



Partner and Exhibitor Guidance

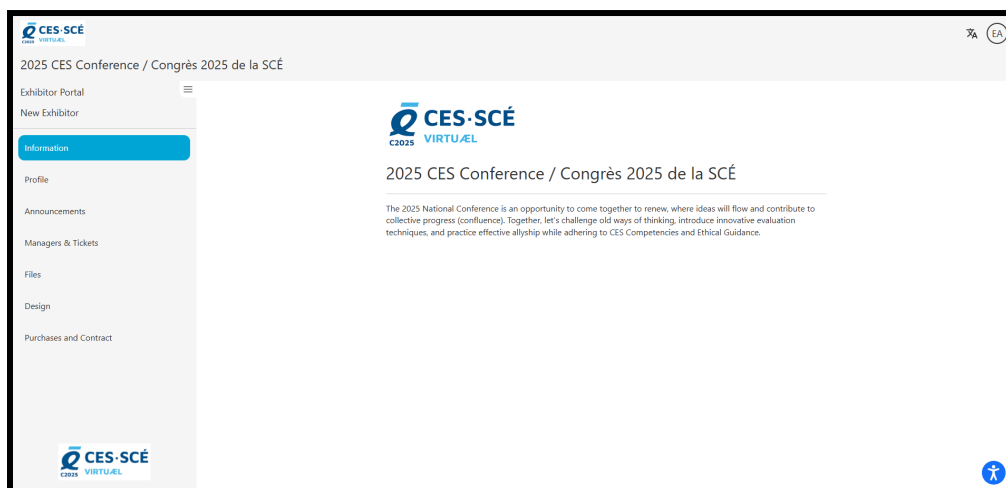
This guidance for partners and exhibitors supports their success at C2025. There is [separate guidance for other roles](#); please refer to this webpage for details. If you have any questions or issues, please reach out to conference@evaluationcanada.ca.

Getting Started

- As a partner or exhibitor, you will be enrolled in the conference and issued an account.
- It is then your responsibility to create your corporate profile.
- During the conference, it will also be your responsibility to establish contacts with delegates.

Partner Portal / Exhibitor Portal

You will be sent a URL to access your Partner Portal or Exhibitor Portal. This URL is different from the conference URL where you will interact with delegates. Below is a screenshot of the Portal.



In the Portal, you can:

- provide a description of your organization ("Profile" tab).
- upload documents you want to share ("Files" tab).
- add other managers, providing them with access to your exhibitor booth ("Managers & Tickets" tab). Managers and their contact info will be visible to conference attendees.
- add the gamification code you will be given ("Profile" tab). Delegates use codes to earn points towards prizes. Or feel free to be creative with your gamification code by adding it somewhere else, such as on your website or LinkedIn page or in a social media post.
- customize the design of your booth with elements such as a logo, banner, and an MP4 video (up to 100 MB, 16:9 aspect ratio) to promote your organization or your cause ("Design" tab).

Interaction with Delegates

- Your partner/exhibitor profile will be included in the online Exhibit Hall.
- Delegates will access the Exhibit Hall to visit your virtual booth, watch your video, and access your documents.
- Delegates will also be able to initiate contact with you through PheedLoop, asking for one-on-one conversations or video chats. Therefore, you should log in to PheedLoop and be ready to respond to delegates.

Troubleshooting and Tips

- Make sure you are using a modern browser (Internet Explorer is not supported by PheedLoop).
- To log in, double-check that you are copying email addresses / passwords correctly.
- Ensure you have granted your browser correct permissions (such as to access your camera, speakers and microphone).
- Information on [system and internet requirements](#).
- Further [information on the conference](#).
- If you need assistance, please email conference@evaluationcanada.ca.