

# Instructions for Sponsors and Exhibitors

## ➤ Preparation Before the Event:

1. Install "Zoom Client for Meetings" for [zoom.us/download](https://zoom.us/download)
2. Use the link provided by your event organizer to sign into your account on the virtual event site. After setting a password so you can sign in later, we recommend you complete your profile, including uploading a photo.
3. Use the menu at the top of the page to visit the agenda, find your session and visit its page.

**Important Note:** On Mac computers, you may need to update your security settings if you wish to share your screen during your presentation. You can do this through **System Preferences > Security & Privacy > Privacy > Screen Recording**. Check the option for zoom.us.

For more information, see: <https://support.zoom.us/hc/en-us/articles/360016688031>

## ➤ How to login to the Pathable conference platform and setup your profile:

1. The first communication you will receive is an invitation to the conference platform. The World Fuel Cell Conference logo will be at the top. The center button is a unique authorization link which will take you to claim your account.
  - a. If you did not receive an email or have misplaced it, please email [imckenzie@uwaterloo.ca](mailto:imckenzie@uwaterloo.ca) for assistance.
2. The fields will automatically populate. Please create a password, the password only needs to be 6 characters, and agree to the terms and conditions.
3. Once you have claimed your account, you will log into the conference platform via this email address and the password created here. Best Practice is to click the Complete Profile button to be directed to the Edit My Profile page.
4. On the Edit My Profile page you'll be able to upload your headshot and check your details. Your email and phone number will not be displayed publicly.

Once your profile is all set, you can simply access your account by signing in to Pathable:

<https://wfcc2021.us2.pathable.com/login>

## ➤ Manage an Organization's Page and Access Metrics:

Organizations have their own landing page within a Pathable app, with several customizable areas. You must be logged in to the Pathable app, and have appropriate permissions, set by the event host, to make edits to your page.

1. Log in to the event app and locate your organization listing in the 'Sponsors & Exhibitors' tab.
2. Click the Manage button in the upper-right corner.

On the Manage menu, there are a number of tabs on the left:

1. **Basics** allows you to edit the Organization's details: Name, logo, Description, and any tags/keywords the host has provided.
  - I. On the right, the "Manage your Team" area allows you to add/remove members to your team. Team members have management access. If the person you want to add is not available in the New Member drop-down, please contact the event host, since the person must be added to the app before they can be added to a team.
2. **Leads** lists information about attendees who would like more information from you.
3. **Visits** lists information about attendees who have visited your page - please note that these are not inquires/ hard leads, and should not be treated as such.
4. **Analytics** lists the number of Booth Visits, Conversations, and Content Consumption for the organization - please see this article for more detail on analytics: [View and Download Organization Metrics](#)
5. **Polls** allows you to configure interactive polls for attendees - please see this article if you'd like more detail on polls: [Create and Manage Polls](#)
6. **Content Assets** allow you to upload files (handouts, one-sheets, etc) that attendees can download, and videos to be featured on your organization page. Please see this article for more detail on [Content Assets](#)
7. Talk Now when enabled, allows you to view the call log of total Talk Now calls. Please see this article more detail on Talk Now: <https://adminsupport.pathable.com/hc/en-us/sections/360011521132-Talk-Now>

➤ **How to book meetings with conference participants:**

1. Find the person/persons you want to meet in the "People" tab.
2. Click on the three dots next to the person's name choose 'Schedule a meeting'
3. Once you schedule a meeting then you can add more people in the meeting if you wish.
4. Press 'Continue' button, it will take you to your and the other person's calendar where you can choose an appropriate time at which you both are available.
5. Duration of the meeting can be edited by going to the edit tab.
6. Next, add name and description to the meeting.
7. Click 'send invitation', an email invitation will be sent immediately to the attendee.

➤ **Q&A session:**

As a Sponsor/Exhibitor, you may setup your own live face-to-face meeting on any platform of your choice during the sponsor exhibition time: from 4-5 PM EDT and from 9:30-10:30 PM on August 17. If not, please monitor the "Conversation" on your organization booth to engage live questions. Also, you can invite people to schedule individual meetings with your staff throughout the conference.

**Note: For detailed instructions please visit:**

<https://adminsupport.pathable.com/hc/enus/categories/360004969032-Organization-User-Guides>