

## **EuroBrake 2021 Exhibitor Guide**

### **Technology and Access Requirements**

To get the best out of the online event platform, we ask you to ensure the following computer setup and access requirements are met. You may wish to share this information with your company's IT support prior to the event to ensure everything is in place. We will be using the following platforms and recommend you check the following:

- The optimum browser to use is the latest version of Google Chrome. Other browsers will work, except Internet Explorer which is no longer supported.
- Please ensure you have a fast and reliable internet connection.
- We will be using WebinarJam, Microsoft Teams and Teams Live to run the live sessions – before you access the session, please check that your company firewall allows you to use these platforms.
- If you intend to participate in one-to-one or group meetings, ensure you use a computer with a working camera and microphone - the video meeting functionality is delivered inside the platform via web-based software called JITSI.
- The virtual event platform is not optimised for use on a mobile phone due to the amount of content that is available - for the best result, access on a laptop/desktop computer.
- All times listed within the event platform are in CEST, please be aware that attendees may be in different time zones when requesting meetings.
- In some cases the automated emails sent from the EuroBrake Team via the event platform may not display in your inbox – please remember to check your Spam or Junk Mail folder for event messages.

### **How exhibitors manage their own profile in the EuroBrake VCD**

Exhibitors will be given a code to register one person free of charge; after they register with this code they will receive an automated email that invites them into the EuroBrake VCD (the event platform) where the company page can be set up.

**Note:** Additional delegate tickets should be purchased separately by each attending delegate, and all of these individuals can be linked to and appear on the company page. Everyone linked to the company page will be able to make edits.

Attendees can switch from their personal attendee profile to the company profile to manage the profile as needed. We recommend that everyone uploads a headshot to their personal profile page as this will appear on the company page and improves engagement (recommended dimensions: 300x300, accepted formats .jpg .bmp .png .gif)

If you need an individual to set up your company page as an admin but not take part in the event sessions, please let FISITA know. We can add one admin personnel and this individual will be able to access the company profile page and make amends/add content but will not be listed on the page for delegates to connect with and cannot attend technical sessions. FISITA will add these manually so please email the name and email address if this is a requirement for your company.

## Editing exhibitor profile

Attendees who are affiliated with an exhibiting company can access and manage the exhibitor profile by taking the following steps:

1. Login to the VCD as an attendee
2. In the top right, click the dropdown labeled “Hi, {{firstname}}”
3. Click the exhibitor company name
4. Click “Edit Profile” to update the requested information fields; check your logo, company name, company overview, select relevant interests/tags, and add the fixed link URLs blog/Facebook/LinkedIn/Twitter and website
5. Upload company files that will best showcase your company/products: this can include up to 5 files and or links to videos. The maximum individual file size is 20MB - larger files should be linked to rather than uploaded. Please ensure you also upload a URL image for links as this makes your page more appealing (to get a YouTube thumbnail add your video id in this link: <http://img.youtube.com/vi/<insert-youtube-video-id-here>/sddefault.jpg>)
6. Select the interests/tags that are most relevant to your company - both what you are offering and what you are seeking
7. Click “Save” when done
8. Navigate the VCD as an exhibitor and take actions such as manage meeting requests, send messages, and view leads

**Note:** To return to the attendee’s personal profile, click the dropdown in the top right showing the company name, then select the attendee’s name.

Your company profile must be completed before 30<sup>th</sup> April because event delegates will have access from 4<sup>th</sup> May. The VCD will then be accessible through to the event dates 17-21 May and for a duration of 3 months post event.

## Supply of Advertisements

All sponsors and exhibitors should supply online advertisements if available, specs as follows:

- Desktop Ad Banner (1000 x 75px)
- Square Ad (300 x 300px)

Email adverts in jpeg format to [sales@fisita.com](mailto:sales@fisita.com) by 26<sup>th</sup> April.

Sponsor adverts will be placed at the top and side of the VCD page. Exhibitor adverts will be placed on the bottom and side of the VCD page. Adverts will also be placed on the EuroBrake website.

## Supply of Video Promotion in Technical Sessions

All sponsors/exhibitors have the option to record a short promotional message that will be played to delegates between speakers within technical sessions. To benefit from this please supply:



Maximum 30 second video of company representative talking direct to camera as if they are addressing the delegates. You may wish to outline your company offering/new product and invite delegates to visit your company page or book a meeting.

Example script: *“Hello from FISITA we are delighted to be a part of EuroBrake this year, our company provides a rich knowledge share experience and we are looking to connect with industry leading experts at the forefront of their technical fields. Please visit our company page and book a meeting with us to find out more about the benefits of membership”*

Required minimum of 720p quality in MP4 format by 26<sup>th</sup> April. You could simply use Teams to record this.

### **Supply of Sponsored Content**

If you are a sponsor or an exhibitor that has selected the optional extra to submit pre-recorded/written sponsored content or product demonstration footage FISITA will require this by 26<sup>th</sup> April. This will be listed in the Content Hub of the event platform and featured within the Sponsored Content area of the Technical Agenda made viewable to all delegates on demand. Please supply:

1. Engaging content; this can be in the format of your choice, usually either PDFs of Word or documents and/or an mp4 video (we will host and link this on YouTube but if you prefer to host it we can also use a URL that you provide).
2. Accompanying title, author/presenter name, plus a brief description of the content that will attract delegates to view.

### **Creating meetings**

Within the VCD event, exhibiting companies can receive meetings requests from attendees. A meeting with a company is separate from a meeting with an individual attendee. Exhibitors can also login to their Exhibitor profile and send meeting requests to attendees directly.

If an exhibiting company has multiple contacts, the company can decide who will participate in the meeting. Meetings can include one or multiple exhibitor contacts.

Meeting requests will appear in a users ‘Messages’ folder in the VCD and will also be sent to their email address (remember to check junk/spam).

Meetings can be scheduled between 07:00-21:00 CEST (Technical Sessions take place between 09:00-19:30) – each individual can block times in their personal schedule that show when they are/not available for meetings. The meeting room is available 5 minutes before the scheduled start time.

The video meeting functionality is delivered inside the platform via web-based software called JITSI which will automatically open a new tab. If possible, you may consider setting up and running a test meeting with colleagues to ensure your computer and firewall permissions are set up correctly.

**Note:** A meeting with a company will show the company name as the participant on the “My Schedule”



## Accessing leads

When an attendee “favourites” an exhibitor company, that attendee is added as a “Lead” for that company. Exhibitors can access their leads by logging in to the exhibitor profile, then visiting the “Leads” menu page.

**Note:** Leads cannot be exported from the VCD dashboard, exhibitors can use their list of leads to request meetings and send messages.

## How matchmaking works in the EuroBrake VCD

Learn how interests and tags selected by attendees can be used for matchmaking.

EuroBrake attendees who access the VCD event will be able to choose interests/tags which apply to them, along with interests/tags that they are seeking information about for the purpose of matchmaking. The data collected will be used to make “smart” suggestions on who attendees may benefit from meeting with.

The list of interests/tags for EuroBrake 2021 are as follows and will be completed by all companies and all attendees to reflect both what they are offering and what they are seeking;

- Vehicle Manufacturers - Passenger Cars
- Vehicle Manufacturers - Commercial Vehicles
- Vehicle Manufacturers - Motorbikes
- Aerospace
- Railways
- Wind Turbines
- Brake Parts Manufacturer - Original Equipment
- Brake Parts Manufacturer - Aftermarket and OES
- Chemical and Raw Materials
- Manufacturing Equipment
- Brake Testing - Vehicle
- Brake Testing - Dynamometers
- Brake Testing - Components
- Engineering Services
- Braking Systems Design
- Electronics Integration
- Academia and research
- Research and development
- Mechatronics Development
- Software Development
- Quality and process
- Media/Analyst

**Note:** Each company/attendee must select at least one interest, and one product they provide.

## Selecting tags and interests

By default, attendees will be asked to choose their interests and tags when logging into the VCD event for the first time. In addition, tags can always be amended by attendees by editing their profile on the ‘Home’ page and selecting “Edit Tags”.

**Note:** Exhibitors and Attendees can update their profile and change their tags and interests at any point in time. After changing interests, the smart suggestions will update within 60 minutes.

### Smart suggestions for attendees

Once interests and tags have been chosen by attendees and sponsors, the VCD event can make “smart” suggestions on who the attendee may benefit from meeting with. On the ‘Home’ page of the VCD event attendees will see an area for “Recommended sponsors” and “Recommended attendees” and can see which tags were used for matching.

### Match types

There are various “levels” of matches within the VCD event. The level will depend on how many common interests/tags exist between two parties. The levels of match are shown below:

- Ideal match - 100% of matching tags
- Strong match - 66% and up of matching tags
- Verified match - 33% and up of matching tags
- Match - less than 33% of matching tags
- Potential match - at least one matching tag

### Social Media Promotion

If you are active on social media, please let your clients and colleagues know that you are taking part in EuroBrake 21. Follow us on [Twitter](#) and [LinkedIn](#) to get all event updates, engage with the community before the event, and post about your presence. Be sure to use #FISITA #EuroBrake and @FISITAhq in your tweets. Below are some sample posts that you are welcome to use or adapt. Please tag our official FISITA Twitter (@FISITAhq) and LinkedIn (EuroBrake 2021) accounts for each of your posts.

- I’m attending [FISITA’s](#) (Tag us on Twitter: @FISITAhq) EuroBrake 2021, Online 17-21 May. Join me: <https://join.fisita.com/EuroBrake> #EuroBrake
- [FISITA’s](#) (Tag us on Twitter:@FISITAhq) International Braking Technology Event & Exhibition will be the largest gathering of braking industry professionals in 2021: join us online <https://join.fisita.com/EuroBrake> #EuroBrake
- Can’t wait to participate in [FISITA’s](#) (Tag us on Twitter: @FISITAhq) EuroBrake 2021 Online Conference & Exhibition 17-21 May. I hope to see you there! <https://join.fisita.com/EuroBrake> #EuroBrake
- Full series of technical and panel sessions. Connection with industry. Intelligent networking. Just a few reasons why you should join me at [FISITA’s](#) (Tag us on Twitter: @FISITAhq) Online EuroBrake 2021 Conference & Exhibition. <https://join.fisita.com/EuroBrake> #EuroBrake
- Hope to see you at the world’s leading brake technology event, #EuroBrake, this May 17-21! <https://join.fisita.com/EuroBrake> #EuroBrake
- Excited to be a part of FISITA’s EuroBrake 2021 Online Conference, Exhibition & Networking! Check out the full technical program: <https://www.fisita.com/events/eurobrake/2021/agenda>
- We’re exhibiting at [FISITA’s](#) (Tag us on Twitter: @FISITAhq) Online EuroBrake 2021 this May 17-21! Come join us at the world’s largest brake event. <https://join.fisita.com/EuroBrake> #EuroBrake
- Meet with us at #EuroBrake this May 17-21! Register now to join the EuroBrake community <https://join.fisita.com/EuroBrake>



## Email

Please consider using the following message to promote your participation to your colleagues and across your company:

Dear (INSERT colleague name),

I (We) are excited to announce that we will be **sponsoring/exhibiting** at EuroBrake 21 which is the largest annual gathering of international braking industry professionals and has been at the heart of promoting the latest brake technologies for a decade. The event will run online from Monday 17 May to Friday 21 May with a full series of 90+ technical and panel sessions with leading industry figures.

As the foremost brake event, EuroBrake provides important networking opportunities and industry showcase. The online platform that delivers the event this year uses intelligent networking tools that recommend attendees and companies to each other based on individual interests, so that attendees are able to interact with the most relevant delegates.

Join **me (us)** between 17-21 May Online. [Register now](#), tickets are just £200 for the full EuroBrake experience.

Yours sincerely,

YOUR NAME HERE

YOUR TITLE HERE

<https://join.fisita.com/EuroBrake>

Please consider using the following message to promote your participation to your customers or partner companies:

Dear (INSERT customer name),

I (We) are excited to announce that we will be **sponsoring/exhibiting** at EuroBrake21 which is the largest annual gathering of international braking industry professionals and has been at the heart of promoting the latest brake technologies for a decade. The event will run online from Monday 17 May to Friday 21 May with a full series of 90+ technical and panel sessions with leading industry figures.

As the principal brake event, EuroBrake provides important networking opportunities and industry showcase. The online platform that delivers the event this year uses intelligent networking tools that recommend attendees and companies to each other based on individual interests so that attendees will be able to interact with the most relevant delegates.

Visit (INSERT company name) as a featured Partner within the EuroBrake event platform this May 17-21 and let us know if you would like to book a meeting with us over this period too. [Register now](#), tickets are just £200 for the full EuroBrake experience.

Yours sincerely,

YOUR NAME HERE

YOUR TITLE HERE

<https://join.fisita.com/EuroBrake>



## Event Listing

If you have a website where you can promote your association with EuroBrake 2021 please consider adding the event listing to showcase your association and encourage potential customers to join in:

### **EuroBrake 2021**

**May 17-21**

**Online event**

<https://join.fisita.com/EuroBrake>

**EuroBrake 2021** will be held fully online from **17-21 May 2021**, using a brilliant event platform that is intuitive, simple, and that offers key networking functions to bring as much of the physical event as possible, direct to wherever you are. We hope that you will join us to share, learn and network in the world's largest gathering of braking industry professionals.

[Register now.](#)

## EuroBrake assets

You are welcome to use the EuroBrake logo and/or banners below:

Please link to <https://join.fisita.com/EuroBrake>



## Assistance

Please contact FISITA if you have any queries or need assistance in setting up your company profile.

Email to arrange a Teams call; Kerry McDiarmid and Nadine Lloyd : [sales@fisita.com](mailto:sales@fisita.com)