

NGO CSW  
FORUM 66



# EXHIBITOR

# FAQs

*As of 4 January 2022*



# CONTENTS

[WHAT IS A VIRTUAL EXHIBIT BOOTH?](#)

[WHAT ARE THE FEATURES OF A VIRTUAL EXHIBIT BOOTH?](#)

[HOW DO I APPLY FOR A VIRTUAL EXHIBIT BOOTH?](#)

[WHAT IS THE DEADLINE TO APPLY?](#)

[WHAT IS THE FEE TO HOST A VIRTUAL EXHIBIT BOOTH?](#)

[IS IT POSSIBLE TO HAVE A REDUCED FEE FOR MY EXHIBIT BOOTH?](#)

[WHEN WILL I FIND OUT IF MY APPLICATION WAS ACCEPTED?](#)

[WHAT'S THE DIFFERENCE BETWEEN AN EXHIBIT BOOTH AND A HANDBOOK AD?](#)

[HOW DO I ACCESS MY EXHIBIT BOOTH IN THE FORUM PORTAL?](#)

[HOW DO I EDIT MY EXHIBIT BOOTH?](#)

[WHAT WILL MY EXHIBIT BOOTH LOOK LIKE?](#)

[HOW DO FORUM PARTICIPANTS GET TO MY EXHIBIT BOOTH?](#)

[HOW DO I HOLD EVENTS IN MY EXHIBIT BOOTH?](#)

[DO MY EXHIBIT BOOTH EVENTS SHOW ON THE AGENDA IN THE PORTAL?](#)

[WHAT'S THE 'TALK NOW' FEATURE?](#)

[HOW DO I ENABLE THE 'TALK NOW' FEATURE?](#)

[WHAT OTHER RESOURCES ARE AVAILABLE FOR EXHIBITORS?](#)

# WHAT IS A VIRTUAL EXHIBIT BOOTH?

A Virtual Exhibit Booth is a place where NGO CSW66 Forum participants can go to learn all about the sponsoring organization, campaign, or group. Participants can explore the [Exhibit Hall](#) on our Portal to virtually visit the different booths and learn about your organization, request more information, and virtually meet and greet with live representatives of your booth. Hosting a virtual Exhibit Booth is a great way to promote your group and get participants involved in your organization, group, or campaign!

# WHAT ARE THE FEATURES OF A VIRTUAL EXHIBIT BOOTH?

- Exhibit Booth will be featured on the NGO CSW66 Forum Portal under the “Exhibit Hall” tab (See [last year’s Exhibit Hall](#) for an example);
- Your organization will be featured on the NGO CSW66 Forum Portal of up to 40,000 participants;
- Custom landing page for your organization/campaign/group;
- Exhibitors can manage and edit their logo, description, and content on their page. They can also upload handouts, materials, and resources. Exhibit Booths also have a discussion feature where participants can engage with you and each other;
- Through the [“Talk Now”](#) feature, Exhibit Booth representatives can virtually meet and greet participants who visit their booth;
- Exhibitors can host events in their booth, and Exhibit Booth representatives can engage and communicate directly with Forum attendees.
- Forum participants can indicate their interest to connect or get involved with your organization/campaign/group by ‘leaving their card’ at your booth. Exhibitors have access to the list of participants who ‘leave their card’ at your booth and their contact information.

## HOW DO I APPLY FOR A VIRTUAL EXHIBIT BOOTH?

Apply to host a virtual Exhibit Booth [here](#). You can also find the application link on our website [here](#).

## WHAT IS THE DEADLINE TO APPLY FOR A VIRTUAL EXHIBIT BOOTH?

- The early bird deadline to apply is 28 January 2022.
- The final deadline to apply is 1 March 2022.

## WHAT IS THE FEE TO HOST A VIRTUAL EXHIBIT BOOTH?

- The early bird fee (if you apply on or before 28 January) is US \$1000.
- The regular fee (if you apply after 28 January) is US \$1500.

## IS IT POSSIBLE TO HAVE A REDUCED FEE FOR MY EXHIBIT BOOTH?

Unfortunately, we're unable to provide a reduced fee or financial support for Exhibit Booths, as they help cover the cost of our expenses for organizing the Forum.

## WHEN WILL I FIND OUT IF MY EXHIBIT BOOTH IS ACCEPTED?

You will receive a decision about your virtual Exhibit Booth application by Friday, 4 February.

# WHAT'S THE DIFFERENCE BETWEEN AN EXHIBIT BOOTH AND A HANDBOOK AD?

- While Handbook Ad sponsors also have a unique page on the NGO CSW66 Forum virtual Portal, it lacks many of the features of an Exhibit Booth. The exclusive features that Exhibitors have access to are:
- The ability for participants to 'leave their card' at your booth and exhibitors' access to those who left their card and their contact information;
- The "Talk Now" feature that allows participants to meet and greet with a live representative of your Booth.
- Ability to hold events in your Booth.

Generally, Exhibit Booths are much more interactive than Handbook Ads. While Handbook Ad pages allow participants to read information about their organization/campaign/group, Exhibit Booths provide live interaction between participants and Exhibitors and allow a collaborative space to learn, make connections, and advocate.

## HOW DO I ACCESS MY EXHIBIT BOOTH IN THE NGO CSW66 FORUM VIRTUAL PORTAL?

When you receive your acceptance email, it will include a link to access your Exhibit Booth, where you will be able to manage and edit the content. Only those who are listed in your application will have access to edit your booth.

## HOW DO I EDIT MY EXHIBIT BOOTH?

To edit your virtual Exhibit Booth and add/manage content, hover over your name at the top right of your screen, and select "Edit my organization." From here, you will have complete access to edit and manage the information and content on your virtual Exhibit Booth. You can also edit your Exhibit Booth by going to your Booth via the Exhibit Hall tab and clicking "Manage" at the top right of the booth.

## WHAT WILL MY EXHIBIT BOOTH LOOK LIKE?

For an example of an Exhibit Booth, see [NGO CSW/NY's booth](#). You can also access last year's virtual Exhibit Hall [here](#) as another example.

## HOW DO FORUM PARTICIPANTS GET TO MY EXHIBIT BOOTH?

Participants can visit your virtual Exhibit Booth by clicking the "Exhibit Hall" tab at the top of the screen, and clicking the your logo.

## HOW DO I HOLD EVENTS IN MY EXHIBIT BOOTH?

- Add links to events in your virtual Exhibit Booth to host programs, meetings, and events within your booth! For an example, visit NGO CSW/NY's Exhibit Booth.
- Like all events during the Forum, Exhibitors must use their own virtual meeting platform (NGO CSW/NY cannot provide one).
- Events held within an Exhibit Booth will not be listed in the Agenda on the virtual Portal. Participants must go directly to the Exhibit Booth to join these sessions.

## DO MY EXHIBIT BOOTH EVENTS SHOW ON THE AGENDA IN THE VIRTUAL PORTAL?

No, any events being hosted in your virtual Exhibit Booth will not be shown on the Agenda in the virtual Portal. Participants must go directly to the virtual Exhibit Booth to join any sessions hosted in the booth.

## WHAT'S THE "TALK NOW" FEATURE?

- The Talk Now feature is how participants can virtually meet and greet with your Booth's representatives.
- When your Talk Now feature is enabled, participants will be able to click "Talk Now" on your Exhibit Booth page and will be connected to an available representative.
- Your Exhibit Booth representatives can indicate when they are available to meet and greet by toggling the "Talk Now" button on the top of their screens.
- Please note that the Talk Now feature is not available on the mobile app.
- See more information about the Talk Now feature on [Pathable's support site](#).

## HOW DO I ENABLE THE 'TALK NOW' FEATURE FOR MY EXHIBIT BOOTH?

- First, make sure the Booth representatives who will be meeting with participants have their Talk Now feature enabled. When editing your Booth, there will be a checkbox under each representative to enable their Talk Now.
- When your Booth representatives are ready to meet and greet participants, they must turn on the "Talk Now" toggle on the top of their screen. Only those who are assigned to an Exhibit Booth will have the "Talk Now" toggle.
- See more information about the Talk Now feature [here](#).

# WHAT OTHER RESOURCES ARE AVAILABLE FOR EXHIBITORS?

- Exhibitor Tutorial Video
- Exhibitor Training event on 3 Feb
- NGO CSW66 Forum FAQs
- Having a Safe/Secure experience at the Forum