

BETA Showcase Guide for Attendees Summer 2020

Thank you for your interest in attending the first-ever virtual BETA Showcase taking place on July 15th 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.

SUMMER SHOWCASE SCHEDULE

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

2:30 PM - Welcoming remarks on the Stage.

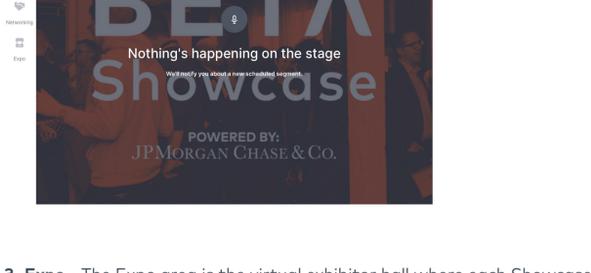
2:00 - 4:15 PM - Startups demo their products/services in the Expo - Remember to vote for your favorite startup(s) by voting in the booth polls. Visit the Networking and Sessions area to connect with other Showcase attendees.

4:15 PM - All votes are due!

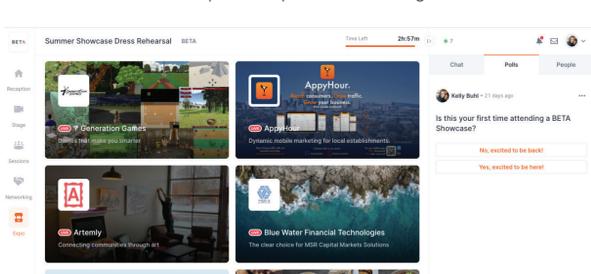
4:30 PM - Summer Showcase winner is announced on the Stage.

COMPONENTS OF VIRTUAL SHOWCASE VENUE Hopin

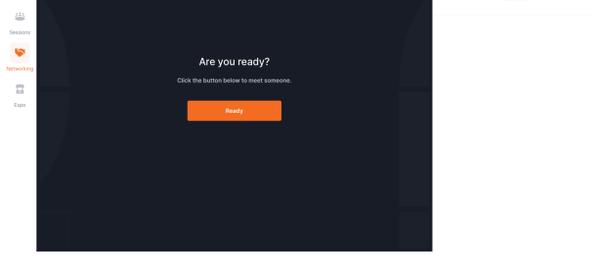
1. Reception - The Reception area is the welcome page or "lobby" of the event. Here you can quickly find out what's happening at the event, the welcome message, event schedule, and important announcements and reminders.



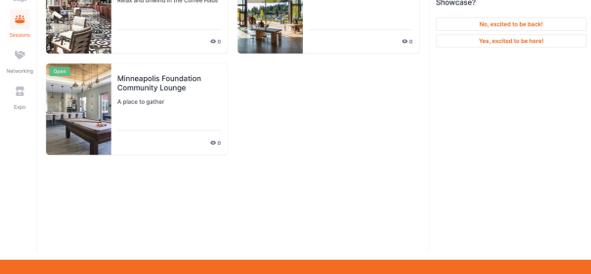
2. Stage - The Stage area is where we will be having opening and closing remarks and where the Showcase winner will be announced and speak.



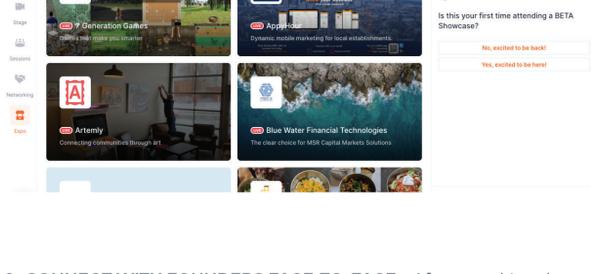
3. Expo - The Expo area is the virtual exhibitor hall where each Showcase company will have a booth where they will be demonstrating their product and connecting with you and other booth visitors. You will be able to hop in and out of the booths to watch the demos and interact with the teams. As a booth 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.

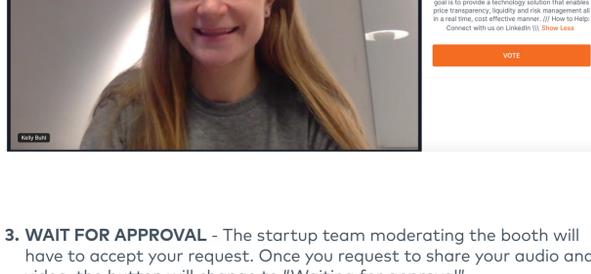


5. Sessions - The Sessions area will have various community lounges for you to join in the event and connect with other attendees if you need a break from the Expo or you've visited all booths.

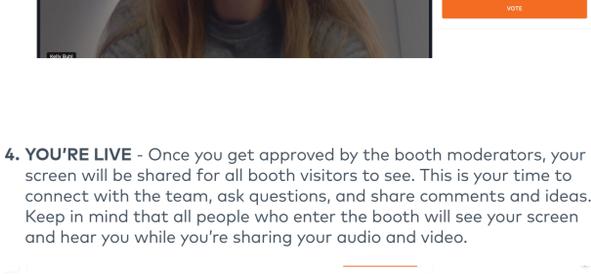


INSTRUCTIONS FOR NAVIGATING THE STARTUP BOOTHS

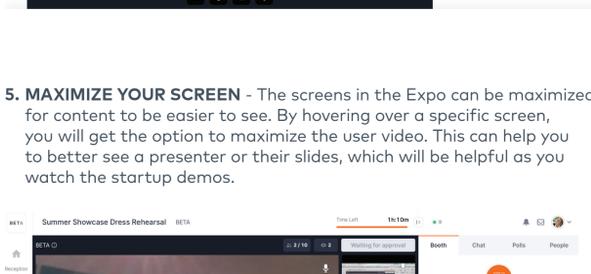
1. FIND THE EXPO - Click the "Expo" button on the left hand side of your screen to navigate to the area our showcasing startups have their expo booths. Click the booth preview image to enter.



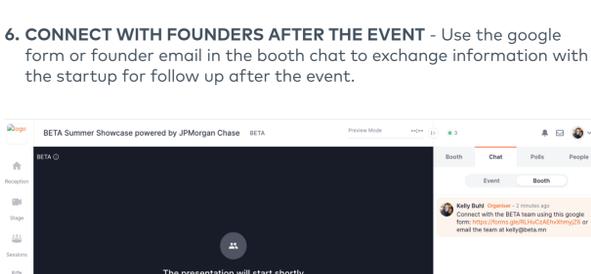
2. CONNECT WITH FOUNDERS FACE-TO-FACE - After watching the startup demo, if you want to connect with the founders and chat face-to-face, click the big orange button in the right hand corner of your screen labeled, "Ask to Share Audio and Video"



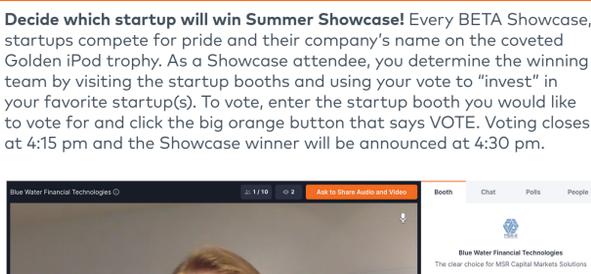
3. WAIT FOR APPROVAL - The startup team moderating the booth will have to accept your request. Once you request to share your audio and video, the button will change to "Waiting for approval"



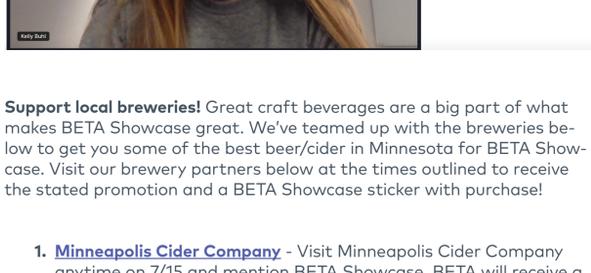
4. YOU'RE LIVE - Once you get approved by the booth moderators, your screen will be shared for all booth visitors to see. This is your time to connect with the team, ask questions, and share comments and ideas. Keep in mind that all people who enter the booth will see your screen and hear you while you're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

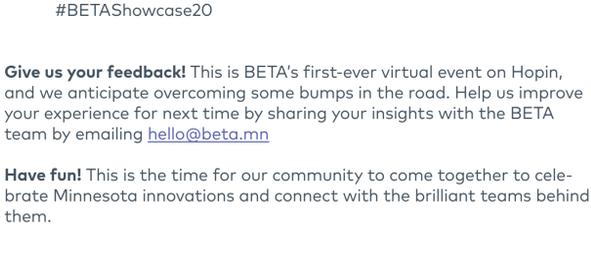


6. CONNECT WITH FOUNDERS AFTER THE EVENT - Use the google form or founder email in the booth chat to exchange information with the startup for follow up after the event.



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 our brewery partners below at the times outlined to receive the stated promotion and a BETA Showcase sticker with purchase!

- 1. Minneapolis Cider Company** - Visit Minneapolis Cider Company anytime on 7/15 and mention BETA Showcase. BETA will receive a \$1 donation from each purchase by a BETA customer.
- 2. BevSource's THE LAB** - Visit THE LAB's website [here](#) and use promo code "BETA" from 7/15-7/22 to receive one free Crowler. [\[Online order\]](#) and in-store pickup - 767 N Eustis St. #115St. Paul, MN 55114]

Share your experience at Showcase on Twitter for a chance to win a BETA Swag Bag! By following the three easy steps below you will be entered to win a BETA Swag Bag (BETA T-shirt, BETA Showcase Sticker, and BETA YETI Rambler). Up to 4 winners will be randomly selected from the hashtag stream and announced at the end of the event!

1. Explore the Expo area and enter a showcasing startup's booth
2. Take a screenshot inside of the Expo booth
3. Share the screenshot on Twitter with the hashtag #BETAShowcase20

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

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 in this [Attendee Experience Hopin Demo](#).

• **How do I sign up/attend BETA Showcase 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 use a certain browser for Hopin to work?**
For the best Hopin experience, we recommend Chrome or Firefox. It is usually recommended to attend Hopin events through your laptop/pc as it isn't guaranteed to work on mobile. Hopin also requires recent versions of Chrome and Firefox, and Safari 11 or greater.

• **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!

Still have questions about the event? Feel free to reach out to hello@beta.mn

We look forward to seeing you on the 15th!

