How to....

Room Builder
+

Content Creation
Getting Started

This “How to” document will guide you through the Room or Booth Builder Process which includes: Updating/changing room settings, uploading content and previewing your work.

**Room/Booth Builder** – A room/booth builder has limited access within the control panel which allows this user to login and manage a single booth/room or a set of booths/rooms.
WHAT YOU WILL NEED TO GET STARTED

1. Your Control Panel login URL, a username & password.
2. All content items and files.
3. The virtual room (or booth) where you want to place content.
4. Your preview site URL and password.

THE STEPS TO BUILDING YOUR BOOTH

STEP 1: Logging into the Control Panel
STEP 2: Uploading content in the Content Library
STEP 3: Working with Elements within your room/booth
STEP 4: Placing content in the Virtual Room
STEP 5: Review your room/booth in the Preview or Live Site
STEP 1 - UPLOADING CONTENT TO THE CONTENT LIBRARY
Uploading / Creating Content
Select the Content Library from the main menu or left navigation pane.

Click on the pencil to enter the content library and edit or add content items.
Searching Content

To find an existing content item, use the search and filter function at the top of the Content Library page.
Different content types have different formats and use cases.

- **Audio** = Audio file that plays in the environment
- **Download** = Any file that can be downloaded by the attendee (you must upload the file into our system)
- **Link** = Link to a website
- **Video** = Video file that plays in the environment
- **Webinar** = Link to a webinar platform
- **Moderated Chat Session** = Opens up a moderated chat session (requires the moderated chat to be setup beforehand)
- **HTML window** = Opens an iFrame with HTML code
Content Types - Audio

Audio can be added to the environment by either uploading it directly or by using and embed code ("YouTube" "Vimeo" "Ustream.tv" audio)

Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and click Open in the lower left corner

TIP: if you don’t see the icon you'll need to enable Flash in your browser)
Content Types - Download

1. Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and then click Open in the lower left corner.

TIP: if you don’t see the icon you’ll need to enable Flash in your browser.

2. Now your document appears for upload, Click UPLOAD.

3. Once the file is uploaded you’ll see a the message “1.Doc Name Finish”. Your content has been uploaded. Proceed to the next step.
Content Types - Link

1. Add the URL link

2. Specify how the link opens:
   • Normal = in a new tab (window)
   • iFrame = inside the virtual environment

   **TIP:** Not all webpages allow you to link to their content within an iFrame (i.e., Facebook, LinkedIn, and all HTTP websites block this functionality). Choose the appropriate method for the content you are sharing (website = Normal (new tab), PDF document = iFrame) and test to confirm the intended functionality.

3. Pass User Data: by default this will remain unchecked.

   *This feature is used in very specific settings, please check with your Project Manager if you have questions about this option.*
Content Types - Video

For embed videos (YouTube, Vimeo, Ustream.tv) To embed a YouTube video you go the video, click >SHARE and then >EMBED. Copy-paste the code.

You need to upload a thumbnail image to represent the video clip: .jpg 165x84

Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and then click Open in the lower left corner. After your document appears for upload, Click UPLOAD.

Accepted formats: Quicktime, MP4, WMV etc, our preferred format is H264 for MP4 and 604x340 window size encoded at 500kbit.

TIP: if you don’t see the icon you’ll need to enable Flash in your browser.
Content Types - Webinar

1. 6Connex is integrated with a number of webinar platforms. If your webinar platform is not on the list, leave the default option.

2. Select the icon you would like to represent the webinar.

3. Select the image you would like to represent the webinar as a thumbnail.

4. Pass User Data: Certain webinar platforms can receive attendee data from 6Connex.

*Please verify if this is applicable to your content before you check this box*
Content Types - Doorway

A Doorway is a content item that acts as a link to another room inside the same virtual environment.

It can be used to move users from a booth to a keynote presentation at a certain time.

Note: Room options will depend on the amount of rooms available/created in the environment.
Content Types – HTML Window

The HTML content item opens up an iFrame within the virtual environment.

You can apply the HTML code or a link to an HTML page.
Add a New Content Item

In this area you may edit an existing content library.

[Add Content | Content Tags | Content Folders | Download Content Library Report]

Keyword
Owner
Content Type
Content Folder
Status
Localization Affiliation
Creation Date
Asset Number (Content ID)

[Search | Clear Options]
Content Title is the **INTERNAL** title that you will see in your reporting.

Display Name is the **EXTERNAL** title that your audience see in the Virtual Environment.

If you don’t want the audience to be able to search and find your content item, tick the Not Searchable box.

If you want to associate a survey link with your content item, tick the Survey box and in the drop down choose your Survey (needs to be setup before you assign it here).

The Description will be displayed under the Display Name in the listings of Content items.

Tick the localization you are using and the Entitlement you want to assign the content item to. (even if there is only one box for each Localization and Entitlement)

The Tag system allows you to assign keywords to your VIDEO content (this only works with video content type). Related content items are displayed next to the video item whilst playing.
Content Types - Target

The "Target" is how a content item opens: in an iFrame (within the VE) or Normal (in a new tab). You can set the size of the iFrame OR leave the fields blank for “auto-sizing.”

Depending of the content type, we recommend the following:

- **Audio** = iFrame or Normal
- **Download** = ONLY PDFs will open in an iFrame, everything else must be set to Normal – this will initiate a download to the users desktop.
- **Link** = iFrame or Normal
- **Video** = iFrame or Normal
- **Webinar** = Some platforms such as Webex, GoToMeeting requires the webinar to open up in a separate tab (window).

**Note:** Be sure to test your content item and the target you selected to ensure functionality on the attendee side.
Submit Your Content Item!

Once you have completed all the information, click SUBMIT at the bottom of the page to save your changes to the system.

The content item should be displayed within the Content Library.

Submit
STEP 2 –
BUILD THE BOOTH (ROOM)
○ Assign elements
○ Edit the template
Room Builder

To access the Virtual Room(s):
Click on Virtual Rooms from main menu or on the left navigation pane.

NOTE – in order to view the rooms accurately, you must have Flash enabled in your browser.
Click on the pencil icon next to the room you would like to edit.

**NOTE** – in order to view the rooms accurately, you must have Flash enabled in your browser.
The Virtual Room will be displayed. From here you can:

1. Filter Elements
2. Manage the Template
3. View/change the Settings & Extras
4. Save your work
To edit the template - click on manage template > edit template

Here you can add/remove elements (graphic image, doorway link, info card, content window, rotating banner, booth logo, click action)

Click Manage Template > Change Template to Change the background image.

Remember to save your work!
Elements

There are 7 types of Elements within the Room Builder

1. **Graphic Image**: Following the recommended size, Graphic image will allow you to upload and display a graphic image within your room.

2. **Doorway Link** is a link to another room in the environment, list will depend on the amount of rooms you have available.
Elements

3. **Info Card:** A click state that will opens a list of Room Reps

4. **Content window:** A click state that opens a list of content items
Elements

5. Rotating Banner: Same as a Graphic Image; option to rotate between multiple images and to specify time-codes to display specific images

6. Booth Logo: The logo at the top of the booth; also shown as a thumbnail in some Exhibit Hall views
Elements

7. **Click Action**: A single, click action (access to a URL, content item, video, etc.)
1. On the Element Menu bar – click on the element item you want to add and drag it to the desired position in the room

Drag a corner of the element to resize the element window

Repeat until all desired elements have been added. **Note** – elements can be grouped together such as a graphic image with a content window or click action over the top.
Editing Templates – Resizing Elements

Option 1 - click on the element (the white boxes indicate the item is selected)
Drag the corner of the element to resize the element window.

Option 2 - Manually enter the size of the element by clicking element to select it, click on “properties” in the upper left corner and manually enter the height and width for the element.
Click OK.
Once you have placed all the elements and sized them accordingly, click SAVE.
STEP 3 –
BUILD THE BOOTH (ROOM)
○ Assign Content in the Virtual Room
Click on Virtual Rooms from main menu or on the left navigation pane.

**NOTE** – in order to view the rooms accurately, you must have Flash enabled in your browser.
Click on the pencil icon next to the room you would like to edit.

**NOTE** – in order to view the rooms accurately, you must have Flash enabled in your browser.
Assigning Content

Assign graphics, content, logos, links, etc. Click on Elements and edit each element by clicking on it’s box.

Tip: All content must be added to the Content Library in Control Panel prior adding it to the Virtual Room.
Content Setting – Content Window

1. Name the Content Window
2. Add a Category
3. Add the Content, when adding the content select the Category of the Content
4. Click on the checkbox to select the items you want to include.
5. Click Add Selected Content
6. Click OK

After that it will take you back on the “virtual builder” screen.
Content Setting – Click Actions

1. Give the Action a Name
2. Assign the Action: Link to location, content item, etc.
3. Click OK

You will be returned to the main “virtual builder” screen.
Continue assigning activities to the elements

When you are done:
1. Click Save*
2. Click OK on the Success Pop up

Close this page
PREVIEW / PUBLISH YOUR SITE
Previewing / Publishing Changes

Run a preview to preview your changes via the preview site.

Run a publish to publish your changes to the live site.
HOW WILL IT WORK?
How Will it look?

Click Action
One action (video plays, link to room, link to website) happens with the user clicks.

When a user clicks on a Click Action, a single action takes place. This could be playing a video, opening a single document or a survey, or opening a link to a website.
How Will it Look?

Content Window
Many content items displayed at once

When a user clicks on a content screen a content window will appear, listing all the content items assigned to this screen. In addition to the content items, specific titles and descriptions can be added.
How Will it Look?
GUIDELINES & SPECS
Assets & Graphics Specifications

Header Banner
(WxH) 960x50
Can use text, logo or both

Rotating Splash Image: Image:
(WxH) 725x265 (.jpg or .png format) up to 5 images

Welcome message: 10,000 characters, including spaces.

Optional icons can be added to click through to outside media

Event Agenda can be listed
(downloadable PDF)

Rotating Footer Images optional
(WxH) 700x95 (.jpg or .png) up to 5 images

Customizations:
- Interactive Microsite Area
- Twitter Feed Integrated into welcome copy section

Password field can be eliminated

Optional login capability from registrants LinkedIn Account

Calendar Reminders may feature event launch & general session videos. Text, 1,000 characters max, no HTML

Custom Footer appears on all portal pages. Can also display an html layout of additional items such as more info about the Virtual Experience. (Maximum page width of 960 pixels.)
Assets & Graphics Specifications


B. Enable LinkedIn: Option to allow users to register using their LinkedIn account

C. Standard Fields choose desired fields for your form
  • First Name (system required)
  • Last Name (system required)
  • Company Name
  • Title
  • Address
  • City
  • State/Province
  • Country
  • Phone Number
  • Zip/Postal Code
  • Email Address
  • Password
  • Confirm Password

D. Custom Fields
  • Custom fields can be optional or be made required.
  • You can specify the text you would like to include.
  • Your registration form may include up to 20 custom fields and display selection options in either:
    – Text field / box
    – Drop-down menu
    – Check box list
    – Radio button list

E. Profile Attachments: Can allow registrants to upload a file to share with other users from within the Virtual Experience

F. Terms of Participation (required)
  Can use standard 6Connex policy or your Company Terms & Conditions URL.
  Yes/No radio button & link to 6Connex privacy page
Assets & Graphics Specifications

Rotating Splash Image:
- Up to 5 images
- (WxH) 725x265 (.jpg or .png format)

Calendar Reminders may feature event launch & general session videos. Text, 1,000 characters max, no HTML

Event Agenda can be listed (downloadable PDF)

Text copy: 800 characters max, including spaces

Rotating Footer Images optional (WxH) 700x95 (.jpg or .png) up to 5 images
# Assets & Graphics Specifications

## CONTENT TYPES & SPECS

<table>
<thead>
<tr>
<th>CONTENT TYPE</th>
<th>ACCEPTED FORMATS</th>
<th>USER EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio</td>
<td>MP3, WAV</td>
<td>the audio will open within a window (iframe) within the virtual experience</td>
</tr>
<tr>
<td>Video Upload</td>
<td>MOV, MP4, MPG, AVI</td>
<td>the video will open within a window (iframe) within the virtual experience</td>
</tr>
<tr>
<td>Link - New Tab</td>
<td><a href="https://contentlink">https://contentlink</a></td>
<td>this link will open in a new browser tab</td>
</tr>
<tr>
<td>Link - Image</td>
<td><a href="https://contentlink">https://contentlink</a></td>
<td>this link will open within a window (iframe) within the virtual experience</td>
</tr>
<tr>
<td>Documents</td>
<td>We strongly encourage converting documents (PDF, PPT, Word) into PDF format for easy access, use office.com to open PDF files within the virtual experience.</td>
<td>the content item will display within a window (iframe) within the virtual experience. Download and print functions are available from within the Frame display</td>
</tr>
</tbody>
</table>

- **PDF, JPG, PNG**
- **Word, Excel, PPT, Zip**

## VIDEO UPLOAD SPECS

### 6Connex Video Recommendations

- QuickTime MOV
- H.264 codec
- 1920x1080 or 1280x720 HD dimensions (which will convert down to 640x360)
- stereo audio
- 16-bit
- 44.1kHz (bit rate is variable)
- No file over 5GB (recommend 500-800mb)

### Host / Video Specifications

- Video size: 360 pixels wide and 320 pixels high
- Presenter is framed walking in from frame right and looks directly at camera
- Video is in H.264 format and has a transparent background / alpha channel like the below example video file:
  - For exact code settings, please review the example file:
    - [https://6connex.com/video/808/](https://6connex.com/video/808/)
    - max size info:
      - 1280x720, MP4, 16-bit audio, 44.1kHz stereo audio, 500mb file size
    - recommended size info:
      - 1280x720, MP4, 16-bit audio, 44.1kHz stereo audio, 800mb or less file size
    - file size determined by video producer's preference
Please reach out to your 6Connex Project Manager or ClientCare@6connex.com with any questions.