

Exhibitor – Create a Presentation

The Business Expo Auditorium is the place where it all happens. Once you have populated your exhibitor stand with text, images and perhaps a video or two, you will fly through creating presentations to show off in the auditorium. This guide provides step-by-step instructions for creating a presentation. Attractive layout templates designed for different media file combinations help make the process simple and straight-forward.

Exhibitor Login link

Visit the following link and login with your username and password:

<http://www.thebusinessexpo.net/stand>

Preparation and quick guide

Your presentation can be made up of:

- Videos and SWF Flash files
- Slideshows (images uploaded to display inside a slideshow viewer)
- PDF resource files such as product or business brochures
- Audio files (mp3) for example radio interviews or audio presentations

Once you have selected the media you want to use in your presentation, select a template to match the type of files you will be uploading.

Image sizes

- **Presentation thumbnail** (*logo top of presentation*) 120px wide by 90px high
- **Slideshow images** 390px wide by 160px high
- **Video preview image** 320px wide by 180px high

For a simple online solution you may want to try www.picnik.com for image resizing.

If you need assistance – please refer to our separate guide on using external resources.

Template selections



PDF | AUDIO | SLIDESHOW



PDF | AUDIO | VIDEO
SLIDESHOW



PDF | SLIDESHOW

Note: there is an alternate video template allowing you to upload swf flash files

Step by step process to create a presentation

The first step with creating a presentation is to set up the frame work – this includes naming the presentation and assigning it to a category, selecting type (permanent or live) and whether or not the presentation should be active and/or featured. You will also upload a thumbnail image (this can be your logo or other small image) which will show in the auditorium where all presentations are listed.

1. Click on the **Auditorium Presentations** tab in admin & select **Add Presentation**
2. **Name** your presentation and select a **category** from the dropdown list.
3. **Select your template** – click the down arrow to view layout templates to suit a range of different media. To select a template simply click the thumbnail image in the list.
4. Upload a thumbnail image (*for example your business logo*) - **120px wide x 90px high**.
5. **Select Type** – permanent or live (live is useful when you are hosting an event or you want the presentation to run for a limited time).
6. **Display Order** – this refers to the order of your presentations (1=top).
7. **Tick Active** – to show the presentation in the Auditorium
8. **Tick Featured** – to include the presentation in the Featured section of the Auditorium
9. **Finally** – **Click the Submit button** to save the presentation - the **file manager** will now appear at the bottom of the page.

Note: You cannot upload your media files until the presentation has been saved.

When you have saved your presentation (framework) you can upload the different files using the file manager, which will show at the bottom of the presentation page:



[Presentation File manager - appears once you have saved the presentation framework](#)

Select the type of file you want to add (Resource, Audio, Video or Slideshow), click the Add New link – and on the next page follow the instructions to upload your media.

You will find more information on uploading each of the 4 file types below:

Upload Resource files (PDF DOC etc)

You can upload the following file types: PDF, DOC, DOCX, PPT, PPTX, XLS, XLSX & RTF (Maximum file size: 20MB). When clicked inside the presentation, these resource documents & PowerPoint slideshows generate a popup window, offering users to download the file.

1. Enter the **title** (*maximum 30 characters*)
2. Type or paste a short **description**
3. Locate the file on your computer by clicking the **choose file** button.
4. **Please note:** Make sure your filename doesn't contain strange characters (%^&\$ etc) or spaces as it can cause errors during the upload process. Where possible make sure your files are saved for web or email size.
5. Enter a **display order** (1=top) for your resource file.
6. Enter **keywords** – separated by comma. Use descriptive words which reflect the content in the file you are uploading.
7. Tick **Active** and then submit to show the file with your presentation.

Upload Audio – mp3 files

1. Enter the **title** (*maximum 30 characters*)
2. Type or paste a short **description**
3. Locate the audio file on your computer by clicking the **choose file** button
4. Enter a **display order** (1=top) for your audio file.
5. Enter **keywords** – separated by comma. Use descriptive words which reflect the content in the file you are uploading.
6. Tick **Active** and then **submit** to include the file with your presentation.

Upload Video files (avi, mov, flv etc)

You can upload any of the following file types: avi,vob,mp4,mpeg,wmv,3gp,mov,asf,rm,rmvb,flv,m4v (max file size 100MB)

1. Enter **title** and **description**.
2. Click the **BROWSE** button to locate the file on your computer. **Note** the supported file types.
3. Make sure to click the **Start Upload** link, which appears once you have selected your file.
Wait for the video to upload and convert (this can take up to 10 minutes).
4. Upload a **preview image** for the video: size needs to be: **320px by 180px**
5. Enter **keywords** and display order.
6. Tick **Active** and **submit** (*once uploading is complete*), to show the video with your presentation.

Upload jpg images and create Slideshows

Before you upload your slideshow images, you will need to resize them – to prevent distortion or faulty display of images. If you require a simple solution to image resizing you may want to give this online application from the Google team a try: Picnik is free to use and allows you to quickly crop, enhance and resize images: www.picnik.com

If you need assistance – please refer to our separate guide on using external resources.

1. Enter **title** and **description**.
2. Enter **display order & keywords**.
3. Tick **Active** to show the slideshow.
4. Most templates use image size: **390px wide by 160px high** – but you will need to check the size requirement as this may change.
5. Click **choose file** to locate the first image, enter a **title** (*this will not show in the slideshow but is helpful for when you need to edit images later*) and display order (*1=first image*).
6. Click **Add another image** & repeat step 4 until you have selected all the images you want to use in your slideshow. Finally click **Submit** to save.

When you have added all the files you want to use in the presentation – make sure you click the **submit** button on the presentation detail page to save the entire presentation. Once saved you should check the live version in the auditorium to make sure everything displays the way you intended it to.

Slideshow Gallery popup function – in live Auditorium presentation

A new function allows you to upload images of any format (*for example portrait ratio*) – images will be cropped/resized to fit the slideshow viewer, **but if clicked** on will pop up showing the image in the ratio it was uploaded. Please be aware that the cropping of images is automatic and may not result in a favourable display in the slideshow viewer.

Upload SWF Flash file (alternative video template)

There is now an alternative to uploading the regular video file types (described above).

This **alternative video template** allows you to upload SWF Flash files.

This option is useful if:

- You already have SWF Flash video files (SWF files are more complicated to convert)
- This is also a highly suitable option if you wish to **convert a PowerPoint presentation to a Flash Video File** (SWF) - we will describe this process below.

The instructions below include the conversion from PowerPoint slideshow to SWF file – if you already have a SWF file, you can skip the initial steps.

1. Download and install iSpring (this is a free add-on application, which when installed will show as a top menu tab in PowerPoint. You can download the application at: http://www.ispringsolutions.com/free_powerpoint_to_flash_converter.html

2. Open PowerPoint and the slideshow you wish to convert – make sure you have set up slide animation timing and any additional effects you require.
3. Click the **iSpring Free tab** in the top menu – select Publish with settings.
4. On the iSpring settings page - make sure that slides are set to change automatically (this will ensure the Flash video shows all slides automatically, without user having to manually click to view each slide in sequence).
5. When you click OK to publish – iSpring will convert your slideshow to a SWF Flash file (and place it in a folder on your computer) – take note of where the file is saved as you will need to locate the file when you upload.

Uploading the file

6. In your Exhibitor admin – create a new presentation, and make sure you select the template which includes SWF Flash video.
7. Once you have created the presentation you can upload the file using the file manager – select **add new SWF Flash Video**.
8. **On the upload page** – click the Browse button to locate the file on your computer click Start Upload to begin uploading your flash video.
9. You can upload a preview image to show before the video is played (or let the system choose a random image from the video).
10. When uploading is complete – tick **Active** (to show) and click the **Submit** button to save.

Extra information on search functionality

The Business Expo uses powerful search mechanisms to display relevant items to site visitors. To ensure your content (presentations, stand pages, media files) is picked up in search results – make sure you always enter relevant keywords and descriptors in the following fields:

Title – use descriptive titles, to assist your content showing up in search results (avoid titles such as presentation 1, presentation 2...).

Description – although this field will often NOT show on the page, it plays a bit part in search functionality. Make sure to include relevant keywords in your descriptions.

Keywords – again these will not show on the page, but will help visitors find your content when they use the search function on the site.

TIPS: Try to be as specific as possible when creating keywords and descriptions for your various items and business information page. If you rely too much on generic terms you may find that your content gets lost in the maze of other similar descriptors.

Do include your business name, products, specific services, location (if relevant), accreditations, type of business etc.

Try to think like a person entering a search phrase – what would they type to find you?