

2021 INTELLIGENCE & NATIONAL SECURITY SUMMIT

Co-hosted by



September 13-14

Gaylord National Resort & Convention Center
National Harbor, MD

#IntelSummit21

NEW DECADE

NEW CHALLENGES

Step One: Access Your Portal

Please ensure that you review the following areas in your company portal for accuracy. If the field is empty, please complete it to the best of your ability.

- **Company Information tab**
 - Company Name
 - Company Overview (in 200 words or less)
 - Web Address
 - Technology Type(s)
- **Logo tab** *.eps or .ai format preferred*
- **Contract tab**
 - View Your Contract
 - Primary Contact
 - Your primary contact is the person that we will reach out to for logistics regarding your exhibit.
 - Onsite Contact
 - Your Onsite contact will also receive all correspondences and be contacted in the event that we cannot reach your primary contact. Typically, this is your onsite contact as well.
- **Invoice/Payment tab**
 - Download your invoice / receipt and pay for your exhibit / sponsorship.
- **Kiosk Details (in-person)**
 - Review the details of your in-person kiosk
 - View Kiosk Graphic specs
 - Upload your on-site kiosk graphics
- **Sponsorship Details**
 - If you have a sponsorship contracted, your deliverables will be listed under this tab.

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- Upload your sponsorship deliverables (if applicable).
- **Registration tab**
 - Anyone that is manning your booth or planning on attending MUST register to attend. Use the registration link(s) provided in this tab.
 - Anyone that registers from your portal links will automatically be linked to your virtual kiosk as well.
 - Once you are logged into the Summit Platform, you will have the opportunity to enable/disable exhibit chat for every person that is linked to your virtual kiosk.
 - If you previously registered, please contact TCaron@eventPower.com and request that they link you to your virtual kiosk. You will need to provide your company name.
- **Lead Retrieval tab**
 - This tab is strictly for *on-site* lead retrieval services.
 - Reserve a lead retrieval device or purchase the downloadable app.
 - Your virtual kiosk includes access to your virtual kiosk statistics which will show you who has visited your virtual kiosk, shared their business card with you, etc. More details can be found below.
- **Product Marketing tab**
 - This tab is the dedicated area where you'll upload your project videos, pdfs, images and flyers for attendees to download. If you have anything you'd like to use in a screen share, please add it here. Please ensure you upload each product marketing item one-by-one. *Note: Materials display in your virtual booth based on the order you upload them. You cannot reorder them, so please be sure to upload them in the order you wish for them to display.*
 - Specifications can be found below.
- **Virtual Kiosk Details tab**
 - Customize your virtual kiosk by providing graphics and color selections.
 - Preview your virtual kiosk.
 - Detailed instructions, including specs, can be found below.

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- **Social Media tab**

- Add your social media links (i.e. Facebook, Instagram, Twitter and YouTube) under the Social Media tab. Please make certain to enter https:// when entering your social media links.

Please have all portal tabs completed prior to logging into the Summit Platform / Mobile App.

Portal Example Screenshot:

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Company Portal - CrowdStrike

Sponsor Kiosk
Welcome

> Company Information ✔ Complete	> Logo ✔ Complete
> Contract Information	> Invoice/Payment 🔴 Action Required
> Kiosk Details (in-person)	> Sponsorship
> Registration 🔴 Action Required	> Lead Retrieval
> Product Marketing	> Virtual Kiosk Details
> Social Media	> Contact Us

Step Two: Virtual Kiosk and Product Marketing Specifications

As mentioned above, your virtual kiosk includes the opportunity to add customizations and upload videos and digital PDFs for attendees to view and download while visiting your booth. Below are the specifications for your materials.

PRODUCT MARKETING SPECIFICATIONS:

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- Upload Video Requirements:
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 20MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD)
- Link Video Requirements:
 - If your video is already hosted on a web-based platform, simply provide the link to the video. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
 - Videos hosted on other platforms will be made available via a link.
- PDF Document Requirements:
 - File Types: .pdf only
 - Max File Size: 30MB

COMPANY LOGO SPECIFICATIONS:

The following logo specifications are preferred.

- **File Format:** vector .eps file with all fonts converted to outlines.
- **Color Format:** 4-color (CMYK) logo.
- **Note:** All art files are checked by production for suitable file format.

COVER IMAGE OR VIDEO SPECIFICATIONS:

You have the option of uploading a cover image or video to highlight at the top of your booth. Videos will auto-play without sound when the attendee enters the booth.

Cover Image

- **Image Size:** 1280 x 720 px
- **Max File Size:** 50MB

Video Image

- **Video Requirements:** 720p (1280x720)
- **Max File Size:** 500MB
- **Note:** We recommend maximum 1-3 minute video.

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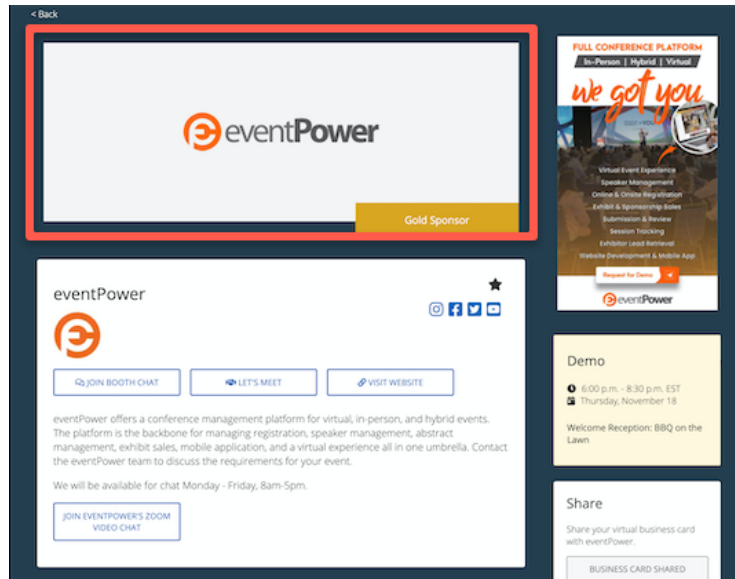
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BACKGROUND IMAGE OR COLOR SPECIFICATIONS:

You have the option of uploading a background image to further brand your booth. The background image will fall behind the content and will be repeated vertically. Background image is optional.

Background Image

- **Image Size:** 1280 x 720px
- **Max File Size:** 50MB

Or, you have the option of providing a clean look to your booth by selecting a background color.

Background Color

- Enter Hex Color Code (Example: #aa33bb)
- **Note:** If you have provided a background image, you do not need to provide a background color.

ADVERTISEMENT / FLYER SPECIFICATIONS:

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Add an ad to your booth by providing an additional graphic for display. Use this space for promotions or new products.

Advertisement

- **Image Size:** 275 x 450px
- **Max Image Size:** 50MB

Please note, the image above shows a "Demo" box to the right hand side of the virtual kiosk. This area will be used only for sponsors that have sessions contracted. The heading will be "Sessions" instead of "Demo".

Step Three: Exhibit Hall Schedule - *Times Subject to Change*

To ensure that you get the most out of your virtual experience, we encourage you to have a team member be available at your virtual kiosk throughout all Summit hours. Especially during the designated exhibit hall / kiosk dedicated hours, as follows.

Monday, September 13, 2021 | 10:30 a.m. - 6:30 p.m.

Tuesday, May 25, 2021 | 8:00 a.m. - 2:30 p.m.

[CLICK HERE](#) to view the full Summit Agenda.

**All times listed on the Summit Agenda are in EDT (Eastern Daylight Time) and subject to change as this is a working agenda.*

NOTE: Your team is *not* required to be available at your virtual kiosk at all times during the Summit. However, we encourage at least one team member to consistently log back into the Summit Platform / Mobile App during the dedicated hours to engage, respond to requests, respond to outstanding messages, etc.

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Step Four: Download Software

The virtual platform does not require you to download any software.

However, the platform is best supported in [Google Chrome](#). If you are using an older browser like Internet Explorer, please upgrade to Google Chrome, the latest version of Firefox or Microsoft Edge for the best experience.

Step Five: Virtual Platform / Mobile App Login Instructions

The Know Before You Go email that is sent a week or 2 before the Summit begins, will contain the following login details. Please follow these simple steps. ***You will not be able to login to the platform / mobile app until this email has been sent.***

1. Select the virtual platform URL.
2. Enter your email address as directed.
3. Check your email which will include your secure login pin.
4. Enter the login pin and create your own password.

Login Example Screenshot:

Intelligence & National Security Summit
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Welcome to Intelligence & National Security Summit

Please enter the email that you used to register.

Email:

[Need Help?](#)

Technical Check

- Browser (Chrome)
- Operating System
- Javascript
- Cookies
- Ad Blocker
- Chat

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Step Six: Create Your Virtual Business Card

First stop in the virtual platform should be to create your **My Virtual Business Card**, confirm **Consent** and **Enable Chat**.

1. Please select the **Edit Profile** link located at the top right of the platform.
2. Under **Update Your Profile**, please confirm your profile details.
3. Select **Upload Photo** to upload a headshot of yourself.
4. Review the **Privacy Settings**.
5. Confirm **Consent**
6. To **Enable Chat**, please select the checkbox:
Enable Chat?
7. Select the **Save** button at the bottom of the Edit Profile page.

Consent and Enable Chat Screenshot:

Privacy Settings

Your personal/contact information is never automatically shared with exhibitors or other attendees.

Actions you can take to share your information:

- Uploading a photograph will share your photo with attendees/exhibitors registered for this event.
- Sharing your "Virtual Business Card" shares your contact information only with attendees whom you share with. Use the 'Share Business Card' icon to share your business card with the attendee or exhibitor you'd like to share with.
- View your "Virtual Business Card" information above.

Consent

I want to publish my name, company, and job title on the attendee list. This will allow other attendees to view and network with me. We recommend publishing this information to maximize your attendee experience.

If you do not agree, you can continue to use the platform; you will be listed with only your first name and last initial.

Chat

Chat allows you to text chat other attendees and participate in group chats. No personal information is shared via chat (unless you type it). We recommend enabling chat so you can network with your peers.

Enable Chat?

SAVE

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Step Seven: Preview Your Virtual Kiosk

Next, you will need to go to your virtual kiosk. Please go to the Virtual Kiosks tab on the left navigation bar. After you click this tab, you will be in the virtual exhibit hall. Locate your virtual kiosk, and click your company logo to enter.

1. Be sure to test all the links inside your virtual kiosk.
2. Note: You can change or update your company information, virtual kiosk graphics, and marketing collateral in real-time by going back into your company portal where you added your information.
3. Now it's time to network in the Summit Platform / Mobile App. Please feel free to message and network with other attendees on the platform by selecting the **Attendee** tab.

Step Eight: Manage Kiosk Staff

You will also want to manage your kiosk staff and enable those staff members who will be available to chat virtually during the Summit.

1. Please select the **Manage Staff** chat functionality within your virtual kiosk. Any of your registered staff members can find this feature inside your virtual kiosk on the bottom right hand side of the page. This feature allows you to **Enable** or **Disable** individual booth staff at any time.
 - a. NOTE: If someone from your team isn't listed here but has registered, please contact TCaron@eventPower.com. You will need to provide your company name and the name(s) of the attendee(s) that need to be linked to your virtual kiosk.
2. Staff members who are enabled will be added to kiosk chat and receive chat notifications directly from attendees.
 - a. Attendees may also elect to chat with individual staff members privately.

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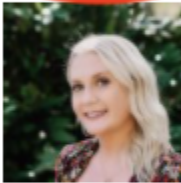
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Chat With Us

Manage Staff



Teri Caron

Fulfillment & Customer Support
Manager

CHAT NOW

Step Nine: Join Kiosk Chat

The **Join Chat** button is a public group and all attendees have access to view what is being asked in this ongoing chat. If you would like to start a one-on-one chat, please message that attendee privately by going to the **Attendees** tab.

Step Ten: Video Chat with Attendees

The chat bubble located at the right bottom navigation is where you will chat with other attendees through the platform. To start a live video chat with an attendee, simply click the video camera icon in the chat box of the attendee that you wish to chat with.

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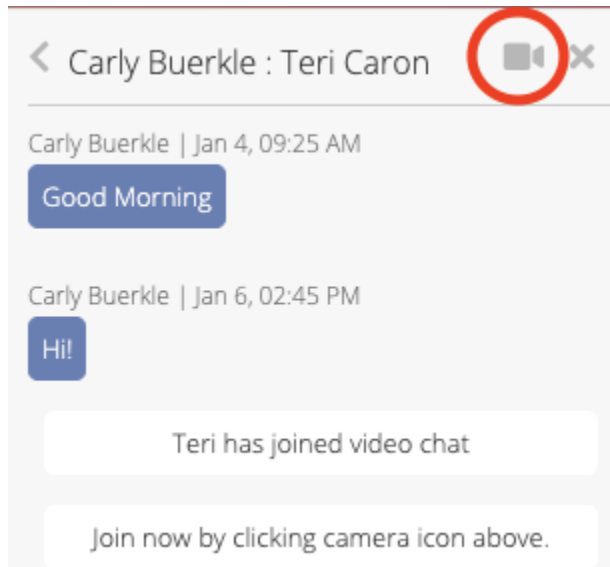
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1. Want to get a small group of 2-5 people together for video chat? To create a group chat, start your chat, select the plus button and search for the attendee you want to add to your group chat.
2. When you click the camera, you will receive the following notification with following guidelines:

You are joining a video chat room

Your video chat will begin as soon as you click the Continue button below. Some important information regarding this video chat feature is noted here.

- Video rooms are limited to 5 participants
- You may mute/unmute your audio or turn on/off your video if you mouse over your video.
- Your video and audio are turned on by default when joining the video chat.
- Video chat meetings are limited to 30-minutes. You will see a countdown timer during the last few minutes.
- You may disconnect from the video chat by clicking the  on your video or by navigating to any other page.

CONTINUE

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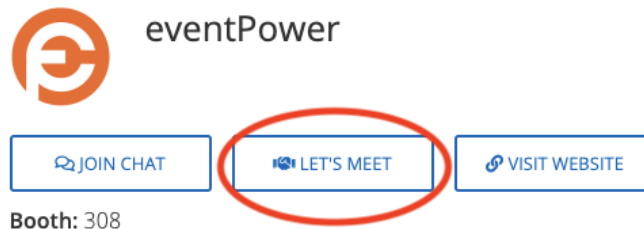
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Step Eleven: "Let's Meet" Feature

The Let's Meet button in your virtual kiosk allows attendees to request a meeting with you, either during the Summit or after the Summit.



eventPower offers a conference management platform for virtual, in-p platform is the backbone for managing registration, speaker manager exhibit sales, mobile application, and a virtual experience all in one ur team to discuss the requirements for your event.

After clicking the "Let's Meet" button, the following form will appear for the attendee to request the meeting.

Let's Meet

- I want to schedule a meeting during the event
- I want to schedule a meeting for after the event

Additional Info:

(Max 200 words) (200 words remaining)

- Share Virtual Business Card with eventPower

SEND REQUEST

To view your meeting requests, you will need to monitor your Virtual Kiosk Statistics.

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Step Eleven: Access Your Virtual Kiosk Statistics

Detailed statistics are available in real-time and provide important statistics reporting how many attendees visited your virtual kiosk and what collateral was viewed.

A visitor report will also be available for download in your company portal under the **Virtual Kiosk Statistics** tab. It is also available to download in the virtual platform under the Virtual Kiosk Statistics tab, located in the left navigation bar. Please note, these items will not be available to monitor until the start of the Summit.

You will notice that some attendees only show their first name and last initial within the statistics which means they did not share their business card. You will want to encourage attendees to share their business card with you so you can contact them post-summit.

If you have any questions or need further information, please contact TCaron@eventPower.com.