

# BETA Showcase Guide for Attendees Fall 2020

Thank you for your interest in attending the first-ever virtual BETA Showcase taking place on September 16th from 2-5 PM!

Showcase is one of the most beloved startup events in Minnesota, and we're excited to have you be a part of it. We created this guide so you have everything you need to know to be able to navigate the virtual venue like a pro.

## FALL SHOWCASE SCHEDULE

**2:00 PM** - Exploration: take some time to get comfortable, explore the platform, review the [Showcase Guide for Attendees](#), and watch the Hopin tutorial video on the Stage.

**2:30 PM** - Welcoming remarks on the Stage.

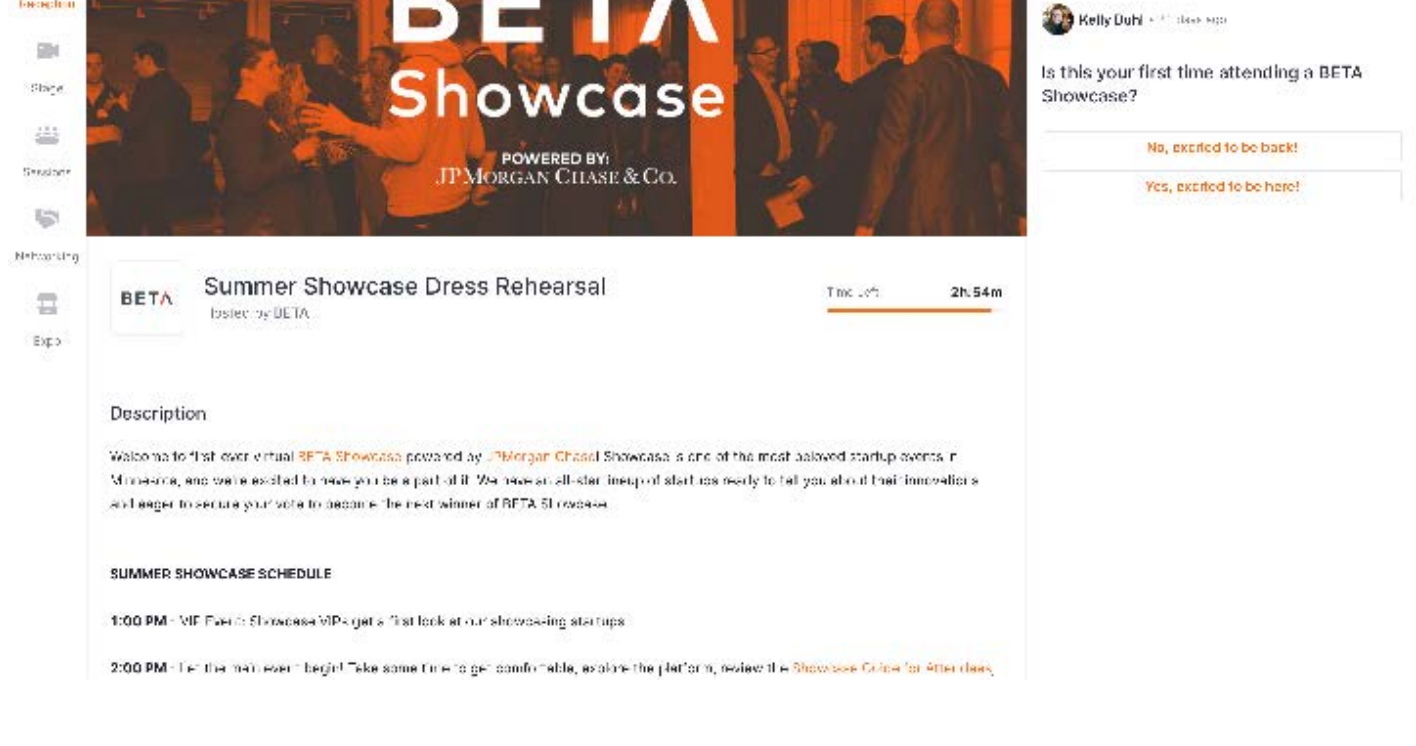
**2:00 - 4:15 PM** - Startups demo their products/services in the Expo ~ Remember to vote for your favorite startup(s) by voting in the booth polls. Visit the Networking and Sessions area to connect with other Showcase attendees.

**4:15 PM** - All votes are due!

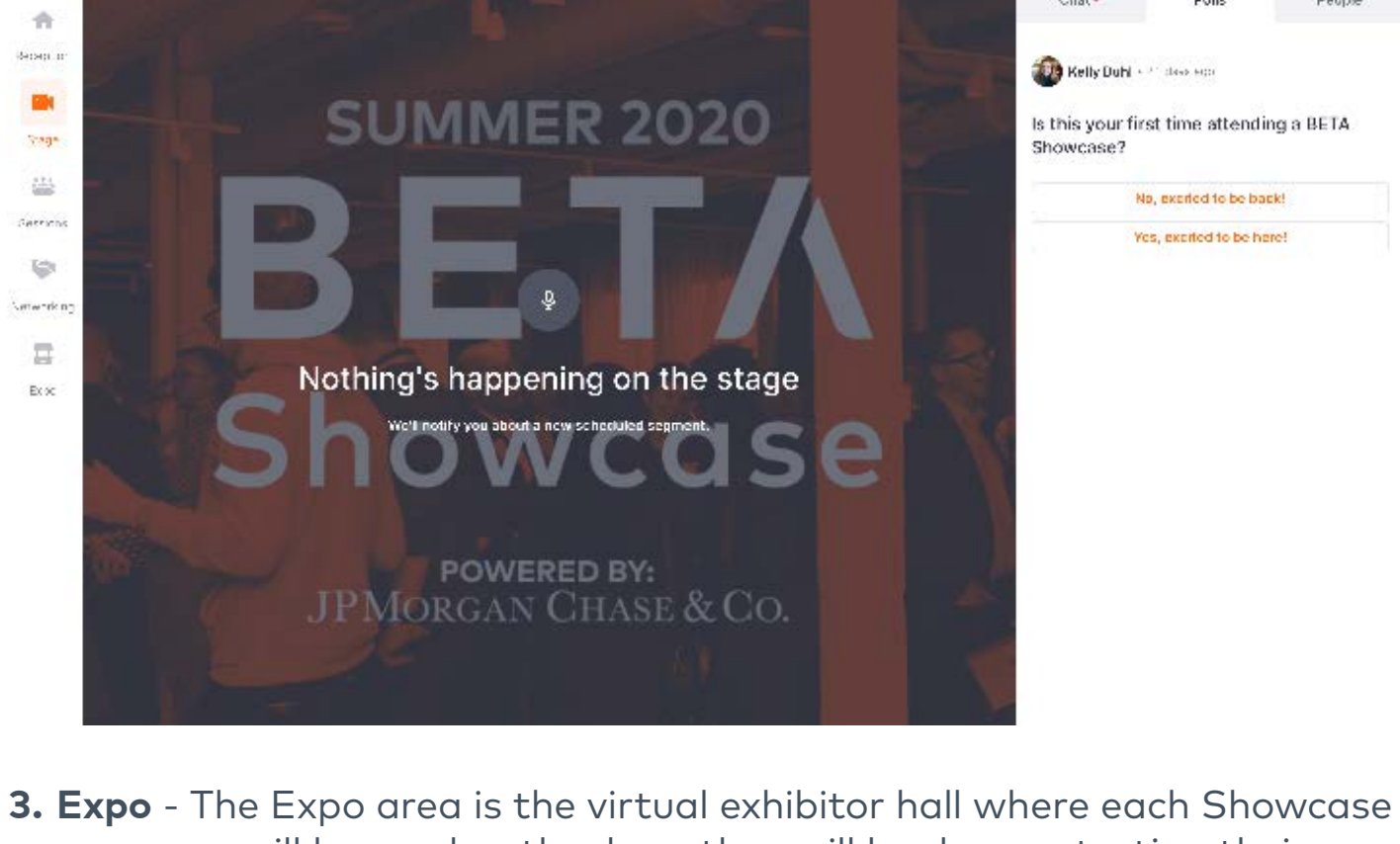
**4:30 PM** - Summer Showcase winner is announced on the Stage.

## COMPONENTS OF VIRTUAL SHOWCASE VENUE Hopin

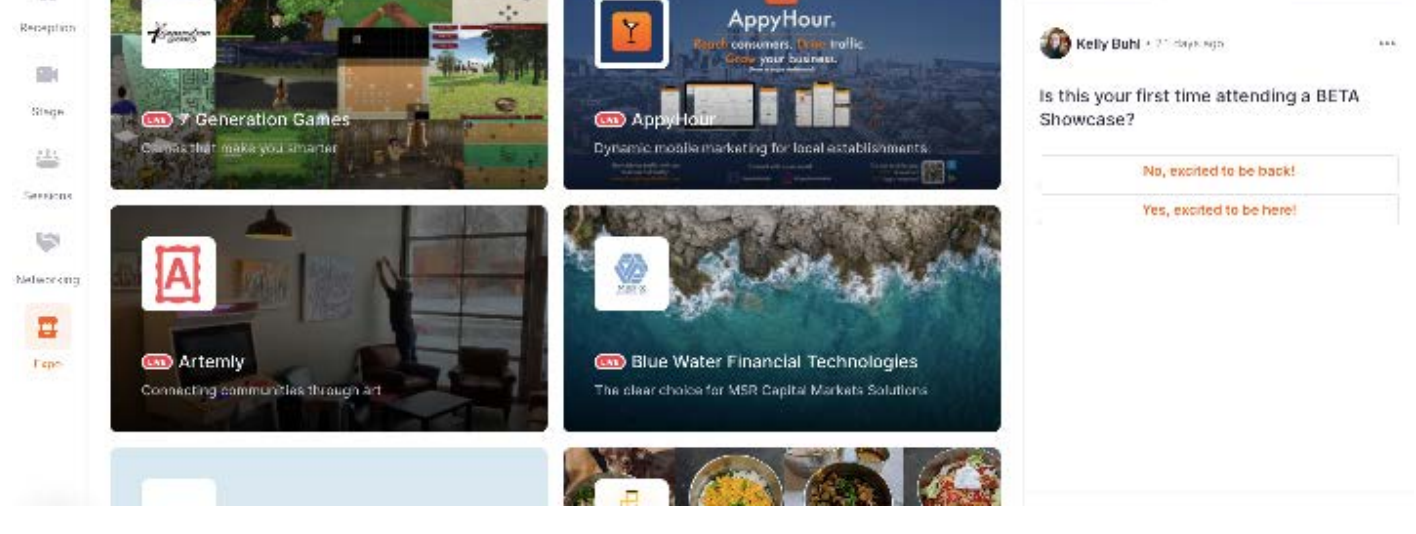
**1. Reception** - The Reception area is the welcome page or "lobby" of the event. Here you can quickly find out what's happening at the event, the welcome message, event schedule, and important announcements and reminders.



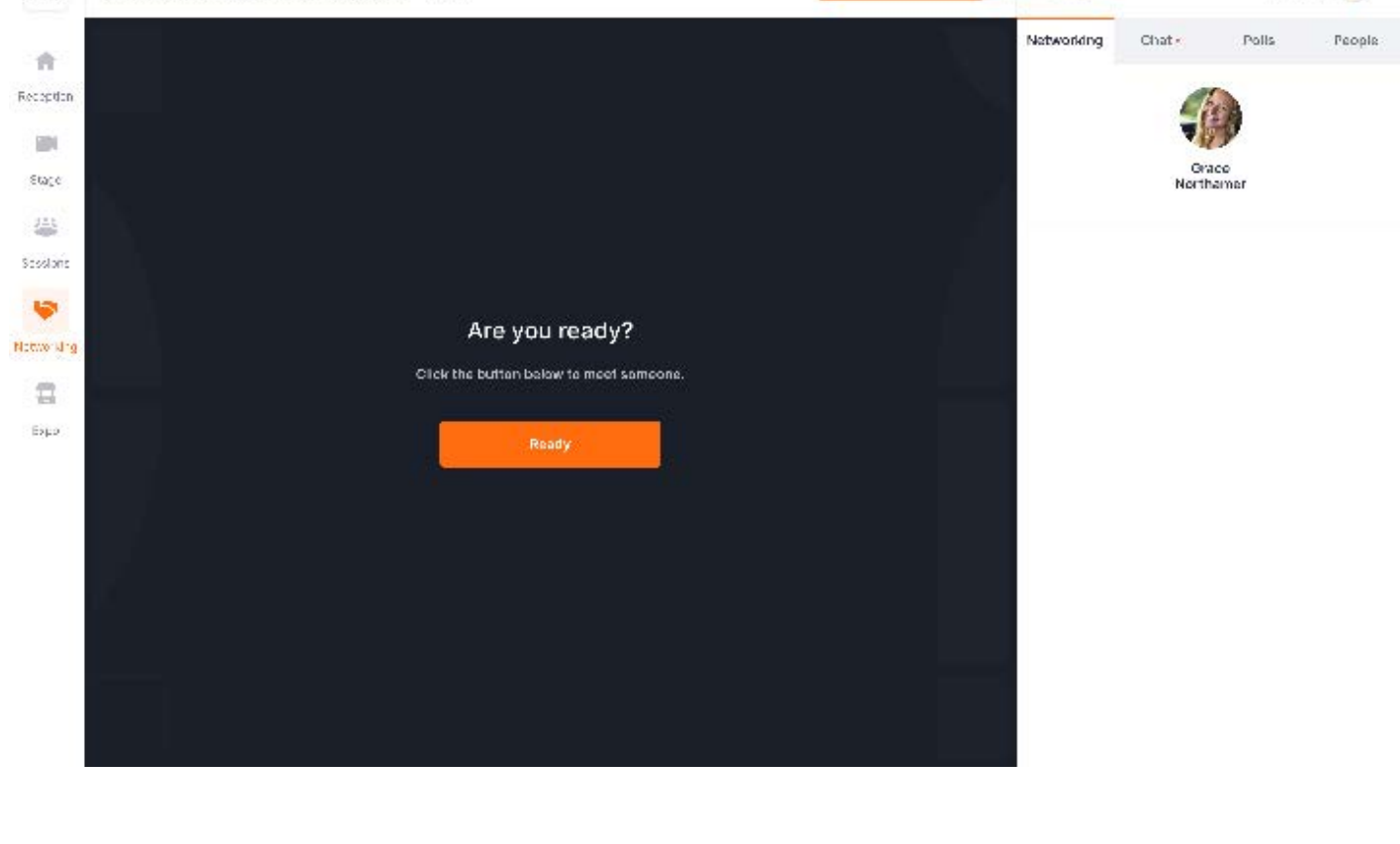
**2. Stage** - The Stage area is where we will be having opening and closing remarks and where the Showcase winner will be announced and speak.



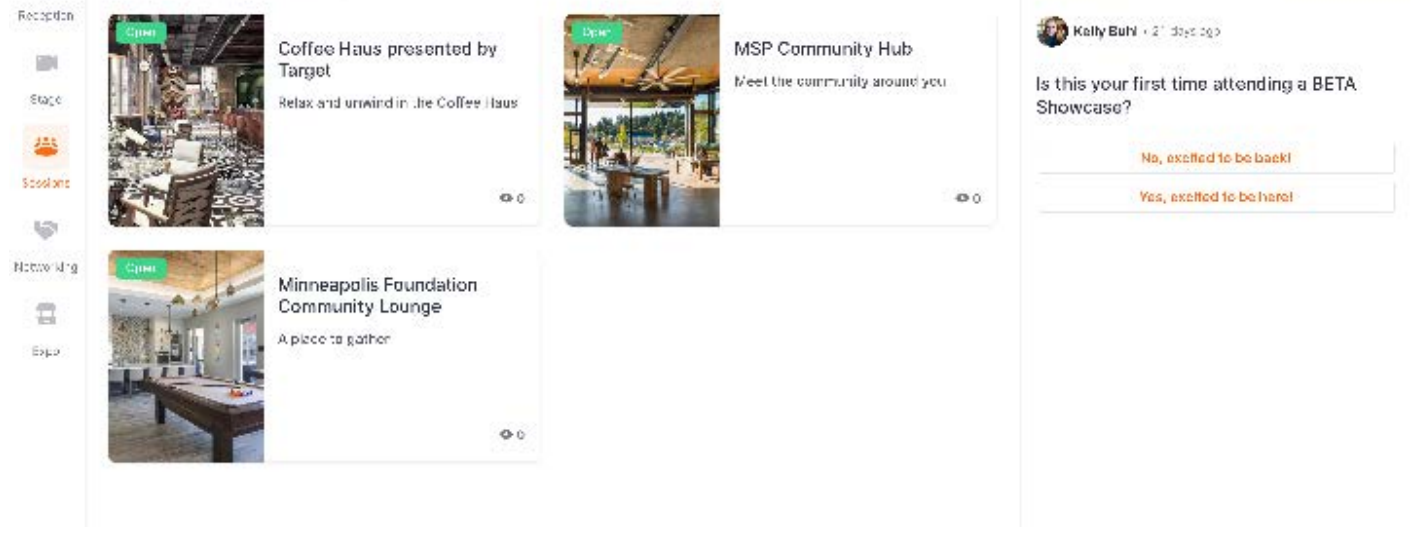
**3. Expo** - The Expo area is the virtual exhibitor hall where each Showcase company will have a booth where they will be demonstrating their product and connecting with you and other booth visitors. You will be able to hop in and out of the booths to watch the demos and interact with the teams. As a booth visitor, you will be able to request to share your audio and video if you'd like to chat with the founders and other folks in the booth face-to-face. If you don't want to turn on your screen, you can type your questions or comments to the founders in the booth chat. The Expo is the place to be during Showcase!



**4. Networking** - The Networking area is the place where you can meet one-on-one for 5 minute speed networking with other attendees. While networking, you can exchange "business cards" amongst other attendees and all connection information will be saved on your Hopin account to reference after the event.

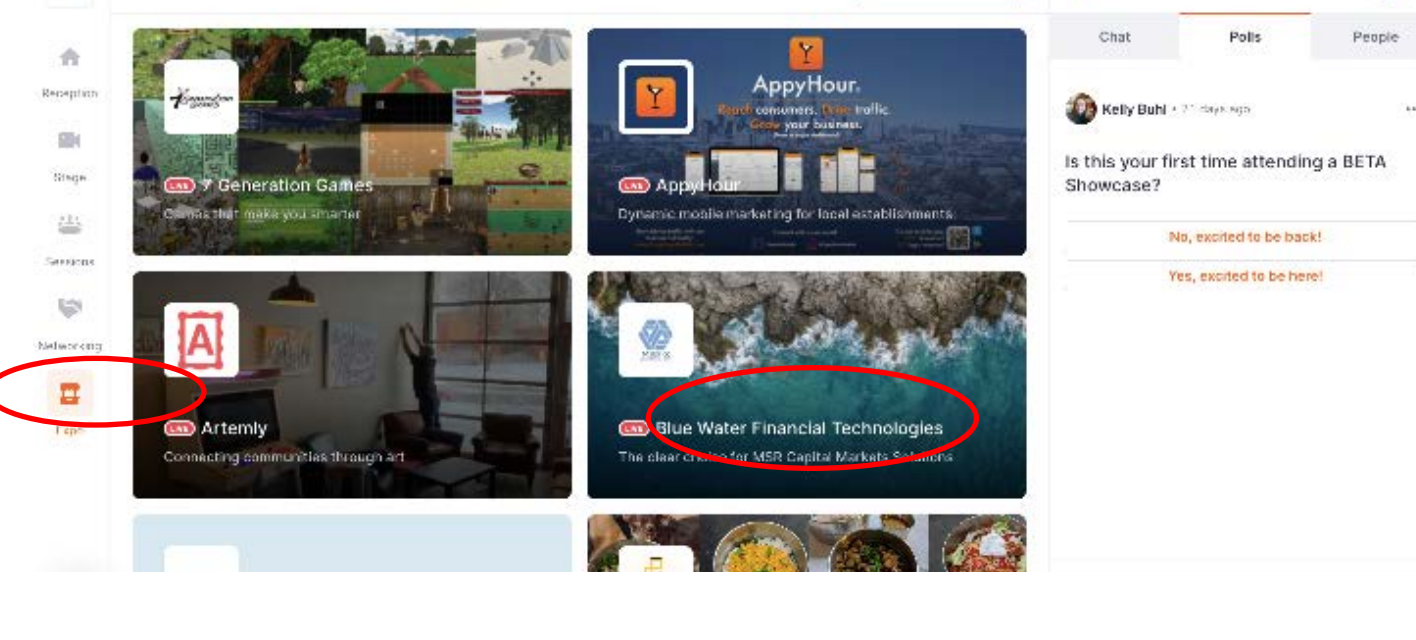


**5. Sessions** - The Sessions area will have various community lounges for you need a break from the Expo or you've visited all booths.

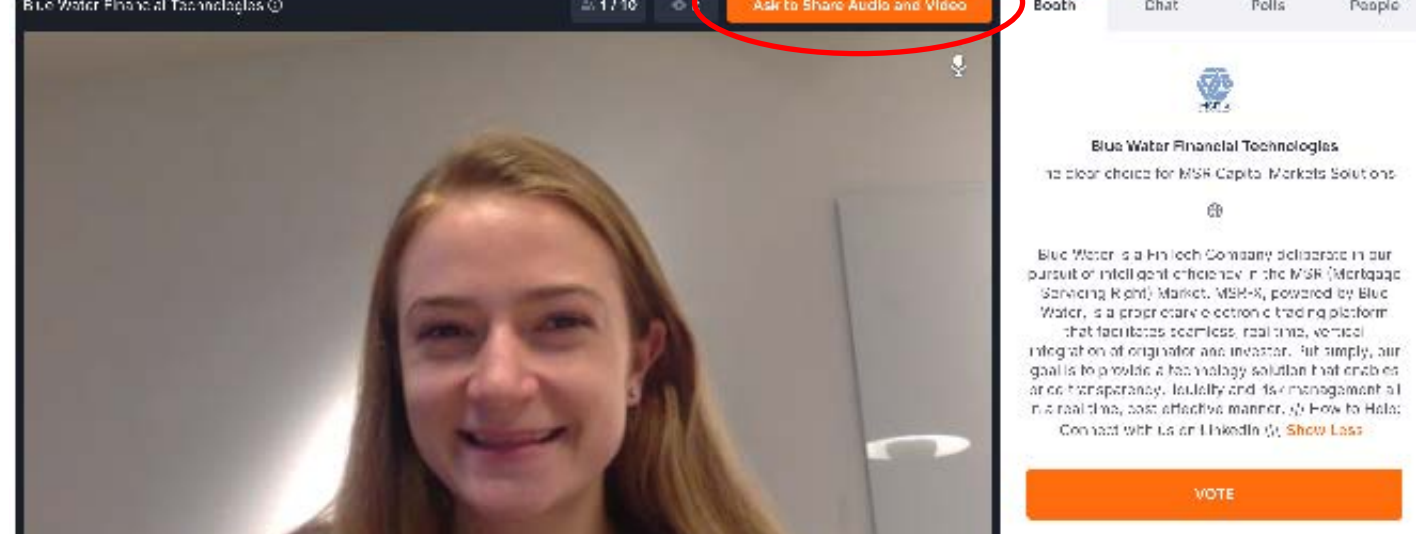


## INSTRUCTIONS FOR NAVIGATING THE STARTUP BOOTHS

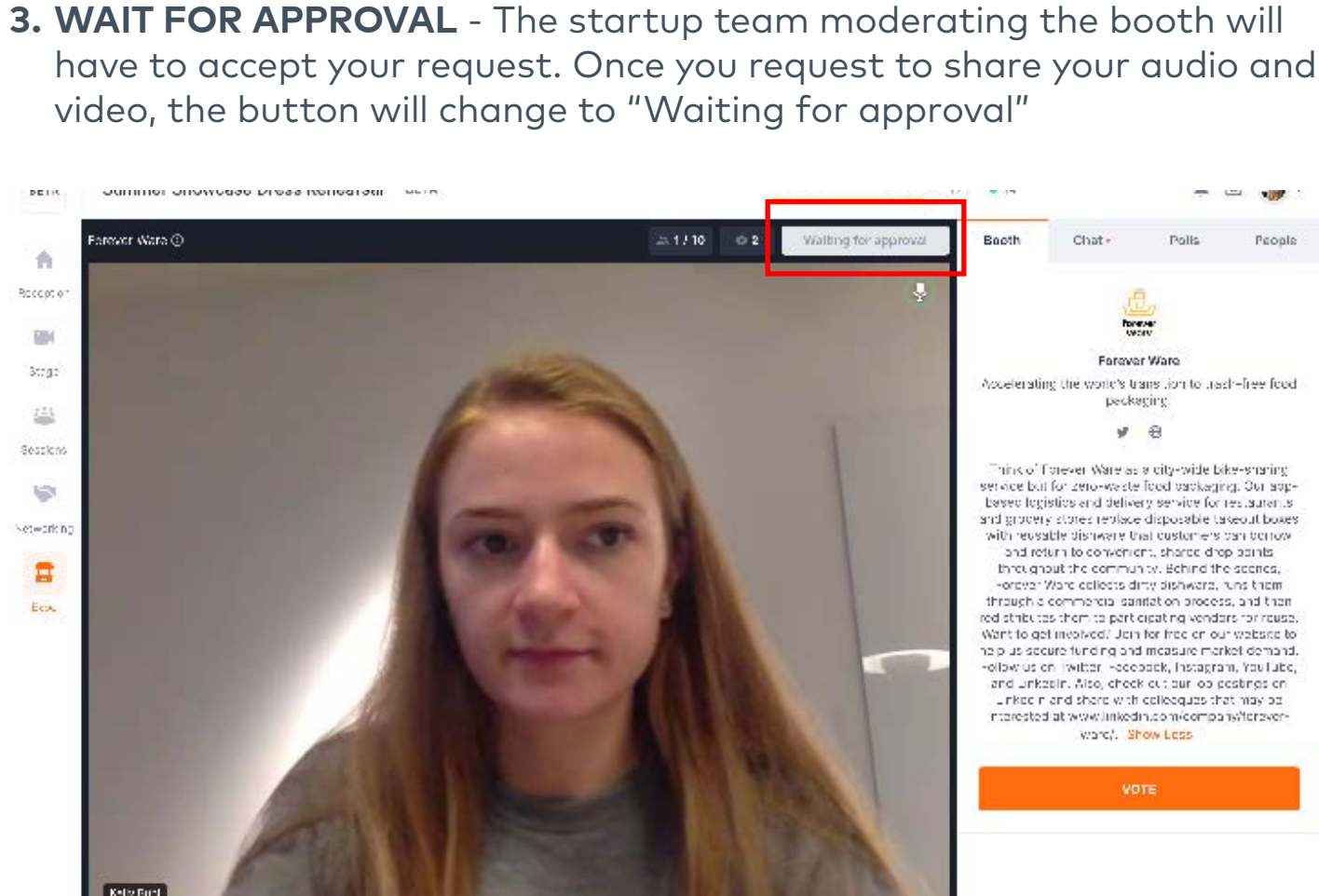
**1. FIND THE EXPO** - Click the "Expo" button on the left hand side of your screen to navigate to the area our showcasing startups have their expo booths. Click the booth preview image to enter.



**2. CONNECT WITH FOUNDERS FACE-TO-FACE** - After watching the startups demo, if you want to connect with the founders and chat face-to-face, click the big orange button in the right hand corner of your screen labeled, "Ask to Share Audio and Video"

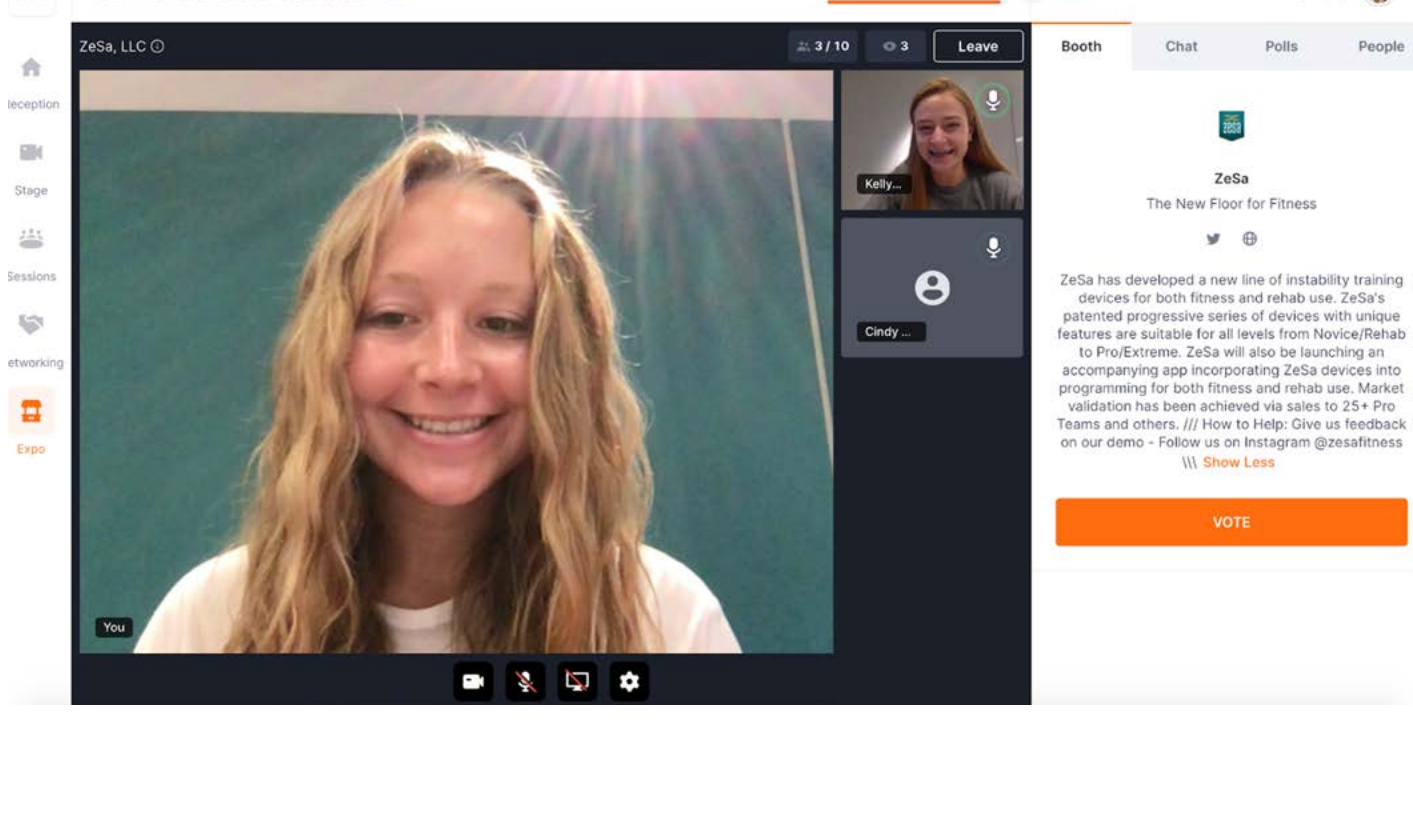


**3. WAIT FOR APPROVAL** - The startup team moderating the booth will have to accept your request. Once you request to share your audio and video, the button will change to "Waiting for approval"

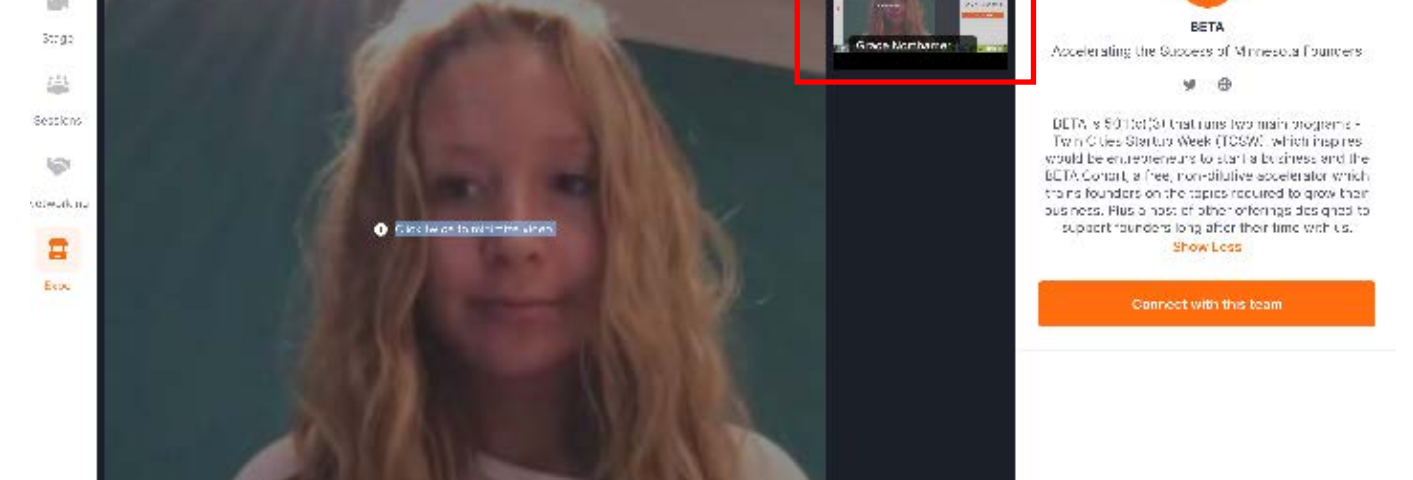




**4. YOU'RE LIVE** - Once you get approved by the booth moderators, your screen will be shared for all booth visitors to see. This is your time to connect with the team, ask questions, and share comments and ideas. Keep in mind that all people who enter the booth will see your screen and hear you while you're sharing your audio and video.



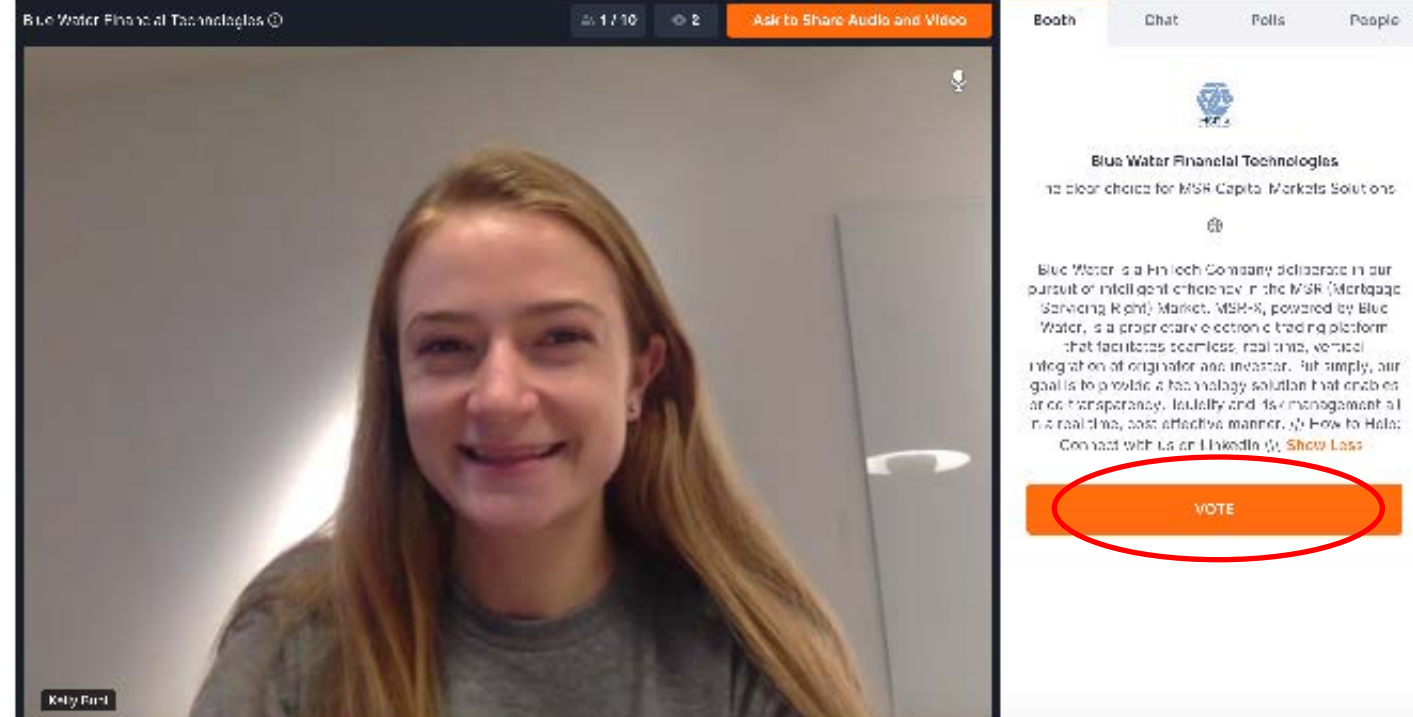
**5. MAXIMIZE YOUR SCREEN** - The screens in the Expo can be maximized for content to be easier to see. By hovering over a specific screen, you will get the option to maximize the user video. This can help you to better see a presenter or their slides, which will be helpful as you watch the startup demos.



**6. CONNECT WITH FOUNDERS AFTER THE EVENT** - Use the google form or founder email in the booth chat to exchange information with the startup for follow up after the event.

## IMPORTANT EVENT DETAILS

**Decide which startup will win Summer Showcase!** Every BETA Showcase, startups compete for pride and their company's name on the coveted Golden iPod trophy. As a Showcase attendee, you determine the winning team by visiting the startup booths and using your vote to "invest" in your favorite startup(s). **To vote**, enter the startup booth you would like to vote for and click the big orange button that says VOTE. Voting closes at 4:15 pm and the Showcase winner will be announced at 4:30 pm.



**Support local breweries!** Great craft beverages are a big part of what makes BETA Showcase great. We've teamed up with the breweries below to get you some of the best beer/cider in Minnesota for BETA Showcase. Visit the [Fall Showcase Emamo page](#) for more information!

1. [Minneapolis Cider Company](#)
2. [BevSource's THE LAB](#)

**Give us your feedback!** This is BETA's first-ever virtual event on Hopin, and we anticipate overcoming some bumps in the road. Help us improve your experience for next time by sharing your insights with the BETA team by emailing [hello@beta.mn](mailto:hello@beta.mn)

**Have fun!** This is the time for our community to come together to celebrate Minnesota innovations and connect with the brilliant teams behind them.

## HOPIN FAQ

- **Can I have a sneak peak of what the event will be like?**
  - Yes! See the platform in action using this [TCSW 2020 Attendee Experience Video](#).
- **How do I sign up/attend TCSW via Hopin?**
  - Once you sign up on Eventbrite, sit tight and keep an eye on your email. You will receive a unique email from Hopin with a personal link to "Accept Registration" for the event. You must click the "Accept Registration" link to access the event under your Hopin account.
  - Once you do this, we encourage you to explore your Hopin account and add information to your profile before the event to make it easier for people to identify and connect with you (name, headline, picture, social media handles, etc.)
  - Once you sign up on Eventbrite, you may receive follow-up emails until you formally register for the event via Hopin.
- **Do I have to download something to run Hopin?**
  - No. Hopin runs in your browser.
- **What browsers work best for using Hopin?**
  - Make sure you are using Chrome or Firefox and that it is fully up to date. Safari and IE are not fully supported as they lack the support needed for live video events.
- **What type of device works best for using Hopin?**
  - We recommend using a desktop computer or laptop for best experience.
  - PC users: If you are using Windows 7, please see if you're able to use Windows 10 on another computer. Windows 7 is not fully functional and no updates are available after January 2020.
  - Mac users: Be sure that you have "Screen sharing" and "Screen recording" on under your Settings. Do not use Safari.
- **Having Hopin related issues?**
  - When in doubt, refresh your page. This almost always resolves Hopin issues!
  - If something locks up, first refresh your browser. This normally takes care of a lot as long as you have restarted your computer before the event.
  - If refreshing does not work, close out and restart the browser.
  - If that doesn't work, try restarting your computer or making sure all other video applications are closed out of.
- **How do I prevent company firewall issues?**
  1. Sign up for the event on Eventbrite using your work email.
  2. After registering on Eventbrite, click "Accept Registration" in the email from Hopin.
  3. After you accept your registration, navigate to your Hopin profile and create a password for your account.
  4. When it is time for the event, use a personal device to sign into Hopin to ensure you are not connected to any VPN or private network that could block access to hopin.to domain. Sign in using your work email and the password you created.
  5. Enter the event and have fun!
- **Can I listen to the conference via phone?**
  - No. Audio can only be heard through Hopin directly.
- **What does it mean to Connect with another attendee?**
  - Networking conversation partners may decide to share contact information by clicking the Connect button. If both parties click Connect, the pair can find each other's contact information (email address and social media) via the Connect section of their Hopin account. (Learn more about the Connect feature.)

### What's the difference between the Event, Stage, and Session chat?

- The event chat is for conference-wide discussions. It's accessible on every page of the platform. The stage and session chats are for discussions during stage or session presentations.

### What happens when I @ mention someone in the public event chat channels?

- Users can type the @ symbol and a few characters of an attendee's first name to highlight that person's name and profile within the chat stream. The mentioned attendee does not receive a notification.

### What happens when I send an attendee a direct message?

- Attendees can message each other through direct messages. To send a DM, find the person you wish to chat with in the People tab, click their profile photo and send the message. A red dot in the recipient's People tab and on the envelope icon (top right) will let them know they have a new message.

### What happens when I invite another attendee to a video call?

- The attendee will receive a direct message letting them know that you've invited them to a video call. You will both receive a link to a private session room within Hopin. The room will allow up to five people to share their webcam, therefore you may share the link with up to three other people.

### Why is there feedback when I share my audio and video?

- If you're experiencing audio feedback, please make sure you're not in the same room with a team member also using Hopin, and you're using the correct headphones / speakers / sourcing for audio.
- Using headphones resolves most feedback or echoing issues.
- If someone cannot hear when everyone else can, turn up your speaker and be sure there's not another tab open.
- If someone changes audio or camera settings, this will require a browser refresh.

### What internet speeds work best for using Hopin?

- Hopin internet speed recommendations: Minimum of 5mbps download and 2mbps upload. Ideally, we like to see 30mbps download and 10mbps upload or higher for the best quality.

**Still have questions about the event? Feel free to reach out to [hello@beta.mn](mailto:hello@beta.mn)**

We look forward to seeing you on the 16th!

