



WEEK OF INDONESIA-NETHERLANDS  
EDUCATION AND RESEARCH

## Guideline for Exhibitor

### Study in Indonesia Expo

26 – 28 October 2021

#### Background

The second edition of WINNER Conference will return this year in an online format on 26 – 28 October 2021 through its theme “Innovation for the SDGs: Education and Research Collaboration towards the future.” This year, WINNER will host its first Study in Indonesia Expo and various sessions on topics ranging from urban-rural dynamics, innovating food systems, water and energy management, internationalisation of education, COVID-19 and public health, to climate change and climate adaptation. There will also be ample opportunities for online networking and matchmaking. The objective of this guideline is to assist the whole journey of your institution as an **exhibitor**, so that the whole experience will be well ordered.

#### What activities can be done on Hopin?

There are multiple activities that can be taken to make your booth looks more liveable and more engaging to the participants. Below are the list activities for your virtual booth as an exhibitor:

1. Present live using Hopin backstage and you can use a PowerPoint presentation if needed.
2. Share recorded videos using YouTube, Vimeo, and Wistia.
3. Share slides using google slides.
4. Chat to booth visitors.
5. Answer live questions.
6. Share links of downloadable files using the chat wall.
7. Play games with participants using **Kahoot!**

Kahoot! is a game feature to engage with your audience throughout your event. You can see how Kahoot! works by clicking [here](#).

#### How to use Hopin platform as an exhibitor?

As aforementioned, this event is going to be live via [Hopin platform](#). Before you can access Hopin, you will require to have a Hopin account, to register for an account please follow the steps below:

1. Visit [https://hopin.com/sign\\_up](https://hopin.com/sign_up)
2. Choose ‘sign up with email’. We recommend you to use your general institution’s email that has been registered in the Study in Indonesia Expo registration form or personal institution account (We will send the booth access to this e-mail address). Every representative who will be present in the virtual booth shall have their own personal Hopin account too.
3. Follow through the steps by filling in your personal details and finally click ‘sign up with email.’



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4. Once you have been registered, you can use your login details through [https://hopin.com/sign\\_in](https://hopin.com/sign_in)
5. To register to the WINNER Conference simply click 'join event' by accessing <https://bit.ly/RegWINNER2021>.

In addition, we strongly recommend you to follow [this tutorial](#) to understand how the platform works. The tutorial covers technicalities on how you moderate your booth as an exhibitor, how to add your presentation to the platform, and other function for the expo.

## Planning your virtual expo booth!

**Step 1:** On 24 – 29 September, we have set up your booth, and in this [link](#) you can see the list of what we need to set up your booth.

**Step 2:** On 4 October, we will send you the booth access invitation to rearrange and update information in your booth. After you received the access to Hopin, you can **login** with your email address to your booth.

**Step 3:** Setting up your booth. All information about how to set up your booth can be access through this [link](#).

**Step 4:** Plan your booth activities. As shared in the above list of features, you can live stream, pre-record a video or do both, or use Google Slides. We scheduled your **live session on 27 October 2021 at 15.15 – 16.30 WIB**.

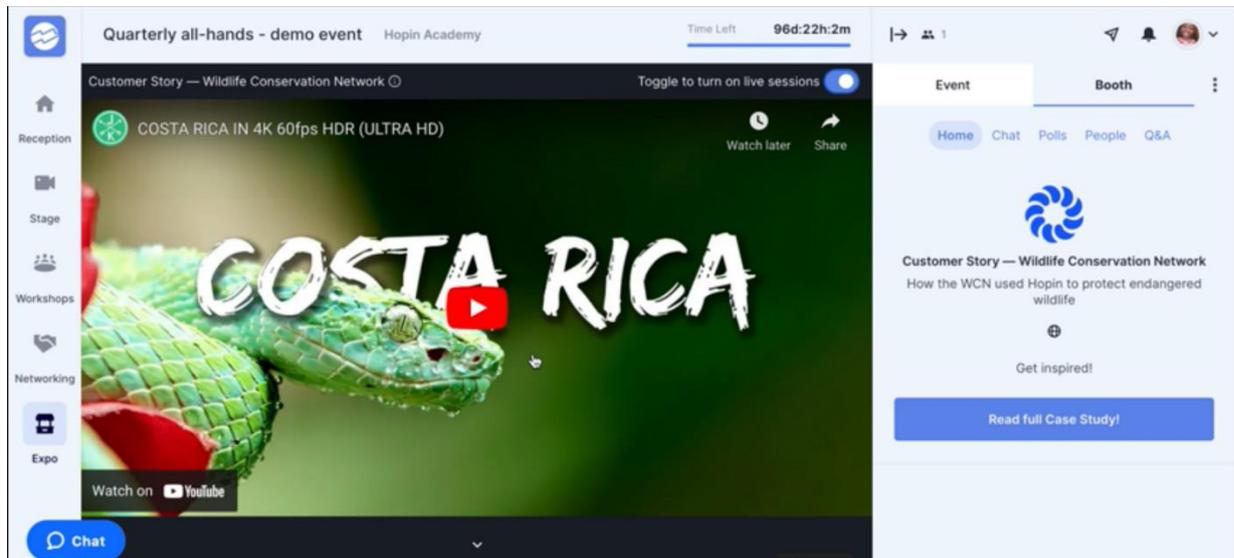
To anticipate the request from some attendees for personal meeting with university's representative, we recommend that exhibitors will be available through-out the event.

## How do I enter my virtual booth once the event is live?

It is important to make sure you are "in" your booth during the event on Hopin. This will allow you to answer questions in the **Booth Chat** and be on live camera to engage with participants, if you've chosen that format. When it's time for the event, head to the registration page 5 minutes before the event starts.

To enter your booth:

1. Click Expo on the event menu on the bottom-left side of your screen.
2. Find your booth. Click it to enter.



Preview of virtual booth in the Expo section.

If you have prepared a **pre-recorded video**, then your job is easy. Prepare your admin (moderator) on the Booth chat to answering Q&A from any of the participants.

**Tip:** Use the “**Event chat**” to invite and attract more visitors to your booth. We recommend to announce when your institution will be having a live session

If it is a **live session**, click **Share Audio and Video**. Make sure you have given **browser permissions** for Hopin to use your camera and mic.

When **visitors request to join a live session at your booth**, you will see their name pop up in the moderation panel below. Click their **profile image** to allow them to join. They then select their AV devices and will be on camera shortly. To remove them, click the **RED button** in their screen.

In this **link**, you can get detailed information on how to access your booth as an exhibitor.

## Device and Software Compatibility

In general, you will require any desktop or computer with internet connection for best experience. For browser, we recommend using Google Chrome or Firefox. On iOS, Safari is recommended.

To familiarise with the event platform, we strongly advise you to participate in the technical meeting sessions on **13 October 2021 at 14.00 – 15:00 WIB** or on **14 October 2021 at 16.00 – 17:00 WIB**. An invitation will be sent to your registered e-mail address.

Then, you are set to exhibit your booth in Study in Indonesia Expo at the WINNER 2021!

## Promoting Study in Indonesia Expo

For the promotion, we will send out this information through our network to the Dutch higher education institutions, Dutch-Indonesian organisations (e.g. Indonesia Nederland Youth Society), etc. In addition to this, we highly appreciate your support to circulate the promotion through your communication channels (Dutch partner institution, current students and/or alumni) to maximise the target audience reach. We will provide you with the promotional materials once available.