



United Soccer Coaches  
2021 Digital Convention  
January 11 – 15, 2021

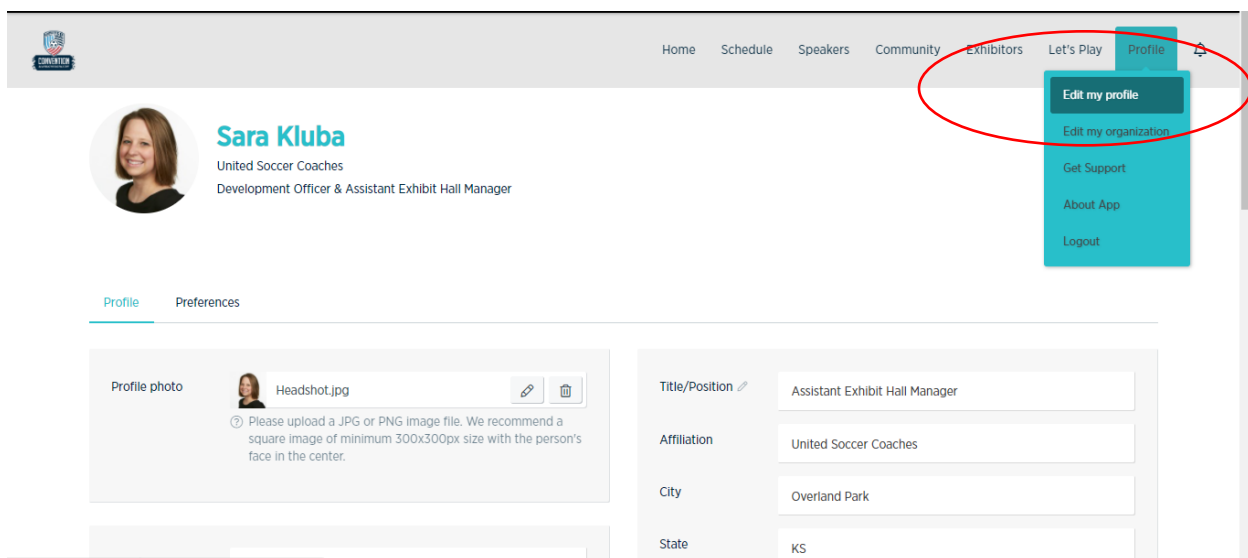
Exhibitor Guide for Pathable

BOOTH STAFF

- Each Digital Booth is entitled up to five booth staff.
- The main booth contact we have on file from you will receive an email from Pathable inviting them to set up their personal Pathable profile first.
- Each booth staff member you send us that will be working your booth will receive an email from Pathable inviting them to set up their personal profile.
  - We will be uploading booth staff once a week.
- Any booth staff member can then edit their organization’s page or Digital Booth.
- If you did not receive this email or to add or change your booth staff, please reach out to Sara Kluba at [skluba@unitedsoccercoaches.org](mailto:skluba@unitedsoccercoaches.org).

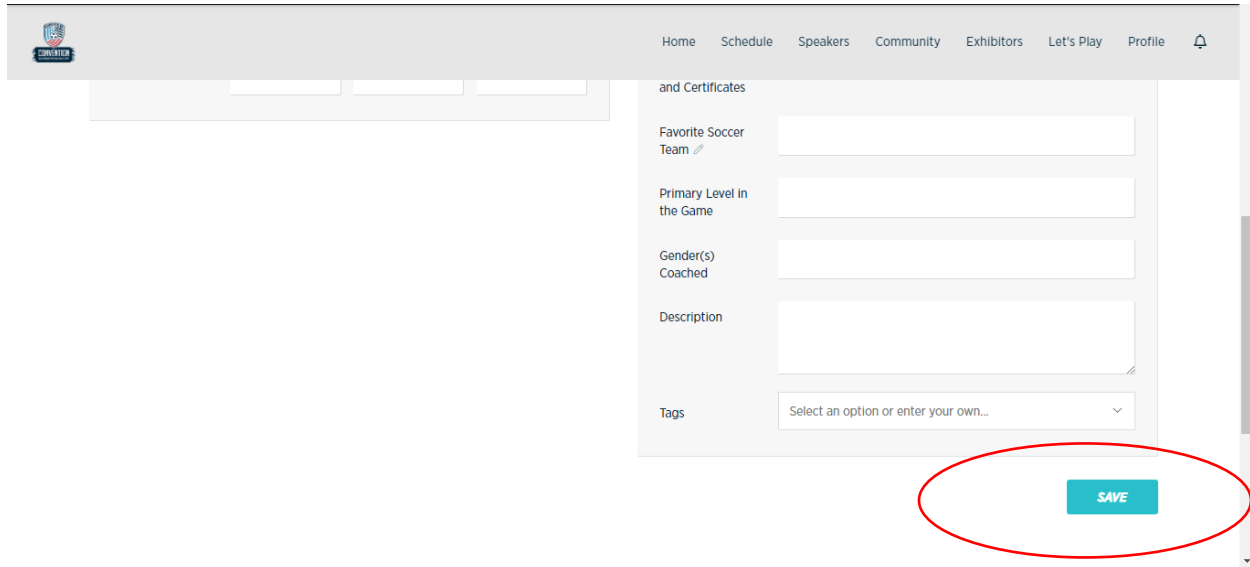
SETTING UP YOUR PEOPLE PROFILE

- Once a booth staff member receives their invitation from Pathable to claim their profile, click on the link in the email to set up your profile and customize your organization’s page.
- You will first create a password for your account. Then, navigate to the ‘Profile’ tab on the tool bar at the top and chose ‘Edit my profile’ to be taken to your personal profile page, which when set up, could look something like this:



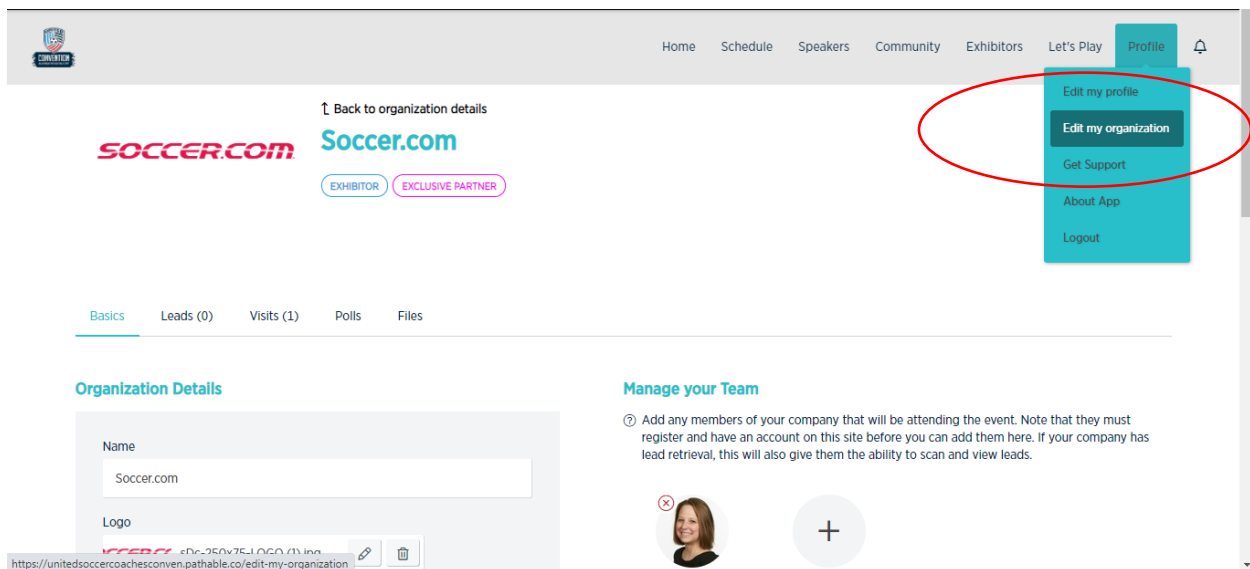
Questions? Please email Sara Kluba at [skluba@unitedsoccercoaches.org](mailto:skluba@unitedsoccercoaches.org)

- On the right side of the page, you can edit your title/position, affiliation, city and state, phone number, United Soccer Coaches diplomas or certificates, favorite soccer team, primary coaching level in the game, genders coached, description, and tags.
- On the left side of the page, you can upload a profile photo, edit your email address, change your password, or edit your name.
- Once you make changes, remember to hit the blue save button at the bottom right.



## **SETTING UP YOUR ORGANIZATION PAGE**

- While any booth staff member associated with your organization is logged into Pathable, they can navigate to the 'Profile' tab in the tool bar at the top and then choose 'Edit my organization' to be taken to the backend of your organization's profile page aka your Digital Booth.



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## **BOOTH BUILDING STEPS**

### Organization Details

**Name**  
Soccer.com

**Logo**  
sDc-250x75-LOGO (1).jpg  
Please upload a JPG or PNG file of minimum 300x300px size

**Header Banner**  
sDc-1170x145-BANNER (1).jpg  
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**  
WE ARE PLAYERS, PARENTS, COACHES, AND FANS  
We inspire you to play better, cheer louder and have more fun by bringing you the best selection of soccer gear, expert advice and  
Description

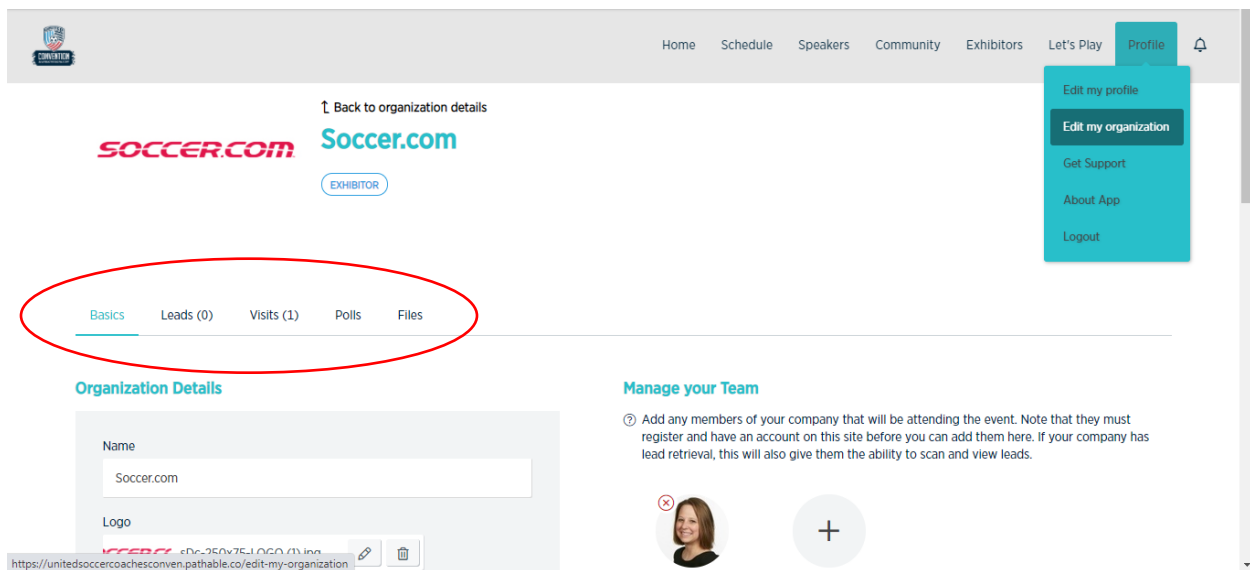
**Links**

BACK SAVE

- **Company Name:** Confirm the name of your company is listed correctly and edit if necessary.
- **Logo:** Insert your logo file. Minimum logo size is 200px wide. Ideal logo shape is rectangular. If your logo is more vertical/square-shaped, your logo will appear smaller.
- **Header Image:** Upload a JPG or PNG file of minimum 1170x145px in size.
- **Description:** Insert a description of your company. There is no minimum or maximum on word count. Make sure to include any offers or giveaways you are offering here as well!
- **Tags:** Use these to identify what type of organization you are. Choose one of the tags listed below the open field. These shouldn't be used as keywords but rather how you identify your organization and something that will make attendees be able to find you.
- **Website URL:** Please update as necessary.
- **Phone Number:** Please update as necessary.

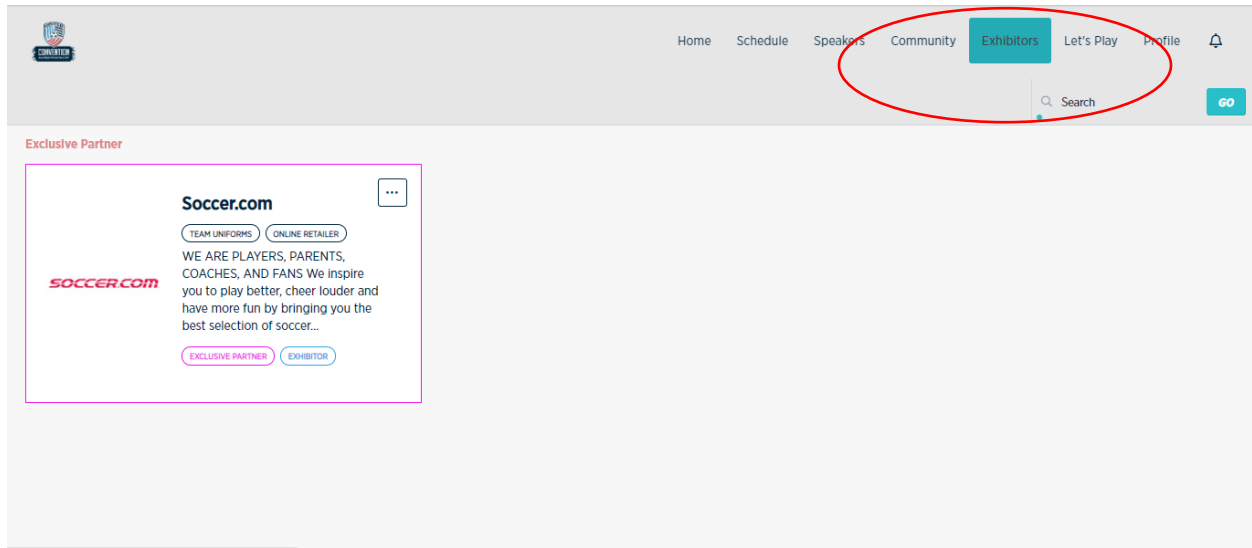
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- **Links:** This field is where you can include links to any materials you would like to share. If you include a link to a video, the video will automatically embed on the page instead of displaying as a traditional link. Best practices suggest having no more than three videos linked so that it does not fill up your page.
  - Helpful Hint: make sure that you are copying the actual video link if you want it to show up as a video and not just a link to your webpage. Copying your website link, that has a video, will not automatically upload as a video. The direct YouTube or Vimeo link will upload directly as a video instead.
- Also, on this Organization Page, you can view your Leads (people that clicked the 'Request Info' button on your exhibitor page), view your Visits (people that visited your page but did NOT click on the 'Request Info' button on your exhibitor page), add a Poll, or add Files such as PDFs, collateral, press releases, white papers, and research reports.



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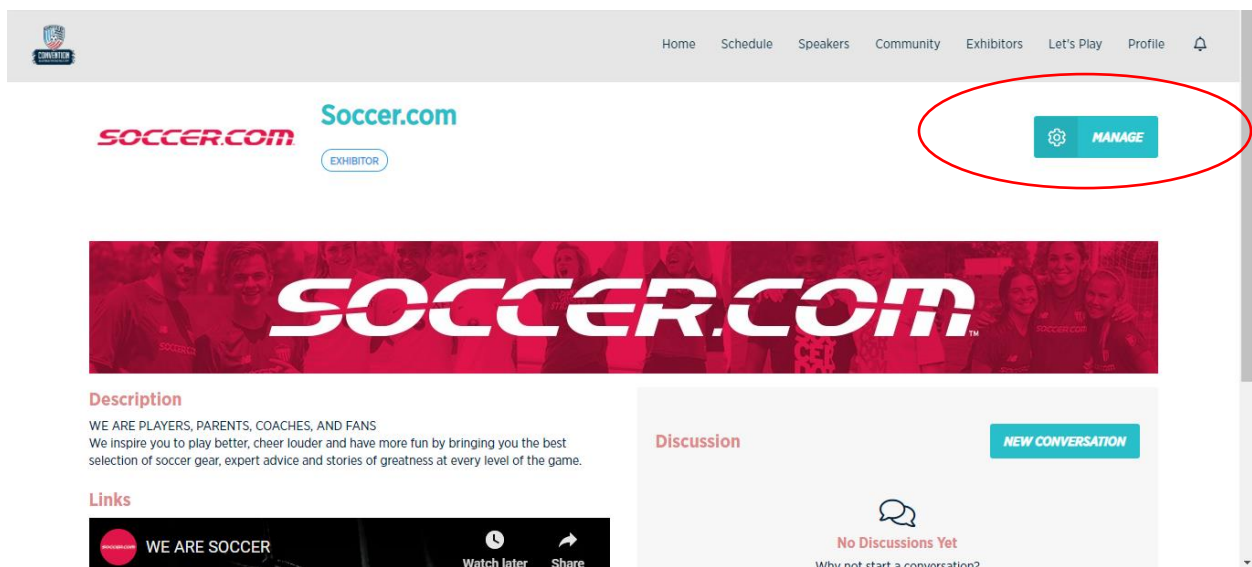
- To view your organization's exhibit space page, click on Exhibitors on the tool bar at the top,



- then scroll down this page to find your organization. You can also search for your organization in the search bar at the top of the page.

### **OVERALL EXHIBITOR PAGE**

- This is a sample of what your organization's Digital Booth will look like. This is the page that attendees, speakers, and exhibitors will view before, during, and after the Convention dates. On this page, attendees will be able to click 'Want to Meet' to make a wish list (that only they will see) of organization's they would like to visit, or click 'Request Info' if they would like to ask the organization to contact them. These buttons will not be featured until we go live.



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- If you click on the 'Manage' button on your page (shown above), that also takes you to the same page as when you clicked to 'Edit my Organization'. There are a number of tabs on the left:
  - **Basics** allows you to edit the Organization's details: Name, Logo, Description, and any tags/keywords the host has provided
  - **Leads** lists information about attendees who would like more information from you
  - **Visits** lists information about attendees who have visited your page – no additional information other than their name will be provided
  - **Polls** allows you to configure interactive polls for attendees - please see this article if you'd like more detail on polls:  
<https://pathablehelp.freshdesk.com/en/support/solutions/articles/44001927654-howto-create-and-manage-polls>.
  - **Files** allows you to upload files (handouts, one-sheets, etc.) that attendees can then download

### **DIGITAL EXHIBIT HALL HOURS**

#### **Staff Your Digital Booth for Live Conversations during these Times**

##### **Digital Convention Programming Hours: 9 am CT – 6 pm CT, Monday - Friday**

- Digital Booths will be open at this time
- Live Zoom Chats can take place during these hours
- Live Chats can take place during these hours
- Private Meetings can take place during these hours
- Staffing is encouraged, but not required

##### **Digital Exhibit Hall Exclusive Hours: 12:30 pm CT – 2:30 pm CT, Monday – Friday**

- Digital Booths will be open at this time
- Live Zoom Chats will take place during these hours
- Live chats can take place during these hours
- Private Meetings will take place during these hours
- Staffing is required to provide the best experience for all attending
- The Convention Staff will be pushing attendees to the booths during this timeframe each day