



# CARILEC

An Association of Electric Energy Solution Providers

## 2021 CARILEC Renewable Energy & Smart Grid Conference & Tradeshow

September 29th – 30th 2021

**Theme:** "Remodeling the Future. Stronger. Greener. Smarter"

### Exhibition Guidelines

## Dear Exhibitor,

The Caribbean Electric Utility Services Corporation (CARILEC) is an association of electric energy solution providers and other stakeholders operating in the energy industry in the Caribbean. The Association is made up of thirty-three (33) electric utilities from Bermuda in the north to Suriname in the south, and over one hundred (100) Associate, Independent Power Producers & Affiliate member companies involved in some aspect of servicing the electric utility business.

The Renewable Energy and Smart Grid Conference and Trade Show offers the latest expert insights, innovative technology solutions and room for exchange of best-practices and experiences regarding the sustainable integration of Renewable Energy and the related development of Smart Grids in our Caribbean countries. Stakeholders from the region and around the world will meet to exchange and discuss ideas, opportunities, and solutions to accelerate energy transition, strengthen the economic recovery, bolster sustainable development, and set the course for a further decarbonization of the Caribbean energy sector.

The **2021 CARILEC Renewable Energy and Smart Grid Conference and Trade Show** is a two-day virtual event which features a trade show, technical presentations and classroom-type sessions.

This conference is targeted towards engineering personnel, CAREC members, RE experts, sustainable experts, funding organisations, technical specialists, and CEOs of regional and international energy and electricity affiliated organisations.

This year's event will be held virtually from September 29th – 30th 2021.

Please feel free to contact us for any further information at [events@carilec.org](mailto:events@carilec.org)

## Happy Networking!

Alana Raymond  
Marketing and Member Services Manager

## Exhibition Booth Setup

### Access the Set up Page

#### On desktop

- **OPTION 1:** The event organizer will send you a personal link to access an online form in the Whova App. The URL is displayed as the following: “<https://whova.com/xems/engage/exhibitor/eventID/letters1234567/>”. Upon clicking it, the name of the event will be shown at the top of the page and your company’s name directly beneath. No sign-in is necessary; the link will allow you to set up your booth.
- **OPTION 2:** Sign into the web app and click the Exhibitors tab on the left-hand side of the page. Find your booth in the list of booths and click Edit Booth, this will allow you to set up your booth.



**To successfully log in, please sign-in with the email you used when you registered the event as an exhibitor.**

- There are four (4) sections to be filled out: Promotional Offers, Company Showcase, Company Information, and Primary Contact. Photos and company name can only be updated from the mobile app.
- After entering all relevant information, agree to the Whova Terms of Service, and click Submit.
- You will then get a confirmation email from Whova that includes a link you can use to continue to update your booth.



# Tizen Developer Conference 2021

Please submit any promotional offers you may have and add members to your booth staff

## Whova

Booth Location: 100

### Promotional Offers

#### Promotion Type

Raffle

#### Promotion Details

e.g. Enter to win THE BIG SHORT on Digital HD and the Apple Watch. Winner chosen on Tuesday, Sept, 17th at noon!

#### Images

You can upload up to 5 images

Upload Image

### Company Showcase

#### Live Showcase Link

https://

Services supported: Zoom Meeting, Google Hangouts Meet, Vimeo Streaming, Twitch, Youtube Live, Facebook Live, Periscope, Younow, IRIS, Ustream, Dacast, Livestream, and Brightcove

#### Stream Time

2021-01-10 10:10 AM - 2021-01-10 10:30 AM

#### Time Zone

Select Time Zone

#### Company Video

https://

Services supported: Youtube, Vimeo, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, and Wix Video

### Company Information

#### Logo

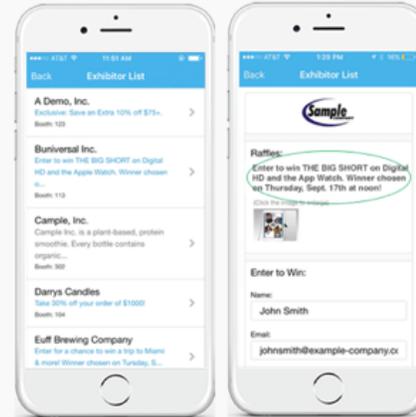


#### Phone Number

e.g. 555-555-5555

#### Website

e.g. https://www.example.com



Example Exhibitor List in the app

## Frequently Asked Questions

### What are the benefits of providing promotions in Whova?

The new feature provides another way for you to engage with attendees and gain more leads. You can attract more visitors to your booth even before the event starts.

### What information do I need to provide?

Currently we support two types of promotional information: Raffles/giveaways and coupons. For raffles/giveaways, you will need to provide a description and simple rules if you have any. For coupons, in addition to the description, you will also need to provide the coupon image.

### Do I have to participate? What if I don't have any promotions?

No, you don't have to participate. If you don't have any promotions, you will still be listed as a regular exhibitor in the app.

### How do I know who requested and received my promotion information? How can I announce the winners?

During and after the event, we will send you a summary of attendees who have signed up for your promotional activities. With this list, you can easily contact and message them in the Whova app.

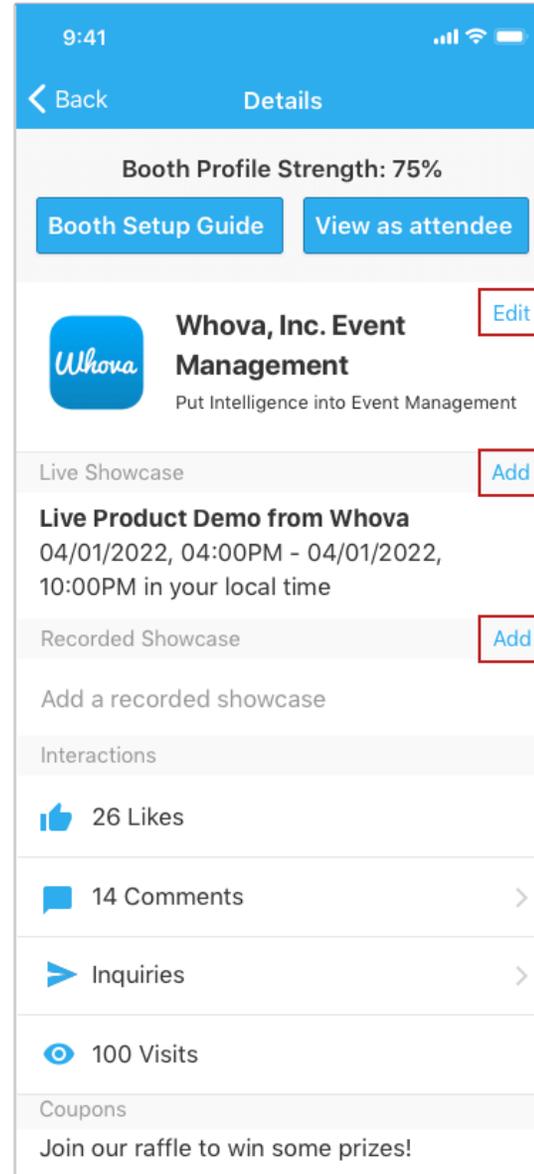
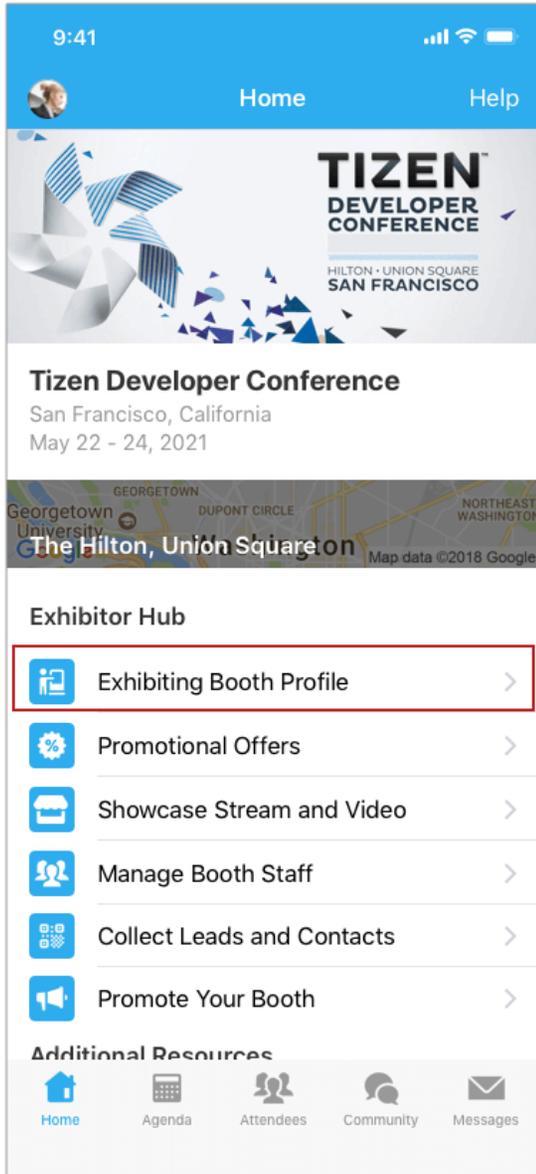
## On mobile app

1. Sign into the app with the email you provided to the event organizer for registration. Go to the Home tab at the bottom of the screen.



**Please use the email you provided when you registered the event as an exhibitor. Otherwise, the exhibitor tools will not be available to you.**

2. Find the Exhibitor Hub section and click on the Exhibiting Booth Profile.
3. From there, you can fully customize your profile by adding a company photo, uploading general photos for the booth, changing your company name, and more. See below for more customization options.
4. To add information or change it later, click Edit on the side of each section title, change what you want, and click Save.



## Upload Handouts, Videos, and Setup Live Showcase

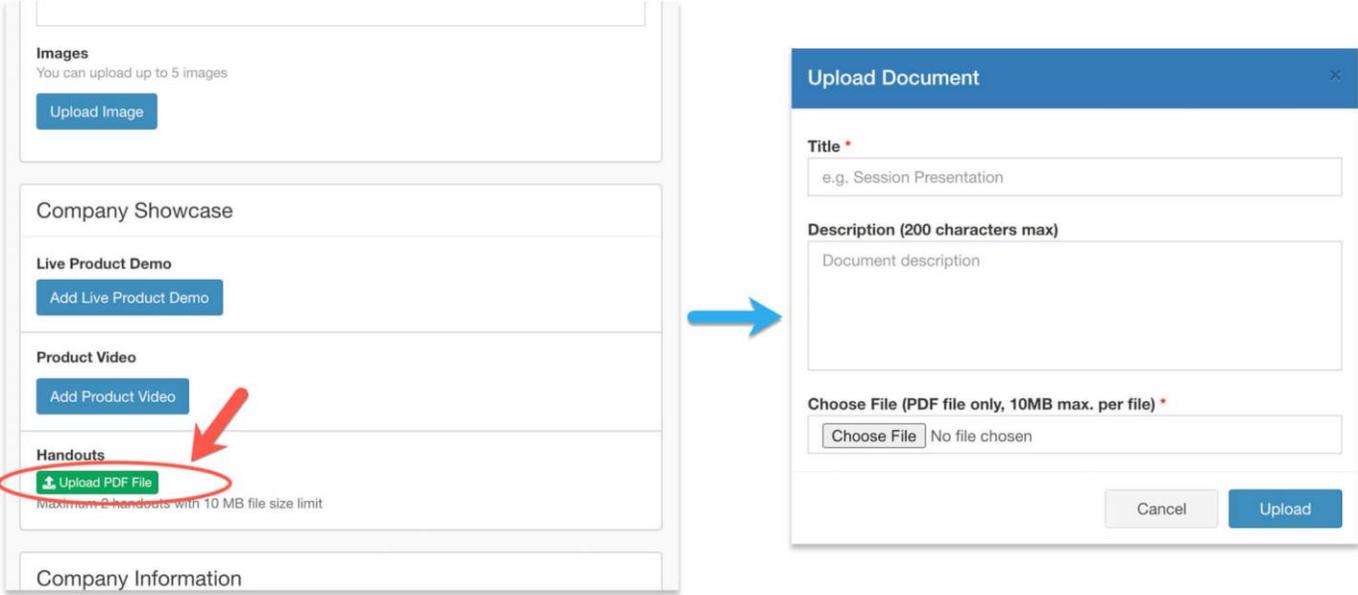
You can upload a product video or setup live showcase on the Whova App. Besides being displayed on your exhibitor profile, the videos and streams will also be compiled in a pinned Community Board topic.

### On desktop

**Prerequisites:** Follow the previous steps to access the setup form on your browser.

#### Add handouts

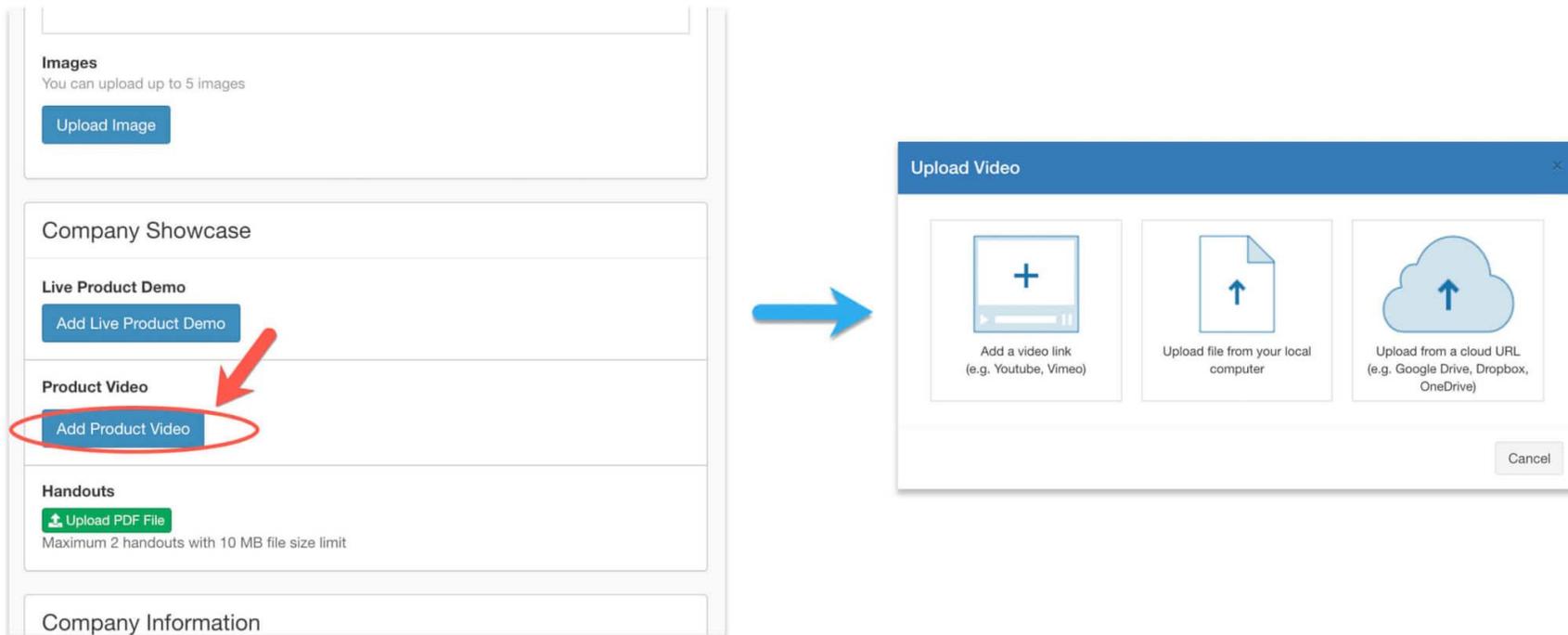
1. Click “Upload PDF file”. You may upload no more than 2 PDF files, each with a max size of 10MB.
2. Add a title for the handout, and select a PDF file from your local computer
3. Click “Upload” and save the form



The image shows a sequence of two screenshots. The first screenshot displays the Whova app interface with several sections: 'Images' (with an 'Upload Image' button), 'Company Showcase', 'Live Product Demo' (with an 'Add Live Product Demo' button), 'Product Video' (with an 'Add Product Video' button), 'Handouts' (with a green 'Upload PDF File' button circled in red and a red arrow pointing to it), and 'Company Information'. The second screenshot shows the 'Upload Document' form, which includes a 'Title' field (with the placeholder 'e.g. Session Presentation'), a 'Description (200 characters max)' text area (with the placeholder 'Document description'), and a 'Choose File (PDF file only, 10MB max. per file)' section with a 'Choose File' button and the text 'No file chosen'. At the bottom of the form are 'Cancel' and 'Upload' buttons. A blue arrow points from the 'Upload PDF File' button in the first screenshot to the 'Upload Document' form in the second.

### Add product video

1. Click “Add Product Video”, and select an option to upload your video, either by copying a link from 3rd party video storage, or by uploading a video file from your local computer. **If you do not have the option to upload a local file, please contact the event organiser (email [events@carilec.org](mailto:events@carilec.org)) to enable this option.**
2. If you choose to copy a link from alternative video storage sites, we recommend that you use YouTube, Vimeo, Dailymotion, a Zoom Recorded Video, Slidelive or our very own self-video hosting – Wistia.
3. Upload the file or copy-paste the video link and click Save.



### Setup live showcase

1. Create a livestream from the service of your choice and retrieve the livestream link. To utilise the embedded streaming, we suggest you use the following services: Zoom Meeting/Webinar, Vimeo, YouTube Live, Dailymotion or Slidelive.
2. Click **Edit** next to **Live Showcase**.

3. Paste the link under Live Showcase Link.
4. From there, you can choose the date and time that the livestream will begin.
5. Click Save.

**i** When you begin the livestream, start the meeting through Zoom rather than the Whova app. The link in the booth is for the attendees.

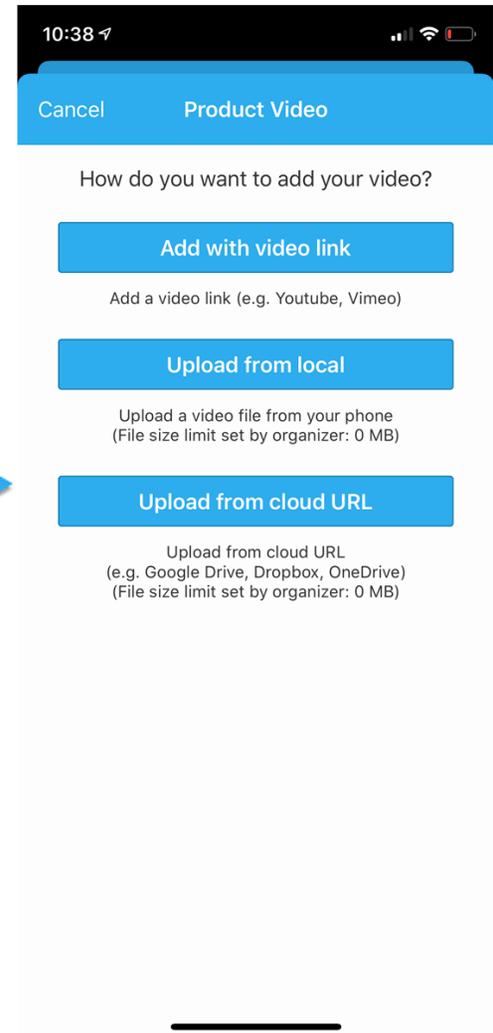
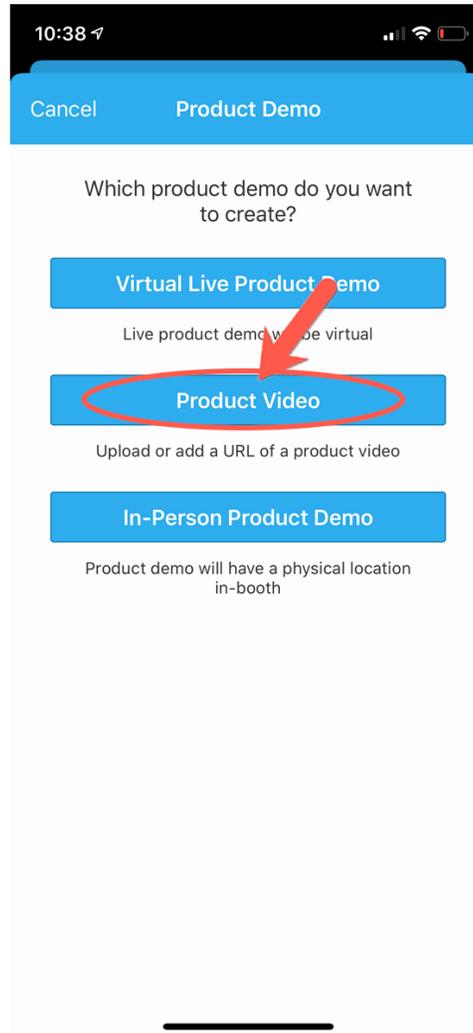
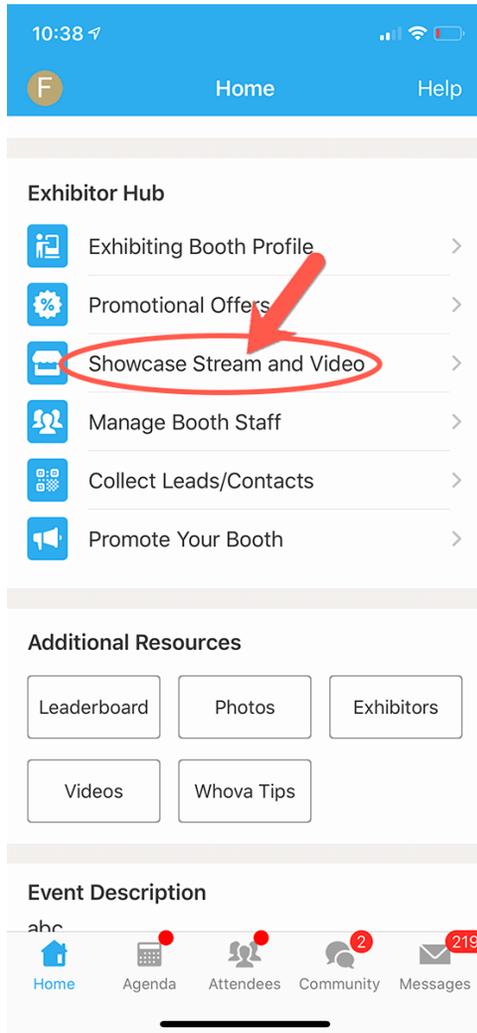


## On mobile app

**Prerequisites:** Follow the previous steps to log in to the app.

### Add video

1. From **Showcase Stream and Video**, tap **Product Video**.
2. You may choose to either copy a link from a 3rd party video storage or upload a video file from your phone. **If the file size limit is too low, please contact the event organiser (email [events@carilec.org](mailto:events@carilec.org)) to increase the limit.**
3. If you choose to copy a link from alternative video storage sites, we recommend you use Youtube, Vimeo, Dailymotion, Wistia, Zoom Recorded Video, or Slideline
4. Upload the video or copy-paste the video link and tap Save.



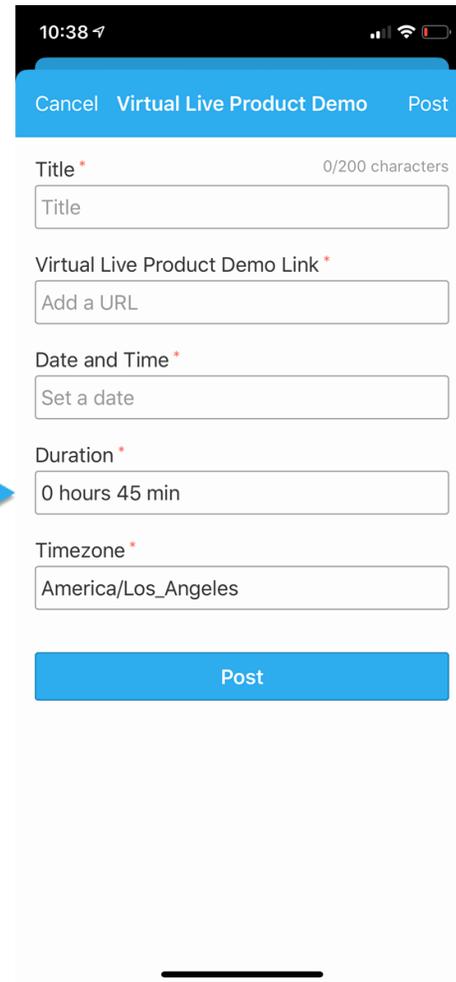
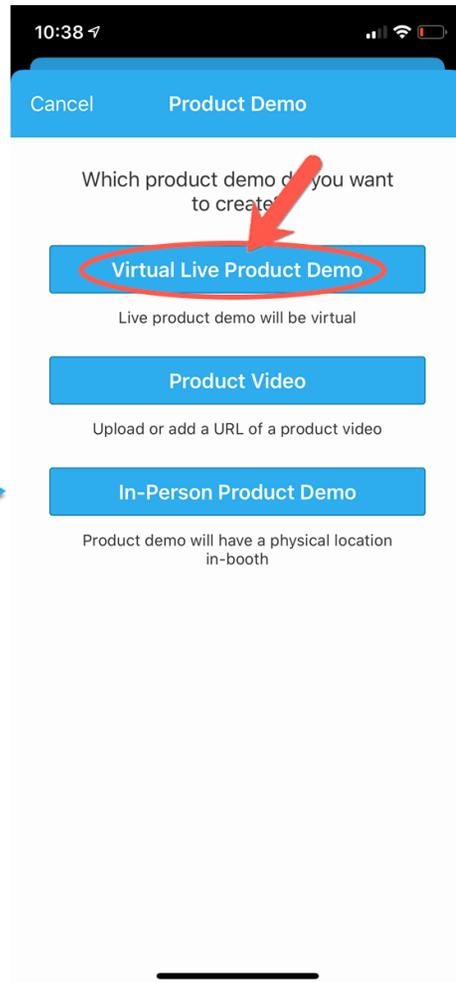
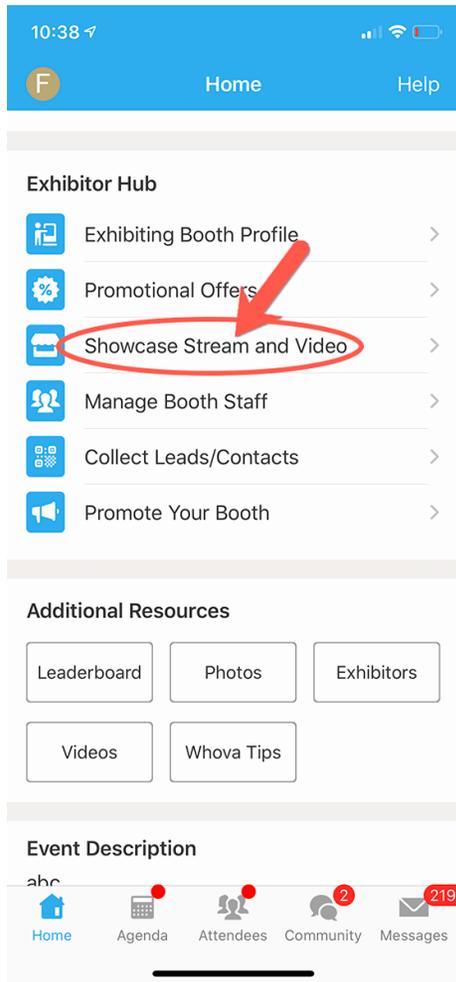
### Set up live showcase

1. Create a livestream from the service of your choice and retrieve the livestream link. To utilise the embedded streaming, we suggest you use the following services: Zoom Meeting/Webinar, Vimeo, YouTube Live, Dailymotion, Slidelive.

2. Under the Exhibitor Hub section, select **Showcase Stream and Video**.
3. Tap **Virtual Live Product Demo**.
4. Copy-paste the stream link.
5. From there, you can input the title, and choose the date and time that the livestream will begin. Then tap **Post**.



When you begin the livestream, start the meeting through Zoom rather than the Whova app. The link in the booth is for the attendees.



## Add a Promotional Offer

You can set up a promotional offer to attract attendees. The attendees who claim your offer will be added to your leads list.

### On desktop

**Prerequisites:** Follow the previous steps to access the setup form on your browser.

1. Under the “Promotional Offer” section, choose whether your promotion will be a raffle, giveaway, or a coupon that attendees can apply in the booth. If you will be using coupons, choose a total number of coupons that can be applied.
2. Fill in the details of your promotion under **Promotion Details**.
3. Upload up to 5 relevant images to be featured alongside your promotion.
4. If you no longer want to feature a promotion, scroll to the bottom of the page, and click “Take down the promotion” next to “Submit.”



Please submit any promotional offers you may have and add members to your booth staff

# Whova

Booth Location: 100

## Promotional Offers

### Promotion Type

Raffle

### Promotion Details

e.g. Enter to win THE BIG SHORT on Digital HD and the Apple Watch. Winner chosen on Tuesday, Sept, 17th at noon!

### Images

You can upload up to 5 images

Upload Image

## Company Showcase

### Live Showcase Link

https://

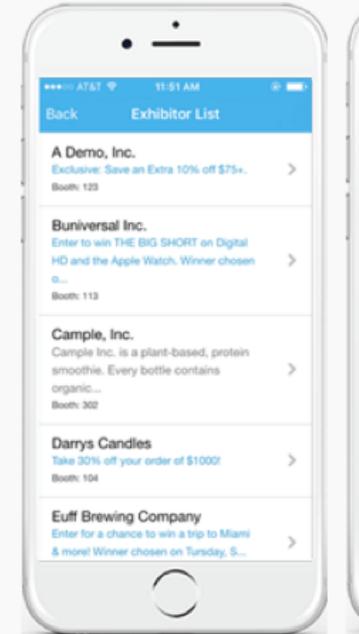
Services supported: Zoom Meeting, Google Hangouts Meet, Vimeo Streaming, Twitch, Youtube Live, Facebook Live, Periscope, Younow, IRIS, Ustream, Dacast, Livestream, and Brightcove

### Stream Time

2021-01-10 10:10 AM - 2021-01-10 10:20 AM

### Time Zone

Select Time Zone



Example Exhibitor L

## Frequently Asked

### What are the benefits of pro Whova?

The new feature provides another way to engage with attendees and gain more leads. It also attracts more visitors to your booth when the event starts.

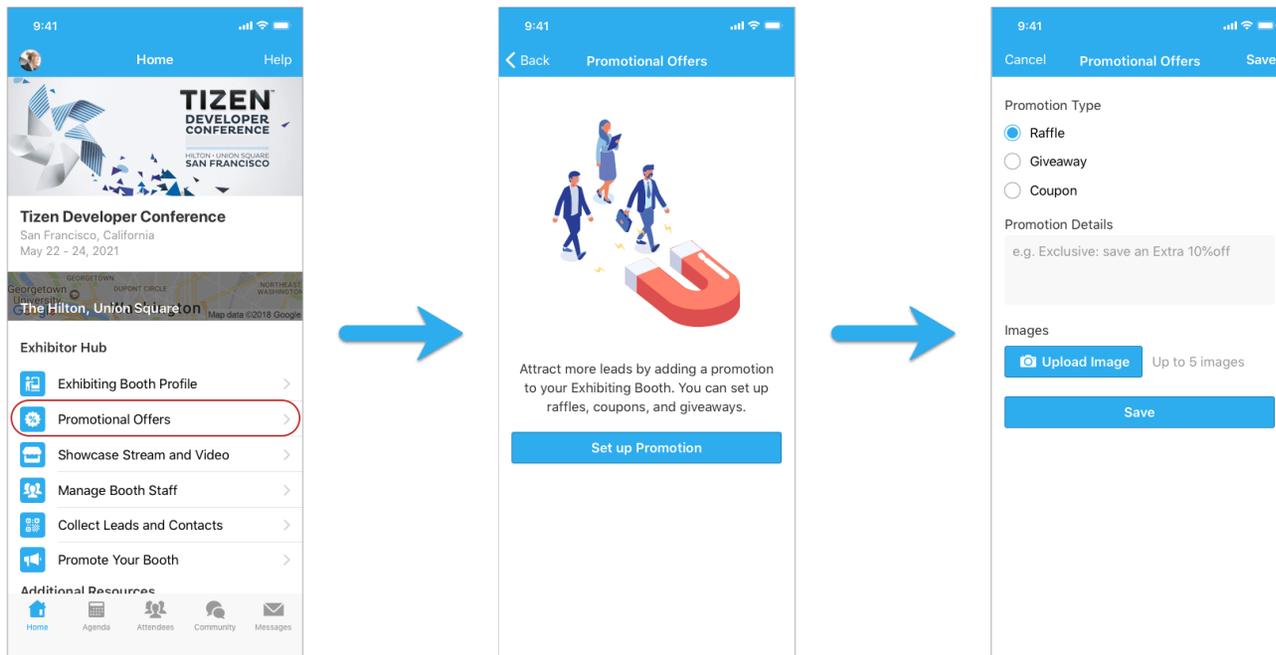
### What information do I need to provide for a raffle/giveaway?

Currently we support two types of promotional offers: Raffles/giveaways and raffles/giveaways, you will need to provide the following information:

## On mobile app

**Prerequisites:** Follow the previous steps to log in to the app.

1. Under the Exhibitor Hub section, select **Promotional Offer**
2. Choose whether your promotion will be a raffle, giveaway, or a coupon that attendees can apply in the booth. If you'll be using coupons, choose a total number of coupons that can be applied.
3. Fill in the details of your promotion under Promotion Details.
4. Upload up to 5 relevant images to be featured alongside your promotion.
5. Click Save.
6. If you want to take down a promotion, tap **Edit** button in **Promotional Offers**, and tap **Remove Promotion** button.

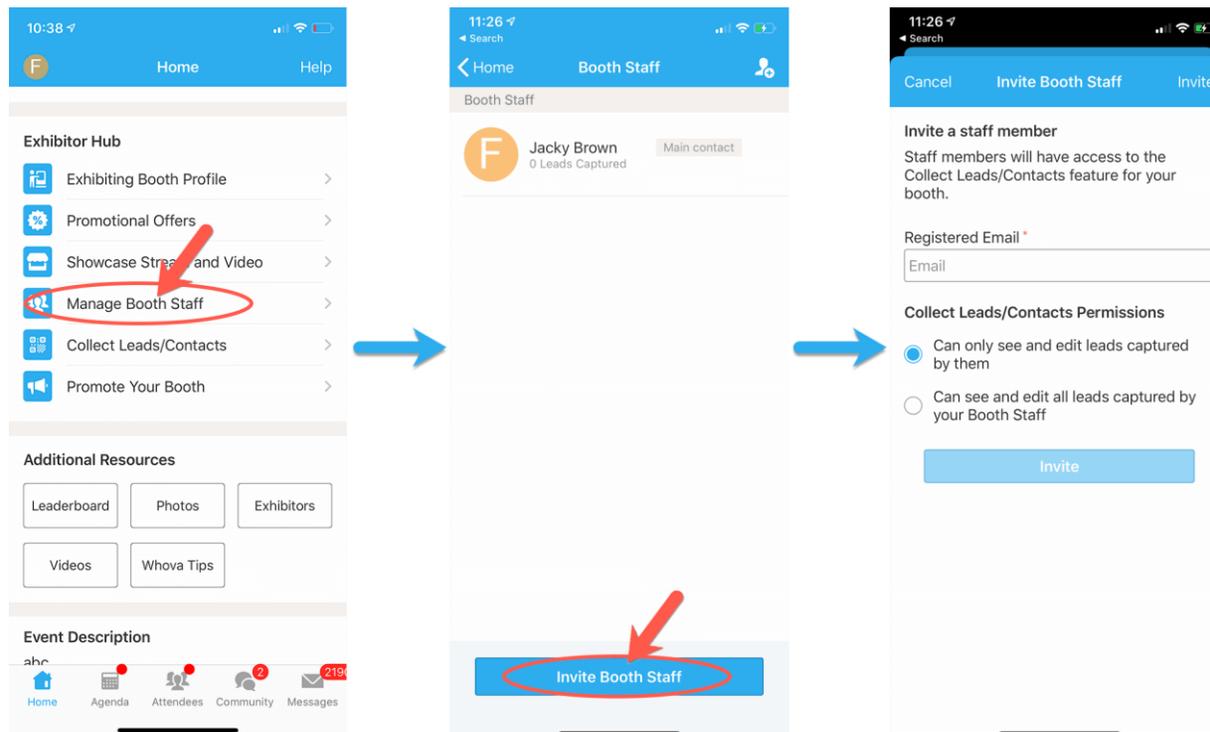


## Adding Booth Staff

You can add booth staff to help you collect leads. Currently, you need to use the Whova Mobile app to add booth staff.

**Prerequisites:** Follow the previous steps to log in to the mobile app.

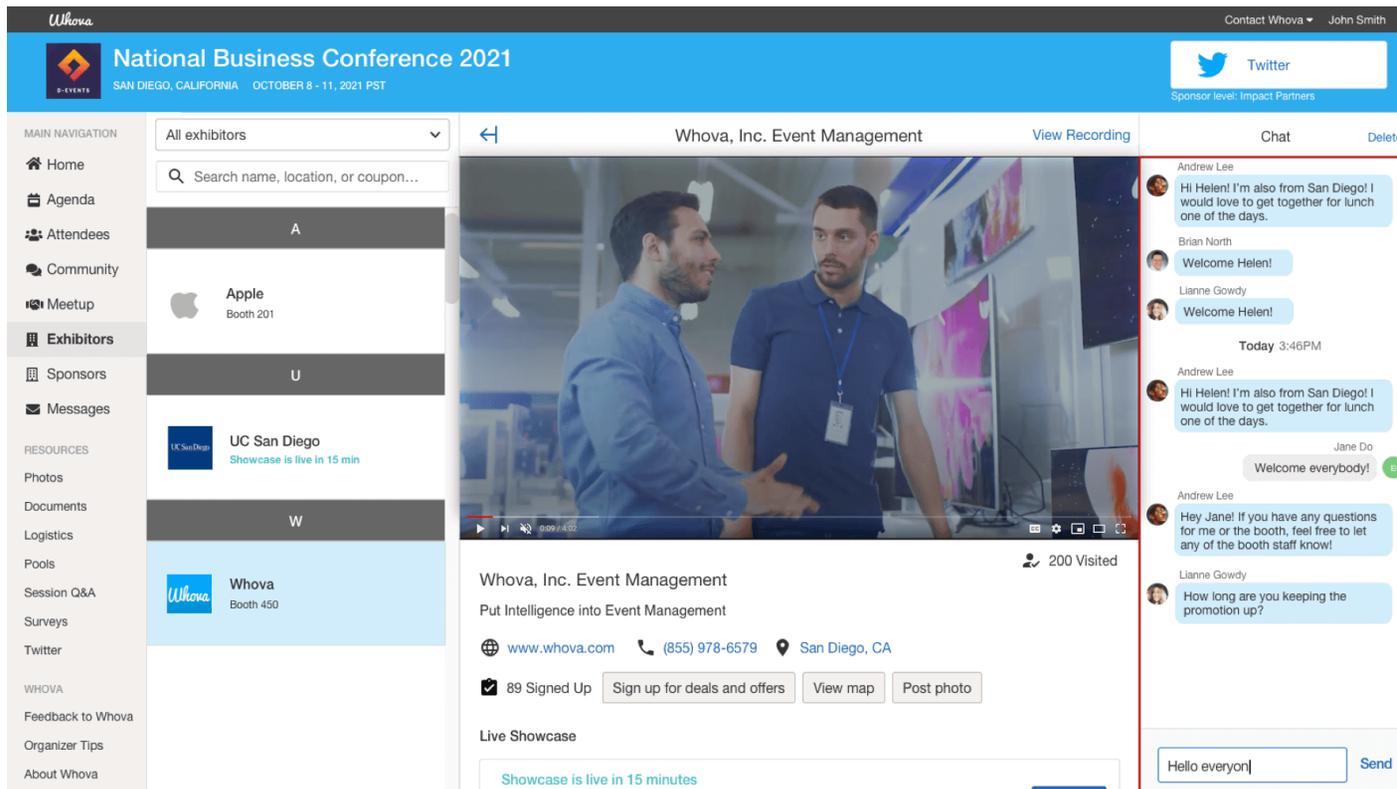
1. Find the Exhibitor Hub section and click on **Manage Booth Staff**. There you will see a list of all featured staff members, as well as how many leads each has captured.
2. Click **Invite Booth Staff** at the bottom of the screen.
3. Input the email that that staff member is registered with for the event. **The staff needs to be in the attendee list – if not, please ask the organisers (email [events@carilec.org](mailto:events@carilec.org)) to add them to the attendee list first.**
4. Choose how much access you want that staff member to have to the leads.
5. Click Invite



## Interacting with Attendees

### On desktop

1. Sign-in to the webapp with the email you used to register the event as an exhibitor.
2. Find the Exhibitors tab under Main navigation on the left-hand side.
3. From there you will see a list of all the exhibitors for the event. Find your booth in the list and click on it.
4. Once you have entered your booth, find Chat on the right side.

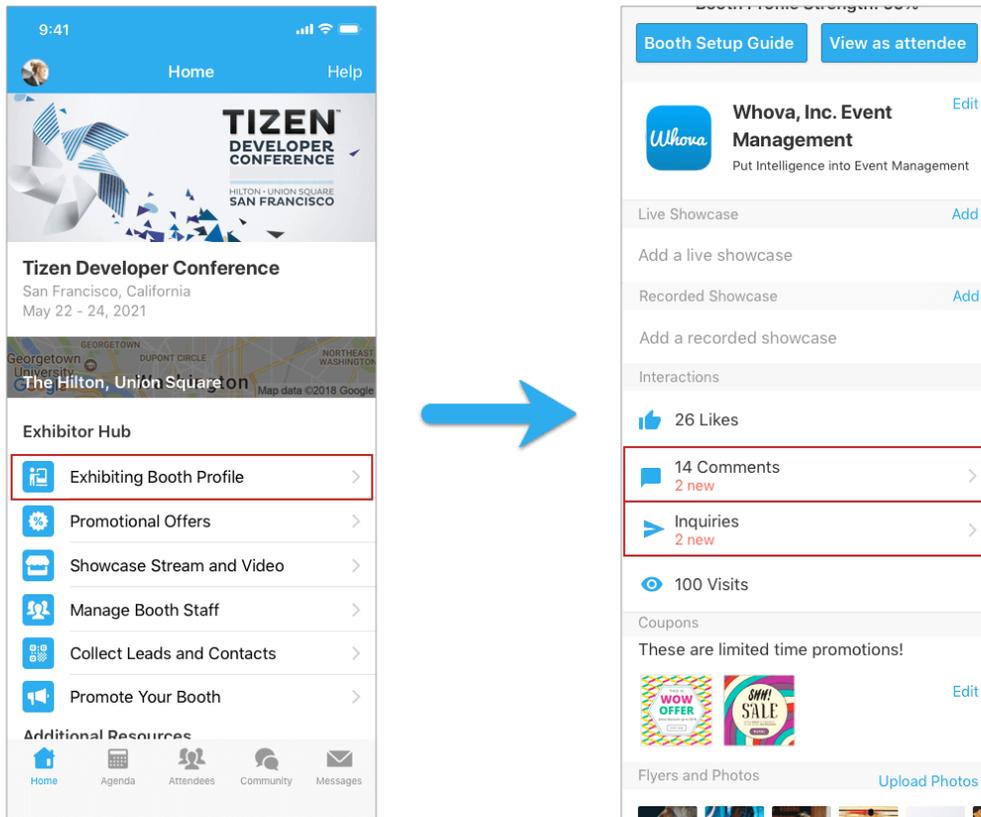


The screenshot displays the Whova web application interface for the National Business Conference 2021. The top navigation bar includes the Whova logo, event details (National Business Conference 2021, San Diego, California, October 8-11, 2021 PST), and user information (Contact Whova, John Smith). A left-hand navigation menu lists various sections: Home, Agenda, Attendees, Community, Meetup, Exhibitors (highlighted), Sponsors, Messages, Resources, Photos, Documents, Logistics, Pools, Session Q&A, Surveys, Twitter, and Whova. The main content area shows a list of exhibitors under the 'All exhibitors' filter. The 'Whova' booth (Booth 450) is selected, displaying a video recording of two men at a booth, contact information (www.whova.com, (855) 978-6579, San Diego, CA), and a 'Live Showcase' section indicating the showcase is live in 15 minutes. On the right side, a chat window is open, showing messages from Andrew Lee, Brian North, Lianne Gowdy, and Jane Do, with a 'Send' button at the bottom.

## On mobile app

**Prerequisites:** Follow the previous steps to log in to the app.

1. Find the Exhibitor Hub section and click on the Exhibiting Booth Profile. **If you cannot find it, please make sure you signed up with the same email with which you registered as an exhibitor.**
2. Once you have entered your booth, look for **Comments and Inquiries**. Click on either of them to start chatting with the attendees or to answer their inquiries.

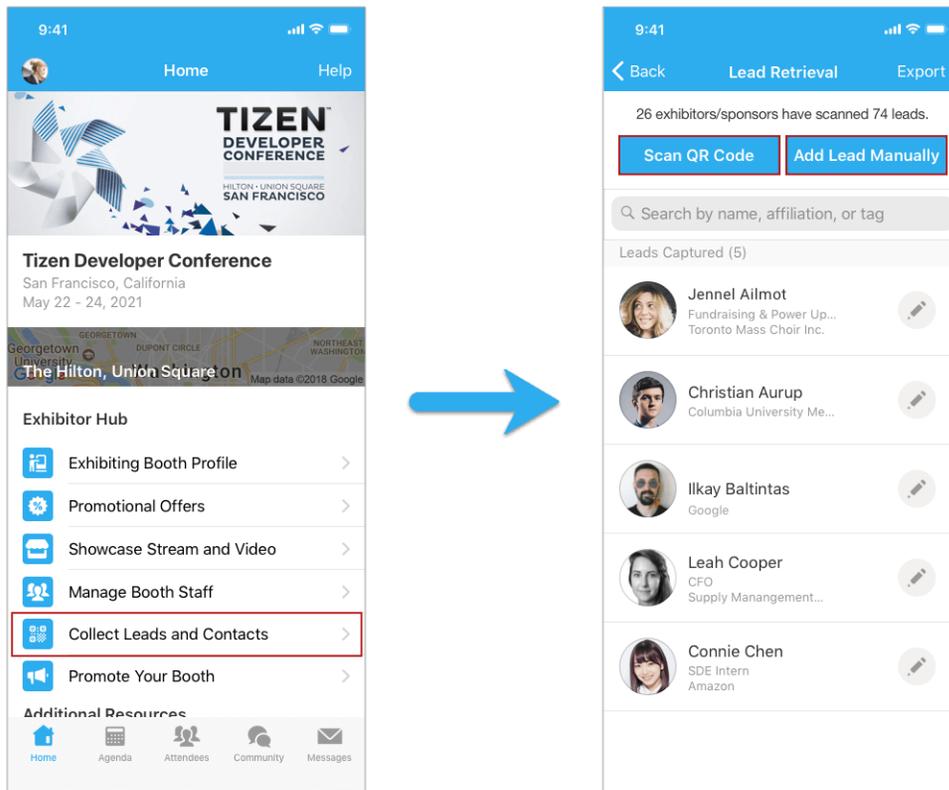


## Collecting Leads

**Prerequisites:** Follow the previous steps to log in to the app.

Find the Exhibitor Hub section and click on **Collect Leads**. As of now, you can only use the Whova mobile app to view the collected leads. There are 4 ways to add leads:

- Add leads manually by tapping **Add Lead Manually**
- Scan QR codes. This is most useful in an in-person meeting
- If an attendee claims your promotional offer by tapping **Sign up for deals & offers**, she/he is added to your leads.
- If the Passport Gamification is enabled, the attendees will be added to your leads after they like the booth and leave a comment.



04/01/2022 04:00 PM - 04/01/2022  
10:00PM in your local time

Interactions

- 2 Live Showcase >
- 100 Visits >
- 5 Likes >
- Public Booth Chat  
2 new >
- Direct Private Message >

Deals and Offers

[Sign up for deals and offers](#)

Coupons

These are limited time promotions!



[Get Coupon](#)

Flyers and Photos



[Post Photo](#)

Company Information

We've been making great doughnuts—

OR

Put Intelligence into Event Management

Live Showcase

**Event Manage with George**  
Showcase is live now [Watch](#)  
26 RSVP'd

Recorded Showcase



[Watch](#)

Interactions

- 100 Visits
- 26 Likes
- 14 Comments
- [Send Inquiry](#)

Deals and Offers

22 have already claimed

[Sign up for deals and offers](#)

Coupons

These are limited time promotions!



[Get Coupon](#)

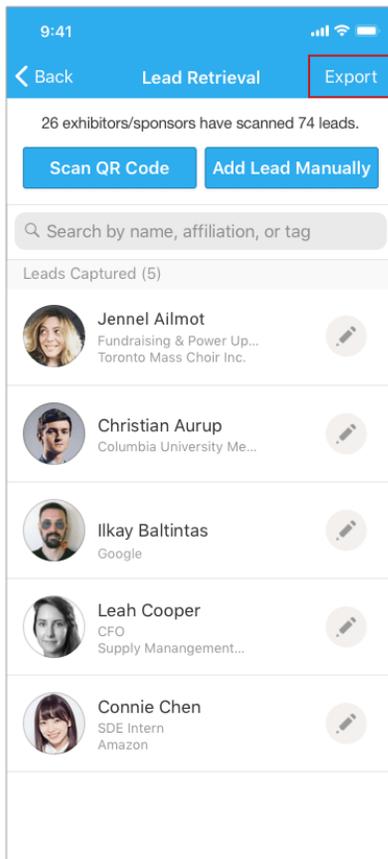
Flyers and Photos



## Exporting Leads

**Prerequisites:** Follow the previous steps to log in to the app.

1. Find the Exhibitor Hub section. Click on **Collect Leads**. For now, you need to use the Whova mobile app to export the collected leads.
1. Tap Export in the upper right-hand corner, enter the email you want the leads sent to, and tap Send.
2. You will receive the exported leads from the email address you input.



## Virtual Exhibition Booth Cost

The virtual booths are priced as follows: -

Category	Associate/ Affiliate/IPP Members	Non-Members
Registration for booths (USD)	150.00	250.00

## Exhibitor Conference Information

The Package includes the below:

- Full access to two days of conference sessions
- Access to Opening ceremony
- Lead Gen through Event App – Collect, Save & Export Leads
- Exhibitor Promotions (giveaways / coupons)
- Extensive networking opportunities with Regional Utility Companies

- ❖ Please be advised that only registered attendees can be assigned to a booth.
- ❖ Addition to securing your booth, you would also have to register as an attendee.
- ❖ Booths will be reserved and assigned on a first pay- first serve basis, with added priority for Members and Sponsors.

## Logos and Company Write ups

Please be advised that by accepting the exhibition requirements, the Conference committee will require your company logo in 300 dpi format. We also request a 50-word description of your company for inclusion in the Conference brochure. Deadline date for submission of logos and description is **on or before September 6<sup>th</sup>, 2021.**

## VENUE INFORMATION

The Renewable Energy & Smart Grid Conference and Trade Show will be held virtually via the Whova platform.

- ❖ Payments are due no later than four (4) weeks in advance of the conference date. Cancellations must be received in writing and will carry a small Administrative Fee if cancelled after August 27th, 2021.
- ❖ Please click the link below to register for an exhibition booth.

**[CLICK TO REGISTER](#)**



**THANK YOU!**

For more information visit [here](#) or contact us at [events@carilec.org](mailto:events@carilec.org)