T-Messe 2021
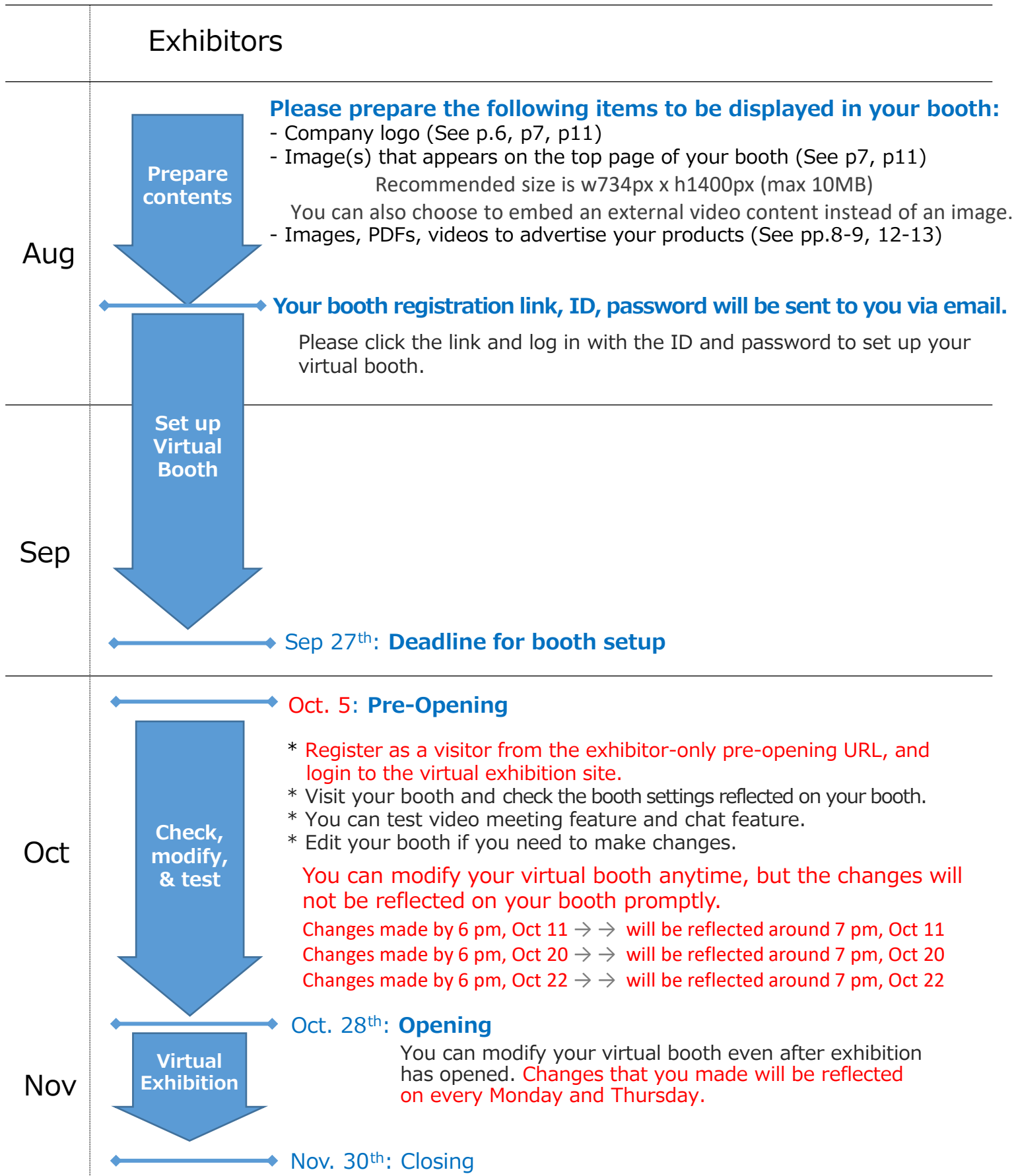## Toyama General Manufacturing Industry Trade Fair

Virtual Exhibitor Manual

(Updated Oct 5th)

The Virtual Platform used for T-Messe 2021 Virtual Exhibition is Toppan Inc. V-MESSE.
It is web-based and so there is no need to download an app.

Contents

Time Schedule

Exhibitors

Aug

Prepare contents

Please prepare the following items to be displayed in your booth:
- Company logo (See p.6, p7, p11)
- Image(s) that appears on the top page of your booth (See p7, p11)

   Recommended size is w734px x h1400px (max 10MB)

   You can also choose to embed an external video content instead of an image.
- Images, PDFs, videos to advertise your products (See pp.8-9, 12-13)

Your booth registration link, ID, password will be sent to you via email.

Please click the link and log in with the ID and password to set up your virtual booth.

Set up Virtual Booth

Sep

Sep 27th: **Deadline for booth setup**

Oct. 5: **Pre-Opening**

Oct

Check, modify, & test

* Register as a visitor from the exhibitor-only pre-opening URL, and login to the virtual exhibition site.
* Visit your booth and check the booth settings reflected on your booth.
* You can test video meeting feature and chat feature.
* Edit your booth if you need to make changes.

You can modify your virtual booth anytime, but the changes will not be reflected on your booth promptly.

Changes made by 6 pm, Oct 11 → → will be reflected around 7 pm, Oct 11
Changes made by 6 pm, Oct 20 → → will be reflected around 7 pm, Oct 20
Changes made by 6 pm, Oct 22 → → will be reflected around 7 pm, Oct 22

Oct. 28th: **Opening**

Nov

Virtual Exhibition

You can modify your virtual booth even after exhibition has opened. Changes that you made will be reflected on every Monday and Thursday.

Nov. 30th: Closing

Structure of the Virtual Exhibition
(seen from a visitor's perspective)

◉ Exhibition Hall

・Exhibition hall top page

・Index by industrial sectors

・Index by alphabetical order

←Online Seminar information

← News

Select a booth from the list

◉ Virtual Booth

・Virtual booth top page

・Article list

・Article

Image or video that reflects the corporate image

Click an article of a product/solution from the list.

View images, videos and PDF files of the product/ solution.

Other features
・Video meeting feature
・Chat feature
・Visitor log feature

Exhibition hall – Top page

Choose Language

Go to alphabetical index

Go to index by industrial sectors

Exhibition Hall – Index by industrial sectors

Click to switch industrial sector

③ **Booth thumbnail**
(Company logo)

① **Booth number**

② **Booth title**
(Company name)

④ **Booth blurb**

will be displayed here.
(Refer to p.11)

Virtual Booth - Top page

p.11 Basic Settings
Booth logo

p.11 Basic Settings
④ **Booth blurb**

p.11 Basic Settings
⑤ **Main visual**
(image or video)

Link to Inquiry page

p.11 Basic Settings
② **Booth title**
(Company name)
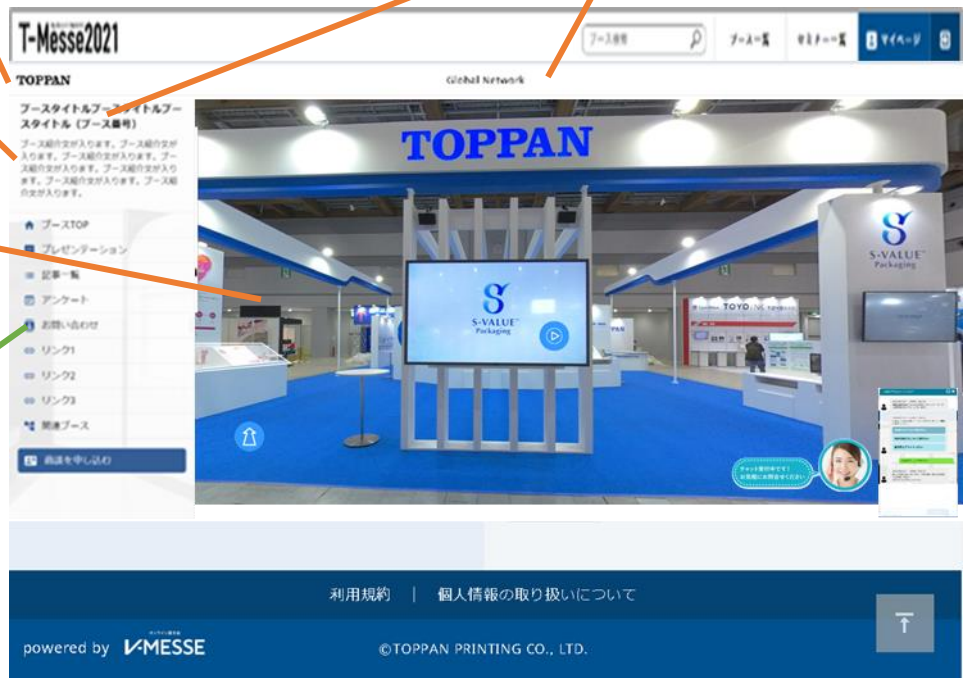
・Virtual Booth – Top page

・Inquiry

p.11 Basic Settings
⑥ **Contact information**
will be displayed here

Article list

p.11 Basic Settings
② **Booth title (Company name)**

p.12 Article Registration
③ **Article subtitle**

p.12 Article Registration
② **Article title**

p.12 Article Registration
④ **Article description**

p.12 Article Registration
⑤ **Image**

Click and go to the article page

Article

p.11 Basic Setting
② **Booth title (Company name)**

p.12 Article Registration
③ **Article subtitle**

p.12 Article Registration
② **Article title**

Image
p.12 Article Registration
⑦ **Image**

p.12 Article Registration
⑧ **Description of the image**

Video
p.12 Article Registration
⑨ **Video**

p.12 Article Registration
⑪ **Description of video**

Related reference items (PDF files)
p.13 Article Registration
⑫ **PDF icon**
⑬ **Title of PDF**
⑭ **Comment on PDF**

Related link
p.13 Article Registration
⑮ **Title of related link**
⑯ **URL of related link**

How to set up your virtual booth

There are 3 booths ready for you to create in Japanese, English and Chinese.
It is mandatory for every exhibitor to create a Japanese booth.
You can start from any of the booths.
Here we show you an example starting from a Japanese booth.

When you want to set up/edit English or Chinese booth, select the booth from the pull-down menu.

Japanese

When you want to switch the display language, select a language from the pull-down at the upper right corner of the login screen

Login with your ID and password.

Click the details button
to setup Japanese booth

① Japanese booth Basic Settings	Register information of your company.
② Japanese booth Article Registration	Register information of products/solutions including images, videos, PDFs.
③ English booth Basic Settings　　　　Article Registration	Register information in English. *The process is the same as for Japanese booth.
④ Chinese booth Basic Settings　　　　Article Registration	Register information in Chinese. *The process is the same as for Japanese booth.
⑤ Preview your booth	Modify your booth if necessary.

◄─────────────── Sep 27 : Booth Setup Deadline ───────────────►

You can set up the features below at any time after the pre-opening.
Please test these features during the pre-opening period.
※ Detailed manual for these functions will be available around pre-opening day.

⑤ Meeting room settings

⑥ Chat settings

⑦ Visitor Log settings

① Booth's basic settings

①	**Booth number**	You cannot change your booth number.
②	**Booth title**	Enter your company name.
③-1	**Booth thumbnail**	Upload your company logo or image character.
③-2	**Booth TOP settings**	Select which of the pages appear first in your virtual booth when a visitor comes in, booth's top page or the article list page. The basic setting is the booth's top page.
④	**Booth blurb**	Enter advertising copy of your company.
⑤		Select the type of main visual from "image" or "external content". If you have selected "Image", upload one or more JPEG/PNG files up to 10MB. Recommended size: w734px x h1400px If you have selected "external content", enter the URL of an external content such as a 360-degree content or a video.
⑥		Enter your contact information (1024 characters max)
⑦⑧		Select ON if you want to use video meeting feature and chat feature. **Select OFF if you do not use the functions.**
⑨		This function is not available in T-Messe. Please leave this field blank.
⑩		You can add unique links to your booth linking to your company's website, contact forms or PR sites of your products/services, etc. Enter the URL, and put a name to it.
⑪		Click the +Add unique link button to add links to the list
⑫-1		Click the Save button after filling in the fields.
⑫-2		Click the Preview button.

Once you have completed all the fields you need, click the Save button.

Annotations on screenshot:
- This thumbnail will be displayed in **the List of Booths** (refer to Page 6)
- Booth logo
- If you have selected "image", upload JPEG/PNG file(s).
- If you have selected "external content", enter the URL of an external content.

② Article registration

管理画面

⑰-2

Items to be displayed on the "article list".

① **Article number**
Articles will be displayed on the article list in ascending order. Article number can be changed.

② **Article title**
Enter product name or solution name.

③ **Article subtitle**
Enter sales copy of the product/solution.

④ **Article description**
Enter description of the product/solution.

⑤ **Image for article list**
Upload an image that will be displayed on the article list.

Items to be displayed on an "article" page.

Visual contents (5 contents max per article.)

⑥ Select "image" or "video".

Image

⑦ Upload an image file (GIF, PNG, or JPEG). Recommended dimensions are 556 px height x 990 px width. 10MB max.

⑧ Enter the description of the image within 400 characters.

Video

⑨ Select "YouTube" or "upload a file"

⑩ If you have selected YouTube, obtain the URL from the video's YouTube page and designate it as your contents URL. (Please refer to p.13 for how to get a YouTube video URL.)

If you have selected "upload a file", upload an mp4 file.

⑪ Enter the description of the video within 400 characters.

Continued on next page

② Article registration

Related reference items (PDF files)
Maximum of 5 files can be uploaded.

⑫	Upload PDF of a pamphlet or catalogue.
⑬	Enter the title of the PDF file within 60 characters.
⑭	Enter the comment for the PDF file within 100 characters.

Related link

⑮	Enter the title of the related link within 60 characters
⑯	Enter the URL

⑰-1	Click the Save button after filling in the fields.
⑰-2	Click the Preview button

Once you have completed all the fields you need, click the Save button.

② **Article registration** （**Link for a YouTube video**）

You can embed videos that are already uploaded to YouTube on your virtual booth.
This is how you can find the embed link/URL for a YouTube Video:
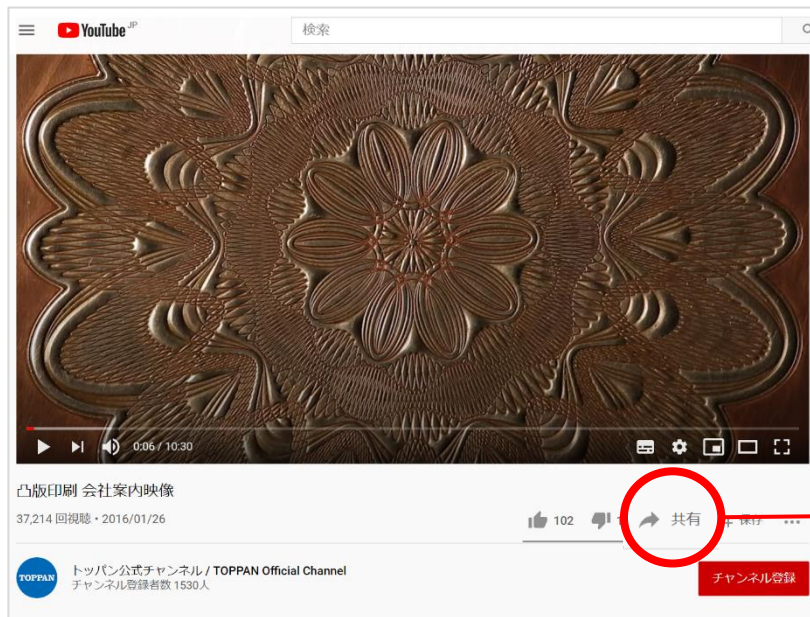
Click on the **Share** link while on the YouTube video page then click on the **Embed icon**.

Copy the URL from the embed code.

③ Booth settings in English and Chinese

Set up English booth and Chinese booth by the process same as for Japanese booth.

1) Select a booth on the top page.

Select English booth or Chinese booth from the pull-down menu.

01(ja) Japanese booth
02(en) English booth
03(ch) Chinese booth

Click the details button for basic settings and article registration.

2) Basic settings and article registration

※ The edit screens of English booth and Chinese booth are displayed in the corresponding language.

Basic settings

Article registration

※ Translation into English and Chinese should be done by each exhibitor. If you are not creating English booth or Chinese booth, please make the following setting.

Check the Display the default language (Japanese) box and click the **Save** button in the basic settings screen.
(If you check the box, you will not be able to edit the booth nor preview the page.)

The contents displayed in Japanese booth will be displayed in English/Chinese booth in Japanese.
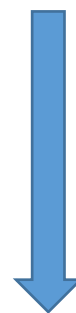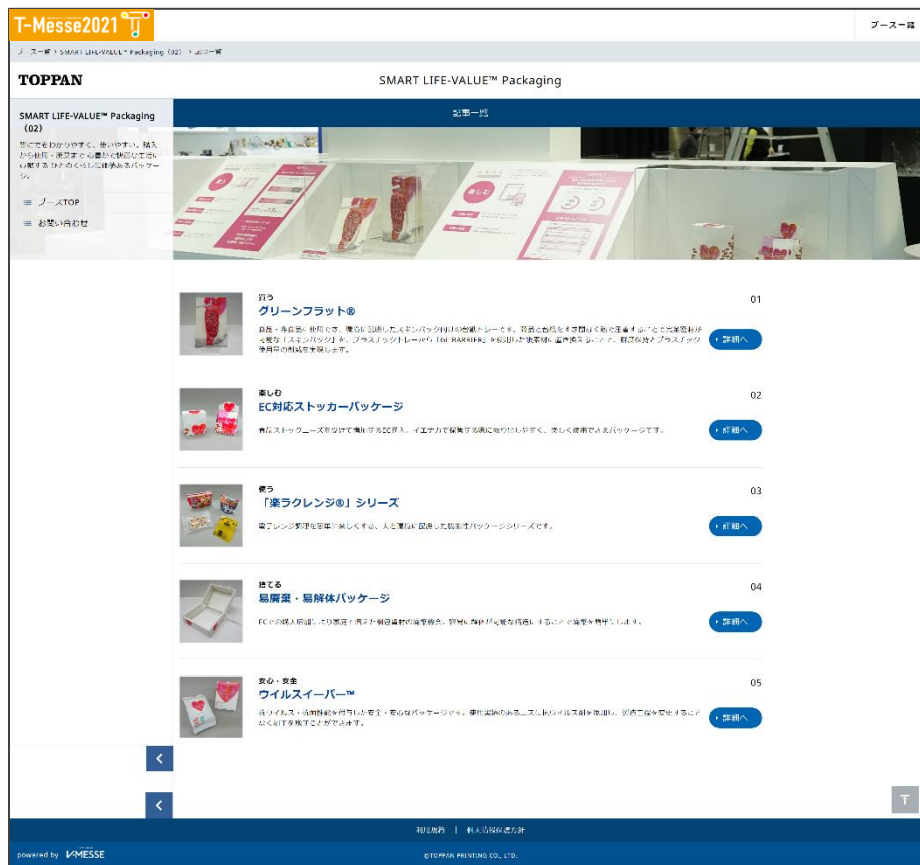
Please avoid leaving booths empty.

④Preview your booth

Check on the preview screen how your booth will look like.

Click Preview button
to check each booth.

Preview screen

⑤Meeting room settings

1）Booth management／Booth's basic settings

If you want to use video meeting feature, please make sure to set the function ON in the basic settings of each language booth.

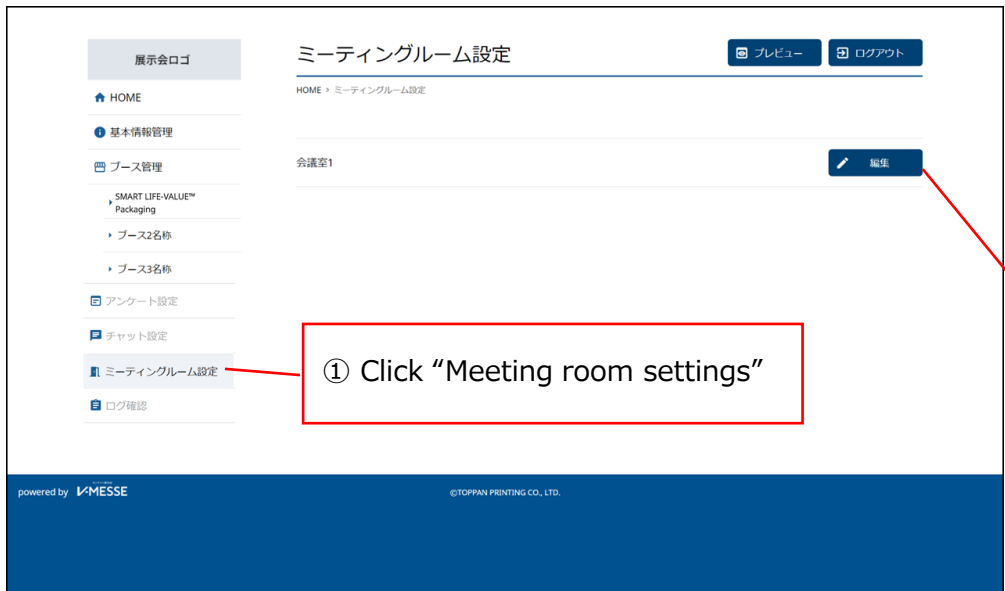Make sure "Use video meeting feature" is ON.

Click the Save button
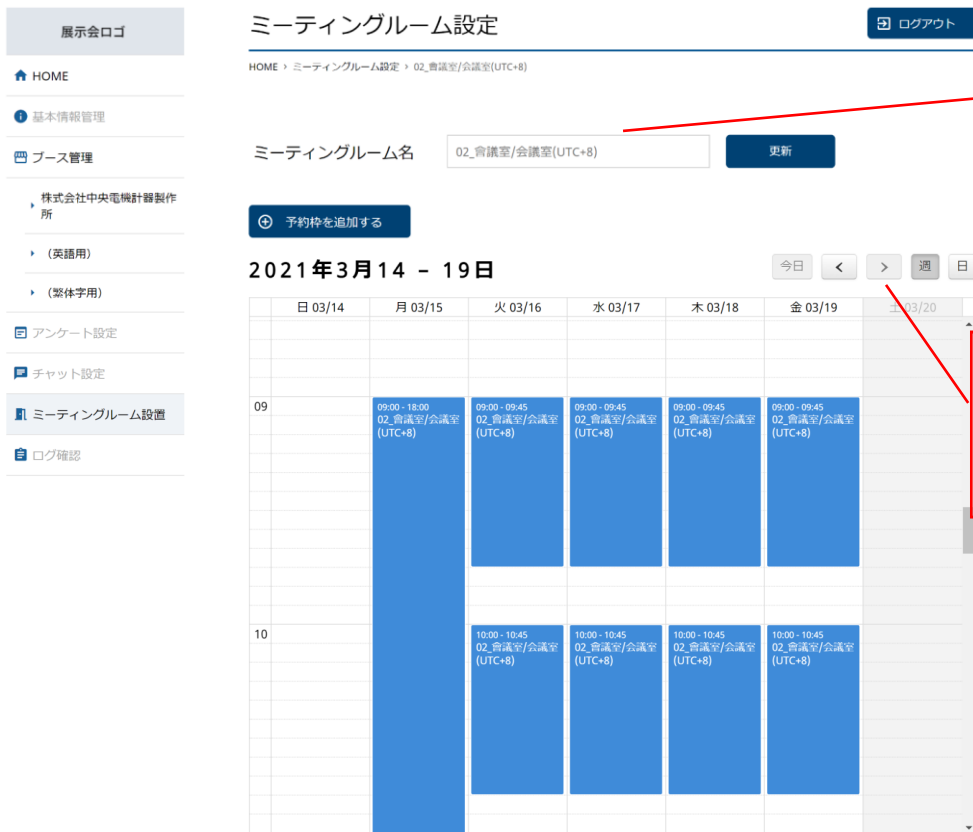
⑤ **Meeting room settings**

Set your available time frames.
※You can modify the meeting room settings anytime after pre-opening until November 30th.

2）Meeting room settings／Meeting room list

① Click "Meeting room settings"

②Click "edit" button

3）Meeting room settings／Reservation calendar

Please do not change the name of meeting rooms.

Click「＞」button and switch calendar to the week you want to set a meeting.

⑤ Meeting room settings

4） Meeting room settings / Add an time frame for a meeting

① Click "Add appointment time slot"

② Set a time frame by specifying date and time slot when you are available.

③ Click Register button, and the added time frame will be displayed on your calendar.

5） Meeting room settings / Edit or delete time frames

【to make changes】
Change the date and time and click Save button.

【to delete】
Click Delete button.

⑥ **Meeting room operation**

When someone has reserved one of your time frame, enter the meeting room from your reservation calendar.
※ Meeting request is acceptable until 10 minutes before the start time of a time frame.

1） Meeting room settings ／ Reservation calendar

Time frames are color-coded according to reservation status.

A: Past time frame / Reserved

B: Past time frame / Not Reserved
　　　※Grayed-out

C: Future time frame / Reserved
　　→Refer to the next page

D: Future time frame / Not Reserved
　　→ Refer to the next page

⑥ **Meeting room operation**

2) Following windows will appear when you click a time frame in the reservation calendar.

C: Future time frame / Reserved
You can view the details of the visitor who reserved the time frame.
The time frame is undeletable.

D: Future time frame / Not reserved
You can edit or delete the time frame.

Share this URL
to invite other users.

You can edit
if you want.
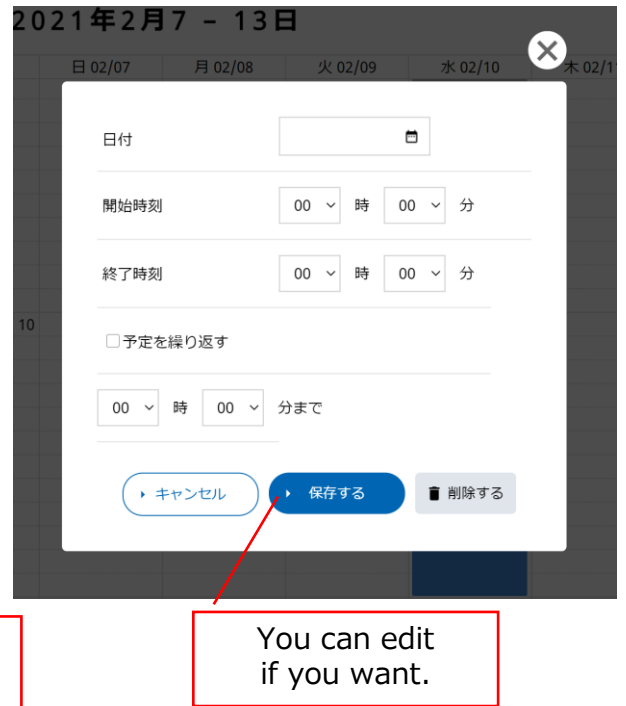
Entry button will appear 10 minutes before the appointment time.
Click here to start a video meeting (Refer to below)

3） Waiting Room Screen

When you click "Entry" button on the reservation calendar or when you click the shared URL, following window will appear.

① Click "Join now"

⑥ **Meeting room operation**

４）Meeting room window

There is no need to install a specific app to use this feature.
※ Please note that this feature is not available on Internet Explorer.

Participants
（on screen）
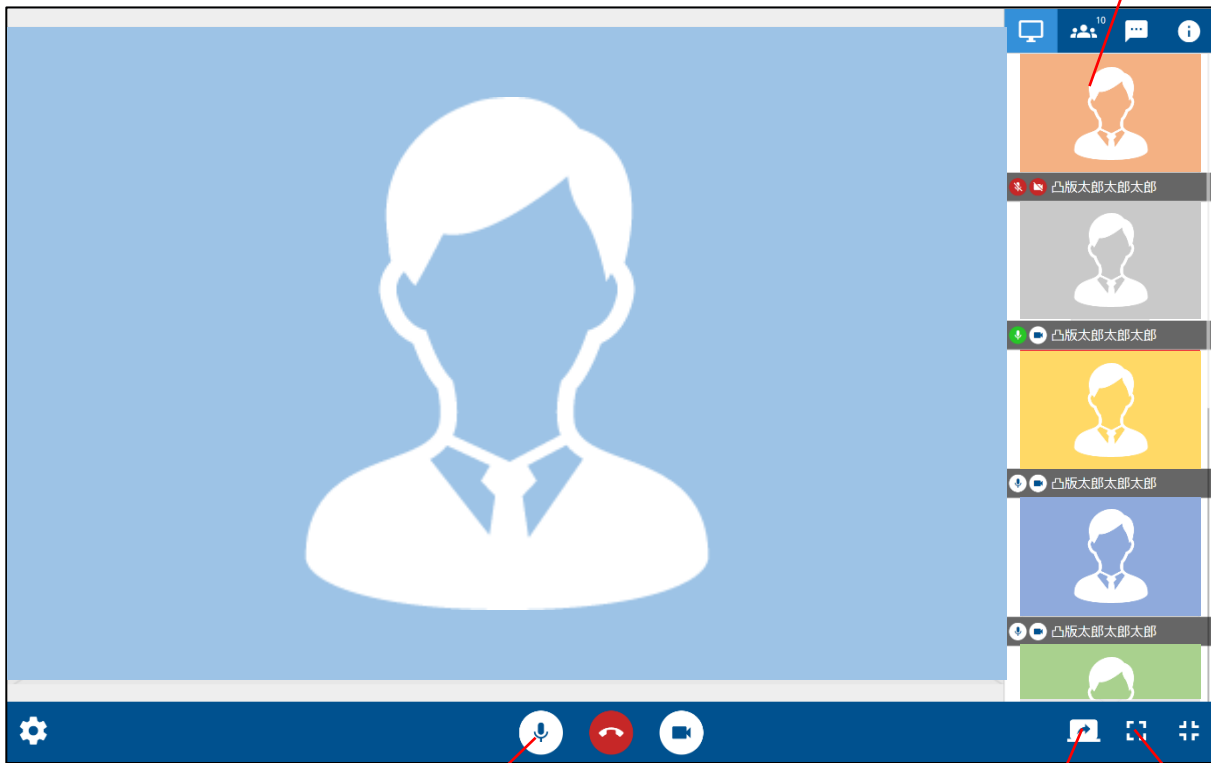
Camera & Microphone
ON/OFF

Share
screen

Maximize
screen

Participants（List）

Text chat

Information of meeting room
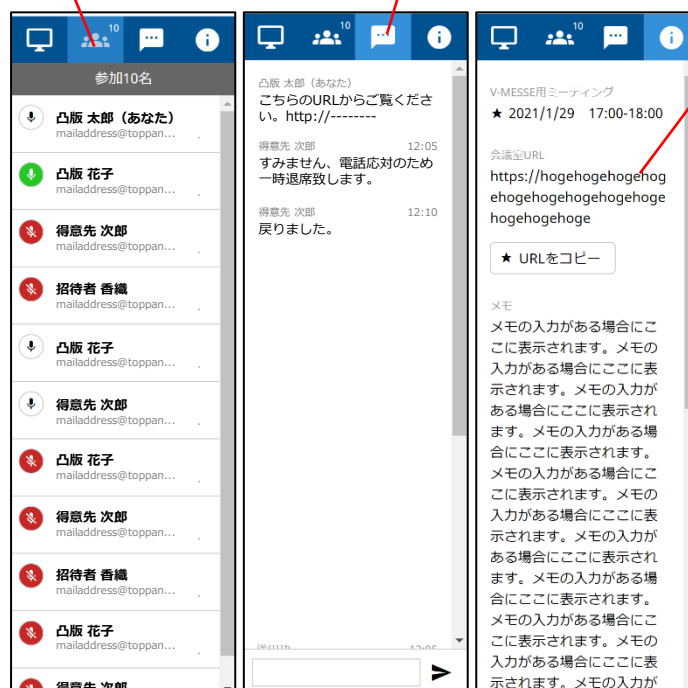
⑦ Chat Settings

1） Booth management／Booth's basic settings

If you want to use the chat feature, please make sure to set the function ON in the basic settings of each language booth.

Make sure "Chat feature" is ON.

Click the Save button

⑦ Chat Settings

Here we show initial settings for chat function.
※You can modify the chat settings anytime after Pre-opening until November 30th.

2）Chat settings/Display

② Click the Edit button. Default setting status will appear.

① Click the Chat settings

3） Chat settings /Edit

③ Turn ON to display Chat button
※ Turn OFF while your booth is not staffed for a long time, etc.

④ Register E-mail addresses if you need to be notified when a text chat arrives.
※ More than one e-mail address can be registered by separating with commas.
※ You will be notified every minute until you reply to the chat.

⑤ Set up a message that appears first when a visitor opens chat window.
※ Please use this function to show absence message when you cannot respond to chat messages promptly.

Once you have completed the settings, Click Update button

⑦ Chat Settings

Here we show you how to respond to a chat message.

4） Chat management/ List

① A number on a red circle indicates how many unread messages there are.

② The list shows chat messages that you have not responded yet. Choose one to reply.

5） Chat management/ Respond to a chat

③ Enter a message and clink Send button.

⑧ **Visitor log settings**

You can view visitor log records during and after the trade fair and obtain information including the number of visitors to your booth, number of visits, and visitors' information.

① Click the Visitor log

- Specify the period and click the Display button··· The number of visitors/visits will be displayed.
- Click the Download button···The number of visitors/visits of specified period will be downloaded in a CSV file.
- Click the List of visitors···The information of visitors to your booth will be downloaded in a CSV file.（※１）
- Click the Visitor log ···The information of when/who visited which pages of your booth will be downloaded in a CSV file.（※２）

※１：Available Information from Visitors' List
Visitor ID
Visitor name
Visitor name（furigana）
Email address
Phone number
Corporate type1
Corporate type2
Name of Employer/School
Name of Employer/School (katakana)
Department, Section/Faculty, Department, Year
Job title
ZIP code/Employment address
Country
State/Province/Region
City
Address Line 1
Address Line 2
Receive Email newsletter
Sales flag
Certification flag
Registration date
Updated date
Registration type
Status
Last login date/time

※２：Available information from Visitor Log
Visit Date/time
Visitor ID
Language
Content
Operation type

※ Each exhibitor should handle personal information in responsible manner based on the policy of each company. The organizer is not responsible in this regard.

FAQ

1. How many ID and password can we get?
   ⇒ ID and password will be issued one for each exhibitor. There is no exception.

2. Is it possible that more than one person log-in at the same time?
   ⇒ Yes, multiple persons can log-in with the same ID and password at a time.
      Please share the ID and password among staff.

3. Are participants in a video meeting room limited to one person per ID?
   ⇒ Yes. If more than one person wants to join a meeting room from your company, one
      person can use the exhibitor ID and the rest of the staff should register individually as a
      visitor and enter the meeting room with the visitor ID.

4. Do I have to create all 3 booths: in Japanese, English and Chinese?
   ⇒ Creating Japanese booth in Japanese is mandatory. Creating English booth and
      Chinese booth are optional. If you are not creating English or Chinese booths in
      English or Chinese respectively, check the Display the default language (Japanese)
      box in the booth's basic setting. (p. 15)

5. Can we modify the contents in our virtual booth during the virtual exhibition?
   ⇒ Yes, changes that you made will be reflected on your booth on every Monday and
      Thursday. Please note that those changes will not reflected immediately.

6. What should we do if there are days or times when we cannot respond to chat messages?
   ⇒ You can set up a text message to be sent automatically to anyone trying to contact
      you while your booth is not staffed. Please set the absence message function to "ON"
      in the chat setting screen.

7. Will I be notified by email when a text chat arrives?
   ⇒ Yes, if you register your email address in advance. (How to do it will be explained to
      you later in the next manual.) When you receive a notification, please reply to the
      chat on the management screen of your booth.

8. Can we block specific time frames so that no one can request video meeting?
   ⇒ No, you cannot block your inconvenient time frames. You can set your available
      time frames.

9. What is the maximum size of a video that can be uploaded?
   ⇒ There is no limit to the capacity.

10. How many articles can we register in our booth?
    ⇒ There is no limit to the number of articles you can register.

11. Can I browse other exhibitors' booths during the pre-opening period?
    ⇒ Yes, it is planned that you will be able to browse other exhibitors' booth as a visitor.

Inquiry

The Virtual Platform used for this virtual exhibition is Toppan Inc. V-MESSE.

If you have any questions on how to set up your virtual booth, please contact us at the following email addresses:

◎ **In Japanese**
Virtual Exhibition Platform (V-MESSE)
Toppan Inc.   t-messe2021@toppan.co.jp

◎ **In English or Chinese**
Contact for overseas exhibitors
Secretariat of T-Messe 2021
Toyama New Industry Organization
Asia Business Promotion Center: t.tradefair@tonio.or.jp

* Please note that the screens of the virtual platform on this manual are subject to change depending on the status of the system development.