

# Pathable Booth Builder Guide

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### Helpful Tips!

- Pathable calls sponsors/exhibitors- organizations.
- All fields left incomplete will not populate on the attendee facing page.
- Any YouTube or Vimeo links will automatically be embedded in the page.
- Booth staff must be registered in order to be added to the booth.
- If you change the logo image in your booth, it will change it elsewhere in the platform, proceed with caution.

# Pathable Organization Page Overview

Here is an overview of the different parts of the Organization page.

The image shows a screenshot of a Pathable organization page for 'Open Source Summit Europe'. The page layout includes a custom header with the event logo, a company description, external links, an embedded video, and a booth chat message board. Red arrows point from text labels to these specific elements on the page.

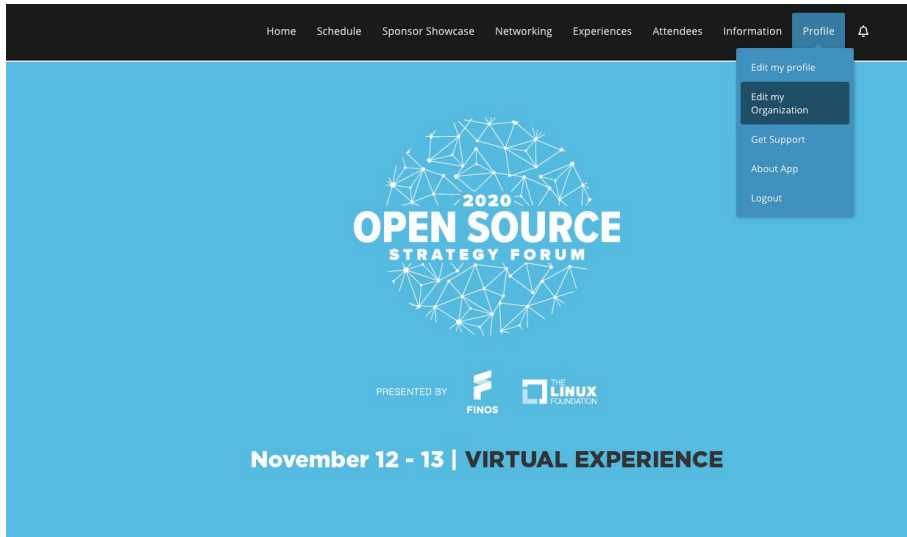
- Custom Header**: Points to the top banner featuring the 'OPEN SOURCE SUMMIT EUROPE' logo.
- Sponsor Logo**: Points to the 'OPEN SOURCE SUMMIT EUROPE' logo on the left side of the page.
- Company Description**: Points to the 'Description' section of the page.
- External Links**: Points to the 'LINKS' section, which lists various URLs.
- Embedded Videos**: Points to a video player showing a woman speaking, with the text 'ALEJANDRA VILLAGRA CITIGROUP' overlaid.
- Ability to tag your booth**: Points to a 'Tags' section at the bottom of the page.
- Booth Staff**: Points to the 'Booth Staff' section, which lists 'Talia Becker' and 'Courtney Page' with their respective profile pictures.
- Booth Chat Message Board**: Points to the 'Discussion' section, which displays a list of messages and replies.

Not shown is the CTA button that will allow sponsor to live video chat with attendees during the sponsor showcase hours or the polling feature that is available.

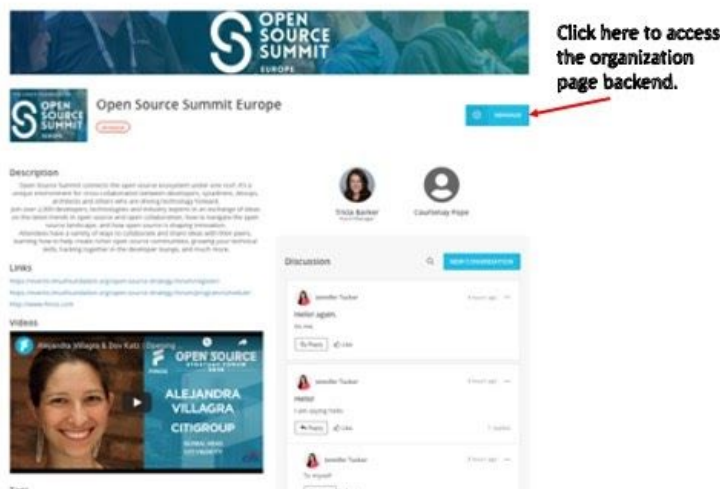
# Accessing the Organization Page

There are two ways to access your organization's booth page on the backend:

1. Under the "Profile" menu bar options, go to the "Edit my organization."



2. Go to Sponsor Showcase or Sponsor Directory and find your booth. Enter the booth and click on the "Manage" button on the top right corner.

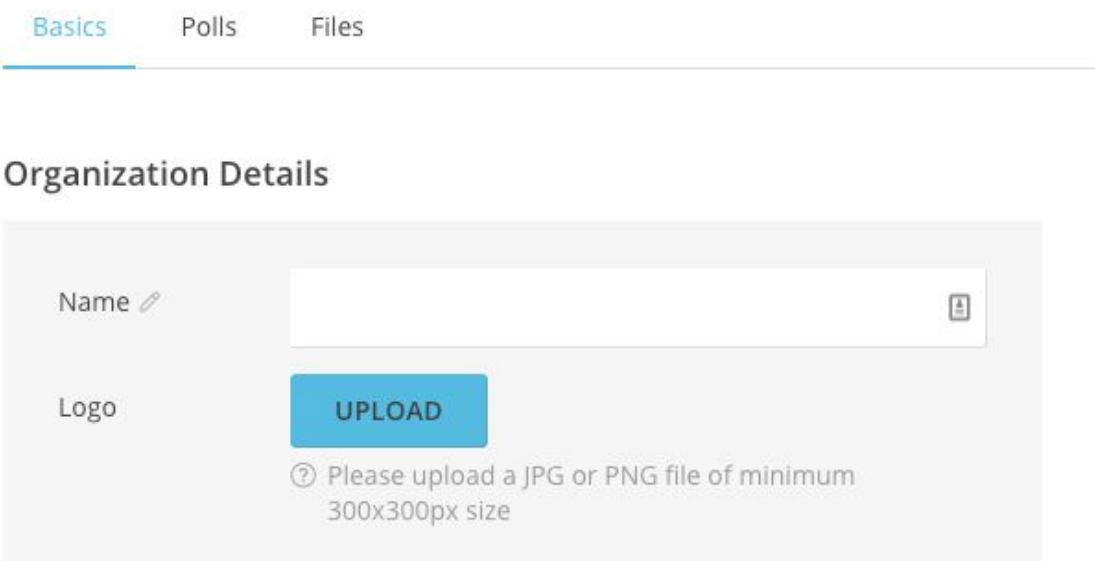


## Add your Organization's Information

Under the Basics header, you will find the Organization Details section. Please complete the following:

1. Confirm your organization name and logo are entered correctly and make any edits necessary.

Important Note: If you change your logo here, it will change elsewhere on the platform.






The screenshot shows a navigation bar with three tabs: "Basics" (highlighted in blue), "Polls", and "Files". Below the navigation bar is a section titled "Organization Details". This section contains two main fields:

- Name:** A text input field with a pencil icon on the left and a trash icon on the right.
- Logo:** A blue "UPLOAD" button. Below the button is a help icon and the text: "Please upload a JPG or PNG file of minimum 300x300px size".

2. Upload a custom organization header.  
Please upload a JPG or PNG file sized 1170x145px. It will show as seen at the top of the Organization page layout.

## Organization Details

Name 	<input type="text"/>
Logo	<p><b>UPLOAD</b></p> <p> Please upload a JPG or PNG file of minimum 300x300px size</p>
Header Banner	<p><b>UPLOAD</b></p> <p> Please upload a JPG or PNG file of minimum 1170x145px size. It will only be displayed if you have the Organization Header Banner widget on the organization details page.</p>

### 3. Add Company Description

The company description will appear under the description header. We recommend keeping the text to a minimum (tl:dr) but you can add as much or as little text here with full HTML capabilities, including images and links.

## Organization Details

The screenshot shows the 'Organization Details' form with the following sections:

- Name:** A text input field with a pencil icon on the left and a lock icon on the right.
- Logo:** A blue 'UPLOAD' button. Below it, a note: 'Please upload a JPG or PNG file of minimum 300x300px size'.
- Header Banner:** A blue 'UPLOAD' button. Below it, a note: 'Please upload a JPG or PNG file of minimum 1170x145px size. It will only be displayed if you have the Organization Header Banner widget on the organization details page.'
- Description:** A rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Bulleted List, Numbered List, Indented List, and Outdent List. Below the toolbar are icons for Link, Image, and Video. A text area is visible below the toolbar with a green dot at the bottom right.

### 4. Upload Links

You can add any number of external links to the organization page. Just type in or paste the links into the field and press enter. The link will be listed in a grey box once added. No need to add any commas or semicolons between links. The links must be added one at a time.

The screenshot shows the 'Links' field with three links listed in grey boxes, each with a close icon (X) on the right:

- <https://events.linuxfoundation.org/open-source-strategy-fo...>
- <https://events.linuxfoundation.org/open-source-strategy-fo...>
- <http://www.Finos.com>

### 5. Upload Videos

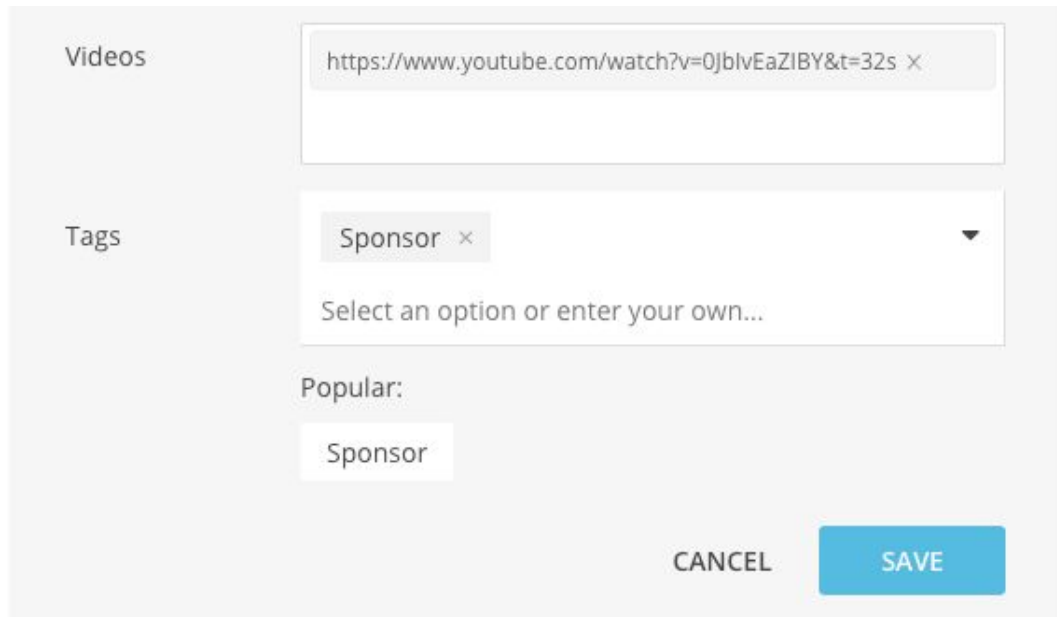
Again, the sky is the limit here with the number of videos you wish to add. Type or paste video links and hit enter. The link will be listed in a grey box once added, no need to add any commas or semicolons between links. YouTube and Vimeo links will automatically be embedded.

### 6. Add Relevant Tags

Add any relevant tags to your booth. These will show up on your organization page and in the Sponsor Directory under your listing. You can tag tags that have already been created or create your own tag.

7. Save!

Don't forget to hit the save button to save all of the content you added to your booth.



The image shows a form for configuring a booth. It has two main sections: 'Videos' and 'Tags'. The 'Videos' section contains a text input field with a YouTube URL: <https://www.youtube.com/watch?v=0JblvEaZIBY&t=32s>. The 'Tags' section features a dropdown menu with 'Sponsor' selected and a search prompt 'Select an option or enter your own...'. Below the dropdown is a 'Popular:' section with a 'Sponsor' tag. At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

Videos	<input type="text" value="https://www.youtube.com/watch?v=0JblvEaZIBY&amp;t=32s"/>
Tags	<input type="text" value="Sponsor"/> <input type="button" value="x"/> <input type="button" value="v"/> Select an option or enter your own...
Popular:	<input type="text" value="Sponsor"/>
<input type="button" value="CANCEL"/> <input type="button" value="SAVE"/>	

## Add Your Booth Staff

Booth staff will need to be registered before you are able to add them. They are added to the booth by searching their name or entering the email address they registered with.

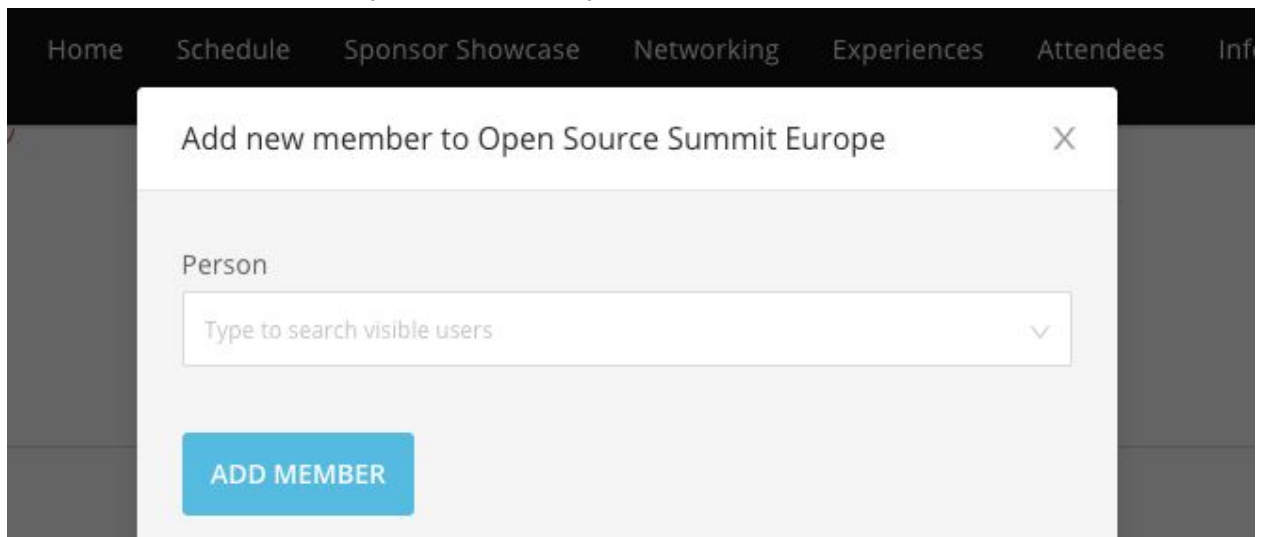
1. To add booth staff, you will click the + above the New Member text that can be found on the right side of the page, under “Manage Your Team”.
2. You can find a person two ways in the pop-up window, either by name or by their email address used to register.

To find a person by Name -

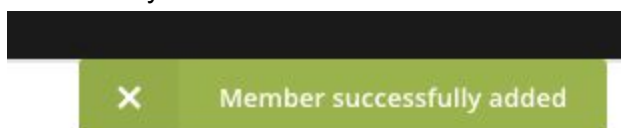
Type their name into the Person search field, and it should auto-populate. Once their name appears, click their name to add it to the text box. Click the “Add Member” button.

Note -

- You can only add one person at a time.
- If their name does not auto-populate, they are not registered, or their registration has not yet synced. Try searching with their email address to ensure they are not in the system.



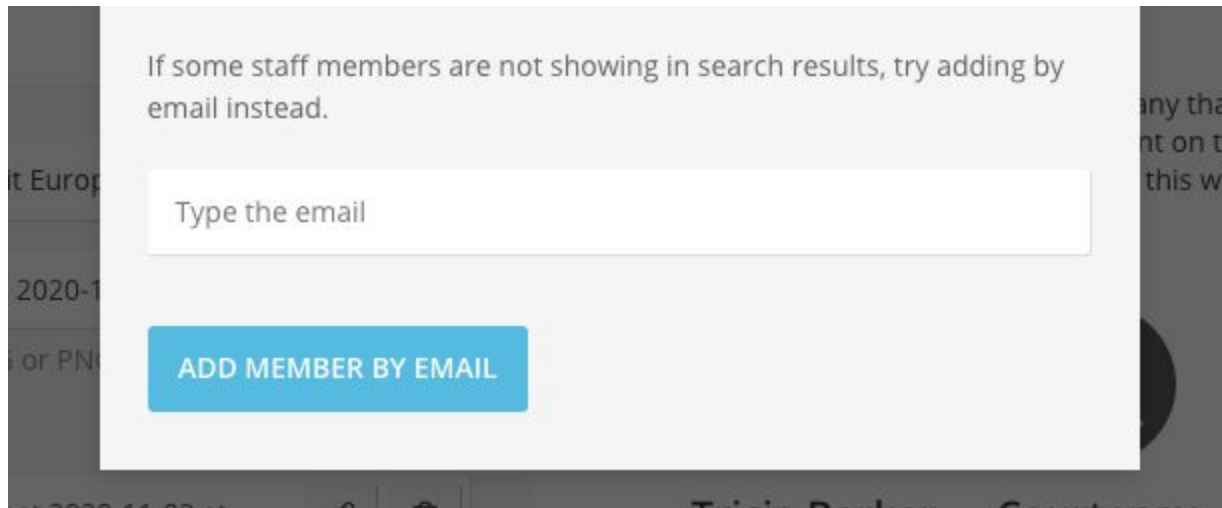
A green confirmation message will show in the top right corner when a booth staffer is successfully added.





To find a person by Email -

Type in their email address and press enter. If their email is in the system they will be added to the booth staff.

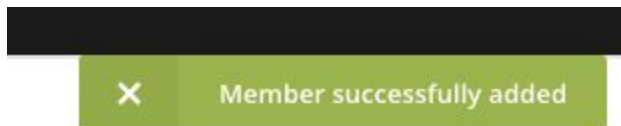


If some staff members are not showing in search results, try adding by email instead.

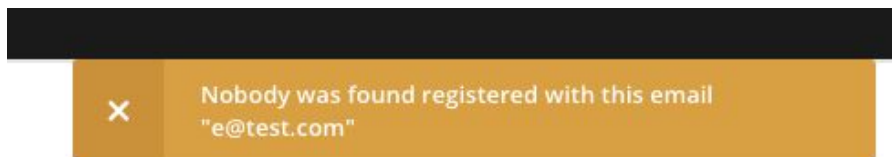
**ADD MEMBER BY EMAIL**

The screenshot shows a light gray modal box with a text input field containing the placeholder text "Type the email" and a blue button labeled "ADD MEMBER BY EMAIL". The background is a blurred view of a website with some text like "t Europ", "2020-1", and "or PN".

A green confirmation message will show in the top right corner.



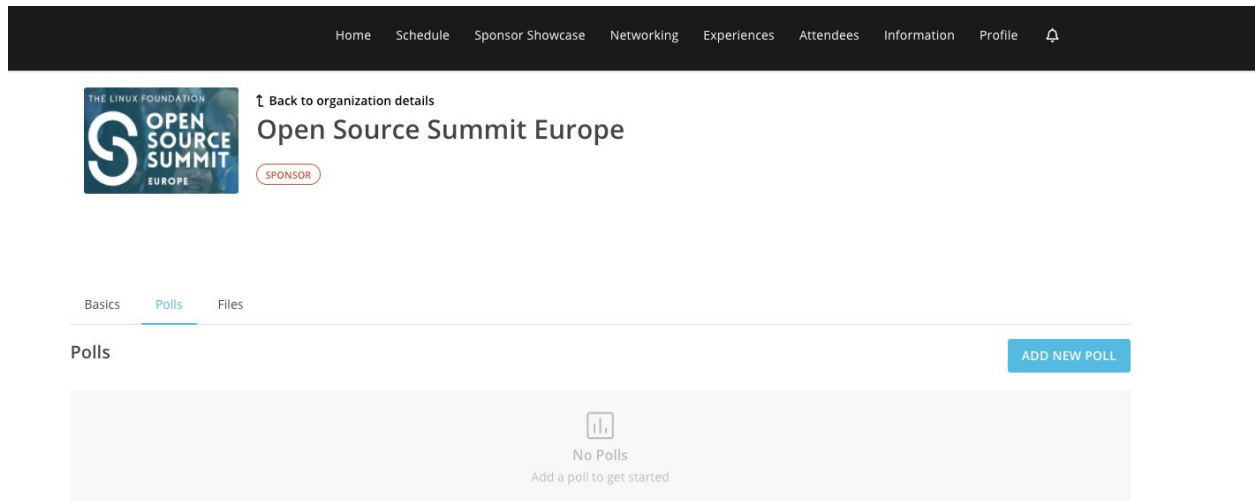
If the email address is not found you will see an orange error message in the top right corner.



## How to Create a Poll

You have the option to include a poll on your page. The poll results will be visible on your page. Depending on the type of question, the display can be a pie graph, a word cloud, or just a rating system.

To create a poll, select the Poll tab in the header menu



Click the “Add New Poll” button and complete the following:

1. Enter “Friendly Name” - this is the backend name of your poll. It will not be displayed to attendees.
2. Enter Question. Select the type of question and enter the questions and responses, if applicable.
3. Choose how you wish to display the results.
4. Update the CTA text on the vote button.
5. Save the poll by hitting the “Create” button.

Friendly Name

ⓘ The "Friendly Name" is for your reference, and will not be displayed to attendees.

Question Type

Allow multiple responses.  
ⓘ Check to allow multiple responses to this question. Otherwise, only a single response may be selected.

Question

Options

Poll chart type

Display result as

Vote button text

ⓘ The text that will be shown in the button used to submit the vote.

Only speakers can view poll results  
 Hide poll from attendees until session starts

CANCEL