



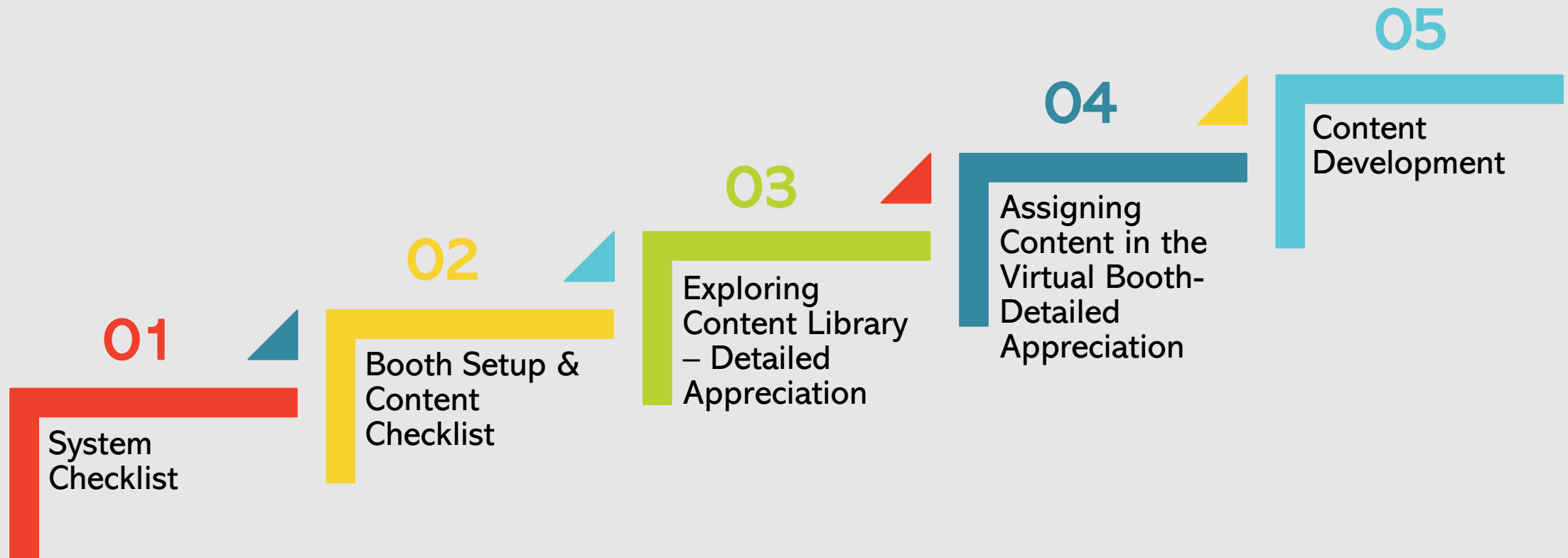
15-18
JUNE
2020

EXHIBITOR MANUAL AND TECHNICAL GUIDE

IHGF 2020 TEXTILE SHOW
15-18 JUNE 2020



Contents of Presentation





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1. EPCH VIRTUAL FAIR PLATFORM SYSTEM CHECKLIST



INDIA'S LARGEST INTEGRATED VENUE FOR CONVENTIONS & EXHIBITIONS
INDIA EXPO CENTRE & MART
KNOWLEDGE PARK-II, GREATER NOIDA EXPRESSWAY, DELHI-NCR, INDIA



System Requirements

Minimum System Requirements

1024 x 768 screen resolution minimum

1.4 Mbps internet connection minimum

- Allow Flash
- Disable Pop Up Blockers
- Disconnect from a VPN (if possible)

Operating System	Processor	RAM	Internet Browser	Hardware	Media Playback	Internet Connection
Windows 10 Windows 8.1 + Pro Windows 7 Android 4.4+ Apple Max OS X 10.9+ Apple IOS 8.4+	1GHz	1GB	Internet Explorer 8+ All recent versions of Google Chrome Safari 5.0+ Firefox 3.6+ iPhone/iPad - Safari/iOs 5.1+ Android Phone/Tablet - OS 2.3 or higher, Chrome, Native Browser 2.3+ Windows Tablet - IE 10+	Audio: Sound Card with Speakers Video: Screen with 1024x768+ resolution support	HTML5 Streaming enabled browser Apple iOS http streaming enabled browser Android http streaming enabled browser	Dedicated high speed connection of 900kpbs+

System Requirements

DEVICES

Laptop, computer (Mac or PC) or tablets (Android or IOS) are supported

INTERNET BROWSER

This is a virtual, browser-based experience. If you're using an older, or unsupported Operating System, Internet Browser, or version of Flash, you may experience decreased performance.

We recommend Chrome or Firefox as the most stable and consistent browsers for accessing the virtual environment.

FIREWALL

An automatic system test is available that will check connectivity of the domains listed in the detailed System Technical Requirements (below).

System Test

<https://virtualfairindia.6connex.com/event/Hall2/system-check>

BANDWIDTH

- Sufficient bandwidth at each office location is necessary.
- Estimate total bandwidth required by multiplying the numbers of computers connecting to an event by the above bit rate estimate.
- If network bandwidth is a concern, we recommend accessing the environment in groups, thereby reducing the total number of individual streams to an office.

System Requirements

INTERNET CONNECTIVITY

A strong, wired broadband connection with a speed of at least 1.4 Mbps.

You may view the virtual experience on a slower connection, however, some users may experience load times that are longer than normal with larger content items, such as High Definition video streams. We recommend:

- A strong Wi-Fi connection or hardwired internet connection is recommended
- Disconnect from VPN or corporate networks (if possible).
- Close any unnecessary applications.
- Refrain from browsing the internet, streaming media and/or downloading large files during this time.

WORK FROM HOME EMPLOYEES

- Connect to the internet using a network cable rather than using a wireless network.
- If a corporate VPN is used, confirm that the above network traffic is not

directed over the VPN. If it is, have users turn off the VPN while attending the event.

DISPLAY / RESOLUTION SIZE

The recommended resolution for your display is at least a 1024x768 or higher resolution. The virtual experience will adjust itself to your screen size. However, this is the recommended setting for optimal display viewing.

- If you are using a PC or Mac please ensure that your browser zoom level is set to 100% as the presentation is best viewed at that setting. In most browsers you can use Ctrl + 0 to reset your zoom level. This option can be also be found in the tools or view menu.
- Make Sure, System Display Scale & Layout must be in between 100 – 125% for getting the optimal virtual experience.

System Requirements

AUDIO

Audio is streaming over your device, be sure your speakers/headphones work and are turned up to an appropriate volume.

What can I do if I am having trouble hearing audio?

- If you have internal speakers, make sure they aren't muted.
- If you have external speakers, make sure they are powered on and aren't muted.
- Make sure you did not lose Internet connectivity.
- Make sure your system has passed the system test located under "Test my system now".
- If your system is using Adobe Flash Player and you receive a "connection failed" message it's most likely due to a proxy server blocking Flash streaming. Please contact your local IT admin.
- If you are using a mobile device, such as an iPhone, make sure you have enough bandwidth. We advise using dedicated wi-fi or 4G.
- If you are using an Android device, Apple iPad or iPhone you will need to click on the media play button to begin the presentation. Android and Apple iOS devices do not permit streams to begin automatically.



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2. BOOTH SET-UP & LOGGING INTO THE EXHIBITOR BOOTH PORTAL



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Screen 01 - Login - Booth Builder Admin

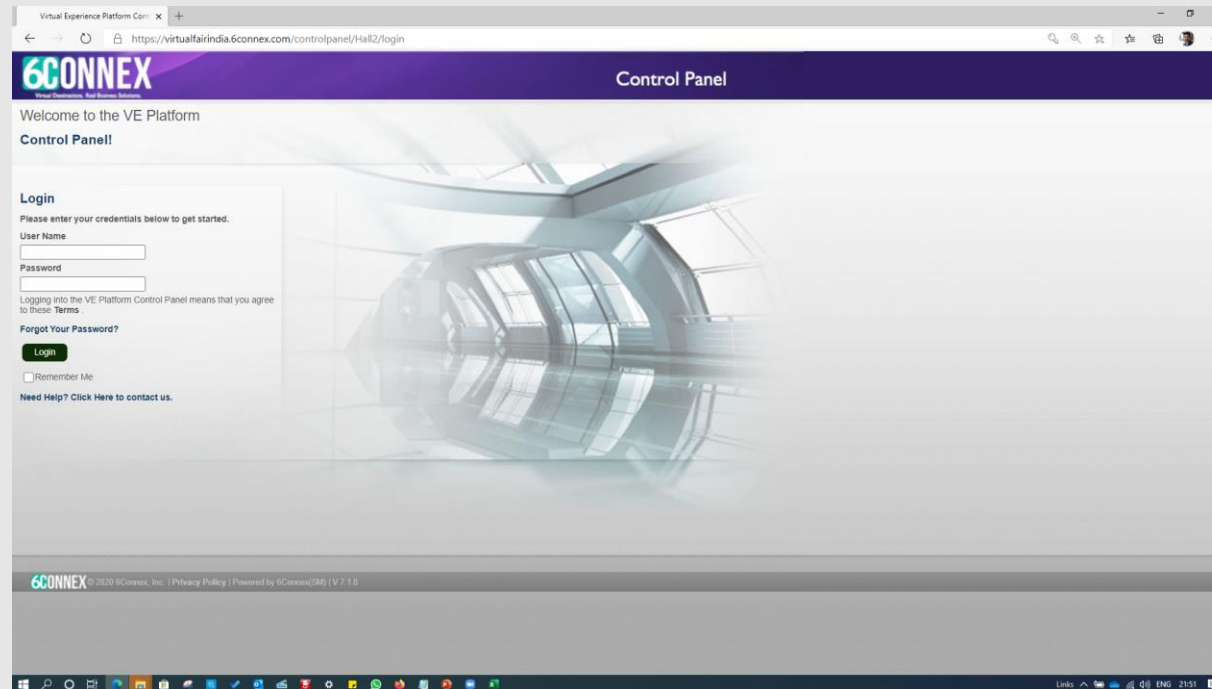
Login URL

<https://virtualfairindia.6connex.com/controlpanel/Hall2/login>

Username – your email id

Password - ***** ([Forgot Your Password?](#))

Kindly Note: Username and Password shared via [EPCH Circular No. EPCH-4/2\(2\)/2020-IHGF\(S\) Dated: 20-05-2020](#)



Subject:-“IHGF Textiles Virtual Fair 2020” from 15 to 18 June 2020 [“User id and Password for Exhibitor Login”]

Deadline 10 June 2020 for complete the setup

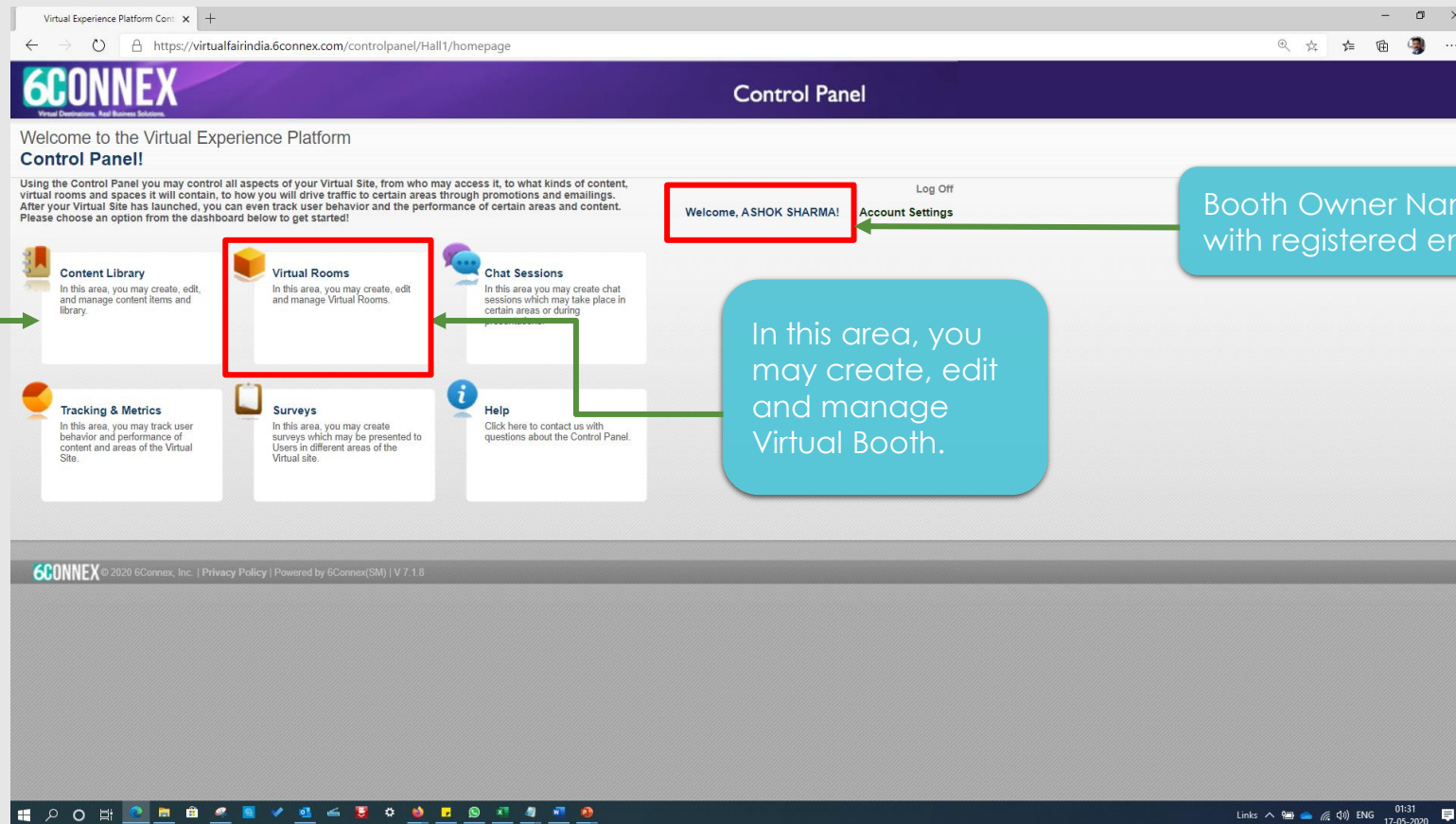
BOOTH SET-UP BY EPCH TEAM:-

EPCH has created your virtual booth with the information available / shared with EPCH.

Screen 2 – Welcome to VEP (Virtual Experience Platform)

After Successfully Logged In ([Forgot Your Password?](#))

In this area, you may create, edit, and manage content items and library.



Booth Owner Name associated with registered email id

In this area, you may create, edit and manage Virtual Booth.

Screen 03 – Virtual Room (Booth)

You will be found, One entry with your company name i.e. your Booth

Virtual Experience Platform Control Panel

Virtual Rooms

In this area you may create many types of Virtual Rooms which you may customize with templates, graphics and content. These are the areas where users will navigate to within the larger spaces in the Virtual Experience.

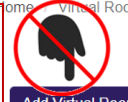
Search virtual rooms Search Advanced Search

Virtual Room Name	Room Type	Owner Company	Active?	Date Last Edited?	Localization Affiliation	Action
ANNCY INTERNATIONAL	Booth	ANNCY INTERNATIONAL	Yes	05/15/2020 12:26:52	Spanish (Latin America) - Es...	Preview Edit Delete

Total Virtual Rooms: 1

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Do Not Click on Add Virtual Room as only One (01) Booth is allowed per Exhibitor



Add Virtual Room

Do Not Delete - Existing Booth

To make changes or add content, Click on "Edit" Option

Screen 04 – Virtual Builder

Manage Room Elements

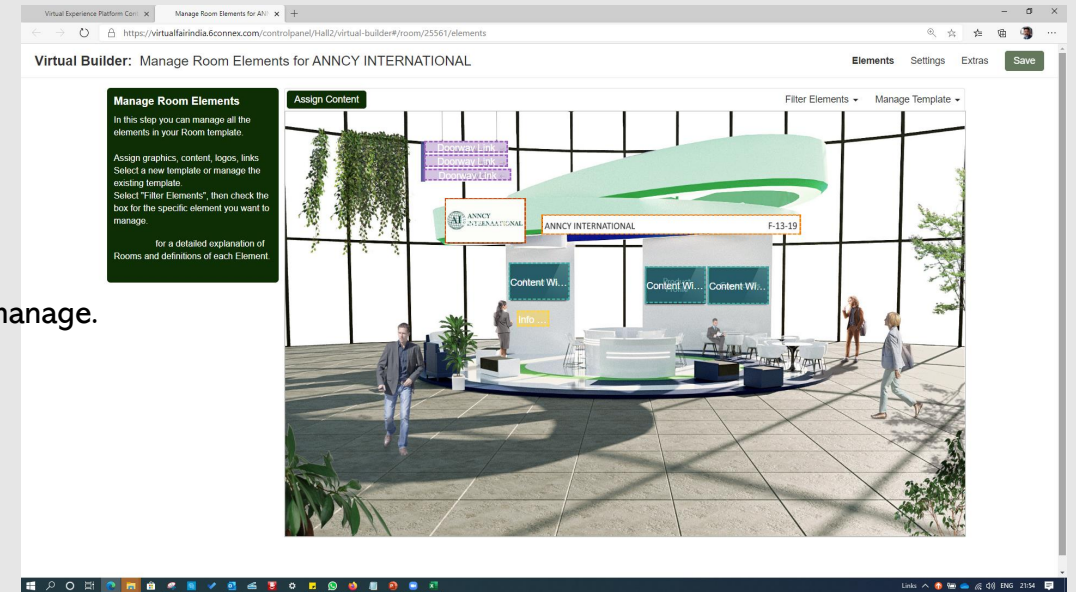
- In this step you can manage all the elements in your Room template.
- Assign graphics, content, logos, links
- Select a new template or manage the existing template.
- Select "Filter Elements", then check the box for the specific element you want to manage.
- [Click here](#) for a detailed explanation of Rooms and definitions of each Element.

(To Add More Elements, or change in Template please contact Technical Helpdesk)

Contact Name : MR. AMRENDRA RAI / MR. MUKESH SHARMA

Phone Number : 9350812008 / 9958882464

Email ID : COMMERCIAL@INDIAEXPOCENTRE.COM / MUKESH.SHARMA@EPCH.COM



Screen 04.01 - Virtual Builder

Virtual Builder: Manage Room Elements for ANNCY INTERNATIONAL

Elements Settings Extras Save

Assign Content Filter Elements Manage Template

Manage Room Elements
In this step you can manage all the elements in your Room template.
Assign graphics, content, logos, links
Select a new template or manage the existing template.
Select "Filter Elements", then check the box for the specific element you want to manage.
for a detailed explanation of Rooms and definitions of each Element.

Doorway Link
Doorway Link
Doorway Link

ANNCY INTERNATIONAL ANNCY INTERNATIONAL F-13-19

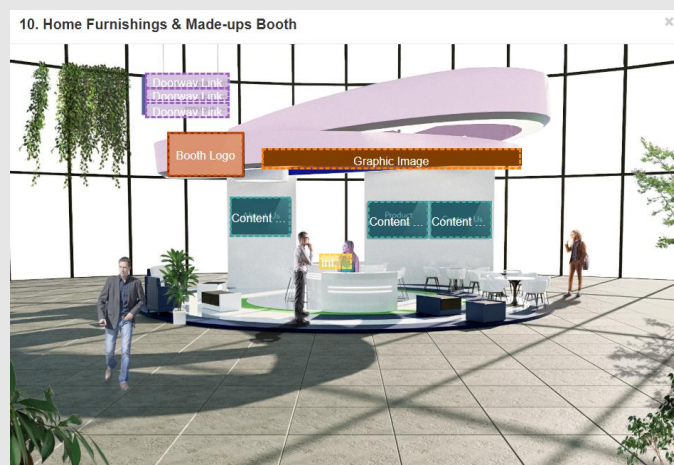
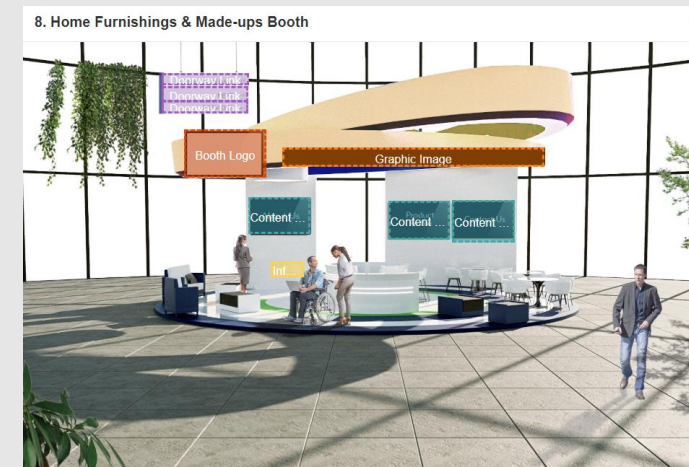
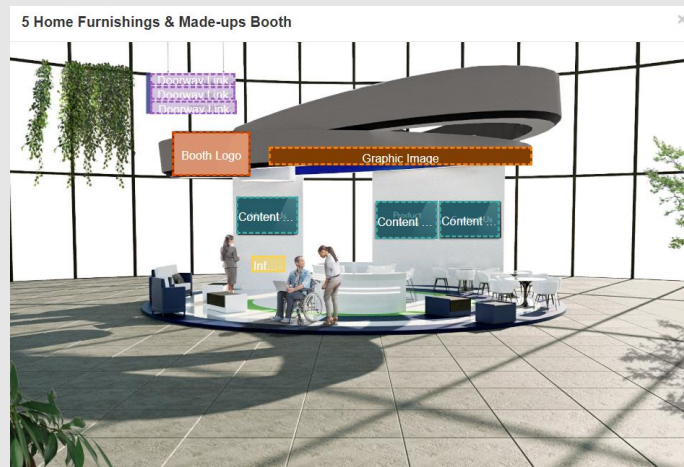
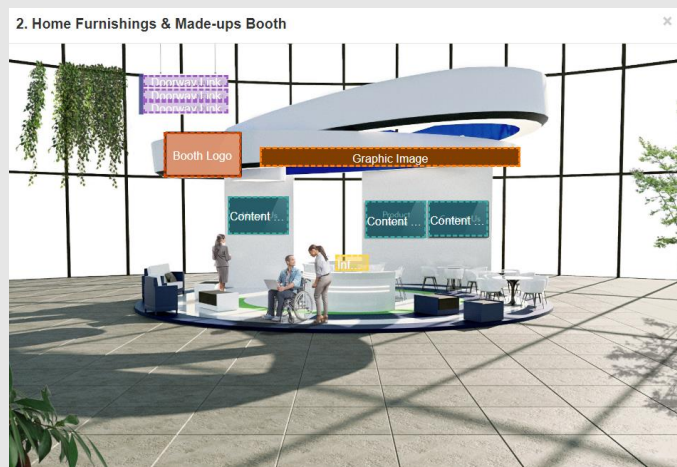
Content Wi... Content Wi... Content Wi...

Info ...

The screenshot displays a web-based interface for managing virtual exhibition room elements. The main area shows a 3D perspective view of a modern, brightly lit virtual space with large windows, a central circular reception area, and various interactive elements. A green callout box on the right side of the interface points to the 'Manage Template' dropdown menu, indicating that users can change the room's design template. The interface includes a top navigation bar with 'Elements', 'Settings', 'Extras', and 'Save' options, and a left sidebar with a 'Manage Room Elements' section containing instructions on how to assign content and manage templates. The browser address bar shows the URL: <https://virtualfairindia.6connex.com/controlpanel/Hall2/virtual-builder#/room/25561/elements>. The Windows taskbar is visible at the bottom of the screen.

You may change the Template with similar design options available under under "Manage Template"

Screen 04.02 - Booth Template Options



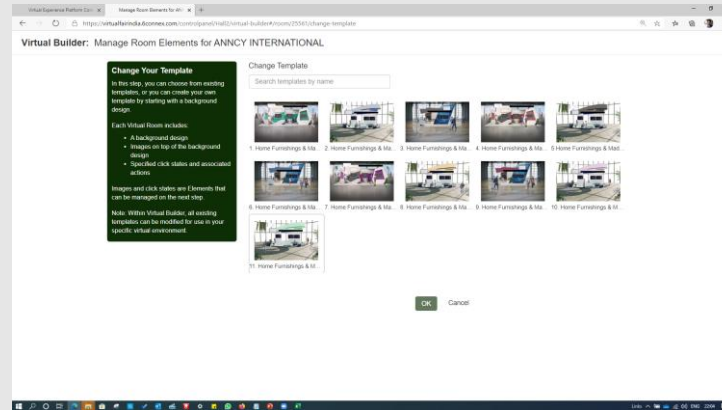
Process - How to Change the Template?

1



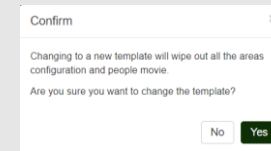
Change Template

2



Select Template

3



Yes



Save



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CONTENT CHECKLIST

THIS DOCUMENT WILL ALLOW YOU TO INDICATE THE CONTENT YOU WOULD LIKE TO
UPLOAD INTO YOUR BOOTH



Double click to open and save

INDIA'S LARGEST INTEGRATED VENUE FOR CONVENTIONS & EXHIBITIONS
INDIA EXPO CENTRE & MART
KNOWLEDGE PARK-II, GREATER NOIDA EXPRESSWAY, DELHI-NCR, INDIA



(Content needs to be ready in the environment by 26th May 2020 for final assignment and published)

Screen 05 – Manage Room Elements

You are Here

SAVE *

Virtual Experience Platform Conn... Manage Room Elements for AN...
 https://virtualfairindia.6connex.com/controlpanel/Hall2/virtual-builder#/room/25561/elements

Virtual Builder: Manage Room Elements for ANNCY INTERNATIONAL Elements Settings Extras Save

Manage Room Elements

In this step you can manage all the elements in your Room template.

Assign graphics, content, logos, links
 Select a new template or manage the existing template.
 Select "Filter Elements", then check the box for the specific element you want to manage.

for a detailed explanation of Rooms and definitions of each Element.

Assign Content Booth Logo in JPEG or PNG - 200x111 pixels Filter Elements Manage Template

Do not change the Fascia of the booth

Screen 01 – About Us

May add following content in PDF downloadable format :-

- Company Profile
- Infrastructure
- Compliance
- Certificates
- Awards
- Etc.

Screen 02 – Product Profile

May add following content in PDF downloadable format :-

- Product Catalogue
- Product Videos (Youtube Link)
- About Products
- Etc.

Screen 03– Contact Us

May add following content in HTML/Link format :-

- Locate us on Map
- Google Street View Map
- Location's of your Offices
- Etc.

Screen 05.01 – Manage Room Settings

You are Here

SAVE *

Virtual Experience Platform Control Panel | Manage Room Settings for ACACIA FASHIONS PVT. LTD.

Virtual Builder: Manage Room Settings for ACACIA FASHIONS PVT. LTD.

Manage Settings

Here you can easily setup each room or space in your virtual experience.

Virtual Builder allows you to:

- Choose new templates or edit existing templates
- Change background design
- Add images and graphics
- Assign click actions
- Assign content from content library

Once your room is setup, you can come back at any time to assign content or make adjustments.

Type → Can't Change

Name → Don't Change

Description → You may update with company description

Location Key → Don't Change

Language Affiliation

English

Time Bracket? → Must uncheck

Filters

Filter1 → You may add product category, separated each with comma

Filter2 → You may add products, separated each with comma

Active? → Must be Active

Do not edit any fields except following:

- Description - Company Description (Allowed 240 Char.)
- Filters 1 and 2 (Search Filter)

Screen 05.02 – Manage Room Extras

You are Here

SAVE *

Virtual Experience Platform Cont... Manage Room Extras for ACACIA...
https://virtualfairindia.6connex.com/controlpanel/Hall1/virtual-builder#/room/24924/extras

Virtual Builder: Manage Room Extras for ACACIA FASHIONS PVT. LTD. Elements Settings Extras Save

Manage Extras
Here you can manage the extras that can be applied to your Virtual Room.

Intro Video → Intro video may be submitted that plays in a window when a visitor first enters your booth (.AVI, .MOV, MPG., .MP4, .WMV)

Video Spokesperson? ← Must uncheck

People Movie ← Don't Browse

Broadcast Message ← Must be Enabled

Info Card / Representatives ← Must be Enabled

Enable Doorbell

Notify Offline Representatives

Rep Dashboard

- Attendees
- Rep Chat
- Watch List
- Chat History
- Chat Queue
- Rep Checklist

Add a Survey?

Representatives

Public Chats

[For Customization, please refer Screen 05.02.01 →](#)

The Info Card will appear in the upper-right of your room. Info Cards can include a welcome message, description and contact details. You can also assign Room Representatives to staff your room. (Assign Room Reps in the "Representatives & Staff" area of Control Panel)

Screen 05.02.01 – Info Card / Representatives

Virtual Experience Platform Cont. x Manage Room Extras for ACACIA x +

https://virtualfairindia.6connex.com/controlpanel/Hall1/virtual-builder#/room/24924/extras

Virtual Builder: Manage Room Extras for ACACIA FASHIONS PVT. LTD.

Elements Settings Extras Save*

Manage Extras
Here you can manage the extras that will be applied to your Virtual Booth

Info Card / Representatives

Info Card Title
MR. RAJEEV JOSHI

Info Card Description (when Room Reps are assigned)
Product Categories
FASHION JEWELLERY, BAGS, SCARVES, TIE & ACCESSORIES FASHION JEWELLERY, CANVAS, JUTE, LEATHER BAGS, SCARVES, TIE &

Info Card Description (when no Room Reps are assigned)
Product Categories
FASHION JEWELLERY, BAGS, SCARVES, TIE & ACCESSORIES FASHION JEWELLERY, CANVAS, JUTE, LEATHER BAGS, SCARVES, TIE &

About Us / Contact ⓘ
Contact Us.PNG Browse Remove

Website URL ⓘ

Twitter URL ⓘ

Facebook URL ⓘ

LinkedIn URL ⓘ

Close OK

Representatives
Manage

Public Chats
Manage

→ You may add Title Ex. Connect With Us/ Booth Owner Name

→ You may browse Contact Details

→ You may add your Website

→ You may add your Twitter handler

→ You may add your Facebook Company Page

→ You may add your LinkedIn Company Page

OK *

Add Description Ex. Product Profiling →

Add Description Ex. Product Profiling →

Windows taskbar: Links ^ ENG 17:20

Screen 05.02 – Manage Room Extras

You are Here

SAVE *

[For Customization, please refer Screen 05.02.01 →](#)

Select this option to enable an email notification when an attendee enters the room; all offline room reps will receive the notification.

Uncheck →

[For Customization, please refer Screen 05.02.02 →](#)

[For Customization, please refer Screen 05.02.03 →](#)

→ Intro video may be submitted that plays in a window when a visitor first enters your booth (.AVI, .MOV, MPG., .MP4, .WMV)

← Uncheck

← Don't Browse

← Must be Enabled

← Must be Enabled

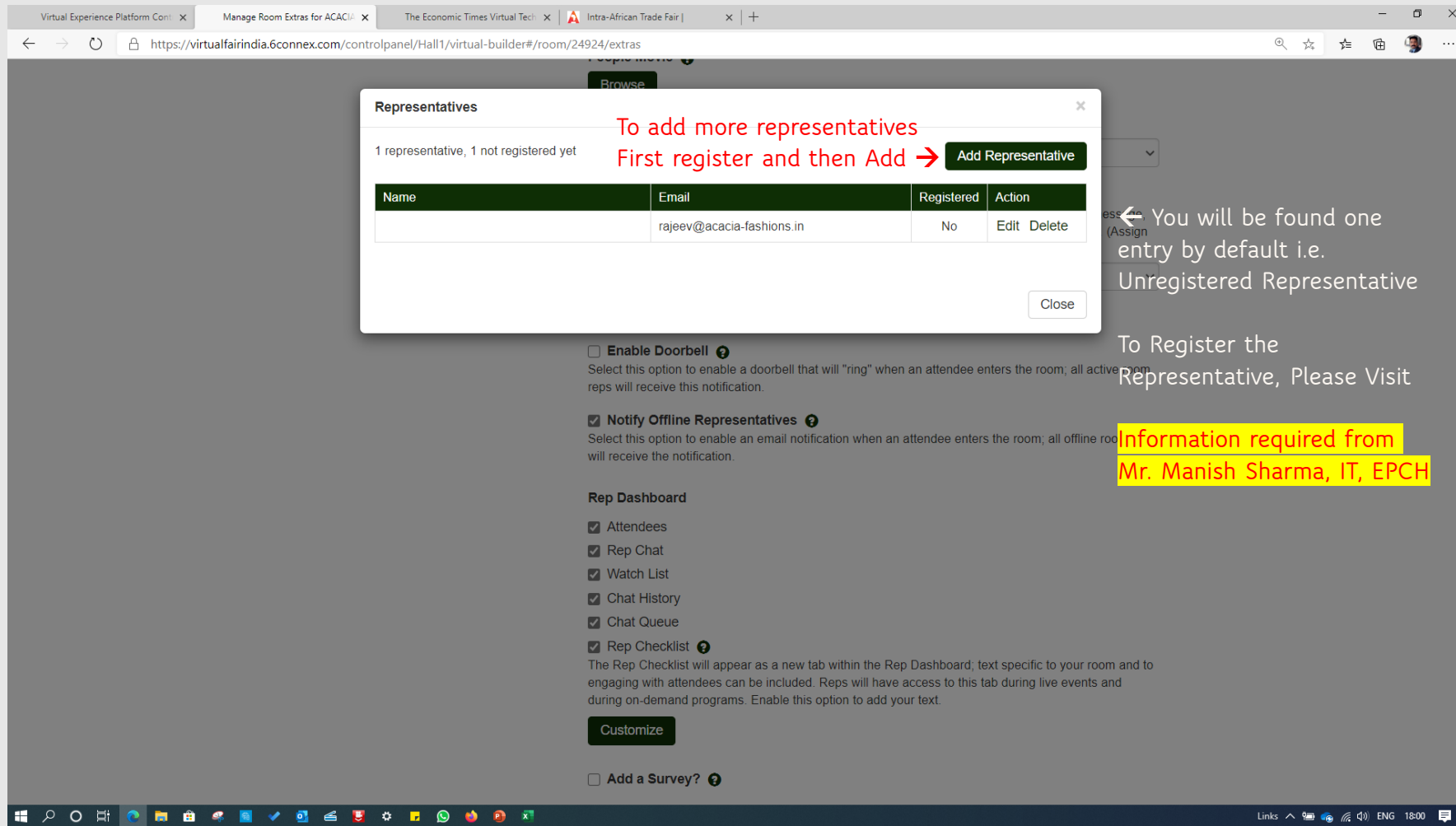
← Uncheck

→

- Attendees
- Rep Chat
- Watch List
- Chat History
- Chat Queue
- Rep Checklist

Must select all and assigned
 The Rep Checklist will appear as a new tab within the Rep Dashboard; text specific to your room and to engaging with attendees can be included. Reps will have access to this tab during live events and during on-demand programs. Enable this option to add your text.

Screen 05.02.02 - Representatives



Representatives

To add more representatives
 First register and then Add → **Add Representative**

1 representative, 1 not registered yet

Name	Email	Registered	Action
	rajeev@acacia-fashions.in	No	Edit Delete

Enable Doorbell ?
 Select this option to enable a doorbell that will "ring" when an attendee enters the room; all active room reps will receive this notification.

Notify Offline Representatives ?
 Select this option to enable an email notification when an attendee enters the room; all offline room reps will receive the notification.

Rep Dashboard

- Attendees
- Rep Chat
- Watch List
- Chat History
- Chat Queue
- Rep Checklist ?
 The Rep Checklist will appear as a new tab within the Rep Dashboard; text specific to your room and to engaging with attendees can be included. Reps will have access to this tab during live events and during on-demand programs. Enable this option to add your text.

Customize

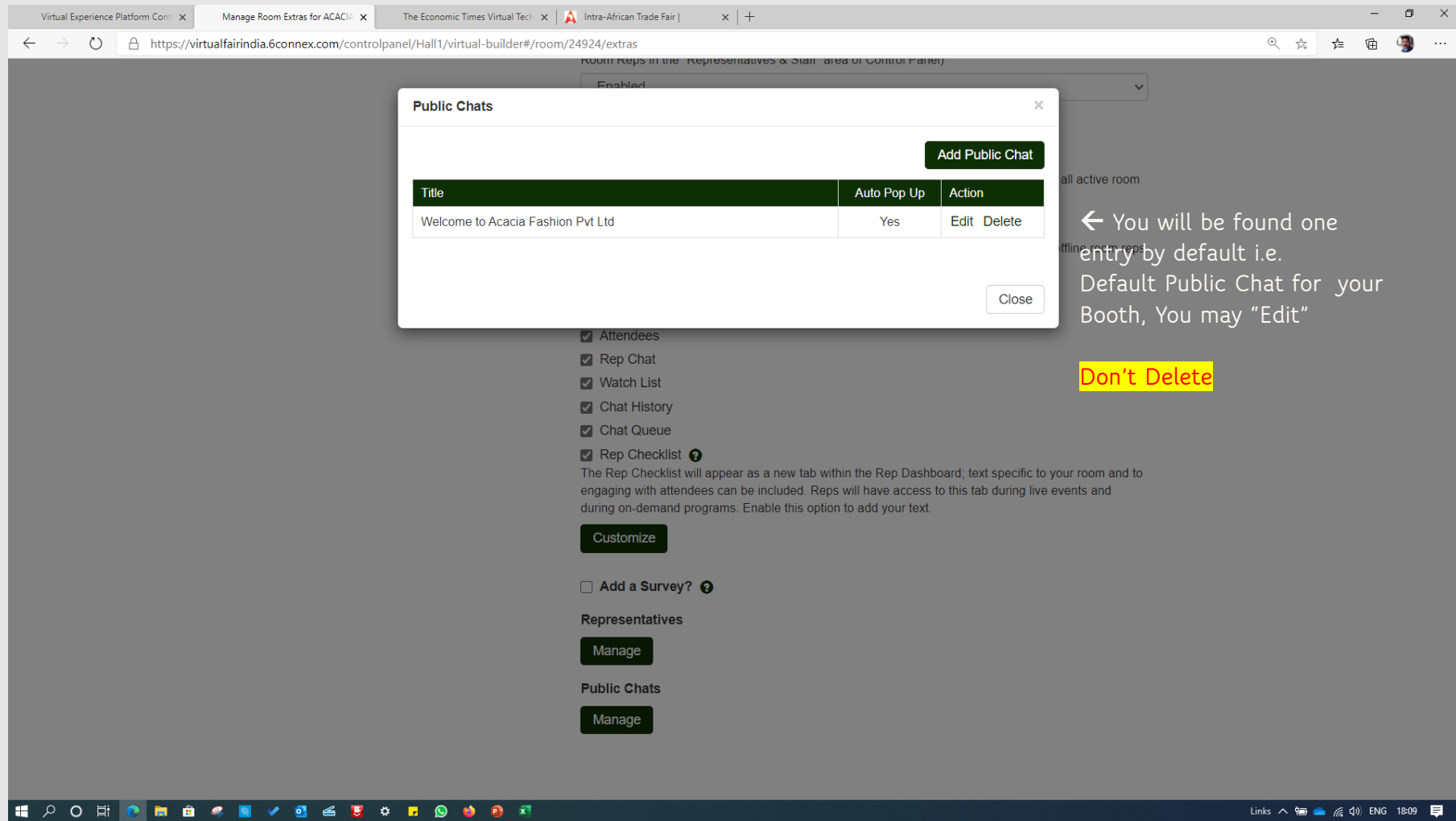
Add a Survey? ?

You will be found one entry by default i.e. Unregistered Representative

To Register the Representative, Please Visit

Information required from Mr. Manish Sharma, IT, EPCH

Screen 05.02.03 – Public Chats



Public Chats

Add Public Chat

Title	Auto Pop Up	Action
Welcome to Acacia Fashion Pvt Ltd	Yes	Edit Delete

Close

Attendees
Rep Chat
Watch List
Chat History
Chat Queue
Rep Checklist ?
Add a Survey? ?

Representatives
Manage

Public Chats
Manage

← You will be found one entry by default i.e. Default Public Chat for your Booth, You may "Edit"

Don't Delete



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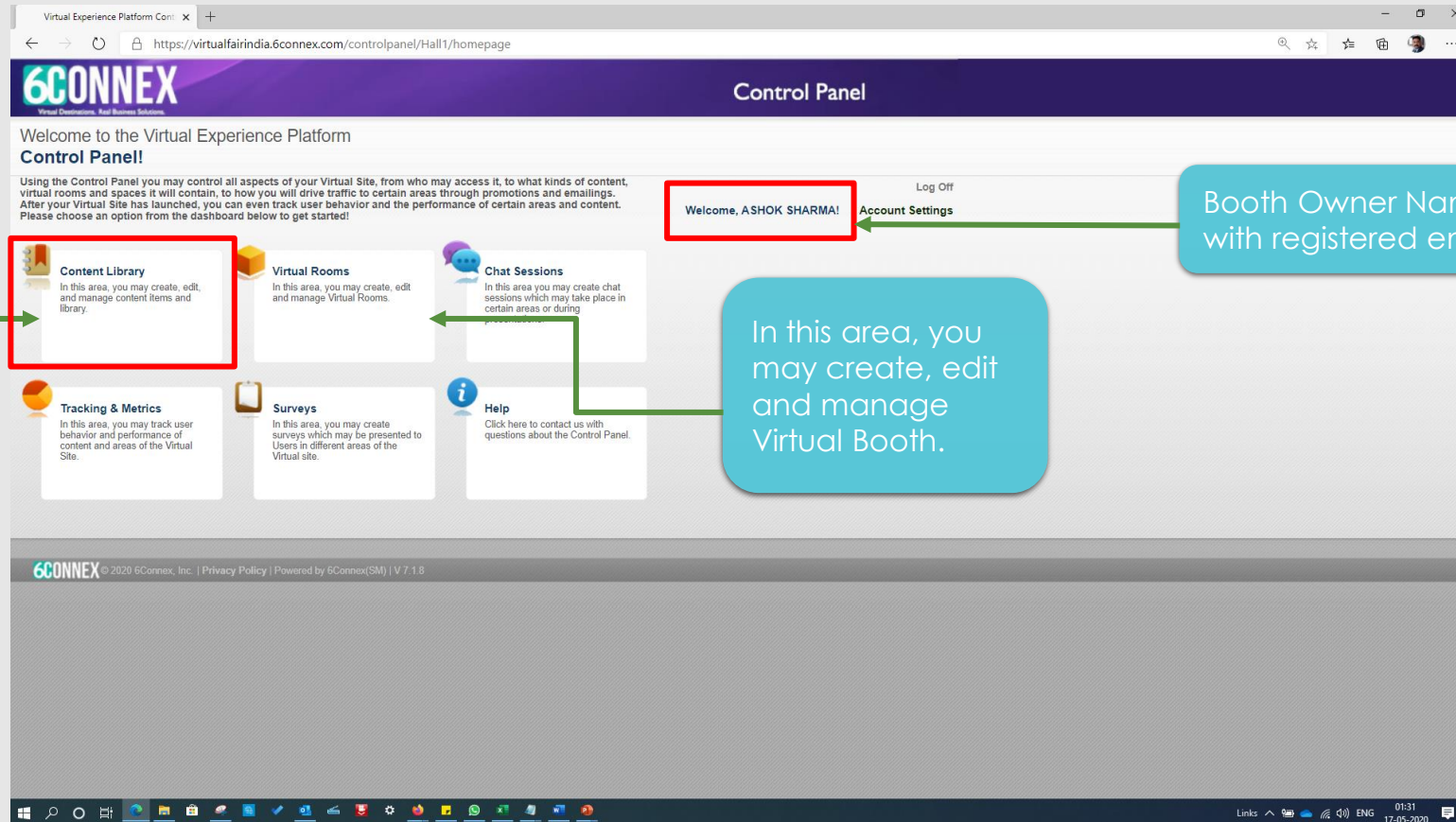
3. EXPLORING CONTENT LIBRARY - DETAILED APPRECIATION

GO BACK [HOME](#) I.E. WELCOME PAGE - [SCREEN 02](#)

Revisit Screen 2 – Welcome to VEP (Virtual Experience Platform)

Hope you have managed the Elements, Settings and Extra under Virtual Rooms, Now Lets begin with add the content in the Virtual Booth, Open Content Library.

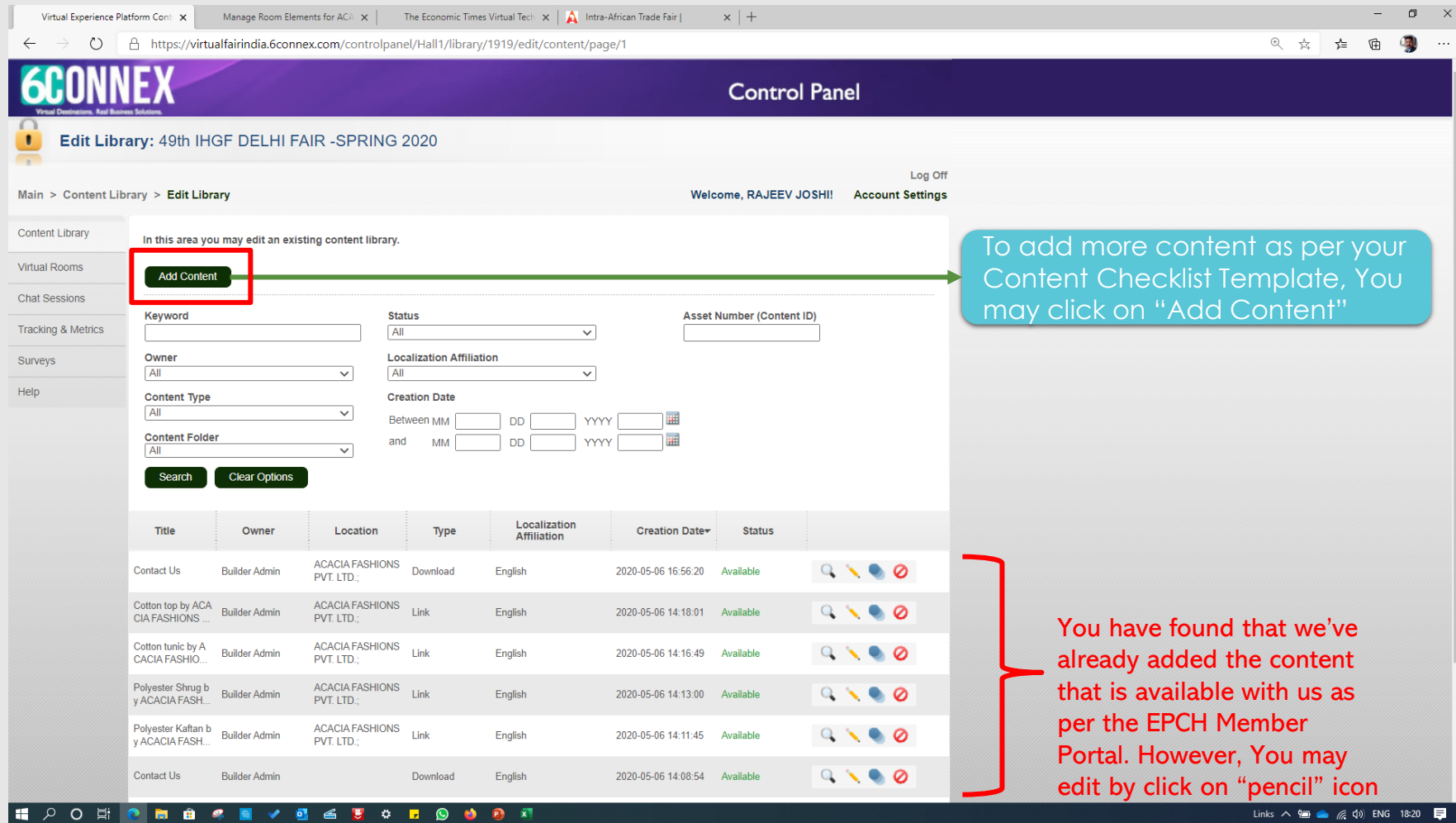
In this area, you may create, edit, and manage content items and library.



Booth Owner Name associated with registered email id

In this area, you may create, edit and manage Virtual Booth.

Screen 06 – Edit Library



Virtual Experience Platform Cont | Manage Room Elements for ACA | The Economic Times Virtual Tech | Intra-African Trade Fair |

https://virtualfairindia.6connex.com/controlpanel/Hall1/library/1919/edit/content/page/1

6CONNEX Control Panel

Virtual Destinations. Real Business Solutions.

Edit Library: 49th IHGF DELHI FAIR -SPRING 2020

Log Off
Welcome, RAJEEV JOSHI! Account Settings

Main > Content Library > Edit Library

In this area you may edit an existing content library.

Add Content

Keyword

Status
All

Asset Number (Content ID)

Owner
All

Localization Affiliation
All

Content Type
All

Content Folder
All

Creation Date
Between MM DD YYYY
and MM DD YYYY

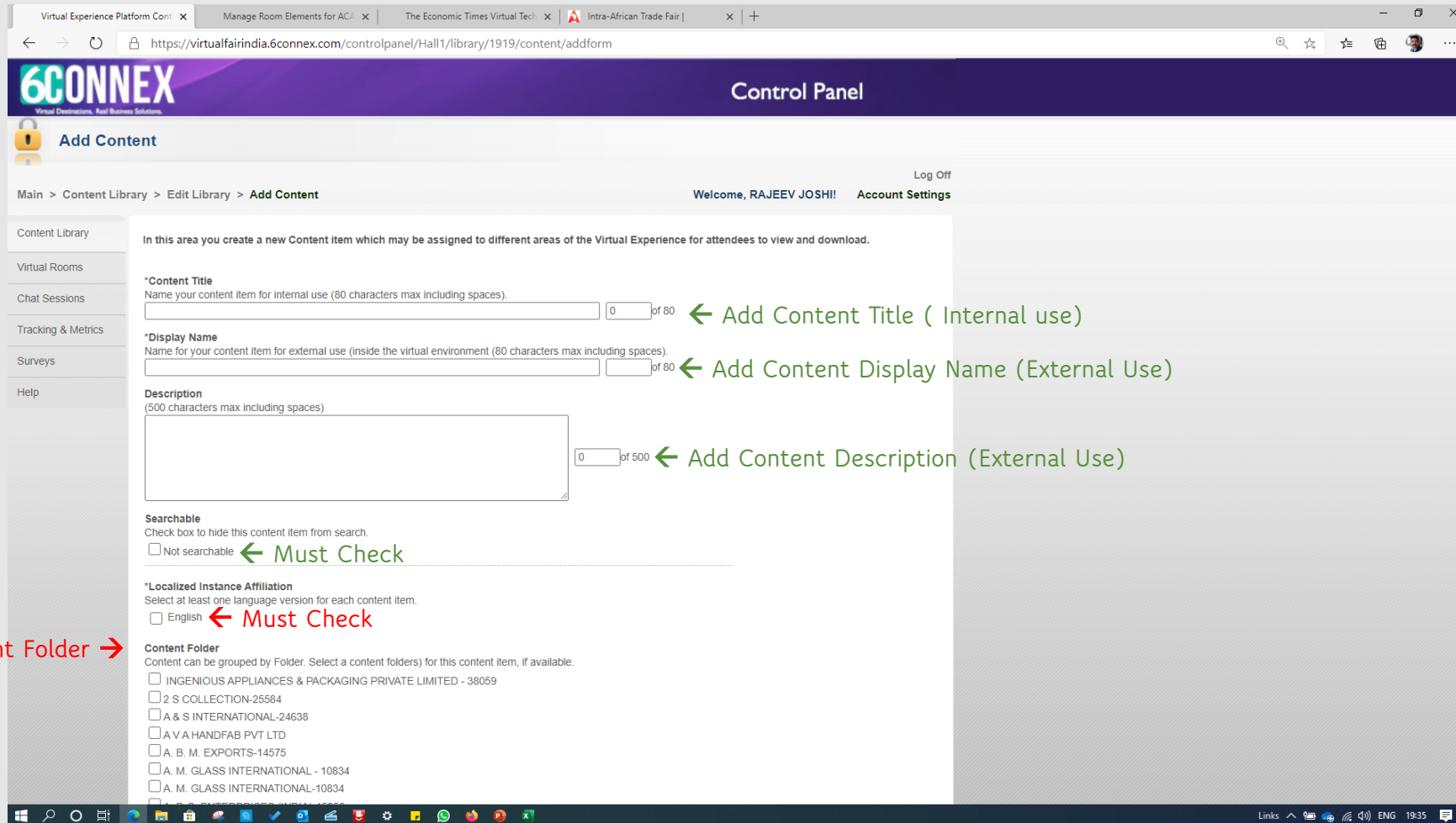
Search **Clear Options**

Title	Owner	Location	Type	Localization Affiliation	Creation Date	Status	
Contact Us	Builder Admin	ACACIA FASHIONS PVT. LTD.;	Download	English	2020-05-06 16:56:20	Available	
Cotton top by ACACIA FASHIONS ...	Builder Admin	ACACIA FASHIONS PVT. LTD.;	Link	English	2020-05-06 14:18:01	Available	
Cotton tunic by ACACIA FASHIO...	Builder Admin	ACACIA FASHIONS PVT. LTD.;	Link	English	2020-05-06 14:16:49	Available	
Polyester Shrug b y ACACIA FASH...	Builder Admin	ACACIA FASHIONS PVT. LTD.;	Link	English	2020-05-06 14:13:00	Available	
Polyester Kaftan b y ACACIA FASH...	Builder Admin	ACACIA FASHIONS PVT. LTD.;	Link	English	2020-05-06 14:11:45	Available	
Contact Us	Builder Admin		Download	English	2020-05-06 14:08:54	Available	

To add more content as per your Content Checklist Template, You may click on "Add Content"

You have found that we've already added the content that is available with us as per the EPCH Member Portal. However, You may edit by click on "pencil" icon

Screen 06.01 - Add Content - Page 01



Virtual Experience Platform Control Panel

6CONNEX Control Panel

Add Content

Main > Content Library > Edit Library > Add Content

Welcome, RAJEEV JOSHI! Log Off Account Settings

In this area you create a new Content item which may be assigned to different areas of the Virtual Experience for attendees to view and download.

***Content Title**
Name your content item for internal use (80 characters max including spaces).
 0 of 80 ← Add Content Title (Internal use)

***Display Name**
Name for your content item for external use (inside the virtual environment (80 characters max including spaces).
 0 of 80 ← Add Content Display Name (External Use)

Description
(500 characters max including spaces)
 0 of 500 ← Add Content Description (External Use)

Searchable
Check box to hide this content item from search.
 Not searchable ← Must Check

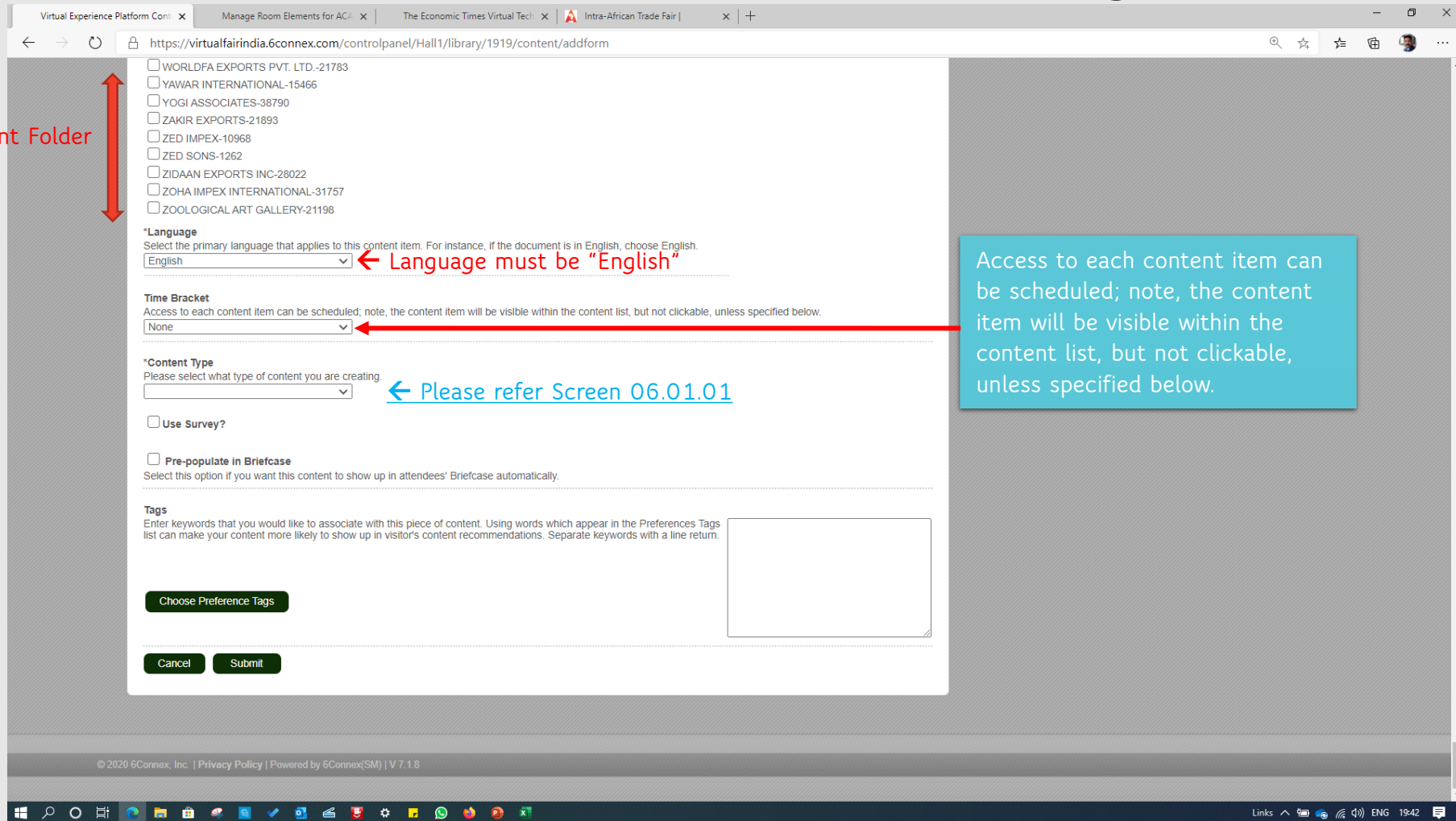
***Localized Instance Affiliation**
Select at least one language version for each content item.
 English ← Must Check

Content Folder
Content can be grouped by Folder. Select a content folders) for this content item, if available.
 INGENIOUS APPLIANCES & PACKAGING PRIVATE LIMITED - 38059
 2 S COLLECTION-25584
 A & S INTERNATIONAL-24638
 A V A HANDFAB PVT LTD
 A. B. M. EXPORTS-14575
 A. M. GLASS INTERNATIONAL - 10834
 A. M. GLASS INTERNATIONAL-10834

Skip Check on Content Folder →

Screen 06.01 - Add Content - Page 02

Skip Check on Content Folder



Virtual Experience Platform Cont | Manage Room Elements for AC | The Economic Times Virtual Tech | Intra-African Trade Fair |

https://virtualfairindia.6connex.com/controlpanel/Hall1/library/1919/content/addform

- WORLDFA EXPORTS PVT. LTD.-21783
- YAWAR INTERNATIONAL-15466
- YOGI ASSOCIATES-38790
- ZAKIR EXPORTS-21893
- ZED IMPEX-10968
- ZED SONS-1262
- ZIDAAN EXPORTS INC-28022
- ZOHA IMPEX INTERNATIONAL-31757
- ZOOLOGICAL ART GALLERY-21198

***Language**
Select the primary language that applies to this content item. For instance, if the document is in English, choose English.
English

Time Bracket
Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.
None

***Content Type**
Please select what type of content you are creating.

Use Survey?

Pre-populate in Briefcase
Select this option if you want this content to show up in attendees' Briefcase automatically.

Tags
Enter keywords that you would like to associate with this piece of content. Using words which appear in the Preferences Tags list can make your content more likely to show up in visitor's content recommendations. Separate keywords with a line return.

Choose Preference Tags

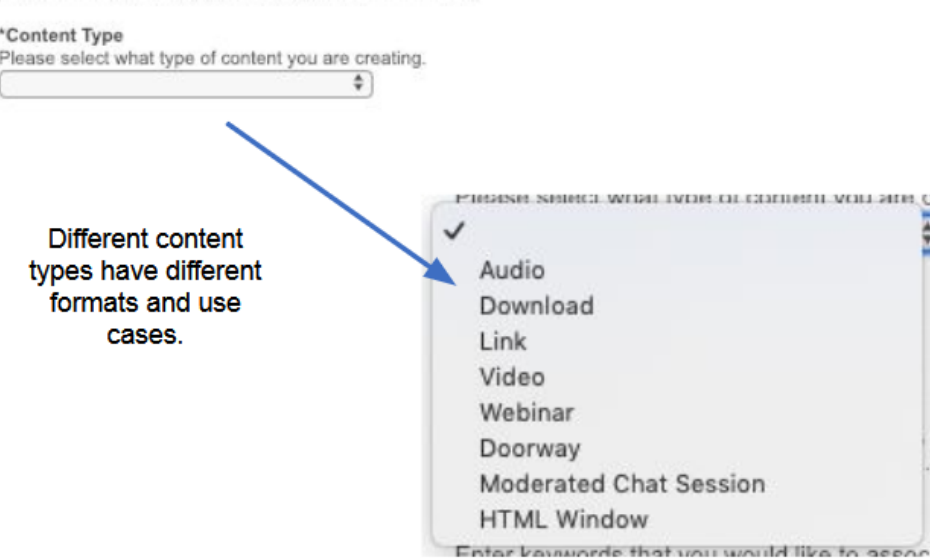
Cancel Submit

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Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.

[Please refer Screen 06.01.01](#)

Screen 06.01.01 – Content Types



*Content Type
Please select what type of content you are creating.

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

***Content Type**
Please select what type of content you are creating.
Audio

***Please select a media type.**
Please Select
Please Select
✓ Please Select
Upload
YouTube
Vimeo
Ustream.tv
Pre-populate in Briefcase

***Please select a media type.**
Upload
Please select a file, then select Upload.
Upload Cancel Upload

Logo/Image:
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).
Browse...

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)

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

***Please select a media type.**
YouTube



***Media Embed Code:**

Logo/Image:
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).
Browse...

Content Types - Download

***Content Type**
Please select what type of content you are creating.
Download

Please select a file, then select Upload.

1  

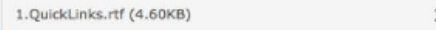
1.- Click on the paper with the plus sign icon to browse to the content item for upload, click on that item, and then click Open in the lower left corner

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

Upload **Cancel Upload**

***Content Type**
Please select what type of content you are creating.
Download

Please select a file, then select Upload.

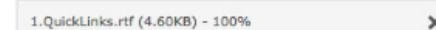
2 

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

Upload **Cancel Upload**

***Content Type**
Please select what type of content you are creating.
Download

Please select a file, then select Upload.

3 

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.

1.QuickLinks.rtf (4.60KB) - 100%

1.QuickLinks.rtf Finish

Upload **Cancel Upload**

Content Types - Link

1. Add the URL link

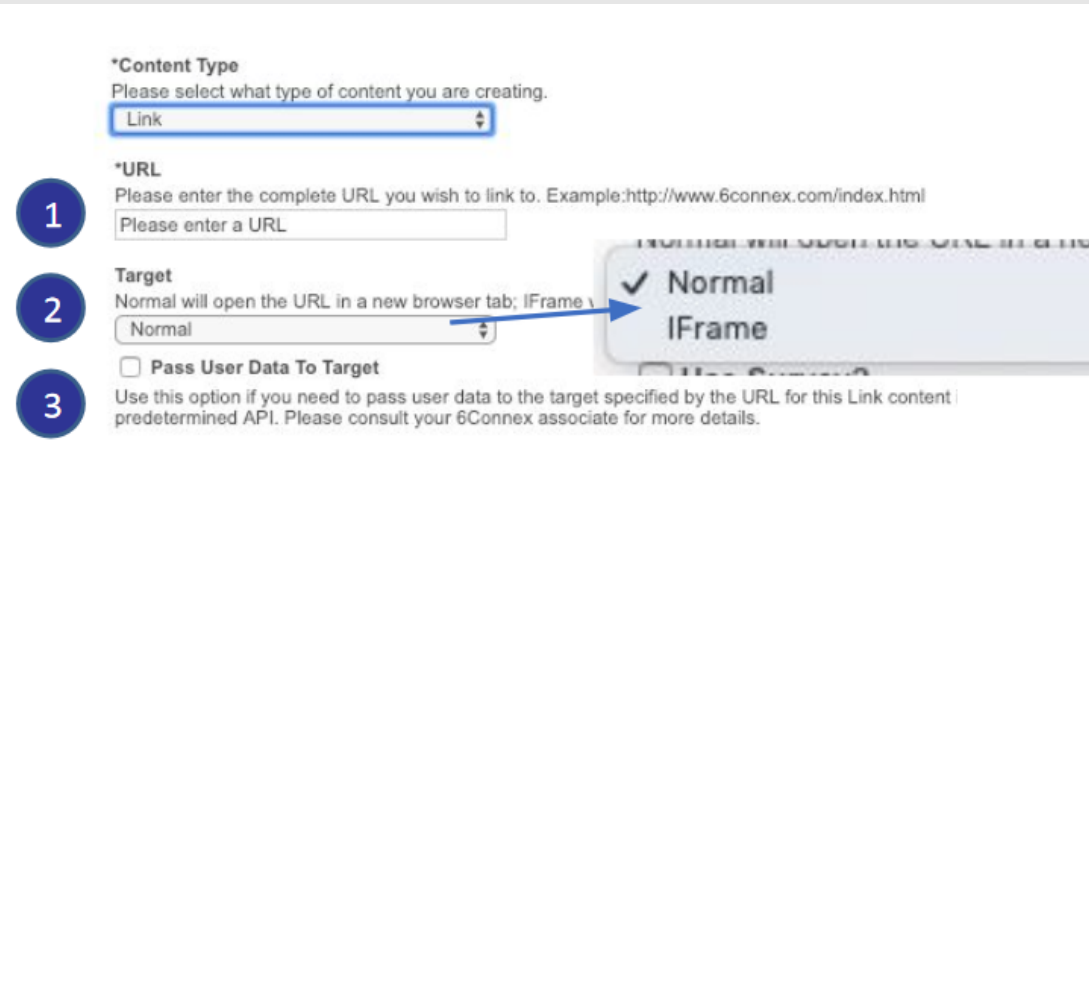
2. Specify how the link opens:

- 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 (ie 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 have questions about this option.



***Content Type**
Please select what type of content you are creating.
Link

***URL**
Please enter the complete URL you wish to link to. Example: http://www.6connex.com/index.html
Please enter a URL

Target
Normal will open the URL in a new browser tab; iFrame will open the URL in a virtual environment.
Normal

Pass User Data To Target
Use this option if you need to pass user data to the target specified by the URL for this Link content | predetermined API. Please consult your 6Connex associate for more details.

1

2

3

Content Types - Video

***Content Type**
Please select what type of content you are creating.
Video

***Please select a media type.**
Please Select

- ✓ Please Select
- Upload
- YouTube
- Vimeo
- Ustream.tv

***Please select a media type.**
Upload
Please select a file, then select Upload.

Upload Cancel Upload

Logo/Image:
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).
Browse...

***Please select a media type.**
YouTube

***Media Embed Code:**

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/G-zyTZQYpE" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Logo/Image:
Please select an image/logo which will represent the audio or video file during the loading/buffering process before playback (.jpg or .png format only).
Browse...


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

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)

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



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.

*Content Type
Please select what type of content you are creating.

Doorway

*Target Location
Virtual Room

Select a room

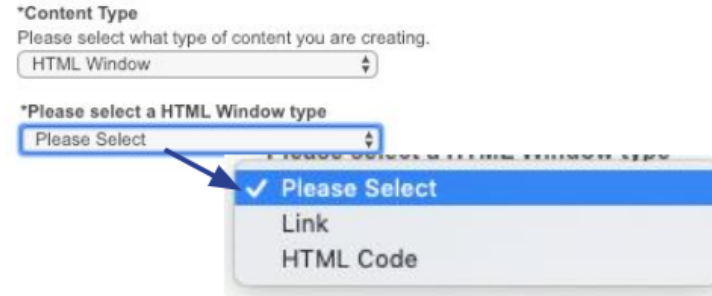
- Select a room
- Client Resource Center
- Lobby

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.



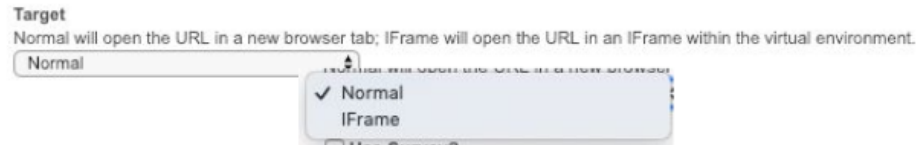
*Content Type
Please select what type of content you are creating.
HTML Window

*Please select a HTML Window type
Please Select

- ✓ Please Select
- Link
- HTML Code

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.

Screen 06.01 - Add Content - Page 02

Skip Check on Content Folder

- WORLDFA EXPORTS PVT. LTD.-21783
- YAWAR INTERNATIONAL-15466
- YOGI ASSOCIATES-38790
- ZAKIR EXPORTS-21893
- ZED IMPEX-10968
- ZED SONS-1262
- ZIDAAN EXPORTS INC-28022
- ZOHA IMPEX INTERNATIONAL-31757
- ZOOLOGICAL ART GALLERY-21198

***Language**
Select the primary language that applies to this content item. For instance, if the document is in English, choose English.
English

Time Bracket
Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.
None

***Content Type**
Please select what type of content you are creating.

Use Survey?

Pre-populate in Briefcase **Must Uncheck**
Select this option if you want this content to show up in attendees' Briefcase automatically.

Tags
Enter keywords that you would like to associate with this piece of content. Using words which appear in the Preferences Tags list can make your content more likely to show up in visitor's content recommendations. Separate keywords with a line return.

Choose Preference Tags

Cancel **Submit**

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

Access to each content item can be scheduled; note, the content item will be visible within the content list, but not clickable, unless specified below.

The content item should be displayed within the Content Library.

Language must be "English"

Please refer Screen 06.01.01

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4. ASSIGNING CONTENT IN THE VIRTUAL BOOTH- DETAILED APPRECIATION

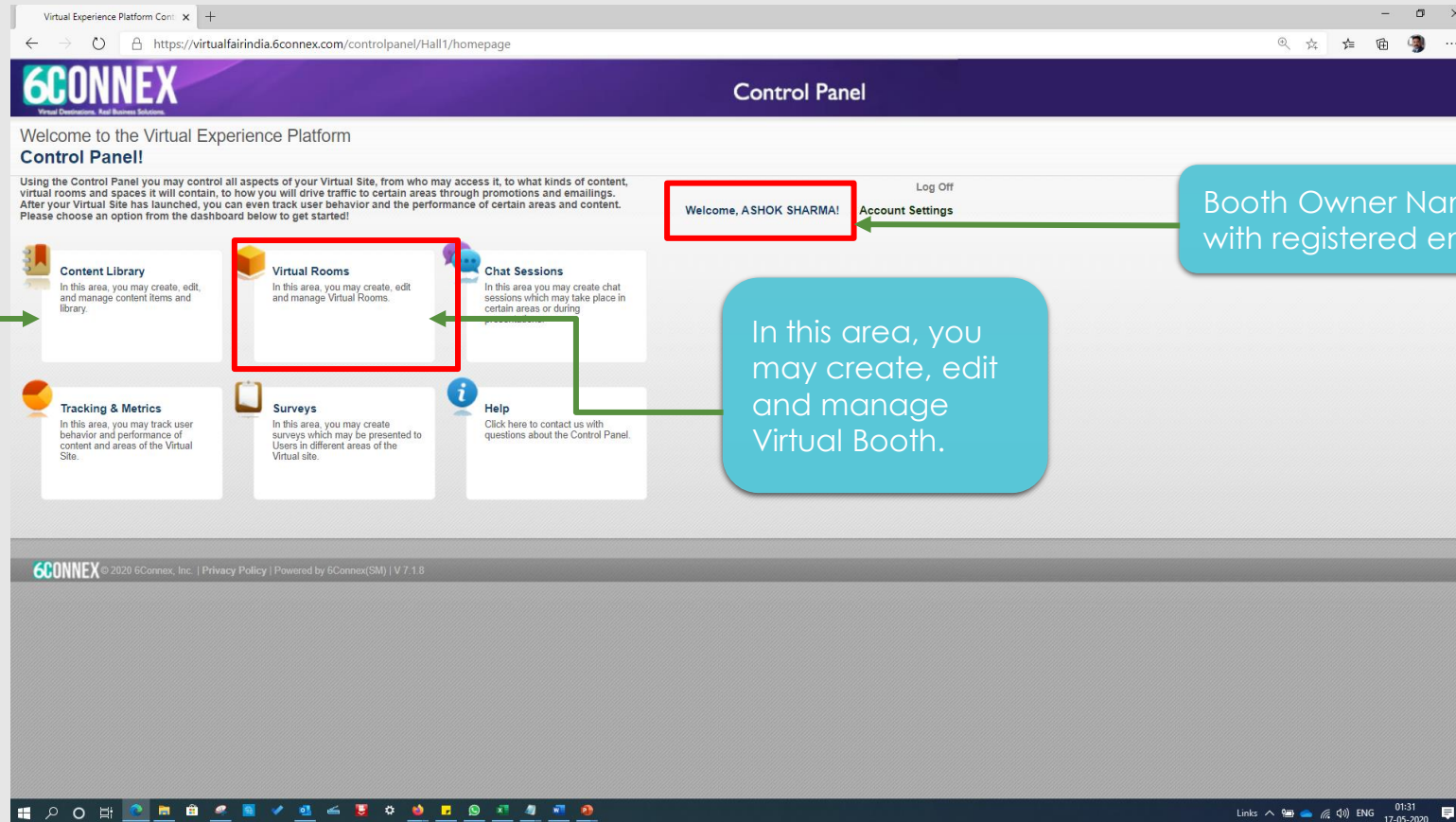
GO BACK [HOME](#) I.E. WELCOME PAGE – [SCREEN 02](#)

Revisit Screen 2 – Welcome to VEP (Virtual Experience Platform)

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

In this area, you may create, edit, and manage content items and library.



Booth Owner Name associated with registered email id

In this area, you may create, edit and manage Virtual Booth.

Revisit Screen 03 – Virtual Room (Booth)

You will be found, One entry with your company name i.e. your Booth

Virtual Experience Platform Control Panel

Virtual Rooms

In this area you may create many types of Virtual Rooms which you may customize with templates, graphics and content. These are the areas where users will navigate to within the larger spaces in the Virtual Experience.

Search virtual rooms Search Advanced Search

Virtual Room Name	Room Type	Owner Company	Active?	Date Last Edited?	Localization Affiliation	Action
ANNCY INTERNATIONAL	Booth	ANNCY INTERNATIONAL	Yes	05/15/2020 12:26:52	Spanish (Latin America) - Es...	Preview Edit Delete

Total Virtual Rooms: 1

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Do Not Click on Add Virtual Room as only One (01) Booth is allowed per Exhibitor

Do Not Delete - Existing Booth

To make changes or add content, Click on "Edit" Option

To make changes or add content, Click on "Edit" Option

Revisit Screen 05 - Manage Room Elements

Virtual Builder: Manage Room Elements for ANNCY INTERNATIONAL

Elements Settings Extras Save

Manage Room Elements
 In this step you can manage all the elements in your Room template.
 Assign graphics, content, logos, links
 Select a new template or manage the existing template.
 Select "Filter Elements", then check the box for the specific element you want to manage.
 for a detailed explanation of Rooms and definitions of each Element.

Booth Logo in JPEG or PNG - 200x111 pixels

Do not change the Fascia of the booth

Screen 01 - About Us
 May add following content in PDF downloadable format :-
 • Company Profile
 • Infrastructure
 • Compliance
 • Certificates
 • Awards
 • Etc.

Screen 02 - Product Profile
 May add following content in PDF downloadable format :-
 • Product Catalogue
 • Product Videos (Youtube Link)
 • About Products
 • Etc.

Screen 03- Contact Us
 May add following content in HTML/Link format :-
 • Locate us on Map
 • Google Street View Map
 • Location's of your Offices
 • Etc.

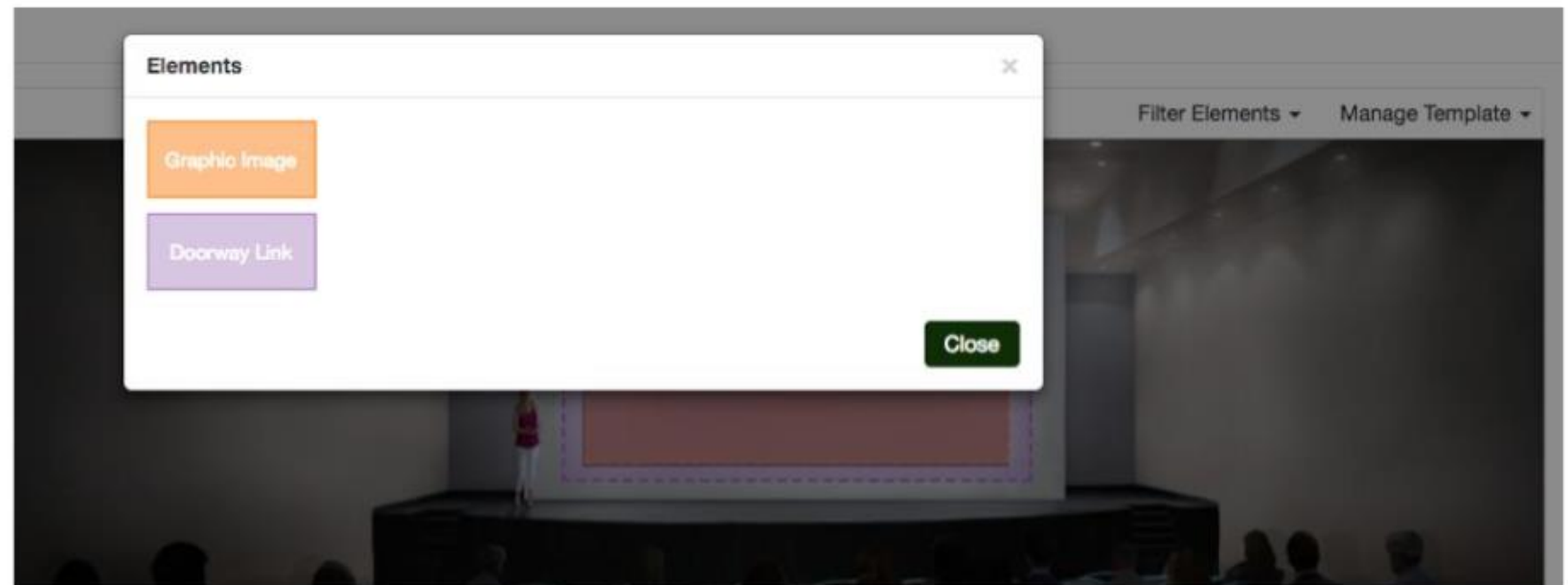
SAVE *
 You are Here

Screen 05.03 - 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.



Screen 05.03.01 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

The screenshot shows two overlapping windows. The top window is 'Manage Content Window' and the bottom window is 'Select Content'.

1 - In the 'Manage Content Window', the 'Content Window Name' field is highlighted with a green circle containing the number 1.

2 - In the 'Manage Content Window', the 'Add Category' button is highlighted with a green circle containing the number 2.

3 - In the 'Manage Content Window', the 'Add Content' button is highlighted with a green circle containing the number 3.

4 - In the 'Select Content' window, a table of content items is shown with checkboxes in the right margin. One checkbox is highlighted with a green circle containing the number 4.

5 - In the 'Select Content' window, the 'Add Selected Content(s)' button is highlighted with a green circle containing the number 5.

6 - In the 'Manage Content Window', the 'OK' button is highlighted with a green circle containing the number 6.

The 'Select Content' window shows a table with the following data:

Title	Type	Created Date	Owner
2 FROM MARKETING TO ENTREPRENEURSHIP	Video	04/06/2018 21:05	Client Admin
2 MASTERING SOCIAL MEDIA TO PROMOTE YOUR BRAND	Video	04/06/2018 20:58	Client Admin
Acetic Video xl 2018	Video	04/05/2018 22:15	Client Admin
		04/05/2018 22:19	Client Admin
		04/06/2018 20:36	6Connex Super Admin
		04/03/2018 21:19	Client Admin
		04/06/2018 21:02	Client Admin
		04/04/2018 14:23	6Connex Super Admin
		12/13/2018 18:14	6Connex Super Admin
		04/04/2018 18:56	6Connex Super Admin

Screen 07 – Virtual Builder Screen

Virtual Experience Platform Cont. x Manage Room Elements for ANI x +

https://virtuallfairindia.6connex.com/controlpanel/Hall2/virtual-builder#/room/25561/elements

Virtual Builder: Manage Room Elements for ANNCY INTERNATIONAL Elements Settings Extras Save

Manage Room Elements
In this step you can manage all the elements in your Room template.
Assign graphics, content, logos, links
Select a new template or manage the existing template.
Select "Filter Elements", then check the box for the specific element you want to manage.
for a detailed explanation of Rooms and definitions of each Element.

Assign Content Filter Elements Manage Template

Logo Verified and Browsed

Do not change the Fascia of the booth

You are Here

SAVE *

Content Added Content Added Content Added

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

Windows taskbar: Links ENG 22:17

Previewing / Publishing Changes

- Kindly email or call to **MR. MUKESH SHARMA / MR. AMRENDRA RAI** for validation of your booth and content.
- Once Validation Done, We will publish on to production platform,
- You will get the notification upon publishing of your booth via circular or some other communication mode.

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← **TRENDS PAVILION**

EXHIBITION HALLS →
AUDITORIUM →

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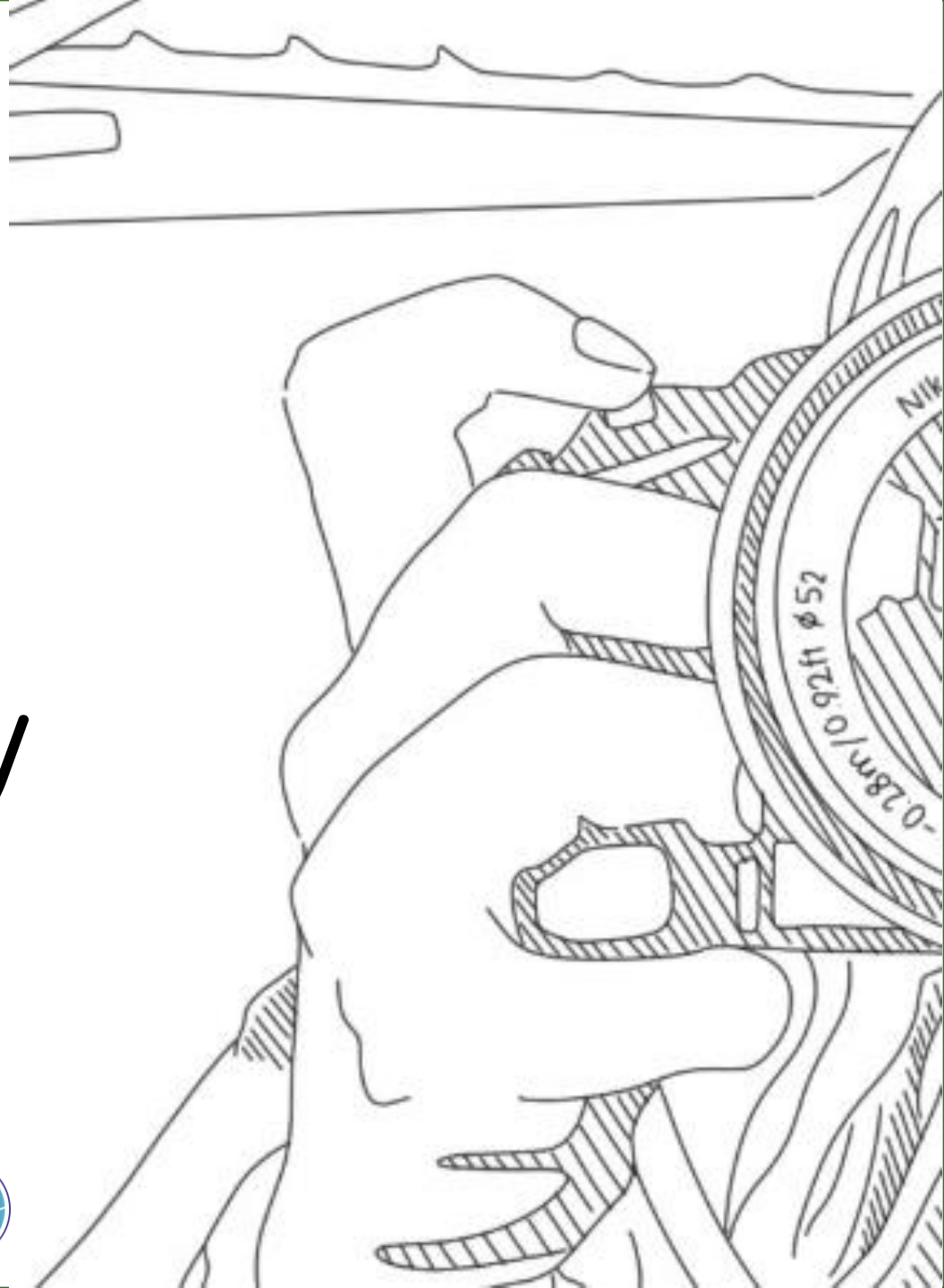
ihgf
**TEXTILES
VIRTUAL**
fair

HELP DESK

W E L C O M E



Content Creation via Product Photography



Agenda

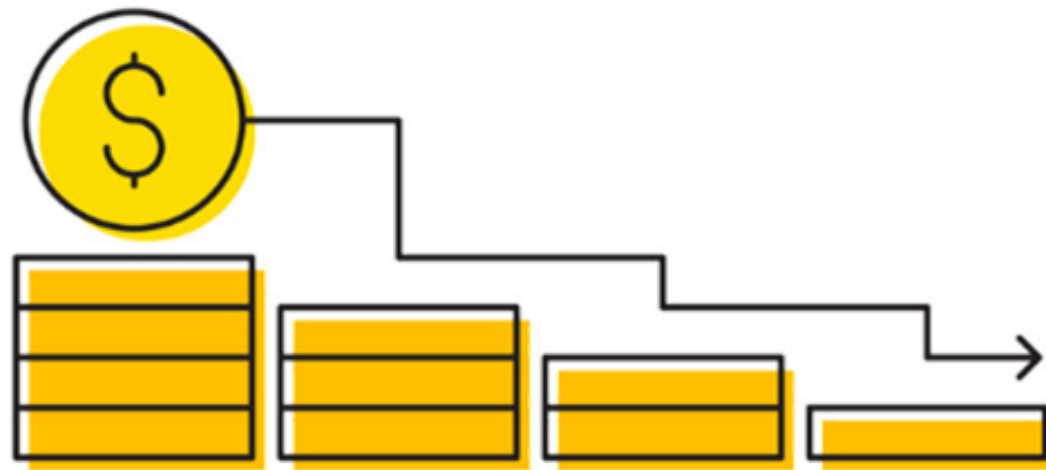
1. What is product photography?
2. Why is it important?
3. Types of product photography
4. Common photography mistakes
5. DIY product photography
6. Optimize your photos for Virtual Show
7. Further resources
8. Q & A



Optimize your photos for Virtual Show

REDUCE YOUR IMAGE FILE SIZES

Amazon found that if their pages slow down by 1 second, they would lose \$1.6 billion a year. Every extra second spent loading a page could be losing valuable customers



Photography is our first step to begin with

“The art of taking photos that best represent your product in an accurate & attractive manner”

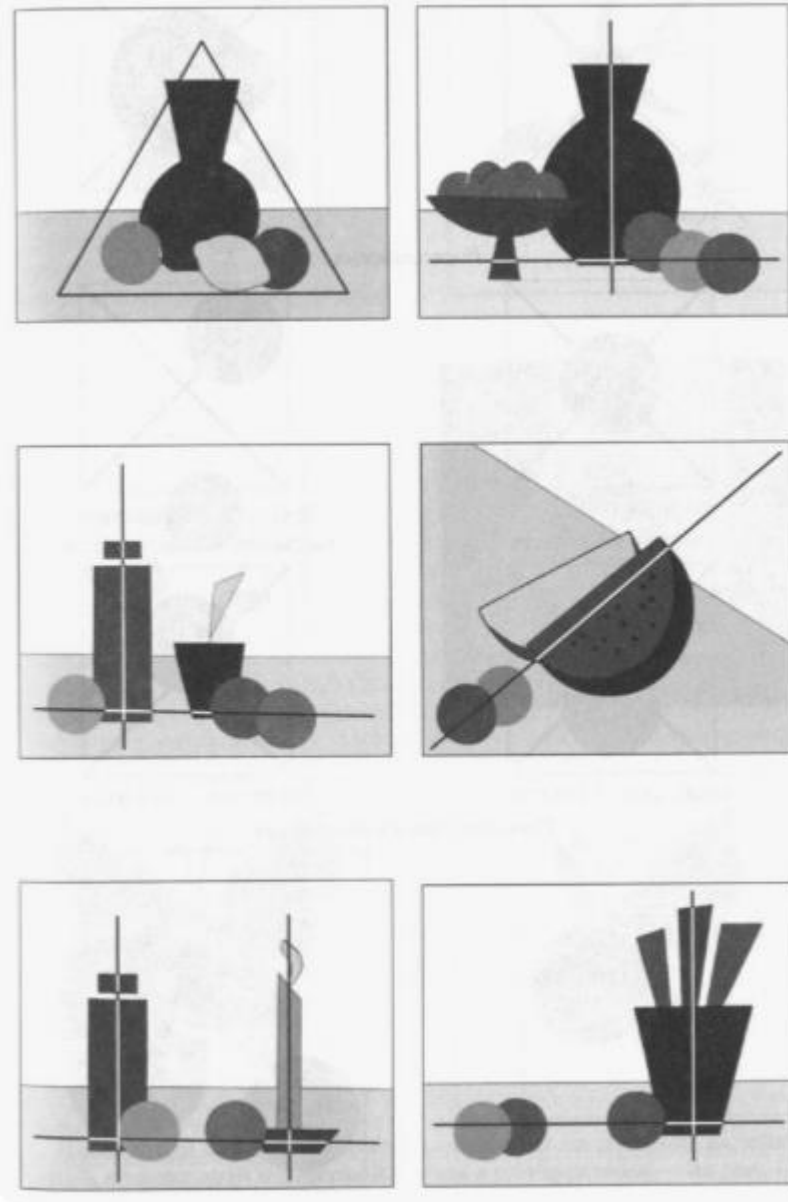


Why is it important?

Why is great product photography important?

- Can make or break your business
- Closest thing to customer touching/feeling the product
- Allows the buyer to conceptualize to product
- Sets your booth apart from others
- Catches buyer's attention and keeps them from leaving your booth.





Which order can be followed for
a collection representation

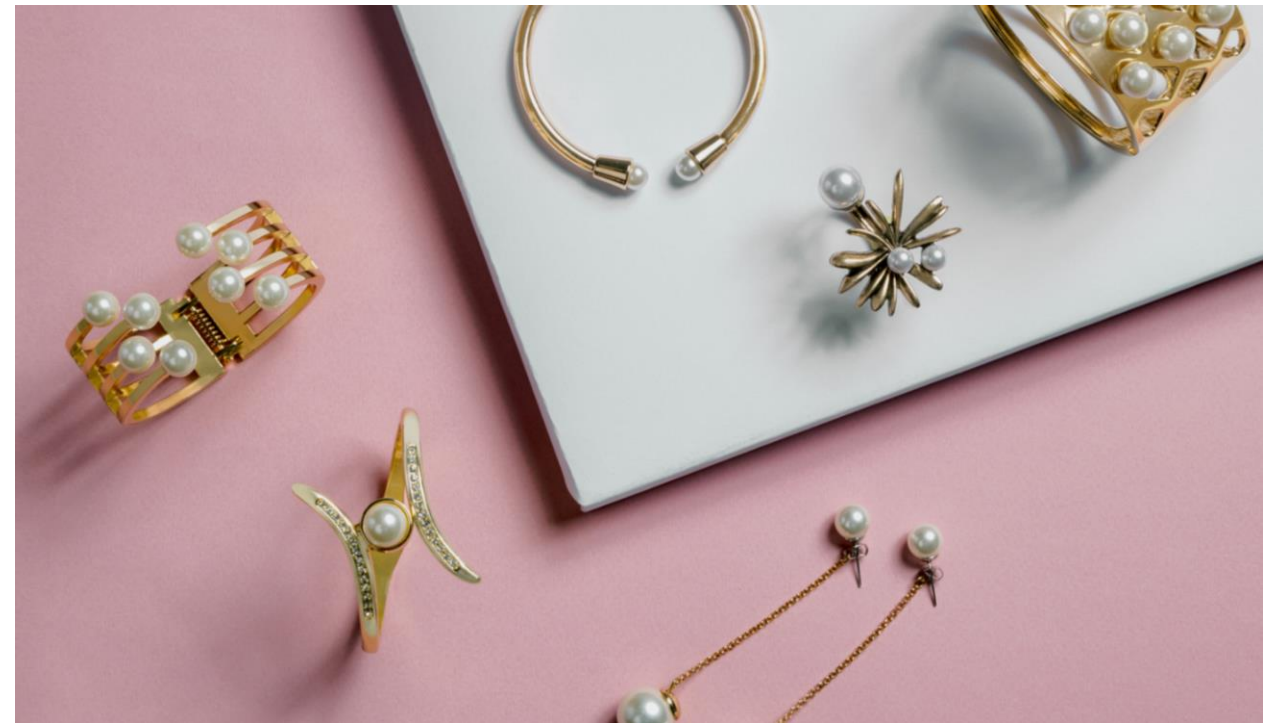
How your product can be placed
correctly

Types of product photography

Traditional vs. Lifestyle product photography



Traditional photography used of product selection



Lifestyle product photography

Common product photography mistakes

1. NEGLECTING TO PREPARE YOUR PRODUCTS

This may seem obvious, but you should make sure your products look amazing before you shoot them. This means no smudges, fingerprints-



2. INCONSISTENT SHOOTING

- Consistency is key, as it distracts your customer
- Keep everything documented



3. OUT OF FOCUS PHOTOS

Focus on only one part of the product. Make sure you are using full focus photography to build customers trust.

4. DISTRACTING BACKGROUND

Background should be re-thought “can be distracting for your customer.

Keep it neutral !

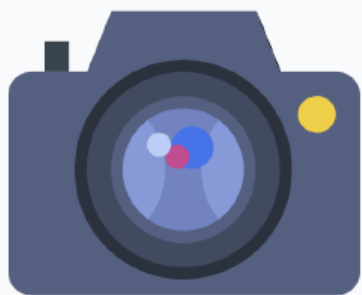


5. INACCURATE WHITE BALANCE

If your white balance is off, a gold image can look blue or vice versa.

DIY product photography

What you're going to need



Camera



Tripod



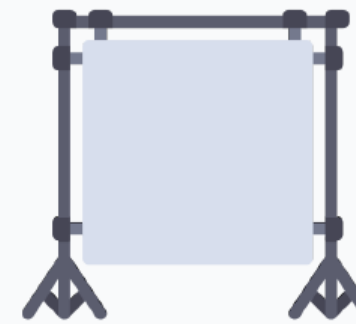
Table



Light



Foam board



White backdrop

Step 1: Set up your table

- Place a table as close to the window as possible without intersecting the shadow from the windowsill.
- Start with the window 90 degrees to the right/left of your setup

Step 2: Set up your sweep

- Ultimate goal is to have your mat board sweep from being flat on your table to being vertical



Step 3: Set up your product in the middle of the surface

- May seem simple, but can take time to position correctly
- Pay attention to all the little details, such as keeping the label
- Don't be afraid of many tiny little movements!

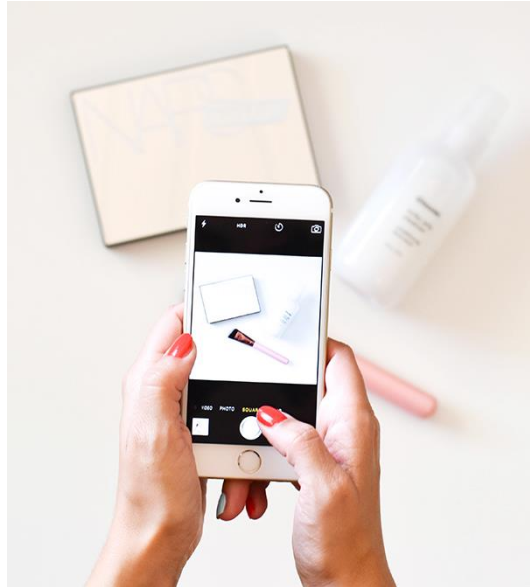
That's it ←



Step 4: Set up the reflector card

In the image you can see a reflector placed to avoid strong shadow behind- that will need editing work.

Hence your reflector helps you.

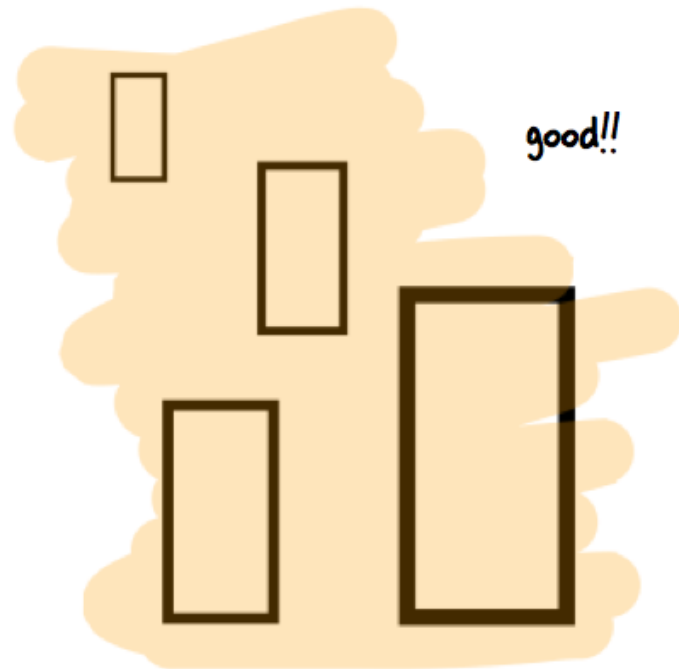


Step 5: Take the picture and evaluate

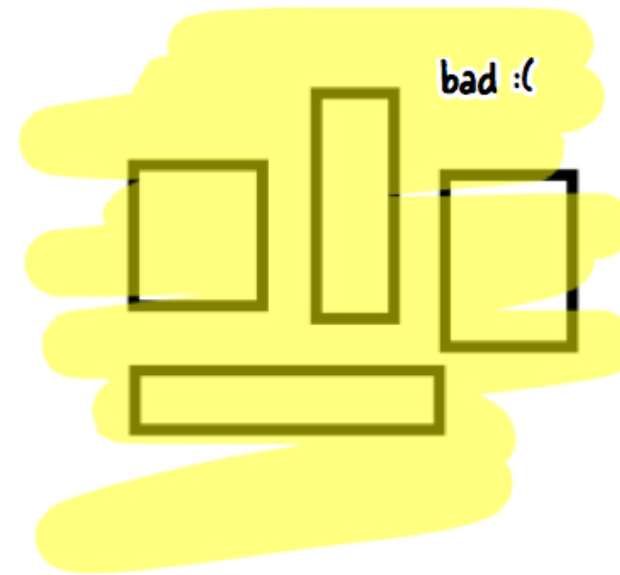
- Once you snap the picture, take some time & really look at what you have created
- Upload your images onto your computer to see how they look

Step 6: Image ration consistent

Enables buyer to see product correctly

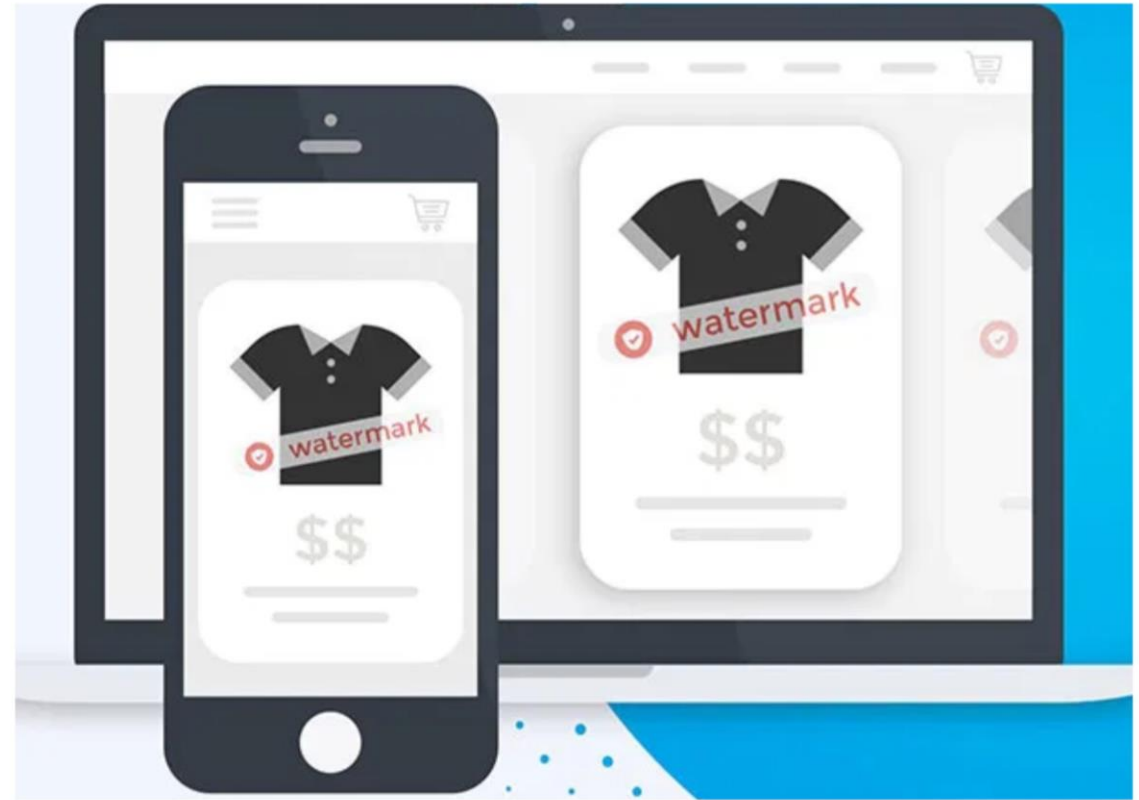


same width to height ratios



different width to height ratios

Step 7: Water marking can help you



BONUS: Foldio portable studio as an alternative

- Foldio 2 portable photography kit
- Built-in LED light strip
- Powerful companion app
- Foldable and portable





Theme photoshoot



How basic structure can
be utilized to make a perfect model photo shoot



Basic style

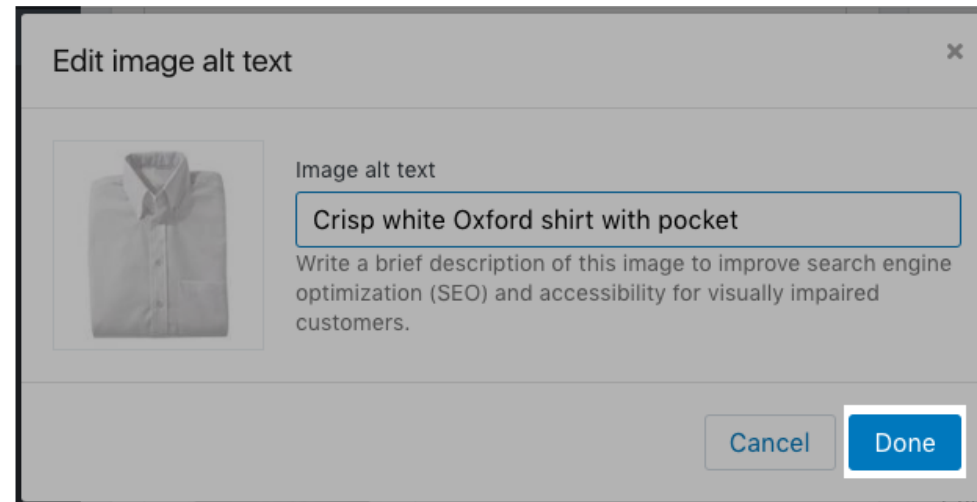


With water mark & product code

ADD ALL TEXT TO ALL OF YOUR PHOTOS

Make sure all of your images maintain a consistent aspect ratio to create uniformity.

Making them all square is the easiest way around this, but you could do a rectangle as well, as long as it is consistent across the board





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FOR TECHNICAL SUPPORT, PLEASE CONTACT TO

MR. AMRENDRA RAI /MR. MUKESH SHARMA
9350812008 / 9958882464
COMMERCIAL@INDIAEXPOCENTRE.COM
MUKESH.SHARMA@EPCH.COM