



## EXHIBITOR SPACE BUILDER GUIDE

### 线上展位搭建平台指南

The Space Builder is an interactive application that allows exhibitors to design and configure the look and feel of their booth space. Using pre-defined styles, unlimited color palettes and a variety of existing content, the Space Builder allows each exhibitor to easily configure their own unique combination of pre-defined and custom elements to make their exhibitor space an exciting, one-of-a-kind experience for every visitor.

线上展位搭建平台是一个互动式的应用程序，您可以在其中设计和配置展位空间的外观和内容。使用精心设计的展位模板，无限的颜色和各种线上内容，线上展位搭建平台可以让您轻松配置适合参展商的独特组合，令您和您的与会者可以在独一无二的参展空间中交流互动。

The following guide is designed to help IAAPA Virtual Expo: Asia exhibitors learn more about the Space Builder and the exhibitor space building process. Each of the steps listed below is discussed in greater detail in the later sections of this guide.

以下指南旨在帮助 **IAAPA 线上博览会：亚洲** 参展商了解有关线上展位搭建平台以及展位建设之流程。本指南后面的部分将更详细地列出的每个步骤。

### USEFUL LINKS & INFORMATION 重要的链接和信息

| Items                                    | URLs  |
|--|---|
| Booth Space Builder Platform<br>线上展位搭建平台 | <a href="https://onlinexperiences.com/Launch/Setup.htm?ShowKey=97968">https://onlinexperiences.com/Launch/Setup.htm?ShowKey=97968</a>   |
| *Tutorial Video<br>*教学影片                 | <a href="https://presentations.akamaized.net/Shows/Training/SpaceBuilder/SpaceBuilder.mp4">https://presentations.akamaized.net/Shows/Training/SpaceBuilder/SpaceBuilder.mp4</a>                                       |
| Computer Tips<br>电脑要求                    | <a href="https://presentations.akamaized.net/ProductResources/Production/HTML/ComputerTips/ComputerTips.html">https://presentations.akamaized.net/ProductResources/Production/HTML/ComputerTips/ComputerTips.html</a> |
| System Check<br>系统检查                     | <a href="https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:4;F:APIUTILS!10">https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:4;F:APIUTILS!10</a>   |
| Files Formats & Requirements<br>文件格式和要求  | <a href="https://presentations.akamaized.net/SharedContent/HTML/VX/VXSpaceBuilderGuide/FileFormats.html">https://presentations.akamaized.net/SharedContent/HTML/VX/VXSpaceBuilderGuide/FileFormats.html</a>           |
| Video Compress Tool<br>视频压缩工具            | <a href="https://handbrake.fr/downloads.php">https://handbrake.fr/downloads.php</a>   |

### Login Information 登录信息

Please contact the IAAPA operations team at [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org) if you need help retrieving your company login details to the Booth Space Builder platform.

如有需要检索贵公司的线上展位搭建平台登录信息，请发电邮至 [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org) 与 IAAPA 运营团队联系。

### Exhibitor Booth Set-up Deadline 线上展位布置截止日期

Booths must be set-up and ready for inspection no later than **July 17 11:00PM China Standard Time (CST) (11:00AM EST / 05:00PM CET)**. Exhibitors will be able to make adjustments to their booth layout after this date, but it is not recommended. However, the "Booth Name" field cannot be changed after the set-up deadline.

参展商必须在 7 月 17 日中国标准时间 11:00 PM ( 美国东部标准时间 11:00 AM / 欧洲中部标准时间 5:00 PM ) 之前设置好展位。在此日期之后，除了展位名称外，参展商仍然可以 ( 但不建议 ) 调整其展位布置。另外，在设置期限后，参展商将无法更改 “Booth Name” ( 展位名称 ) 字段。

### Languages 语言

The IAAPA Virtual Expo: Asia site and your virtual booth can be displayed in English or Chinese. Attendees can select their preferred language once they login to the environment. Exhibitors have the option to provide their information in alphabetical and/or Chinese character format for attendees to view. Your content will display in English by default if you have not input the alternative text in Chinese.

For details step to add your alternative text in Chinese to your content, please refer to page 28.

**IAAPA 线上博览会：**亚洲页面和你的线上展位均可显示英文及中文。与会者登录到环境后即可选择他们喜欢的语言。参展商可以选择以英文和/或中文格式输入信息供与会者查看。如果您未为您的内容输入中文替代文字，系统将默认以英文显示。

有关添加中文替代文字的详细步骤，请参阅第 28 页。

### Contact Information 联系信息

For all queries regarding booth set-up, materials uploading, show rules, staff registration, onsite operations: 有关展位布置，资料上传，展览规则，人员注册，现场操作之查询：

#### IAAPA Asia Pacific – Hong Kong | IAAPA 亚太办事处 - 香港

**Contact 联系人:** Mr. Cyrus Cheung, Sales Representative 张加扬先生，销售代表

**Email 电邮:** [CCheung@IAAPA.org](mailto:CCheung@IAAPA.org) / **Tel 电话:** +852 2539 0977

#### IAAPA Global Headquarters – United States | IAAPA 总部 - 美国

**Contact 联系人:** Ms. Stacey Mills, CMP, CEM, Senior Director, Conference & Trade Show Operations

Stacey Mills 女士，CMP，CEM，高级总监，会议和博览会运营

**Email 电邮:** [SMills@IAAPA.org](mailto:SMills@IAAPA.org) / **Tel/Fax 电话/传真:** +1 (321) 319-7643

*\*Not all features on the tutorial video are available in IAAPA Virtual Expo: Asia, please refer to the following pages which explain which features are applicable.*

*\*教程视频中的个别功能并不适用于本次 IAAPA 线上博览会：亚洲，具体适用功能请参照以下页面。*



## OVERVIEW 概览

| Items 项目   | Description 说明  |
|--|---|
| <a href="#">Booth Name 展位名称</a>                              | The name you submitted on your contract will be displayed in the event directory of exhibitors.<br>您在此步骤中输入的名称将显示在活动的参展商目录中。  |
| <a href="#">Booth Style 展位风格</a>                             | Choose from one of the three layout options.<br>从三个展位模板选项选择一个。  |
| <a href="#">Booth Colors 展位颜色</a>                            | Choose the primary and secondary colors of your booth tabs. Primary will apply to tab backgrounds, secondary will apply to the font color.<br>选择展位标签的原色和副色。原色将适用于内容标签背景，副色将适用于字体颜色。   |
| <a href="#">Booth Logo 展位商标</a>                              | Add a company logo to your exhibitor space. If you don't have a logo image your Booth Name will be displayed. Recommended size: 200x200 pixels<br>在线上展位添加公司商标。如果您没有商标图片，则会显示参展商的展位名称。建议尺寸：200x200 像素(px)  |
| <a href="#">About Us 关于我们</a>                                | Add a brief message that will pop-up when the user runs their mouse over your booth space on the event floor. Do not use special characters (% , & , * , \$ , @ , ( , ) , " , ' , " , ' ). Best practice is to keep this text approximately 100 characters.<br>输入一条简短的信息，与会者将鼠标悬浮在展会大厅的展位上时会弹出，并显示在您的展位上。“关于我们”不支持包括%、&、*、\$、@、(、)、"、'、"、'的字符。建议使用较短的信息（即100个字符，包括空格）。  |
| <a href="#">Front Screen Welcome Image/Video 中央屏幕欢迎图像或视频</a> | Add an image, or a video to your booth space. A video welcome is recommended. Optimal size for image is 484x272 pixels (.jpg, .png files) or under 10MB for video file (.mp4, .mov files).<br>在线上展位添加图像或视频（建议使用视频）。图片的最佳尺寸为484x272像素（px）（.jpg、.png文件），而视频文件（.mp4、.mov文件）的尺寸需小于10MB。   |
| <a href="#">Documents &amp; Links 文件与链接</a>                  | Upload all downloadable content that you would like available for attendees here. You may upload any type of file except .exe files, but best practice is to stick with .PDF files. File size limit is 500MB per file and you may upload a maximum of 99 files throughout the entire Booth Space Builder.<br>在此处上传所有可下载内容。您可以上传除.exe文件之外的任何类型的文件，建议使用.PDF文件格式。每个文件的大小限制为500MB。整个线上展位搭建平台最多可以上传99个档案。  |
| <a href="#">Tab Content 内容标签</a>                             | Booths are set up with the following standard tabs: <a href="#">Documents and Links</a> , <a href="#">Video Collection</a> , <a href="#">HTML content</a> , <a href="#">External URL</a> , <a href="#">Chat Room</a> , and <a href="#">Survey</a> . You may change the verbiage and display order of the tabs. Exhibitors can display up to 8 content tabs. <b>Note:</b> set-up one of your content tab as "Chat Room" is required in order to chat with your booth visitors during live hours.<br>展位设置有以下标准内容标签： <a href="#">“选择文件和链接”</a> 、 <a href="#">“视频集”</a> 、 <a href="#">“HTML内容”</a> 、 <a href="#">“外部URL”</a> 、 <a href="#">“聊天室”</a> 和 <a href="#">“问卷”</a> 。您可以更改内容标签的名称和显示顺序。参展商最多可以显示8个内容标签。 <b>注意：</b> 您必需将 |



|   |  |
|---|--|
|   | 内容标签之一设置为“聊天室”，以便在会期现场时间中与您的展位访客交流。  |
| <a href="#">Video Collection 视频集</a>  | <p>Upload multiple videos that display in your welcome panel. File size limit is 500MB per video file and you may upload a maximum of 99 files throughout the entire Booth Space Builder.</p> <p>上载在线上展位中显示的多个视频。每个视频文件的大小限制为 500MB。整个线上展位搭建平台最多可以上传 99 个档案。</p>   |
| <a href="#">Marquee Message 弹幕信息</a>  | <p>This step allows you to add a scrolling message located at the top of your booth space. Best practice is to keep it short like a headline. You may only input one marquee message, and the message cannot be changed during the event.</p> <p>此步骤使您可以在展位顶部添加一条滚动弹幕信息。建议输入简短的弹幕信息。参展商只能输入一个弹幕信息，并在活动期间无法更改。</p>  |
| <a href="#">Space Staff 展位代表</a>  | <p>This step allows you to add your exhibitor space staffers' names, email addresses, login IDs and passwords. When the staffers log into the event, they are displayed in your booth space under the “Space Staff” tab and can interact with visitors. You may have up to 10 booth representatives.</p> <p>此步骤使您可以添加展位代表的姓名，电子邮件地址，登录 ID 和密码。当展位代表登录活动时，他们将显示在您的展位空间的“展位代表”选项标签中，并可以与访客互动。每个展位最多可以有 10 位参展人员。</p> |
| <a href="#">Search Words 關鍵字</a>  | <p>Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma only, no spaces. You may have up to 99 search words (cannot exceed 1000 characters in total).</p> <p>输入与您的展位和内容相关的关键字，以使您的展位在整个线上环境中更容易可被搜索。每个单词/词组只能用逗号隔开，不能有空格。最多可以有 99 个关键字 (总共不能超过 1000 个字符)。</p>  |
| <p><b>REMINDER: Click ‘Apply Changes’ after every step.</b></p> <p><b>提示：在每个步骤之后，点击“Apply Changes”。</b></p> |  |

Please see the following pages with additional details and instruction.  
 请参阅以下详细信息和说明。



## BOOTH NAME 展位名称

IAAPA will pre-load your company name/exhibiting as name provided with your contract. Your booth space name will be displayed in the event's directory of exhibitors.

IAAPA 将预载您在合同填写的展位名称。请使用您的公司名称或参展商名称。您的展位名称将显示在博览会的参展商目录中。



No changes can be made to this field. If you wish to change your booth name, please see page 2 for the IAAPA contacts who can assist you.

参展商将无法对该名称进行任何更改。如果你想更改您的展位名称，请参阅第 2 页的 IAAPA 联系人资料。



## BOOTH STYLE 展位风格

Select the visual appearance of your exhibitor booth space. Space styles are chosen for aesthetic value and to match your corporate image. Each style offers identical functionality. There are three booth styles to select from.

选择展位的外观风格。建议选择与您的公司形象匹配的展位样式，有三种展位样式可供选择。每种样式都提供相同的功能。



To see a large preview of any booth space style, select the booth space style thumbnail you want to preview and then click “Apply Changes” or double-click on the selected thumbnail. This will display the selected booth space style in the main work area.

若要预览任何展位风格，请选择要预览的展位风格缩图，然后点击“Apply Changes”或双击选定的缩图，主工作区将显示已选定的展位风格样式。

Once you have chosen a space builder style for your space, click “Apply Changes”.

选择展位风格后，请点击“Apply Changes”。





## BOOTH COLORS 展位颜色

Choose two (2) colors for your booth space. The primary color will apply to tab backgrounds and the secondary color will apply to font color.

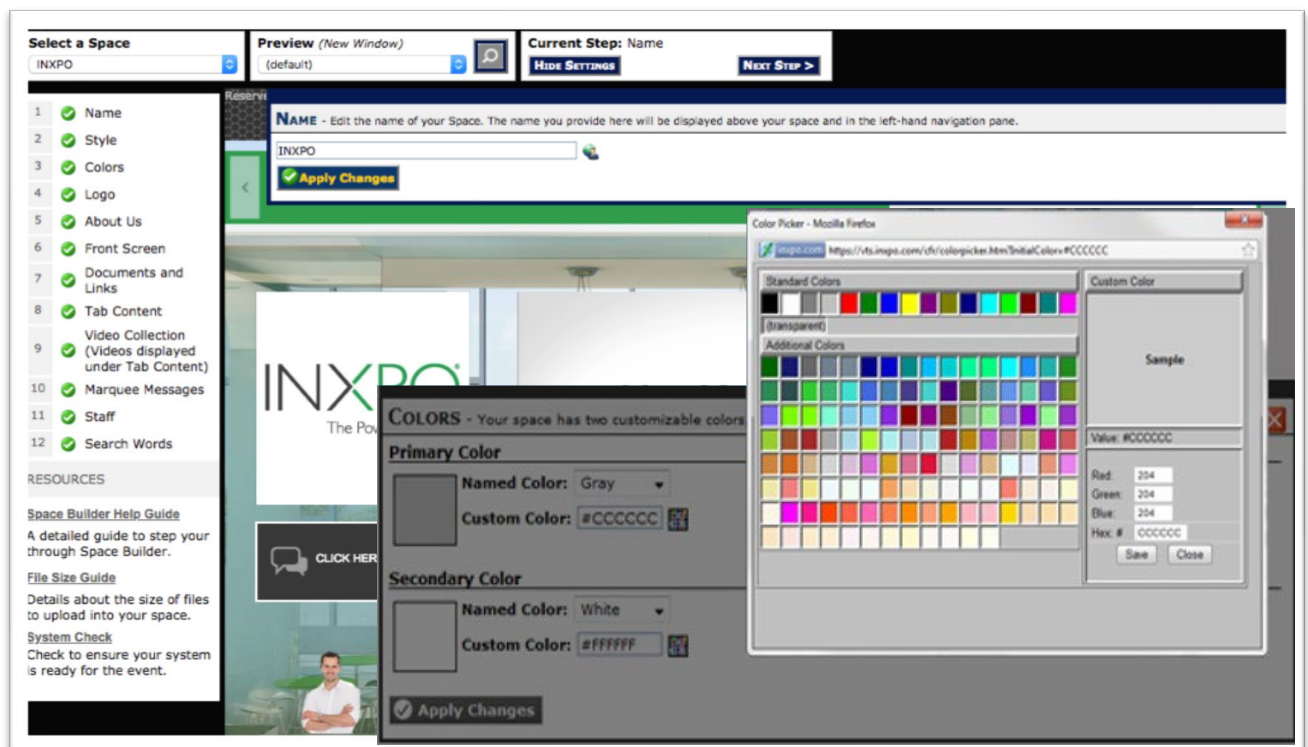
为您的展位选择两 ( 2 ) 种颜色。原色将应用于内容标签背景，副色将应用于字体颜色。

To choose your space colors, you can do one of the following:

1. Select your colors from the drop-down menu of the most popular color choices.
2. Click the “**Define Custom Color**” button and pick a color from the Color Selection grid (see image below). Once you have chosen the color that you want to use, click “Save” in the lower right-hand corner of the Color Selection window to save your selection.
3. Enter a specific shade of color by entering the six-digit HEX value (i.e. # CCCCCC).

如需选择展位颜色，请执行以下操作之一：

1. 从最常见颜色选单中选择颜色。
2. 点击“**Define Custom Color**”按钮，然后从颜色选择网格中选择一种颜色（请参见下图）。选择了要使用的颜色后，点击颜色选择窗口右下角的“保存”按钮。
3. 通过输入六位数的 Hex 网页色彩码自定义颜色（即 # CCCCCC）来输入特定的颜色。



Once you have selected your space colors, click “**Apply Changes**”.

选择空间颜色后，单击“**Apply Changes**”。



## BOOTH LOGO 展位商标

Upload your booth space logo, which is typically your company logo. We recommend a booth logo size of 200x200 pixels in JPG format with a white background. Please refer to the [Preferred File Formats table](#) for more information.

上传代表你公司的图案，这通常是您的公司商标。我们建议展位商标尺寸为 200x200 像素。请参阅[文件格式和要求](#)以获取更多信息。

To link to a file hosted on a remote server, copy or type the complete URL of the file you want to use, beginning with “http://”, and paste it into the **Logo URL** field. Click “**Apply Changes**”; your logo will appear in the work area.

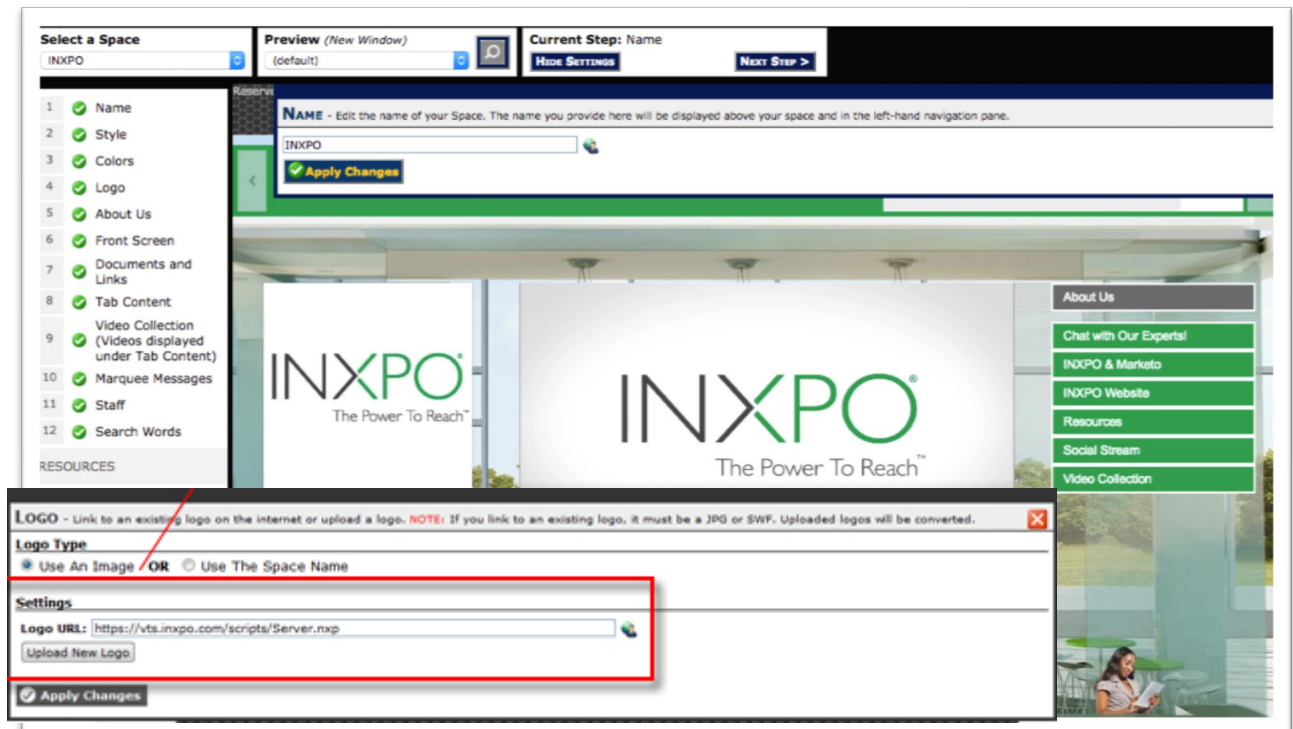
若要链接到云端上的文件，请复制或输入文件的完整 URL（以“http://”开头），然后将其粘贴到 **Logo URL** 字段中。点击“**Apply Changes**”；您的商标将显示在工作区中。

Or, to upload a file from your local drive:

1. Click “Upload New Logo”
2. Click “Browse”
3. Locate your logo on your hard drive or file server.
4. Click “Start Upload”

若要从电脑硬盘上载文件：

1. 点击“Upload New Logo”
2. 点击“Browse”
3. 在电脑硬盘中找到商标图案。
4. 点击“Start Upload”





If you do not have a logo that you wish to upload, you can just enter your booth space name as plain text. Simply check the box next to **“Use My Space Name”** and define the font, color and size of your text. Then click **“Apply Changes.”** Your booth name text will appear in the work area.

如果您没有商标图片，则会显示参展商的展位名称。只需选中**“Use My Space Name”**旁边的框，然后选择文字字体，颜色和大小。然后点击**“Apply Changes”**。您的展位名称将显示在工作区中。

Once you are satisfied with your booth logo, click **“Apply Changes”**.

选择展位商标后，单击**“Apply Changes”**。



## ABOUT US 关于我们

Add a brief message that will pop-up when the user's mouse over your booth on the exhibitor directory and will display on your booth space.

输入一条简短的信息，与会者将鼠标悬浮在展会大厅的展位上时会弹出，并显示在您的展位上。

The About Us message does not have a character limit, but it is recommended to use shorter messaging (i.e. 100 characters including spaces or 1-3 sentences).

"关于我们"没有字符限制，但是建议使用较短的信息（即 100 个字符，包括空格）。

To add the About Us message, simply type in the text you want to display.

若要添加关于我们的消息，只需输入您要显示的文字。

**Note:** The "About Us" message does not support the characters including %, &, \*, \$, @, (), "", ".".

注意：“关于我们”消息不支持包括%、&、\*、\$、@、（）、”、”的字符。



Once you are satisfied with the About Us message, click **"Apply Changes"**.

输入“关于我们”信息后，请单击**"Apply Changes"**。

## SPACE FRONT SCREEN 中央屏幕欢迎图像或视频

You may add animations, presentations, graphs, and short video clips to your booth space. The front screen is one of the first things that an attendee's eye is drawn to before they begin exploring the rest of your booth, so we encourage you to make this feature as exciting as possible.

您可以在展位中添加动画、演示文稿、图形和简短的视频。中央屏幕是与会者开始探索展位之前首先要吸引他们的地方之一，因此我们鼓励您利用此功能去吸引与会者的注意。

Note that if using a video, the video will auto-play once and then a grey box with an arrow will appear. The attendee can click the arrow to play the video again if they choose. No thumbnail image can be placed on the screen. Some exhibitors don't like how this looks after the video plays so they may want to consider using an image instead.

Optimal size for an image is 484x272 pixels (.jpg, .png files); or under 10MB for video file (.mp4, .mov files). The video should be under 5 minutes in length. Longer videos can go in your Video Collection. Please refer to the [Preferred File Formats table](#) for more information.

图像的最佳尺寸为 484x272 像素 (.jpg, .png 文件)；或小于 10MB 的视频文件 (.mp4, .mov 文件)。请参阅[文件格式和要求](#)以获取更多信息。

To add a Front Screen to your space, you can either link to an existing file on a remote server (i.e. your corporate website) or upload an image from your local hard drive.

若要在您的展位中添加中央屏幕内容，您可以 1) 链接到云端上 (即您的公司网站) 的现有文件，或可以 2) 从电脑硬盘上载图像。

To link to a file that is hosted on the remote server, copy or type the complete URL of the file you want to use, beginning with "http://", and paste it into the **Image URL** field. If you know the full path, you may also just type it in. Click **"Apply Changes."** Your file will appear in the work area.

要链接到云端上的文件，请复制或键入文件的完整 URL (以 "http://" 开头)，然后将其粘贴到 "Image URL" 字段中。如果您也可以直接输入网页的完整链接。单击 **"Apply Changes"**。您的文件将出现在工作区中。

Or to upload a file from your local drive:

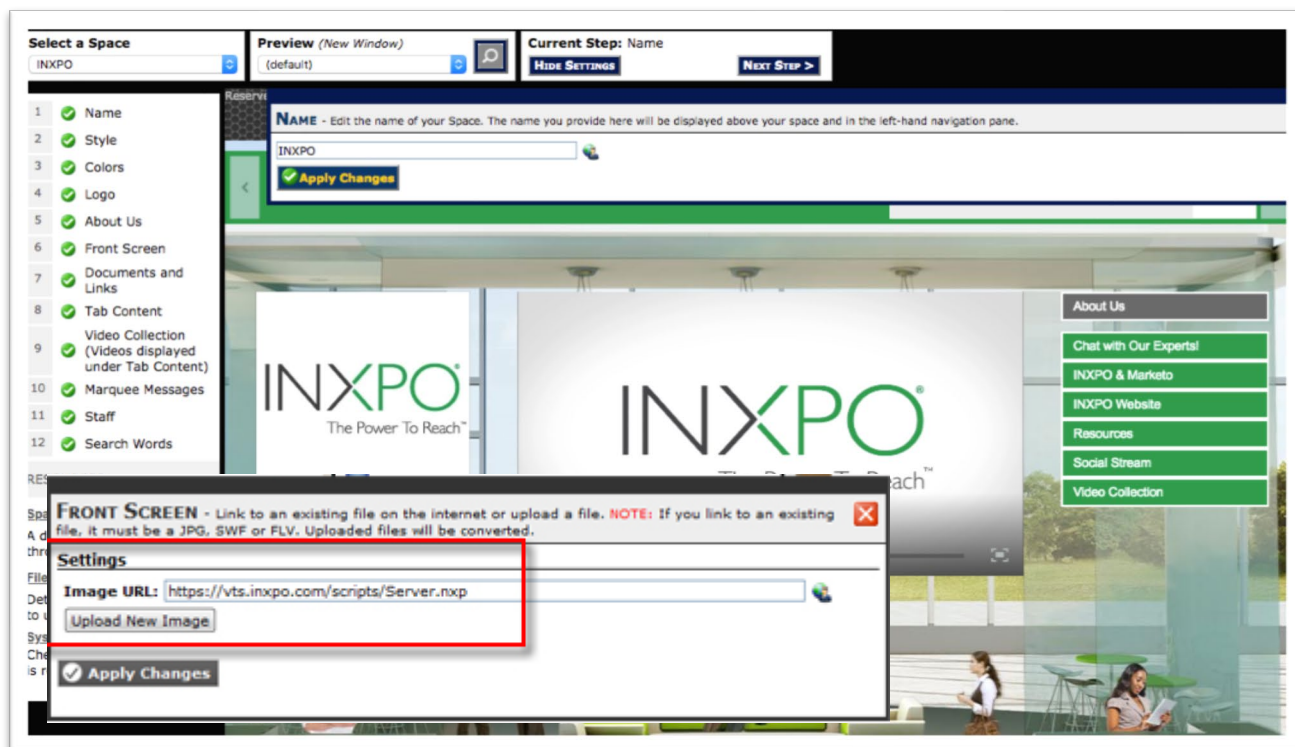
1. Click "Upload New Image."
2. Click "Browse."
3. Locate the file you wish to upload on your hard drive or server.
4. Click "Start Upload."

若要从电脑硬盘上载文件：

1. 点击 "Upload New Image"
2. 点击 "Browse"
3. 在电脑硬盘中找到图片图案。
4. 点击 "Start Upload"

When the upload is complete your file will appear in the work area.

上传完成后，您的文件将显示在工作区中。



When you have finished uploading your front screen, click **“Apply Changes”**.

步骤完成后，请单击**“Apply Changes”**。



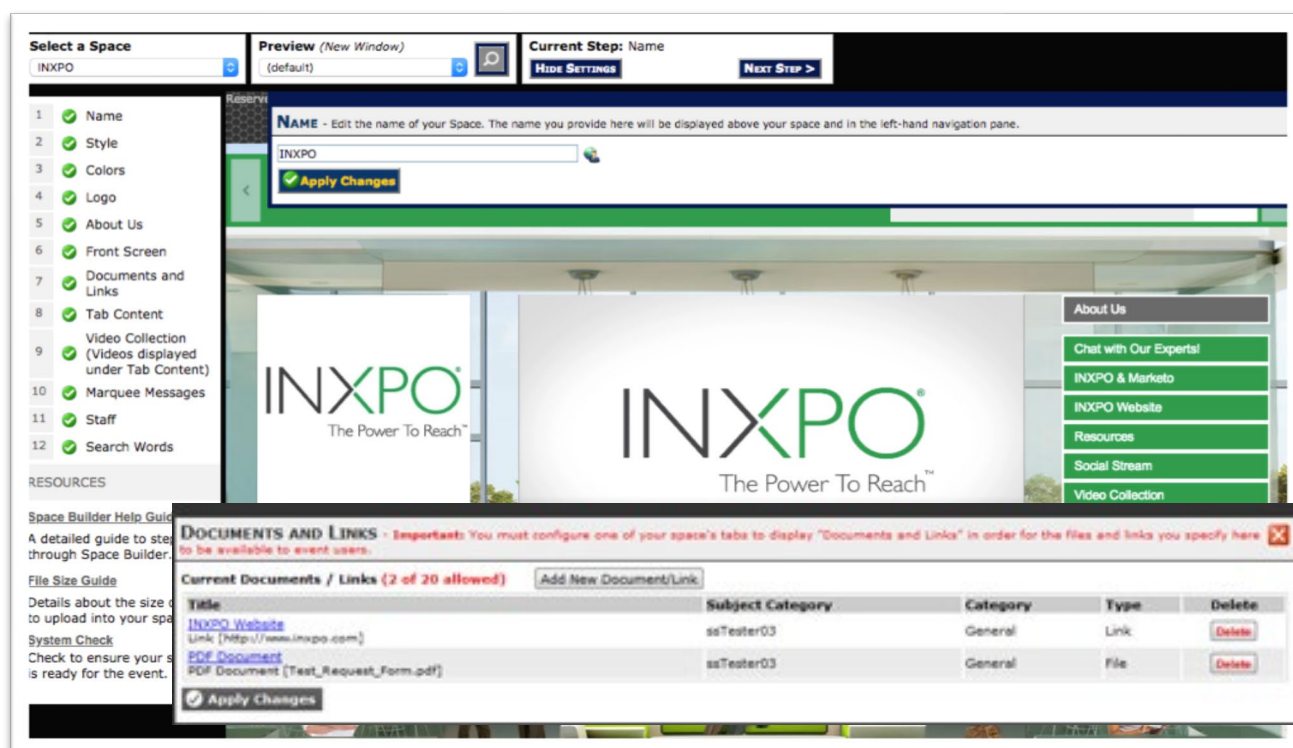
## DOCUMENTS AND LINKS 文件与链接

This step allows you to upload the files and links that you want to be available in your booth space. Examples include your corporate website, brochures, product details, and white papers. File size limit is 500MB per file and you may upload a maximum of 99 files throughout the entire Booth Space Builder.

通过此步骤，您可以在展位中上传文件和链接 - 包括您的公司网页、小册子、产品详细信息和白皮书等。每个文件的文件大小限制为 500MB，并且整个展位搭建平台最多可以上传 99 个档案。

It is recommended that exhibitors optimize their documents to PDF format for the web and any video that is larger than 500MB should be linked to a third-party video platform or an external link to the file.

我们建议参展商使用 PDF 文件格式上传文件，如需上传视频，任何大于 500MB 的视频都应链接到第三方视频平台或该文件的云端 / 外部链接。



To add your document or link:

1. Click "Add New Document/Link."
2. If you would like to upload a file from your hard drive, click "Upload a File". If you would like to link to an external URL, click on the "Enter a URL" tab.
3. Enter the title of the file or link in the "Title" field and include additional information in the "Description" field.
4. Click "**Save File**" or "**Save Link**."
5. The document/link will appear in the main Documents and Links window.

如要添加您的文件或链接：

1. 单击“Add New Document/Link”。
2. 如果要从电脑硬盘上载文件，请单击“Upload a File”。如果您想链接到外部 URL，请单击“Enter a URL”选项。
3. 在“Title”字段中输入文件标题或链接，并在“Description”字段中包含其他信息。
4. 单击“**Save File**”或“**Save Link**”。



5. 文件/链接将出现在“文件和链接”主页口中。

In order to make your documents accessible from within your booth space, you will need to set up one of your content tabs as a **“Select Documents and Links”** tab. See below **Tab Content** for instructions on creating content tabs.

为了使与会者可以从你的展位内浏览文件，您需要将内容标签之一设置为**“Select Documents and Links”**。有关创建**内容标签 (Tab Content)** 的详细步骤，请参见以下内容标签说明。

Once you are satisfied with the list of your documents and links, click **“Apply Changes”**.

步骤完成后，请单击**“Apply Changes”**。

## TAB CONTENT 内容标签

This is where you will setup and configure most of your booth space content, which is displayed in a tab format within your space. You may have up to 8 tabs with your booth.

在这里您可以设置大部分展位内容，这些内容将以标签形式显示在您的展位内。您的展位最多可以包含 8 个内容标签。

You can link your tab to the documents and links that you uploaded in the Documents/Links step (page 13), redirect a tab to an external web page, or create a custom HTML page to be displayed when the user clicks on the tab. The default setting when adding a new content tab is External Web Page.

您可以将内容标签链接到在“文件与链接”步骤（第 13 页）中上传的文件和链接、将内容标签链接到外部网页、或创建自定义 HTML 页面。添加新的内容标签时，系统将默认设置为“外部网页”。

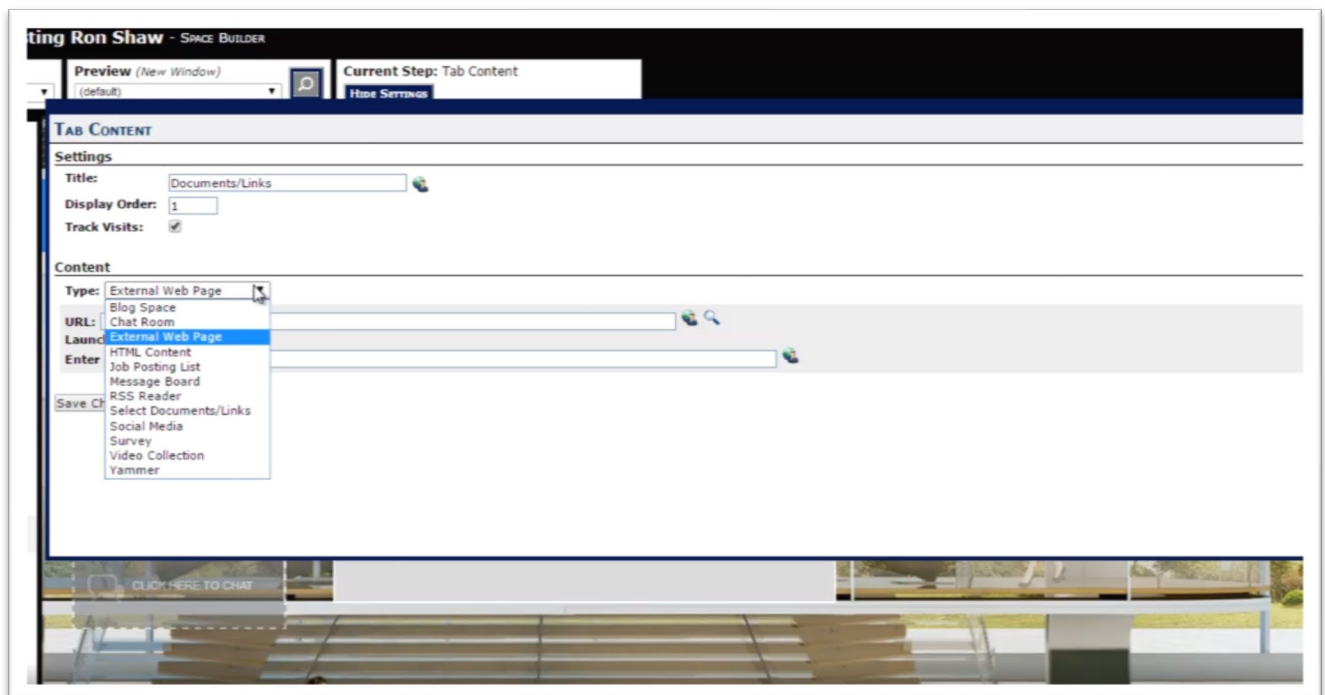
Available Tab Content Types are:

可用的内容标签类型为：

- [External Web Page](#) 外部链接
- [HTML Content](#) HTML 内容
- [Select Documents and Links](#) 选择文件和链接
- [Chat Room](#) 聊天室\*
- [Survey](#) 问卷
- [Video Collection](#) 视频集

**\* You must set-up one of your content tab as “Chat Room” in order to group chat with your booth visitors during live hours.**

**\*注意：**您必需将内容标签之一设置为“聊天室”，以便在会期现场时间中与您的展位访客交流。



To create a new tab:

1. Click "Add New"

Follow the steps below, based upon what action you want to occur when the user clicks the tab.

若要创建新的内容标签：

1. 点击“Add New”

请按照以下步骤添加所需的内容标签。

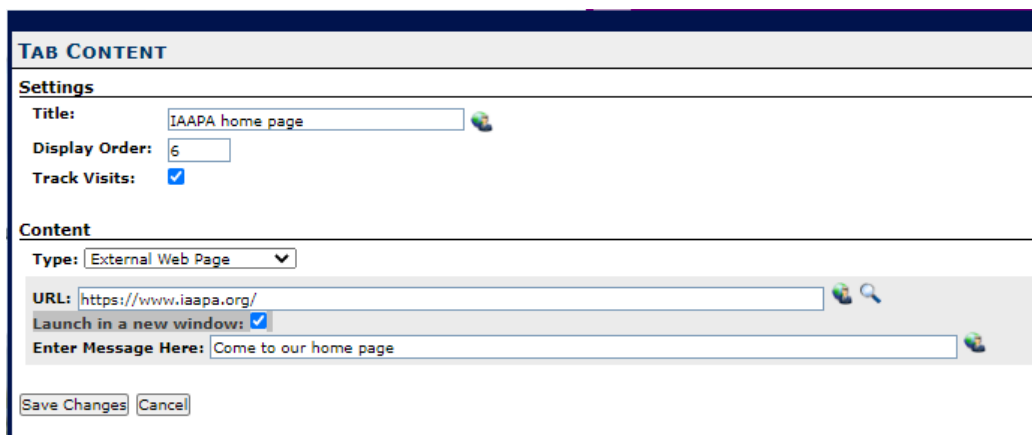
### External Web Page 外部链接

Use your tab to link to an external URL (e.g. Link to your company webpage, social media page, Third-party video conferencing platform, etc.)

使用您的标签链接到外部網頁。(例如: 链接到您的公司网页, 社交媒体页面, 第三方视频会议平台等)

1. Enter the tab name in the "Title" field. This title will appear on the tab that is created.
2. Enter a number in the "Display Order" field. This number determines how your tabs will be sorted: lower number tabs appear at the top.
3. In the "Content Type" drop down menu, choose "External Web Page".
4. Activate the "Track Visits" checkbox to enable this reporting feature. The system will keep track of how many users click on the tab and this information will be available in your booth space activity report.
5. In the URL section, paste or type in the full path of the page that you wish to link to, beginning with "http://".
6. You must tick the "Launch in a new Window" box.
7. Click "Save Changes".

1. 在“Title”字段中输入标签名称。该标题将出现在创建的内容标签上。
2. 在“Display Order”字段中输入数字。此数字将确定内容标签的显示顺序：编号较低的内容标签显示在顶部。
3. 在“Content Type”的选单中，选择“External Web Page”。
4. 激活“Track Visits”选项以启用此报告功能。系统将跟踪点击了该在内容标签的用户数量，并且此信息将在您的展位空间活动报告中提供。
5. 在 URL 部分中，粘贴或键入想要链接的页面的完整路径，请以“http://”开头。
6. 您必须勾选“Launch in a new Window”框，以便正确显示外部网页。
7. 单击“Save Changes”。



The screenshot shows a web interface titled "TAB CONTENT". It has two main sections: "Settings" and "Content".

**Settings:**

- Title:** A text input field containing "IAAPA home page".
- Display Order:** A text input field containing "6".
- Track Visits:** A checkbox that is checked.

**Content:**

- Type:** A dropdown menu set to "External Web Page".
- URL:** A text input field containing "https://www.iaapa.org/". To the right of the field is a magnifying glass icon.
- Launch in a new window:** A checkbox that is checked.
- Enter Message Here:** A text input field containing "Come to our home page".

At the bottom of the form are two buttons: "Save Changes" and "Cancel".

**Note:** External Web Page URLs can be previewed by clicking on the magnifying glass icon next to the URL field.

**注意：**您可通过点击 URL 字段旁边的放大镜图标来预览你所设置的外部网页。



## HTML Content HTML 内容

If you would like to create a custom HTML web page, use the HTML Content tab.

如果要创建自定 HTML 网页，请使用“HTML 内容”内容标签。

1. Enter the tab name in the "Title" field. This title will appear on the tab that is created.
2. Enter a number in the "Display Order" field. This number determines how your tabs will be sorted: lower number tabs appear at the top.
3. In the "Content Type" area drop down menu, choose "HTML Content".
4. Activate the "Track Visits" checkbox to enable this reporting feature. The system will keep track of how many users click on the tab and this information will be available in your booth space activity report.
5. In the HTML section, paste or type in the HTML code that you want your tab to display.
6. Click "Save Changes".

1. 在“Title”字段中输入标签名称。该标题将出现在创建的内容标签上。
2. 在“Display Order”字段中输入一个数字。此数字将确定内容标签的显示顺序：编号较低的选项卡显示在顶部。
3. 在“Content Type”区域选项中，选择“HTML Content”。
4. 激活“Track Visits”选项以启用此报告功能。系统将跟踪点击了该在内容标签的用户数量，并且此信息将在您的展位空间活动报告中提供。
5. 在 HTML 部分中，粘贴或键入您希望标签显示的 HTML 代码。
6. 单击“Save Changes”。



The screenshot shows a web form titled "TAB CONTENT". It has two main sections: "Settings" and "Content".

**Settings:**

- Title:** A text field containing "INXPO tab Content".
- Display Order:** A text field containing "0".
- Track Visits:** A checkbox that is checked.

**Content:**

- Type:** A dropdown menu set to "Raw HTML Content".
- HTML:** A text area containing the following code:
 

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

At the bottom of the form are two buttons: "Save Changes" and "Cancel".

## Select Documents and Links 选择文件和链接

This tab is used to display a list of documents and links that you uploaded in the Documents and Links step (page 13).

此内容标签用于显示在“文件和链接”步骤（第 13 页）中上传的文件和链接的列表。

1. Enter the tab name in the "Title" field. This title will appear on the tab that is created.
2. Enter a number in the "Display Order" field. This number determines how your tabs will be sorted; lower number tabs appear at the top.
3. In the "Content Type" drop-down menu, choose "Select Documents and Links" or "Documents and Links." If you want to display all of the documents and links on one tab, select the "Documents And Links" content type. If you want to split the records between multiple tabs, choose the "Select Documents and Links" content type.



4. Activate the "Track Visits" checkbox to enable this reporting feature. The system will keep track of how many users click on the tab, and this information will be available in your booth space activity report (For Sponsoring partners and exhibitors only).
  5. Place a checkmark next to the documents and links that you would like to display when the user clicks this tab.
  6. Note: If you have not yet added the documents and/or links in the Documents and Links step, you should do so at this time.
  7. Click "Save Changes".
1. 在“Title”字段中输入标签名称。该标题将出现在创建的内容标签上。
  2. 在“Display Order”字段中输入一个数字。此数字将确定内容标签的显示顺序：编号较低的选项卡显示在顶部。
  3. 在“Content Type”区域选项中，选择“Select Documents and Links”或“Documents and Links”。如果要在一个内容标签上显示所有文件和链接，请选择“Documents and Links”类型。如需在拆分文件在内容标签显示，请选择“Select Documents and Links”类型。
  4. 激活“Track Visits”选项以启用此报告功能。系统将跟踪点击了该在内容标签的用户数量，并且此信息将在您的展位空间活动报告中提供（只悉用于赞助单位参展商）。
  5. 在需要显示在内容标签上的文件和链接旁边打勾。
  6. 注意：如果尚未在“Documents and Links”步骤中添加文档和/或链接，则应在此步骤添加。
  7. 单击“Save Changes”。



| Title             | Type                   | Order | Track | Delete |
|-------------------|------------------------|-------|-------|--------|
| INXPO tab Content | Select Documents/Links | 0     | Yes   | Delete |

### Chat Room 聊天室

Used to link your tab to a private chat room. **You must enable this function in order to chat with your booth visitors.**

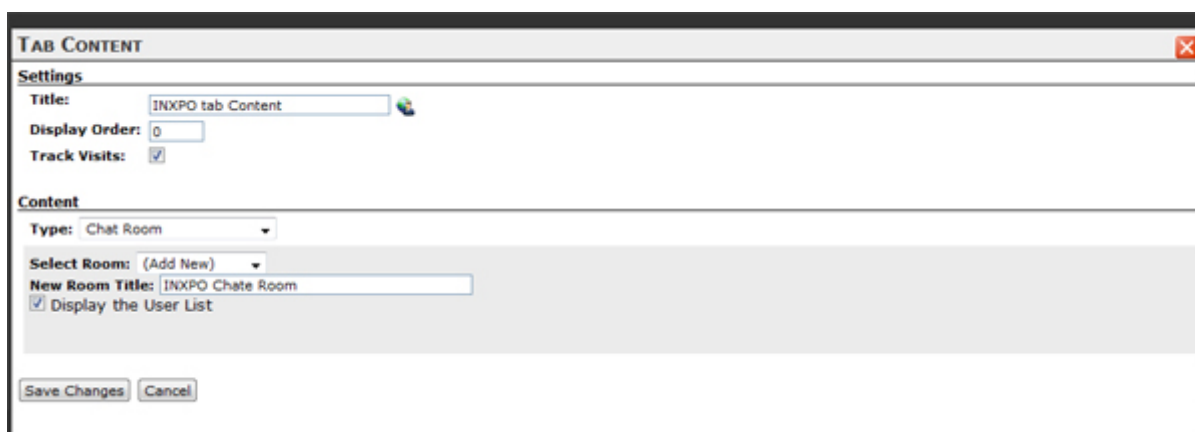
将您的标签页链接到私人聊天室。您必须启用此功能才能与您的展位访客聊天。

1. Enter the tab name in the "Title" field. The title will appear on the tab that is created. Please include your company name in the title field for tracking purposes (see #4 below)
2. Enter a number in the "Display Order" field. This number determines how your tabs will be sorted: lower number tabs appear at the top.
3. In the "Content Type" area drop down menu, choose "Chat Room".
4. Activate the "Track Visits" checkbox to enable this reporting feature. The system will keep track of how many users click on the tab and this information will be available in your sponsor space activity report (for sponsoring partners and exhibitors only).
5. In the "Select Room" drop-down menu, choose the chat room that you would like your tab to link to or select "Add New" to create a chat room. You can create multiple chat rooms using the "Add New" button. **Please ensure you have entered your Company Name in the Room Title for tracking purposes.**





6. Click "Save Changes". The created chat rooms will automatically be assigned to the tab content when you save.
1. 在“Title”字段中输入标签名称。该标题将出现在创建的内容标签上。
2. 在“Display Order”字段中输入一个数字。此数字将确定内容标签的显示顺序：编号较低的选项卡显示在顶部。
3. 在“Content Type”区域选项中，选择“Chat Room”。
4. 激活“Track Visits”选项以启用此报告功能。系统将跟踪点击了该在内容标签的用户数量，并且此信息将在您的展位空间活动报告中提供。
5. 在“Select Room”选项中，选择“Add New”来创建一个聊天室。请确保您已在聊天室标题中输入公司名称以进行数据追踪（只适用于赞助单位参展商）。
6. 单击“Save Changes”。保存时，创建的聊天室将自动分配到内容标签中。



## Survey 问卷

This tab is used to create survey within the Booth Builder environment.

使用您的标签在平台内建立问卷。

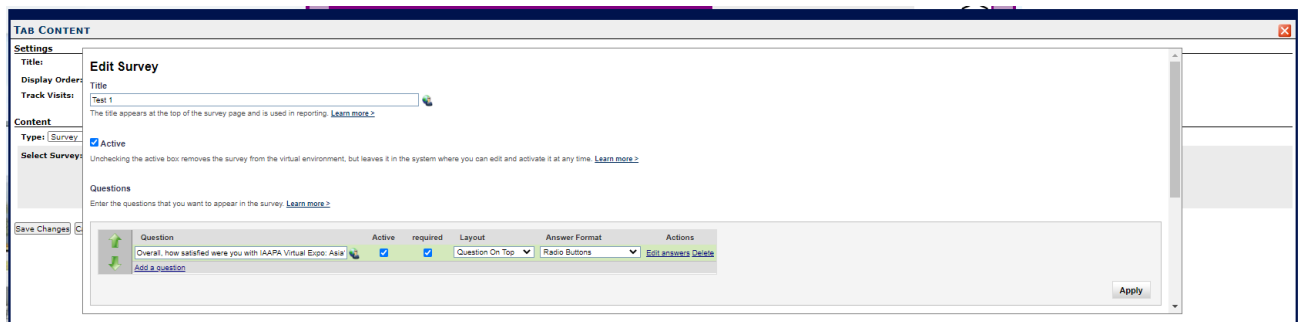
**Note:** Exhibitors can also create survey with a third-party service provider and link it with the External Webpage/URL function explained above, but please note that some attendees in Mainland China might not be able to access these external sites due to firewall settings and restrictions.

**注意：**参展商还可以使用第三方服务提供商创建问卷，并以上述“外部网页/ URL”功能链接并显示在你的内容标签中。但请注意，由于防火墙设置和访问权限的限制，中国大陆的某些与会者可能无法访问这些外部网页。

1. Enter the tab name in the "Title" field. This title will appear on the tab that is created.
2. Enter a number in the "Display Order" field. This number determines how your tabs will be sorted: lower number tabs appear at the top.
3. In the "Content Type" area drop down menu, choose "Survey".
4. Activate the "Track Visits" checkbox to enable this reporting feature. The system will keep track of how many users click on the tab and this information will be available in your booth space activity report.
5. In the "Select Survey" drop-down menu, choose the survey that you would like your tab to link to or select "Add New" to create a new survey
6. Enter the survey name in the "Title" field.
7. Make sure your "Active" box is ticked to be shown in your virtual booth environment.

8. Enter the questions that you want to appear in the survey. Click "Edit" to open this work area and type survey questions one at a time into the Question field. After typing each question, choose the answer format you want (such as radio button -which is a single answer multiple choice question - or multi-select checkboxes). You can control other properties of each question, such as active status, required status, and the layout of the question and answer choices. Click "Edit Answers" to add answer choices for each question. Use the up and down arrow controls to change the order of questions and answers.
9. Once you have finished creating your survey, click "Apply".
10. Click "Submit".
11. Click "Save Changes".

1. 在“Title”字段中输入标签名称。该标题将出现在创建的内容标签上。
2. 在“Display Order”字段中输入一个数字。此数字将确定内容标签的显示顺序：编号较低的选项卡显示在顶部。
3. 在“Content Type”区域选项中，选择“Survey”。
4. 激活“Track Visits”选项以启用此报告功能。系统将跟踪点击了该在内容标签的用户数量，并且此信息将在您的展位空间活动报告中提供。
5. 在“Select Survey”选项中，选择“Add New”来建立问卷。
6. 在“Title”字段中输入问卷名称。
7. 确保已在“Active”框打勾以在线上展位环境中显示。
8. 输入要在问卷中显示的问题。单击“Edit”以打开此工作区，然后一次在“Question”字段中键入一个调查问题。输入每个问题后，选择所需的答案格式（例如 **Radio Button** :单选答案的选择题 或 **Multiple Choice**:多项选择题）。您可以控制每个问题的其他选项：例如显示状态，是否必答以及问题和答案的布局。单击“Edit Answer”为每个问题添加答案选项。使用上下箭头控件可以更改问题和答案的顺序。
9. 完成创建问卷后，单击“Apply”。
10. 单击“Submit”。
11. 单击“Save Changes”。





## VIDEO COLLECTION 视频集

You may add one or more videos that will display in the video collection on your booth space. Users will be able to scroll through and select a video to view. The video collection is a great way to display product demos, case studies, and other company related information.

您可以在此添加一个或多个视频，这些视频将显示在展位上的视频集中。用户将能够浏览并选择要观看的视频。

· 视频集是显示产品演示，案例研究和其他相关信息的好方法。

File size should be limited to 500MB per video file (.mp4, .mov files) and you may upload a maximum of 99 files throughout the entire Booth Space Builder. Please refer to the [Preferred File Formats and Other Requirements](#) table for more information.

每个视频文件 (.mp4, .mov 文件) 的大小应限制为 500MB，并且整个展位搭建平台中最多可以上传 99 个档案。请参阅[文件格式和要求](#)以获取更多信息。



### Add Video

1. Enter the "Title" of your video.
2. Enter the "Description" of your video. The description will display when a user hovers over the video thumbnail and/or title.
3. The "Active" checkbox lets you determine whether you want this video to display in your space.
4. Enter a number in the "Display Order" field. This number determines the order your videos will be displayed: lower number tabs appear at the top.
5. Use the "Language" dropdown (if applicable) to select which language/locale you want to make this video available to. The system has a built-in translation service you can use if you select.
6. Select "Browse" to search for a video on your computer to upload.
7. Enter a "Thumb URL" to have a thumbnail image display of your video. NOTE: If uploading a non-flv file a thumbnail will automatically be creating from the first frame of your video. Image dimensions are 120px X 90px.

### 添加视频

1. 输入视频的“Title”。



2. 输入视频的“Description”。当用户将鼠标悬浮在视频缩图或标题时，将显示说明。
3. 通过“Active”选框，您可以确定是否要在自己的展位中显示此视频。
4. 在“Display Order”字段中输入数字。此数字确定视频的显示顺序：较低数字的视频将显示在顶部。
5. 使用“Language”选单（如果适用）选择您要使该视频可用的语言/区域。系统具有内置的翻译服务。
6. 选择“Browse”以在电脑上搜索要上传的视频。
7. 输入“Thumb URL”以显示视频的缩图。注意：如果上传非 FLV 文件，则会从视频的第一帧自动创建缩略图。图片尺寸为 120 X 90 像素（px）。

When you have finished uploading your videos, click “Save Changes” and you will be brought back to the Videos home page where you will need to click “Apply Changes”. **In order to make your Video Collection accessible from within your booth space, you will need to set-up one of your content tabs as a “Video Collection” tab.** See above **Tab Content** on page 15 for instructions on creating content tabs.

上传完视频后，单击“Save Changes”，您将带回到视频主页，您需要在其中单击“Apply Changes”。为了使与会者可以从展位内浏览视频内容，您需要将一个内容标签设置为“Video Collection”（视频集）选项。有关创建内容标签的步骤，请参见上文第 15 页的内容标签说明。



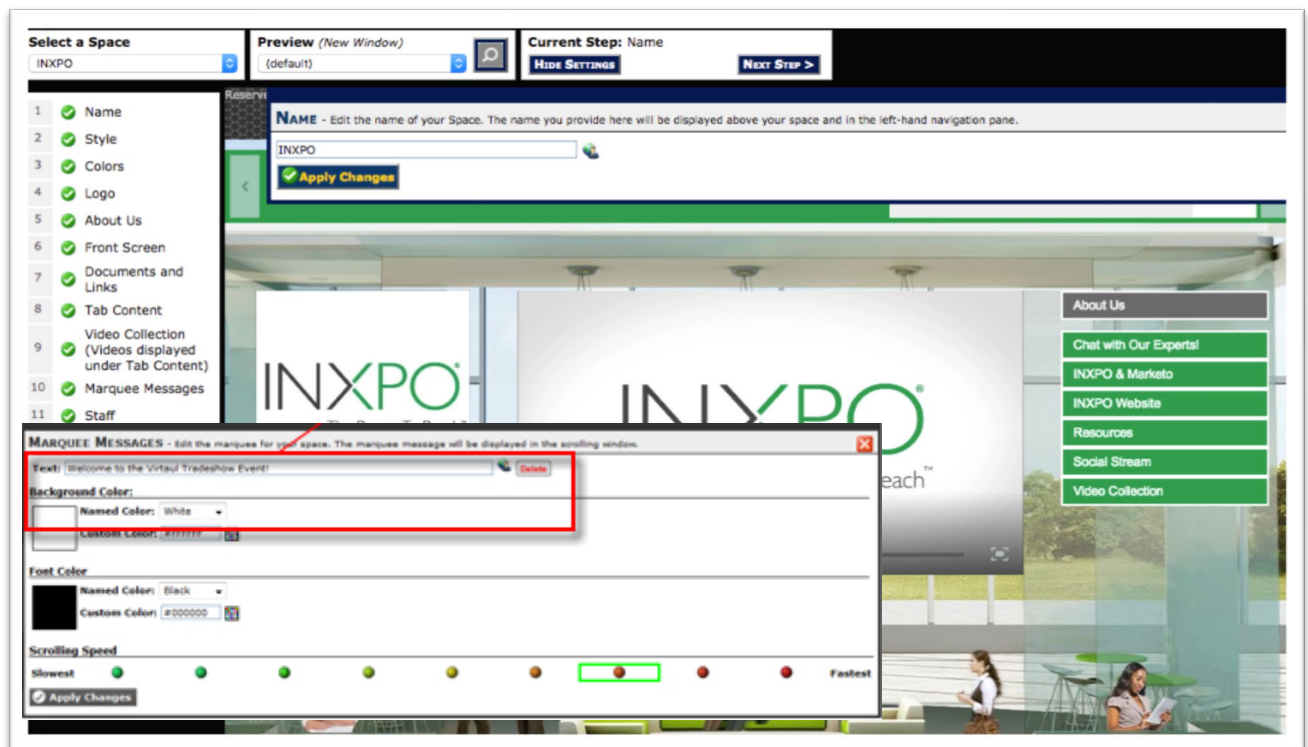
## MARQUEE MESSAGE 弹幕讯息

Add a short scrolling message in your booth space. The marquee message is typically used to add a welcome message, highlight a special product/deal/promotion, or make an important announcement.

此步骤使您可以在展位顶部添加一条滚动弹幕信息。弹幕讯息通常用于添加欢迎信息、突显新产品、交易、促销或进行重要声明。

The marquee message does not have a limit, but it is recommended to use shorter messaging (i.e. 100 characters including spaces/one sentence). The message cannot contain the following characters: %, &, \*, \$, @, (, ), ", ". You can change the colors and the scrolling speed of your marquee message.

弹幕讯息没有限制，但是建议输入简短的弹幕信息。（即 100 个字符，包括空格）。该消息不能包含以下字符：%, &, \*, \$, @, (, ), ", "。参展商可以更改弹幕讯息的颜色和滚动速度。



Once you are satisfied with your marquee message, click **"Apply Changes"**.

步骤完成后，请单击**"Apply Changes"**。



## SPACE STAFF 展位代表

This is where you should add your booth space representatives and register them for the event by configuring their login and password information. **Each exhibiting company can assign a maximum of ten booth representatives.** The administrator(s) can make updates to the Booth Space Builder. Both Administrator and Staff can have access to both the attendee side of the IAAPA Virtual Expo (education, trade show floor, and lounge) and the Chat feature to communicate with booth visitors during the Expo.

在此步骤中，您可以添加展位代表并通过配置他们的登录帐号和密码来为活动注册。每个参展公司最多可以分配十个展位代表。管理员是可以更新展位搭建平台的人。管理员和工作人员都可以访问 IAAPA 线上博览会的教育会议，展会大厅、交流分享室以及以在博览会期间与展位访客进行交流。

Note: The information you provide in this step will be used as the event login information. However, each booth space staff member will be able to set-up and modify their own profiles, including login and contact information, once they log into the event.

注意：您在此步骤中提供的信息将用作线上博览会之登录信息。但是，每个展位代表一旦登录页面后，便能够设置和修改自己的个人资料、登录和联系信息。

To add a new staff member for your booth space:

1. Click "Add New Staffer".
2. Click "Create New User".
3. Complete the following fields in the "Personal Info" tab (required):
  - a. **Name:** Enter the full name of your new booth space staff member.
  - b. **Type:** Select the type of user from the drop-down menu: Administrator or Staff.
  - c. **Email Address:** Provide a valid email address (unique to each person).
  - d. **Login ID:** Please use the email address provided above as the Login ID.
  - e. **Password:** Please use the lower case of the email address provided above as the Password.
  - f. All tabs in the "Contact Info" are optional and may be filled out by the user when they log into the event or you may complete the contact information.
4. Click "Save Changes".
5. The new staff member will appear in the main Space Staff window.

如需为增加新的展位代表：

1. 单击"Add New Staffer"。
2. 单击"Create New User"。
3. 在"Personal Info"选项卡中填写以下内容（必填）：
  - a. **Name 名称：**输入新的展位代表的全名。
  - b. **Type 类型：**从下拉菜单中选择用户类型：管理员或工作人员。
  - c. **Email Address 电子邮件：**提供有效的电子邮件地址（每人需要一个唯一的电邮）。
  - d. **Login ID 登录 ID：**请使用上面提供的电子邮件作为登录 ID。
  - e. **Password 密码：**请使用上面提供的电子邮件的小写字母作为密码。
  - f. "Contact Info" (联系信息)中的所有选项都是选填的，用户登录活动时可自行填写。
4. 单击"Save Changes"。
5. 新的展位代表将出现在"Space Staff"主窗口中。



**STAFF** - Below is the current list of space staffers. Click a name to edit or click the "Add New" button.

**Currently Defined Staffers** [Add New Staffer](#)

| Name                   | Is Space Admin | See Visits Tab | Hide From Rep List | Edit Profile         | Delete                 |
|------------------------|----------------|----------------|--------------------|----------------------|------------------------|
| <a href="#">AJ XII</a> | Yes            | Yes            | No                 | <a href="#">Edit</a> | <a href="#">Delete</a> |

☒ **Apply Changes**

**SPACE STAFF EDIT** - Edit the attributes for a space staffer.

**Select User:**

☐ **Allowed to manage/build this space**

☐ **Hide From Space Rep List**

[Create New User](#) [Save Changes](#) [Cancel](#)

Once you have added your booth space staff members and configured their information, click **“Apply Changes”**.

步骤完成后，请单击**“Apply Changes”**。



## SEARCH WORDS 關鍵字

Add all relevant search terms that you think should be associated with your booth space, your content, your product, and/or your staff. You can specify keywords that will help event attendees and fellow exhibitors find your booth space when using the event's search feature. Do not include competitor names and trademarked terms you do not have the rights for usage.

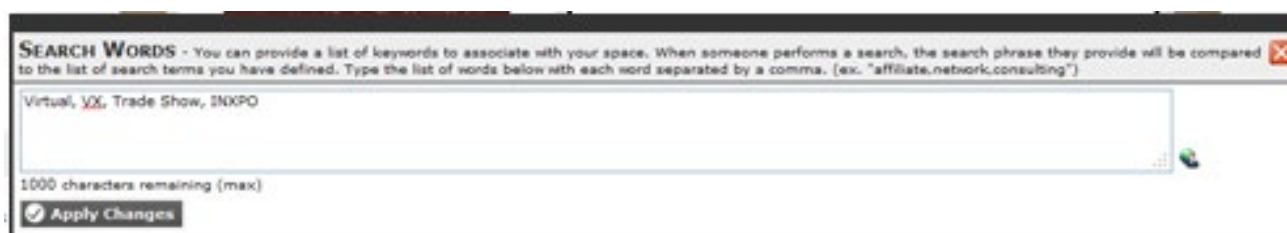
为您的展位添加您与您的内容和产品相关有相关搜索词。当与会者使用搜索功能时，这些关键字可以帮助他们更容易找到您的展位。

To add search words to your booth space, simply type in all relevant search terms separated by a comma (i.e. "affiliate, network, consulting") in the main text area window. Consider using the same search terms you would use in your search engine optimization efforts.

如要添加搜索关键词，只需在主区域窗口中输入所有相关搜索词，并用逗号分隔即可。建议使用与搜索引擎优化相同的词汇作搜索词。

During the event, if a user searches for a keyword that you supply in this step, your booth space will be displayed in the search results. Exhibitors can add up to 99 search words (within 1000 characters).

活动期间，如果与会者搜索您在此步骤中提供的关键字，您的展位将显示在搜索结果中。参展商最多可以添加 99 个搜索关键词 (总共不能超过 1000 个字符)。



See below a list of recommended search words, but you may create your own:

请参阅下面的推荐搜索关键词列表，但是您可以输入自己的词汇：

|  |                      |                                     |                    |
|--|----------------------|-------------------------------------|--------------------|
| <b>Computer Systems/Software</b>             | Point of Sale        | <b>Participatory Play Equipment</b> | Bowling            |
|  | Software             |                                     | Children           |
|  | Web-based            |                                     | Climbing Walls     |
| <b>Construction</b>                          | Amusement Facilities | <b>Rides (Dry)</b>                  | Inflatables        |
|  | Family Entertainment |                                     | Interactive Sports |
|  | Materials            |                                     | Zip Lines          |
|  | Waterpark            |                                     | Laser Tag          |
| <b>Consultants/Reopening Resources/Other</b> | Advertising          |                                     | Mazes              |
|  | Public Relations     |                                     | Miniature Golf     |
|  | Architecture         |                                     | Bumper Car         |
|  | Design               |                                     | Carousel           |
|  | Engineering          |                                     | Dark Ride          |
|  | Management           |                                     | Go-Kart            |
|  | Planning             |                                     | Kiddie             |
|  | Survey               |                                     | Major              |
|  | Market Research      |                                     | Roller Coaster     |
|  | Ride Inspection      |                                     | Repair             |
|  | Safety               | <b>Shows/Productions</b>            | Aerial Show        |
|  | Security             |                                     | Animated           |
|  | Training             |                                     | Stunts             |



|   |                    |   |               |
|---|--------------------|---|---------------|
|   | COVID-19           |   | Theatrical    |
|   | Crisis Management  |   | Water Show    |
| <b>Displays &amp; Sets</b>              | Amusement Building | <b>Water-Related Equipment &amp; Supplies</b> | Boats         |
|   | Banners            |   | Rafts         |
|   | Flags              |   | Flumes        |
|   | Scenery            |   | Maintenance   |
|   | Signs              |   | Resort        |
|   | Still Figure       |   | Beach         |
| <b>Games &amp; Devices</b>              | Arcade             |   | Swimming Pool |
|   | Video              |   | Slides        |
|   | Redemption Prize   |   | Tubes         |
|   | Water              |   | Wet Rides     |
| <b>Hi-Tech Equipment &amp; Services</b> | Animatronic        |   |               |
|   | Film Production    |   |               |
|   | Music              |   |               |
|   | Firework           |   |               |
|   | Special Effect     |   |               |
|   | Simulation         |   |               |
|   | VR                 |   |               |

Once finished, click “**Apply Changes**”.

步骤完成后，请单击“**Apply Changes**”。



## Edit Language Alternates 编辑替代语言

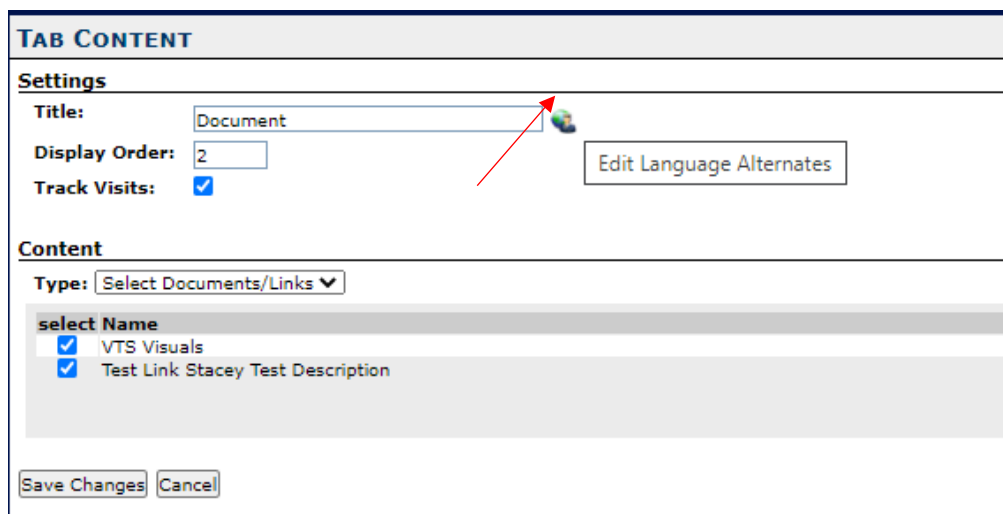
This step allows you to add your alternative text in Chinese to your content. **Exhibitors will be able to edit the language alternates in “About Us”, “Marquee Message” and “Tab Content”.** Your content will display in the characters that you input if you have not edit/add the language alternates.

此步骤允许您添加中文替代文字到您的内容中。参展商将可以在“关于我们”，“弹幕讯息”和“内容标签”中编辑替代语言。如果您尚未编辑/添加替代语言，则显示您输入字符的内容。

To add a language alternates to your content: 要为您的内容添加替代语言：


1. Click on the globe icon.

单击『地球』图标。



**TAB CONTENT**

**Settings**

Title:  

Display Order:

Track Visits: ☒

**Content**

Type:

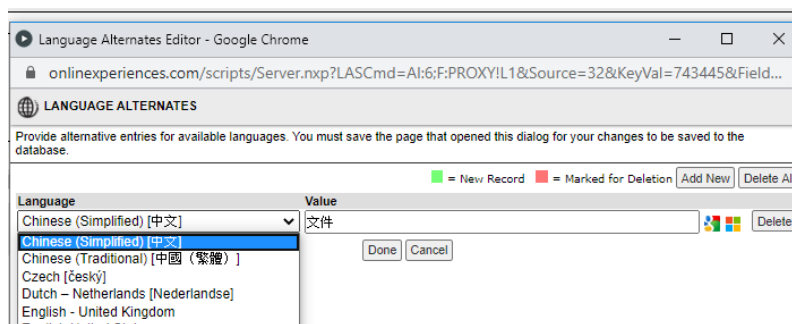
**select Name**

☒ VTS Visuals

☒ Test Link Stacey Test Description

2. In the Language Tab, Select “Chinese (Simplified) [中文]” and input your alternate text in the Value field.

在“语言”选项中，选择“Chinese (Simplified) [中文]”，然后在“Value”字段中输入替代文字。



Language Alternates Editor - Google Chrome

onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:6:F:PROXYIL1&Source=32&KeyVal=743445&Field...

**LANGUAGE ALTERNATES**

Provide alternative entries for available languages. You must save the page that opened this dialog for your changes to be saved to the database.

Legend: ■ = New Record ■ = Marked for Deletion

| Language                         | Value |
|----------------------------------|-------|
| Chinese (Simplified) [中文]        | 文件    |
| Chinese (Simplified) [中文]        |       |
| Chinese (Traditional) [中國 (繁體)]  |       |
| Czech [český]                    |       |
| Dutch - Netherlands [Nederlands] |       |
| English - United Kingdom         |       |
| English - United States          |       |

3. Click “Done”.

单击“Done”。

4. To preview your alternate text, select “Chinese (Simplified) [中文]” from the “Preview” drop down at the top and then click on the magnifying glass icon. This will open the attendee view of the booth in a new tab. You can also preview the booth in English.

若要预览您所输入的替代文字，请从顶部“Preview”选定中选择“Chinese (Simplified) [中文]”，然后单击放大镜图标。这将在新视窗显示与会者视觉下的参展商展位。您也可以从顶部“Preview”选定中选择用英语预览展位。





| English Preview<br>与会者英文视觉  | Chinese (Simplified) Preview<br>与会者中文视觉  |
|---|--|
|  |  |

If you have any questions or problems adding information to your Booth Builder, please see page 2 for the IAAPA contacts who can assist you.

如果您在展位搭建平台中有任何疑问或问题，请参阅第 2 页的 IAAPA 联系人资料。