



B2match Virtual Exhibition Guidelines

1. What is Virtual Exhibitions (Marketplace)

Virtual exhibition enables participants to list their offer and request items/services and to search for the suitable business partners by these items.

The registration process offers the participant the ability to add a minimal amount of information about the company they represent (in the **Organization description** field in **Personal information**). Therefore, the participants can add more information on their business offers or needs, and specify types of collaboration sought.

A screenshot of the "Big Science Sweden Conference 2020" Marketplace interface. The header shows the event name, date (November 24, 2020), and navigation links: Home, Speakers, Participants, Marketplace (active), Agenda, Login, and Registration closed. The main content area is divided into a left sidebar and a right main panel. The sidebar shows "5 Opportunities found" and a search bar. Below the search bar, there's a filter section "Applies to" with a toggle for "PRODUCT (41)". Under this, several categories are listed with checkboxes: "Civil engineering, building and technical services (5)" (checked), "Electrical engineering and magnets (4)", "Electronics and radio frequency (8)", "Gases, chemicals, radiation and waste equipment (5)", and "Health, safety and environment (5)". A "Show more (6)" link is also present. Below the filters, a "Looking for" section lists roles: "Distribution Partner (3)", "Cooperation partner (10)", "Manufacturer (4)", and "Customer (25)". The main panel displays three product listings, each with a "PRODUCT" label, a title, a description, a date (November 06, 2020), a user profile picture, a name (Maddie Pearson), a title (Senior Sales Executive at IOP Publishing - CERN Courier & ESRF News), and a location (Bristol, United Kingdom). The first listing is for "Physics World magazine and website". The second is for "ESRFnews magazine". The third is for "CERN Courier magazine and website". Each listing includes a small thumbnail image related to the product.

2. Registration

When registering, please be sure to select “Attendee and exhibitor” category

hagen, Denmark

HomeSpeakersCompaniesParticipantsVirtual Exh

✓

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PARTICIPATION TYPE

PROFILE

ATTENDANCE

The Nordic ITER Business Forum will take place physically, at the Technical University of Denmark - DTU.

Please make a choice

☐ Attendee

Please select the Attendee category if you do not want to have access to a Virtual Exhibition Booth for your company.

☒ Attendee & Exhibitor

Please select the Attendee & Exhibitor category if you want to have access to a Virtual Exhibition Booth for your company.

3. Complete profile

Under profile, you can input your information, as well as the organisation details, areas of activity, and logistics details

hagen, Denmark

HomeSpeakersCompaniesParticipantsVirtual Exh

✓

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PARTICIPATION TYPE

PROFILE

ATTENDANCE

The Nordic ITER Business Forum will take place physically, at the Technical University of Denmark - DTU.

Complete Your Profile

Add information about yourself and your organisation to your profile.

Personal Information

FIRST NAME*

LAST NAME*

JOB POSITION

You can add your organisation's logo as well

The screenshot shows a web form titled "Organisation Information" with a blue header bar containing navigation links: Home, Speakers, Companies, Participants, and Virtual Ex. The form fields include:

- ORGANISATION NAME *: A text input field with the placeholder "Select existing or create new organisation".
- ORGANISATION TYPE *: A dropdown menu with "Please choose" and a downward arrow.
- PHONE NUMBER: An empty text input field.
- WEBSITE: A text input field with "http://" pre-filled.
- ORGANISATION DESCRIPTION *: A large text area with a green circular icon in the bottom right corner.
- Below the description is a prompt: "Write a short description about what your organisation does."
- ORGANISATION LOGO: A section with a grey box labeled "Organisation Logo" and a dashed box with the text "Click here to upload an organisation logo".

4. Create an opportunity

Once registered, you can create an opportunity under marketplace

The screenshot shows a user profile page for "Test Test" (Copenhagen, Finland). The page features a blue header bar with navigation links: Home, Speakers, Companies, Participants, Virtual Exhibitions, Agenda, Meetings, and Messages. A blue banner at the top right states: "You've successfully signed up for the Nordic ITER Business Forum! You'll receive an email confirmation shortly." Below this, an orange banner says: "Your profile is waiting to be activated! Your profile will be visible to other participants as soon as the organiser activates your profile. You will be notified via email." At the bottom, a blue banner encourages: "Create a Marketplace opportunity. You don't have any visible Marketplace opportunities on your company profile. Please create new opportunities or publish the existing ones in case you have any from previous events." A button labeled "Add an Opportunity" is visible. The left sidebar shows the user's profile information and a list of links: Overview, My availability, My opportunities, Organizer questions, Account settings, and Logout.

5. Choose opportunity category

The Virtual Exhibitions enables the participants to present their offer as per the following items:

The screenshot displays the ER Business Forum interface. At the top, a blue navigation bar contains the forum name, date, location, and various menu items. Below this, an orange banner indicates the user is signed in as an organiser. The main content area shows a user profile for 'Test' and a 'Create an opportunity' section with four categories: Partnership, Project Cooperation, Expertise, and Request. Each category has a brief description of what to add.

ER Business Forum
March 30, 2022 | Copenhagen, Denmark

Home Speakers Companies Participants Virtual Exhibitions Agenda Meetings Messages

You are signed in as an organiser. Logout

T
Test
Company - SME
Copenhagen, Finland

OVERVIEW MARKETPLACE

Create an opportunity Cancel

- Partnership**
Add this if you are interested in engaging in a partnership with another organisation.
- Project Cooperation**
Add this if you are interested in finding a partner for your project.
- Expertise**
Add your area of expertise and describe what you can offer to other participants.
- Request**
Add if you have anything specific you are looking for.

- **Partnership** - participants can add a partnership Virtual Exhibitions entry, if they are interested in a partnership. Examples of classifiers to add in the **What are you looking for** area: Research, Business, Franchising
- **Project cooperation** - participants have the possibility to add a cooperation wish if they are looking for a cooperation partner for their project. Examples of types of cooperation: Consortium seeks Partner, Partner seeks Consortium. Examples of stages: Project Management, Research work, Prototype development, Testing the product/application, Performing surveys and statistical analyses, Developing an ICT application, Organizing trainings/webinars, Dissemination/communication activities.
- **Expertise** - participants are able to describe their expertise.
- **Request** - participants can describe anything specific they are looking for by creating a **Request Virtual Exhibitions** item.