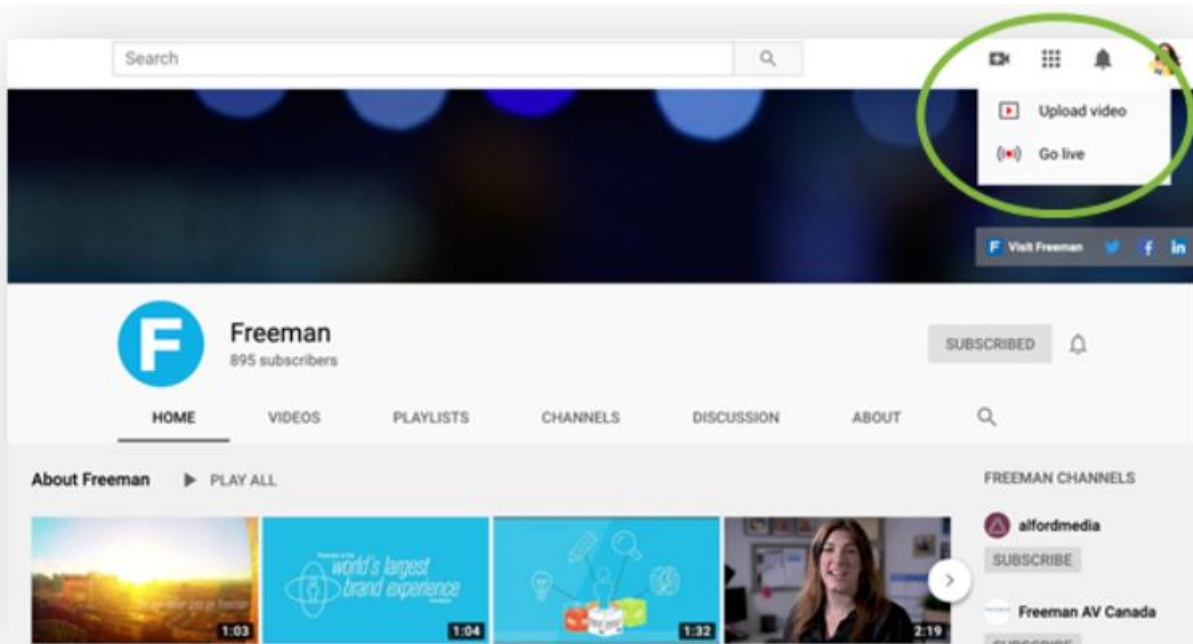


Instructions to create a YouTube or Vimeo video format for use in your booth profile.

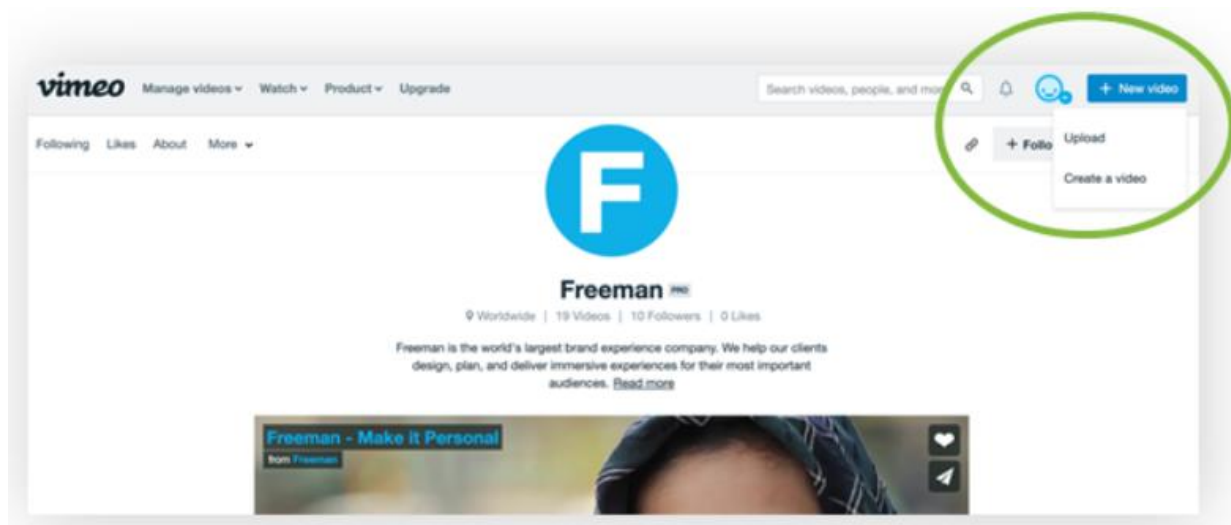
How to Upload Your Video to YouTube

1. Navigate to [YouTube](https://www.youtube.com) in any web browser.
2. Make sure you are logged into your account. If you don't see your account thumbnail in the upper right corner, click "SIGN IN" and enter your Google account information. If you don't have a Google account, click "SIGN IN" then "Create account". You'll then be required to enter a valid email address and create a password.
3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click "Upload video."
4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Detail Page
5. Click the large arrow to choose the video file, or you can drag the video file onto the page.
6. While the video uploads, you can enter information like the name and description of your video.
7. Click "Publish" to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won't appear online unless you click "Publish."
8. Please note: once the video is uploaded, it will take a few minutes to process.



How to Upload Your Video to Vimeo

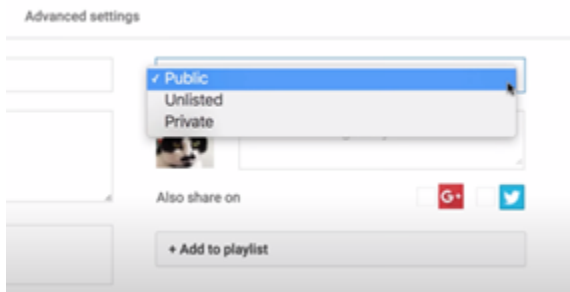
1. Navigate to [Vimeo](https://vimeo.com) in any web browser.
2. Make sure you are logged into your account. If you need to create an account, click the “Join” button. You’ll then be required to enter a valid email address and create a password.
3. Click the blue New video button at the top right of the screen then click “Upload.” Once you click the upload link, you will be taken to the upload page.
4. Click the “Choose a File to Upload” button and this will launch an upload dialog box. Choose the file that you want to upload and then click on “Select.” As soon as you click the button, the video will start to be uploaded straight away.
5. While the video uploads, you can enter information like the name and description of your video.
6. To access the privacy settings of your video, click “Settings” under your video, then click the “Privacy” tab. Important: make sure your video is set to “Everyone” so it can be viewed on your Exhibitor Detail Page.
7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.



Video Privacy

If you're hosting your video on YouTube, make sure your video is set to either Public or Unlisted. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

- **Public videos** can be seen and shared by anyone. They are posted on your channel when you upload them and show up in search results and related video lists.
- **Unlisted videos** can be seen and shared by anyone with the link. Your unlisted videos won't appear to others who visit the "Videos" tab of your channel page. They won't show up in YouTube's search results unless someone adds your unlisted video to a public playlist. You can share an unlisted video's URL with other people. The people you share the video with don't need a Google Account to see the video. Anyone with the link can also re-share it.



If you're hosting your video on Vimeo, make sure your video is set to **Anyone Can See This Video**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

- Videos with privacy settings set to **Anyone** can be seen by anyone and embed privacy set to **Anywhere** means that anyone can embed your video on an external website.
Please note: if you have a higher tier paid subscription to Vimeo (Pro, Business, or Premium) you'll have a few more options to choose from:
- **Only people with the private link** is a semi-private setting that will make your individual video visible only to people who have the link. Your video's credits will be removed, and the video will be removed from any channels or groups.
Please note that anyone with access to this link can share it with anyone else.
- **Hide this video from Vimeo.com** will make the video unable to be accessed on the Vimeo website (unless you are logged in as yourself), but it still can be embedded on other websites.

