathable Technical Support:** If you are experiencing technical trouble with the Pathable site, your best option for support is to get support directly from Pathable. You must be logged in using the process outlined above in order to do so. Under Account in the top menu bar, select Get Support. You'll then be able to submit a support request and Pathable can assist you with technical difficulties.

**Registrations/Sponsorship/Workshop Questions:** If you have a question about registration, your sponsorship/exhibitor package, or something else, please email Adam Pawlus at adam@nlgja.org and/or Derrick Jones at derrickjones1@gmail.com.

*Thank you so much for your support!*