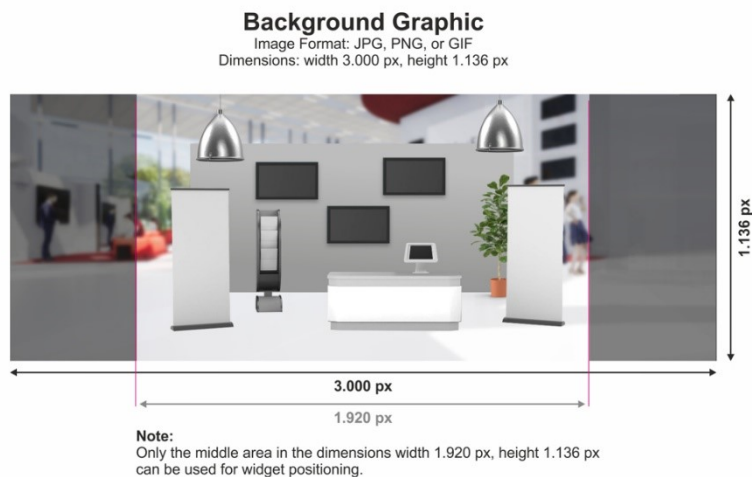# How to Create a Virtual Stand

1 Create a Background Graphic

Before you can upload videos, photos, and links, you need a so-called background graphic. Therefore, the first step when setting up your stand involves preparing the background graphic. It can be described as a picture of your stand at the fair. For this, you can choose one of the following templates and customize it according to your wishes: https://erec.info/wp-content/uploads/2020/11/eREC-Standvorlagen-2021.zip

To customize these templates, you need a graphics program like Photoshop. You can edit the graphics there and then upload them to the system. Of course, you do not have to use the templates. You can also create your personal graphics. The graphic must be a JPG, PNG, or GIF file and must have the following dimensions:

Background Graphic
Image Format: JPG, PNG, or GIF
Dimensions: width 3.000 px, height 1.136 px

1.136 px

3.000 px

1.920 px

Note:
Only the middle area in the dimensions width 1.920 px, height 1.136 px
can be used for widget positioning.

! **Tip:** If you need help in creating the background graphics and/or if you prefer that we design the stand for you, you can book these additional services on request. Just contact us: j.huss@msvgmbh.eu.

2 Uploading the Background Graphic

As soon as your background graphic is ready for uploading, you can log in with your access data, which you got from us in advance, on erecadmin.expo-ip.com. Click on "Media" to go to your virtual stand and to upload your background graphic. Click on "Booths" to go to your booth and choose your background graphic. Click on "Settings" to update your texts (description and catalog text) as well as

your contact information. **The catalog text should not be longer than 800 characters, including blanks. There is no limit for the description text.**

Tip: Step by step instructions: https://www.expo-ip.com/en/virtuellermessestand-schritt-fuer-schritt-anleitung/

3 Adding Files: Widgets

To give visitors the chance to interact with your stand, you can add so-called widgets. These are pulsing dots on your stand, which lead to your videos, website, PDFs, or contact information. Click on "Upload Media" to upload these files. Give each file a name and always choose the type of media. For example, use PDF documents for brochures, flyers, or product information. You can also upload product images or videos that you can use for galleries. For all files (except logo and background graphics), it is best to add a short content description.

Set the status to "Live" and save your settings. Once you have created a widget, you can move it around with your mouse. You will find the "widgets" also below your stand. If you would like to see your booth, you can click on the arrow at the top, and then you will see a preview of your stand.

Tipp: A list of all widgets can be found at: https://www.expo-ip.com/en/widget-typen-und-ihre-verwendung/