

Guidelines for exhibitors in the ICED21 Marketplace

9 July 2021

Technological platform

The Trippus system (<https://trippus.com>) will be used to host the Marketplace.

Trippus offers a digital platform for virtual exhibitions and trade shows where exhibitors build their own virtual booths.

In your booth, you will be able to show texts and videos and interact with visitors in a chat room or a video conference. The setup of individual appointments is supported by a contact form in the exhibition booth. You will be able to use the Trippus Exhibitor Portal for follow up. Who visited their booth? Who wanted to get in touch and learn more?

The system also provides a good overview of the entire Marketplace. A large number of exhibition booths can fit into one screen.

Marketplace booth design

Trippus enables exhibitors to create their exhibition booths themselves by adding texts, video clips and contact details into a form-based GUI. By filling in text fields, choosing which color the booth should have and uploading a logotype the booth is ready.

The following information is needed (check the demos below for examples of booth design details and input information):

- Personal information: name, email.
- Design options for booth (also referred to as “stand”): Booth name, Color, logotype.
- Presentation in booth: Up to 5 headings and 5 body texts. Formatting and links are possible to include. This information is displayed in the “About us” text block.
- Video conference link: Use your preferred video conference program to create your invitation, visitors will be able to connect to the meeting and talk with you in real time.
- Contact information: Name, email, website, social media links
- Video presentation: Up to three videos, the videos will be available “on-demand” for the visitors. Share a research presentation, or a welcome video.
The videos need to be uploaded on vimeo or youtube but can be unlisted.
- Demo: <https://www.trippus.net/Demo-exhibition>
- Demo create Booth: <https://www.trippus.net/Create-Demo-Exhibition>



Important dates

- 9 July: Marketplace booths can be designed in the Trippus system.
- 8 August: Deadline for booths to have been designed in the Trippus system.
- 18 August: Marketplace session at 11:00 – 13:15 CEST.

Enter the link below to design your own booth:

<https://www.trippus.net/ICED-Marketplace-exhibitor>