

ChamberView Content Manager Tips

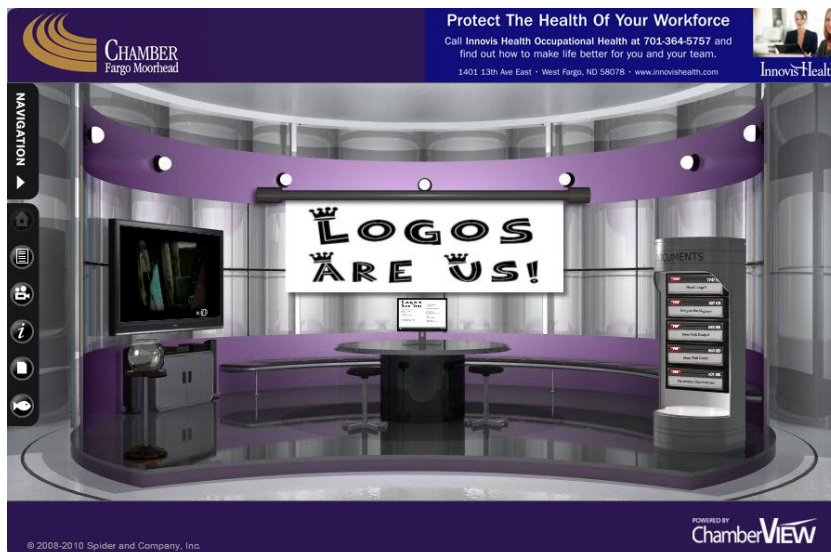
File Format: The Logo and Promo Banner file formats used for ChamberView are JPG and PNG; file formats that are optimal for web usage, as they provide high quality image and color rendering needed for online viewing while maintaining a small file size.

White Space: Many logo files are created with transparent backgrounds (PNG) and without any extra space around the edges. For optimal use in ChamberView, you may wish to add white space around the edges of your logo file to make your logo stand out.

▼ **Logo Banner Example:** No white space around edges of logo makes this logo look squished



▼ **Logo Banner Example:** extra white space added around edges of the image makes this logo stand out



Logo Banner Size: Logo banners uploaded to the content manager may range in size anywhere between 600 x 200 pixels to 600 x 300 pixels. Uploading a Logo Banner file at the maximum 600 x 300 pixel size means a portion of your banner will fall below the Company Info Screen. Depending on whether your logo is horizontal or vertical, you'll want to format your Logo Banner size and choose a booth design best suited to fit your logo shape.

▼ **Logo Banner Example:** Using the maximum Logo Banner size 600 x 300 pixels means a portion of the Logo Banner will extend behind the Company Info Screen. For images without text, this is an option.



▼ **Logo Banner Example:** If your Logo Banner includes text, using the recommended Logo Banner size of 600 x 200 pixels will ensure the entire Logo Banner space fits just above the Company Info Screen



Upload File Names: If you experience difficulty in uploading or deleting a banner image files or PDF documents, try saving the file with a different file name. Adding a version number or the current date to a file name will help eliminate errors that may be caused by overwriting duplicate file names.

Promo Banner: The promo banner space is a great place to add information you'd like visitors to see immediately upon entering your booth space.

Visitors clicking your promo banner will see a maximum promo banner space of 325 x 420 pixels, or 4.5 x 5.8 inches; so you'll want to adjust text and image size to optimize readability. Your promo banner might include a team photograph, coupon or special offer text, photo business cards, restaurant menu options and more.

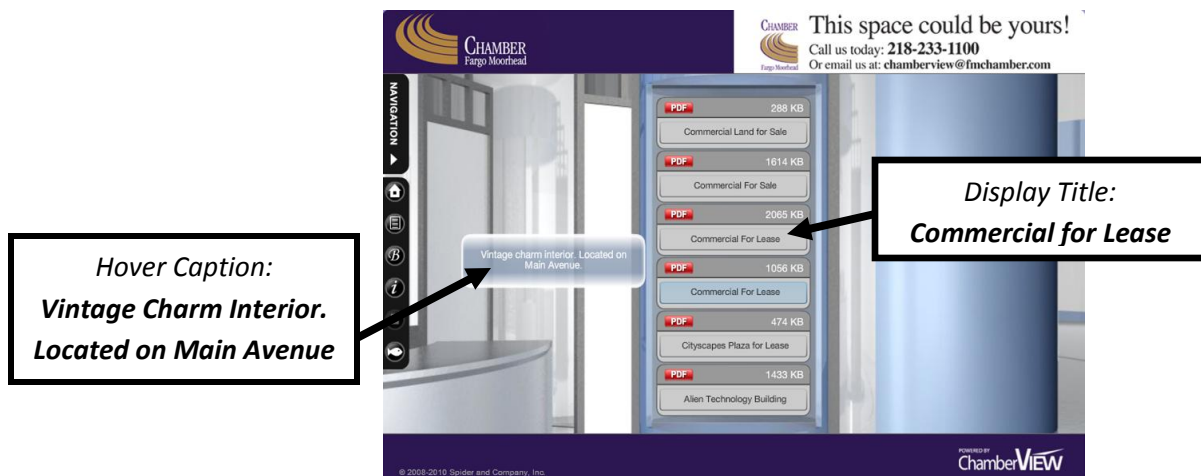
▼ **Promo Banner Example:** Larger text that is easily readable when entering the booth, a special offer and image make this promo banner a great promotional tool!



► **Need more space?** Use a short message in the promotional banner space directing visitors to full-size PDF document center downloads; or to your fishbowl to enter a contest submission!

Document Center: The document center provides an opportunity for sharing more information with booth visitors. The default display title and hover text displays the PDF document file name, so you'll want to be sure to add catchy document titles and informational descriptions in the content manager.

▼ **Document Center Example:** Add descriptive display titles and hover captions to optimize document center content...let visitors know the downloadable coupon is available *This Week Only!*



Fishbowl Lead Capture: Because you can edit booth content 24/7/365, the fishbowl is a great opportunity to capture lead and contact information from the folks visiting your booth. Innovative fishbowl ideas we've seen exhibitors use include special offers for time-sensitive discounts and coupons, contest submission, a collection point for supplemental radio, TV and social media advertisements, newsletter subscription, request for resumes, and much more.

Got a great story idea?

Submit it here along with your contact information and best time to call.

If we run your story, we'll send you a Sportsman's News T-shirt along with a complimentary one-year subscription!

*Name:

Company:

*Email:

Phone:

Address:

City:

State:

Zip:

Message:

Send

Media Players: Ensure you and your booth visitors are experiencing an optimal media experience by downloading the latest versions of internet browsers and media players

- ▶ Get Adobe Flash Player: <http://get.adobe.com/flashplayer/>
- ▶ Get Adobe Acrobat Reader: <http://get.adobe.com/reader/>

Social Media: Whether you choose to use your expo booth's unique URL address as a web site replacement through a domain redirect; or as a supplement to an existing web site, you have the option to link to social media networks like Facebook, LinkedIn, Twitter and more in the Company Info Screen.

CHAMBER
Fargo Moorhead

Make it > Connect

CONTACT INFORMATION
Chamber Marketing Opportunities
202 First Avenue North
Moorhead, 56560
218.233.1100

www.fmchamber.com
adrienne@fmchamber.com

REPRESENTATIVES:
Adrienne Olson
Communications/Managing Editor
adrienne@fmchamber.com
218.359.0524

Tracy Powell
Chamber Events
tracy@fmchamber.com
218.233.1100

PRODUCTS:
The Bridge monthly printed newsletter
FM Community Profile
Online advertising
Event and Program Sponsorship

FM Chamber You Tube Channel

Location Map

▶ **YouTube Tip:** Log into the Content Manager to add up to 10 YouTube videos with display titles and descriptions to your expo booth video library.

If you have more than 10 videos or you'd like to feature a promotional banner AND video a video library in your booth, be sure to include a link to your YouTube channel in the Company Information screen.

- ▶ **Google Maps:** Don't forget to take advantage of Google Maps Local Business Center: <http://google.com/lbc>