



BIR

WORLD RECYCLING CONVENTION WEEK

Join us online on 12-16 October 2020



Virtual exhibition booth

Virtual exhibition booths are opportunities for companies looking to market new products or services for increased visibility. Your company profile comes with the tools you need to make important business connections in a virtual environment.

Exhibitor company profiles are available to attendees for one month following the event.

YOUR PERSONAL ADVANTAGES

- Customizable Company Profile Page**
 - Visibility from the virtual lobby
 - Company overview and description — Add promotional videos, website links, and marketing resources for attendees to download
 - Live chat — Designated representative from your company can manage a chat with attendees
 - Virtual meeting room (video & audio included)
- Prominent Company Visibility**
 - Featured in “Newsletter” emails in September and October to 5,000 prospects and attendees
 - Featured on event website and linked from online exhibitor list
 - Featured in “Sponsor/Exhibitor” directory in platform
 - Platform open 5 days, 24/7 for all attendees
- One Complimentary Full-Conference Access Registration**
 - Includes access to all education, networking, partnering and ability to manage the virtual exhibitor profile
- Dedicated Staff Assistance in Creating and Maximizing Exhibitor Profile Options**
 - Exhibitor will be supplied with “Exhibitor Onboarding Toolkit” prior to event to ensure easy set-up!

FEES

Categories	Gold member rate (excl. VAT)	Ordinary member rate (excl. VAT)	Non-member rate (excl. VAT)
Virtual exhibition booths	700€	900€	1200€

VIRTUAL EXHIBITOR TIMELINE

- September 25:** Exhibitor profile access begins
- October 9: Deadline for exhibitor profiles to be completed
- October 12-16: Don't forget to visit your profile often during the event to connect with attendees!



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Virtual exhibition booth booking form

Please return by email **before 8 October** to abreysens@bir.org cc bir@bir.org.
Contact Mr Antoine Breysens: tel. +32 484 17 05 15, email abreysens@bir.org

Exhibitor company name

Address

Postal code City Country

Mobile Tel Fax

Contact person - Mr/Ms

E-mail VAT Number

We wish to reserve a virtual stand for the 2020 BIR World Recycling Convention Week. We note that the price has been set as below:

Categories	Gold member rate (excl. VAT)	Ordinary member rate (excl. VAT)	Non-member rate (excl. VAT)
Virtual exhibition booth	700 €€	900 €	1200 €

This fee covers the booking of **one virtual booth** as described on first page of this document and in the user guide annexed and includes **one staff registration**.

Invoicing Data (if different from above)

Company name:

Address

Postal code City Country

Mobile Tel Fax

Contact person - Mr/Ms

E-mail VAT Number

Payment details

BANK TRANSFER:

IBAN: FR76 3002 7160 9500 0201 2470 110

Swift Code: CMCIFRPP

Bank name: CIC Le Havre Entreprises,
22 Rue Duplex, Le Vendome, 76600 Le Havre, France

Reference: See invoice

Signature: Date:



TAME USER GUIDE

Exhibitors

The Exhibitor View

Exhibitor profile


As an exhibitor, you'll get access to the Exhibitor profile.

That's a page that works like a form, where you should add all your company info that will be later show to the attendees.

tame

Welcome to New York Tech Summit

Nice to see you, please fill out as much information as possible



Company description

Add your biography

Upload coverage

Upload picture (1330 x 250px)

Media (max 100mb)

Upload file (jpeg, png, mp4, mov)

Add contact person

Add contact person name

General information

Carlsberg

Website	Phone
Ny Carlsbergvej 12A	Phone
Country	+45 10 20 30 40

Social information

LinkedIn	Twitter
Skype	Facebook
Snapchat	Instagram

Submit Information

Adding info

These are the data points that must be added:

- **1. Company logo**
Dimensions : 150x150 px
- **2. Company description**
- **3. Cover image**
This image will be on top of the company page at Tame.
Dimensions:
- **4. Media**
Photos or videos that will be show on the company page for the attendees.
Max 100 MB each.
- **5. Contact people**
Those are the employees that will be available during the event. They will have their own login and will be able to chat with attendees, have meetings and more.
Add name and email.
- **6. Company name, address and links**

The screenshot shows a registration form on the Tame platform. At the top, the Tame logo is visible. The main heading is "Welcome to New York Tech Summit" with a subtext "Nice to see you, please fill out as much information as possible". The form is divided into several sections, each with a numbered indicator (1-6) on the left:

- 1. Company logo:** A square field containing the Carlsberg logo.
- 2. Company description:** A text input field with the placeholder "Add your biography".
- 3. Upload coverage:** A field with a plus icon and the text "Upload picture (1330 x 250px)".
- 4. Media (max 100mb):** A field with a plus icon and the text "Upload file (jpeg, png, mp4, mov)".
- 5. Add contact person:** A dropdown menu with a plus icon and the text "Add contact person name".
- 6. General information:** A section titled "General information" for "Carlsberg". It includes fields for:
 - Website: "Ny Carlsbergvej 12A"
 - Phone: "+45 10 20 30 40"
 - Country: A dropdown menu.
- Social information:** A section titled "Social information" with links for LinkedIn, Twitter, Skype, Facebook, Snapchat, and Instagram.

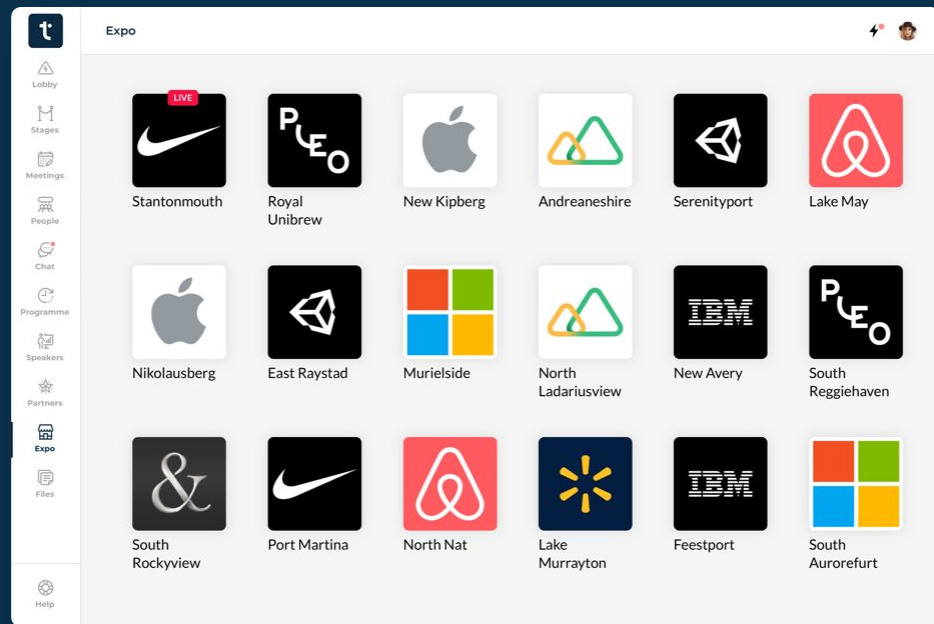
At the bottom right of the form, there is a red "Submit Information" button.

The Attendee View

Expo page

On the EXPO page, the attendees can see the logos of all exhibitor companies on the event.

Clicking on a logo will take the attendee to that Exhibitor's page.



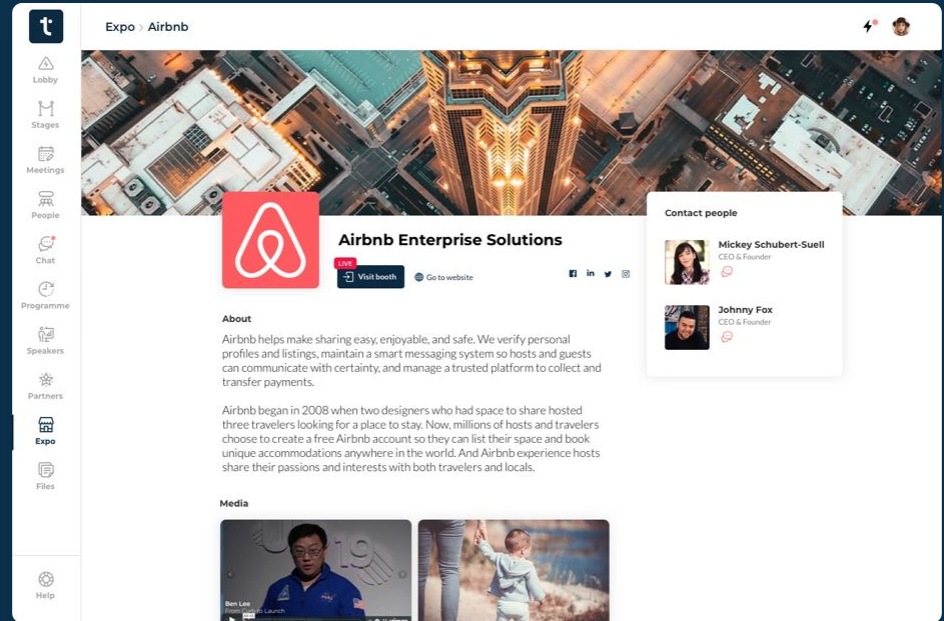
Exhibitor's page

The EXHIBITOR'S PAGE is the page where the attendee will see more info about the exhibitor and potentially make contact.

The page has basically 2 purposes: inform and engage.

The exhibitor company has several custom items:

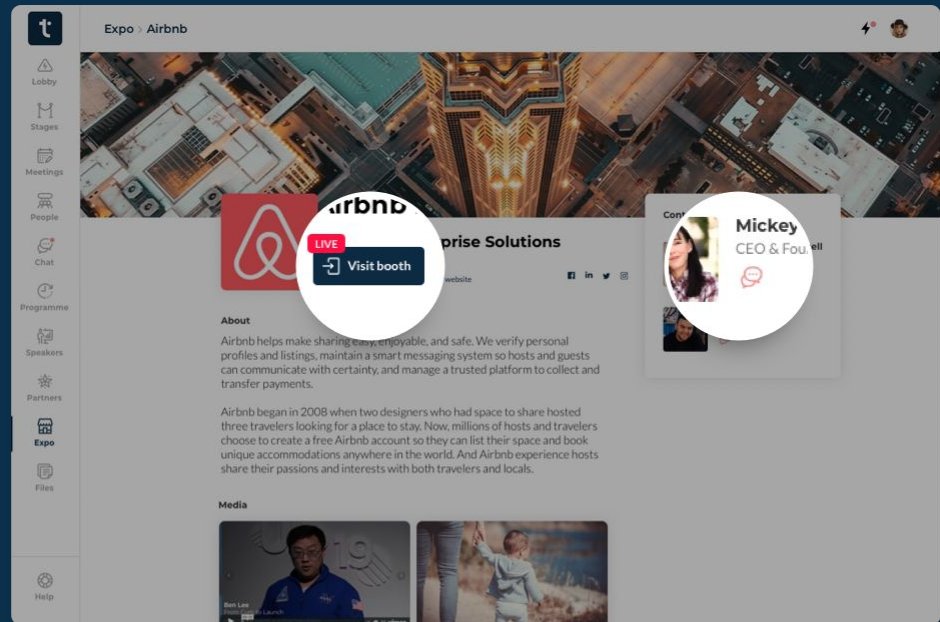
- Cover image
- Logo
- Name
- Description
- Media (photo and video)
- External links (website and social media)



Attendee engagement

Additionally to the company info, the attendee has the following ways to interact with the company:

- **Direct chat** with a contact person
- **Schedule a meeting** with the contact person
- Visit the **company's virtual booth** (when included)



Attendee engagement.

Chat

The attendee can click on the chat icon below a company person and start a chat with that person.

The image displays two overlapping screenshots of the Tame app interface. The top screenshot shows a company profile for Airbnb at an Expo. The profile includes the Airbnb logo, the name "Airbnb Enterprise Solutions", a "Visit booth" button, and social media icons. Below the profile is an "About" section with text: "Airbnb helps make sharing easy, enjoyable, and safe. We verify personal profiles and listings, maintain a smart messaging system so hosts and guests...". A circular callout highlights a person named Mickey, CEO & Founder, with a chat icon next to their name.

The bottom screenshot shows the "Chat" interface. On the left is a sidebar with navigation icons for Lobby, Stages, Meetings, People, Chat, Programme, Speakers, Partners, Expo, and Help. The main chat area has a "New conversation" button and a search bar. Below the search bar is a list of recent conversations with names and timestamps: Sam Alvarado (17:43), Marvin Collier (15:02), Steven Lucas (15:02), Airbnb (15:02), Jesus Pratt (15:02), and Tom Lamb (15:02). The selected chat with Airbnb is open, showing a message from the user: "Hi Andrea! What's up?" (5 minutes ago) and a response from Airbnb: "Not much, about to watch the Jeff Adams session at 12:00. Are you tuning in?" (2 minutes ago). At the bottom is a text input field with the placeholder "Write your message here" and a smiley face icon.

Attendee engagement.

Booth

The expo booth works like a virtual conference/webinar room where the company people can broadcast their video or screen and have several attendees watching it.

The image displays two views of the Tame Expo interface. The top view shows the 'Expo > Airbnb' page with a cityscape background. A red 'LIVE' indicator is present, and a white circle highlights a 'Visit booth' button. The page includes an 'About' section for Airbnb and a 'Contact people' list with names like Mickey Schubert-Suell and Johnny Fox. The bottom view shows the 'Airbnb Booth' video feed, featuring a woman wearing a headset. The interface includes a sidebar with navigation icons (Lobby, Stages, Meetings, People, Chat, Programme, Speakers, Partners, Expo, Files, Help) and a bottom control bar with icons for microphone, mute, video, and chat.