2021 ROMBA
LGBT+ MBA Conference
Pathable Exhibitor FAQs

This document includes important information you'll need to prepare for using Pathable, the virtual conference platform for the ROMBA Conference. Feel free to reach out to our Interim Director of Development, Nate Wambold, at nate@nathanandrewgroup.com if you have further questions after reading this document and reviewing the training webinar.

For an overview of the exhibitor experience with the Pathable conference platform, please watch the following video: https://vimeo.com/430062907. The rest of the document includes step-by-step instructions for customizing your booth as well as FAQs. **The community goes live for all attendees on Monday, September 20**, so please have your booth customized by then.

If your company cannot access Zoom, please let Nate know ASAP. The career expo is powered through Zoom on the Pathable platform.

I. PATHABLE ACCESS & BOOTH CUSTOMIZATION

Organizations have their own landing page within Pathable with several customizable areas. You must be logged in to the Pathable platform and have appropriate permissions, set by the event host, to make edits to your page. Your login information will be emailed to you by September 14.

1. Log in to the event platform. On the right-hand side of the top menu, highlight 'Account' and then select 'Edit my Organization'

2. This is the landing page for your exhibitor's booth - here you can see what your booth will look like to any visitors. As an example, this is the Reaching Out page:

3. When you first log in, your exhibitor page will be pretty empty. To fill it up, click the 'Manage' button on the right side of the screen. From there, you'll be taken to your editing page where you have five options:

    a. Basics: Allows you to update your organization name, logo, description, links, tags, and team members.
        i. **Name:** How you would like your organization's name to appear on your booth.
        ii. **Logo:** Your chosen logo for your organization (logos can be either PNG or JPEG).
        iii. **Header Banner:** You can choose to upload a header image for your organization's page here (JPG or PNG file of minimum 1170x145px size).
        iv. **Description:** A short description of your organization.
        v. **Links:** Links to additional relevant materials. If you include a link to a video (Youtube, Vimeo, etc.), the video will embed itself in your booth page. Otherwise, links will open in a separate internet tab.
        vi. **Tags:** Any descriptive words you would like to use to categorize your company.
        vii. **Team Members:** Any registered member of your team can open your Career Expo Booth. <u>Please ensure at least one company representative is in Pathable and ready to open your booth at least 15 minutes prior to the beginning of the Career Expo on Friday, October 1, from 12-4pm CT.</u> Your primary organizer will be the person to add other team members to your team under the 'Manage your Team' function on your exhibitor page. **Please remember that other attendees must be registered for the event before you can add them to your team**.

↥ Back to organization details

Reaching Out MBA

(EXPO)

Basics   Analytics   Polls   Content Assets

Organization Details

Name

Reaching Out MBA

Logo

Screen Shot 2021-09-10 at   🖉   🗑
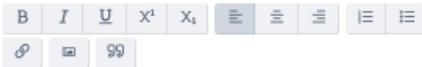
⑦ Please upload a JPG or PNG file of minimum 300x300px size

Header Banner

UPLOAD

⑦ Please upload a JPG or PNG file of minimum 1170x145px size. It will only be displayed if you have the Organization Header Banner widget on the organization details page.

Description

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EDUCATE. INSPIRE. CONNECT.
Over our 20 year history, Reaching Out has grown to include a range of programming that educates, inspires, and connects an increasingly

Related Links

http://www.reachingoutmba.org ×

Tags

Non-Profit ×   Student organization ×   ⌄

Select an option or enter your own...

Popular:

| Non-Profit | | Student organization |

BACK   SAVE

Manage your Team

⑦ Learn more about managing your organization and Talk Now from our knowledge base articles.

⊗ 🖼 Emily Bader   ⊕ New Member

b. Analytics: The analytics page allows you to see everyone who has interacted with your booth. You can see visitors, chat messages, content consumption, and more. From here you can download a .csv file with the contact information of those who have indicated they would like to receive more information from your organization.

c. Polls: This allows you to create a poll that will become active on your page during the career expo. Poll choices are endless and will be presented to all attendees when they look at your booth.

d. Content Assets: This allows you to upload any videos or files that you'd like people visiting your booth to have access to. Videos can be uploaded directly to the page for visitors to view. Examples of files that are commonly included are additional information about your organization, descriptions of job postings, and information about LGBT+ employee resource groups.

II. WHAT TO EXPECT DURING THE CAREER EXPO

The career expo will take place on Friday, October 1, from 12-4pm CT. The career expo will take place directly on the virtual conference platform and is powered through Zoom - you will need to have Zoom capabilities in order to successfully attend the career expo. **If you do not have a computer that will allow you access to Zoom (i.e. work firewall issues), please contact Nate Wambold (**nate@nathanandrewgroup.com) **so that we can problem-solve.**

When the career expo begins, a company representative must click the button to "open" your expo booth to attendees. Once open, students and recruiting alumni will appear in a common room when they enter your booth (essentially a Zoom holding room). From there, you can have group conversations or you can send attendees to breakout rooms or 1:1 conversation rooms.

III. INTERVIEW ROOMS ON PATHABLE

If interview space is one of your partnership benefits, you will be able to use your career expo booth for interviews during the conference, on October 8 & 9, between 12-6pm CT. Meetings are limited to 40 minutes each.

IV. GENERAL FAQS ABOUT PATHABLE USE

How big can files be?
When uploading files to your exhibitor booth, each file can be up to 2GB in size.

Is there a limit to how many files I can upload?
There is no limit! Upload to your heart's content.

Can we make changes to our booth after our initial set-up?
You bet! You can make any changes that you'd like up until the career expo begins. Then, you'd also be able to add or edit your booth contents between the career expo sessions.

My organization is sponsoring a session. Will this show up anywhere on my exhibitor page?

Absolutely! The Pathable system will automatically add sponsored session information to your exhibitor page. An example of what this will look like can be found below. Please note: sessions will only appear on your page if you are the sponsoring company for a session, not if you only have a speaker on a panel.

Description

Discover Financial Services (NYSE: DFS) is a direct banking and payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company issues the Discover card, America's cash rewards pioneer, and offers private student loans, personal loans, home equity loans, checking and savings accounts and certificates of deposit through its direct banking business. It operates the Discover Network, with millions of retail and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in more than 185 countries and territories. For more information, visit www.discover.com/company.

Sponsored Content:

WELCOME PLENARY
7:00 PM - 8:00 PM EDT on Friday, October 2

NON-TRADITIONAL PATHS FOR YOUR MBA
3:00 PM - 4:00 PM EDT on Saturday, October 3

MARKETING WITH MEANING: HOW BRANDS CONNECT IN 2020
1:30 PM - 2:30 PM EDT on Saturday, October 10