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**VSEF**

**API STANDARDS GUIDE**

**V2.0**

**2022**

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## VSeF API Standards Guide - 2.0

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## Introduction

VSeF is a universal data format for hybrid and virtual events. Developed collaboratively between event organizers and virtual event platforms, VSeF helps data move more freely between platforms, business intelligence tools, CRM and marketing systems. It sets out detailed standards for a range of event metrics and engagement KPIs and how those data points should be formatted for easy transfer between systems. For some background about VSeF and its purpose, please visit the [VSeF Website](#).

In this VSeF API Requirements specification, a template is outlined for the virtual event platforms to create VSeF compliant API endpoints as well as setting some rules on how to implement these endpoints. This is designed to ensure data-consistency across all VSeF compliant virtual event platforms.

## Overview of endpoints

A detailed description of the values and their expected formatting can be found in the [VSeF Standards Guide](#).

API endpoints:

### Metadata

- Event Background and Attendance Data
- Session Data
- Active Participant Statistics by Day
- Active Participant Statistics by Hour / Day

### Individual Participant Data

- Individual Participant Data
- Individual Exhibitor Engagement
- Session Attendance Summary
- Session Log
- Chat Log
- Meeting Log
- Action Log

### Individual Company Data

- Individual Company Data
- Product List
- Product Category List



## Some rules

- HTTP GET, POST and PUT messages (over [https](#))
- Content in JSON format according VSeF conventions
- API responds with the most up to date information
- Authentication and authorization with API Key
- The times embedded in the JSON files are in UTC and should be the last update time. By using this properly an incremental setup can be created to maintain up to date information without retrieving all information over and over again. It is strongly advised to design implementations that are based on incremental updates.

## Endpoint naming conventions

All VSeF compliant API endpoints should be consistently named. <https://example.domain.com> refers to the virtual platforms API (sub)domain (In the case of e.g., megavirtualevents Ltd. this would be <https://api.megavirtualevents.com/>).

These naming conventions are:

Endpoint Name	API URL
Event Background and Attendance Data	<a href="https://example.domain.com/v2/vsef/eventdata/">https://example.domain.com/v2/vsef/eventdata/</a>
Session Data	<a href="https://example.domain.com/v2/vsef/sessiondata/">https://example.domain.com/v2/vsef/sessiondata/</a>
Active Participant Statistics by Day	<a href="https://example.domain.com/v2/vsef/activeparticipantdaily/">https://example.domain.com/v2/vsef/activeparticipantdaily/</a>
Active Participant Statistics by Hour / Day	<a href="https://example.domain.com/v2/vsef/activeparticipanthourly/">https://example.domain.com/v2/vsef/activeparticipanthourly/</a>
Individual Participant Data	<a href="https://example.domain.com/v2/vsef/participant/">https://example.domain.com/v2/vsef/participant/</a>
Individual Exhibitor Engagement	<a href="https://example.domain.com/v2/vsef/exhibitorengagement">https://example.domain.com/v2/vsef/exhibitorengagement</a>
Session Attendance Summary	<a href="https://example.domain.com/v2/vsef/sessionattendance">https://example.domain.com/v2/vsef/sessionattendance</a>
Session Log	<a href="https://example.domain.com/v2/vsef/sessionlog/">https://example.domain.com/v2/vsef/sessionlog/</a>
Chat Log	<a href="https://example.domain.com/v2/vsef/chatlog/">https://example.domain.com/v2/vsef/chatlog/</a>
Meeting Log	<a href="https://example.domain.com/v2/vsef/meetinglog/">https://example.domain.com/v2/vsef/meetinglog/</a>
Action Log	<a href="https://example.domain.com/v2/vsef/actionlog/">https://example.domain.com/v2/vsef/actionlog/</a>
Individual Company Data	<a href="https://example.domain.com/v2/vsef/company/">https://example.domain.com/v2/vsef/company/</a>
Product List	<a href="https://example.domain.com/v2/vsef/products/">https://example.domain.com/v2/vsef/products/</a>
Product Category List	<a href="https://example.domain.com/v2/vsef/productcategories/">https://example.domain.com/v2/vsef/productcategories/</a>



## Versioning and backwards compatibility

In the URL the VSeF version needs to be embedded as well. In the future new iterations of the VSeF specifications will result in a new version number. To allow backwards compatibility the older versions need to remain operational so that existing integrations won't break.

## Authentication and authorization

VSeF compliant APIs need API Key based authorization. The API key is a token which the requesting system provides when making API calls. The VSeF specification expects the key as a request header. This is designed to give consistency across all platforms, to allow users the ability to quickly and easily integrate with any VSeF compliant virtual platform with minimum custom developments.

The virtual event platform will need to supply an API Key to the event organizer to allow unique identification of the application and automated access to their VSeF endpoints. The API Key should give access to a single event.

In the ideal VSeF setup the client (requesting system) would need only very limited setup:

- Base URL (as in the sample above: <https://api.megavirtualevents.com/v2/>)
- API Key

Header and Parameter section applies to every endpoint described in this document

Header	Value Type	Required
Authorization	Basic (base64 encoded)	true

## Parameters

Parameter	Value Type	Example	Required
timestamp	String (UTC time format)	2021-10-15T11:01:07.978Z	false
limit	Int	20	false
offset	Int	0	false

The optional parameter **timestamp** is used to return all records that have a timestamp greater or equal to the parameter.

The optional parameter **limit** defines the maximum number of records that will be returned.

The optional parameter **offset** defines the start index of the next set of records (e.g. first page of 20 records: limit = 20, offset = 0, second page of 20 records: limit = 20, offset = 20, etc.).

## Metadata

### Event Background and Attendance Data

#### Endpoint

v2/vsef/eventdata

#### Response Specification

EventData Response: Array[Object]

#### EventData

Field	Type	Notes
eventId	String	
eventName	String	
eventStartDate	String	
eventEndDate	String	
timezone	String	
totalRegistrations	Long	
totalParticipants	Long	
delegateRegistrations	Long	
delegateParticipants	Long	
exhibitorSponsorRegistrations	Long	
exhibitorSponsorParticipants	Long	
totalExhibitorSponsorCompanies	Long	
totalNumberOfSessions	Long	
digitalEventPlatform	String	
eventFeatures	Array[String]	"event_networking", "one_to_one_meeting", "exhibitor_booth", "exhibitor_area", "content_session"
exhibitSpaceUniqueParticipant	Long	
update	Object	Update



## Example response

```
{
  "delegateParticipants": 2354,
  "delegateRegistrations": 5419,
  "eventEndDate": "2020-11 25",
  "eventFeatures": [
    "event_networking",
    "one_to_one_meeting",
    "exhibitor_booth",
    "exhibitor_area",
    "content_session"
  ],
  "eventId": "4b57b58a-ddb4-4101-a16c-2b78a90f9071",
  "eventName": "The Virtual Pineapple Trade Show",
  "eventStartDate": "2020-11 23",
  "exhibitSpaceUniqueParticipant": 20,
  "exhibitorSponsorRegistrations": 49,
  "exhibitorSponsorParticipants": 30,
  "timezone": "UTC±00",
  "totalNumberOfSessions": 8,
  "totalParticipants": 3230,
  "totalRegistrations": 6453,
  "totalSponsorCompanies": 123,
  "update": {
    "active": true,
    "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
    "updateType": "update"
  },
  "digitalEventPlatform": "virtual event platform"
}
```

## Session Data

### Endpoint

v2/vsef/sessiondata

### Response Specification

SessionData Response: Array[Object]



## Session

Field	Type	Notes
sessionId	String	
sessionName	String	
sessionDescription	String (Optional)	
sessionTrack	Array[String]	
sessionDeliveryFormat	Array[String]	"vod", "simulive", "live"
sessionStartDateTimeScheduled	String	
sessionEndTimeScheduled	String	
sessionStartDateTimeActual	String	
sessionEndTimeActual	String	
sessionVODAvailabilityStart	String (Optional)	
sessionVODAvailabilityEnd	String (Optional)	
actualSessionDuration	String	
sessionSpeakers	List[Object]	List of Speaker Details
speakerId	String	
sessionTopics	Array[String] (Optional)	
sessionStats	Object	SessionStats
eventId	String	
update	Long	Update

## Example response

```
[
  {
    "eventId": "2ba6b953-d068-4b7d-80f2-e38133125307",
    "sessionDeliveryFormat": [
      "vod",
      "simulive",
      "live"
    ],
    "sessionDescription": "Networking and Data",
    "sessionEndTimeScheduled": "2020-11-25 10:30:00",
    "sessionEndTimeActual": "2020-11-25 14:35:00",
    "sessionId": "191e824e-c78b-4dee-b73c-5a93cc8c8270",
    "sessionName": "Session 1",
    "sessionSpeakers": [
      {
```



```
"firstName": "Annalise",
"lastName": "Watson",
"speakersID": "890e6eae-bc9a-4c55-ae70-1c04c5529abc",
"update": {
  "active": true,
  "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
  "updateType": "update"
}
},
{
  "firstName": "Harry",
  "lastName": "Potter",
  "speakersID": "315e6eae-bc9a-4c55-ae70-1c04c5529f58",
  "update": {
    "active": true,
    "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
    "updateType": "update"
  }
}
],
"sessionStartDateTimeScheduled": "2020-11-25 10:00:00",
"sessionStartDateTimeActual": "2020-11-25 14:00:00",
"sessionStats": {
  "sessionLogin": 50,
  "actualSessionDuration": "1:15:29",
  "averageSessionRating": 4.2,
  "averageSessionRatingSurveyResponses": 3,
  "averageSessionTime3MinutesPlus": "10:12:34",
  "percentViewed3MinutesPlus": 69.21,
  "sessionAttendance": 423,
  "sessionAttendance3MinutesPlus": 398,
  "sessionNps": 83.23,
  "sessionNpsSurveyResponses": 72.1
},
"sessionTopics": [
  "Networking",
  "Big Data"
],
"sessionTrack": [
  "Intro",
  "Why Networking"
],
"sessionVODAvailabilityEnd": "2020-11-25 14:35:00",
"sessionVODAvailabilityStart": "2020-11-25 14:00:00",
"update": {
  "active": true,
  "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
  "updateType": "update"
}
}
]
```



## Active Participant Statistics by Day

### Endpoint

/v2/vsef/activeparticipantdaily

### Response Specification

ActiveParticipantStatisticByDay: Object

### Active Participant Statistics by Day

Fields	Type	Notes
participantNumber	Map[String, Long]	
eventId	String	
update	Object	Update

### Example response

```
{
  "eventId": "192e824e-c78b-4dee-b73c-5a93cc8c8270",
  "participantNumber": {
    "2020-11-21": 915,
    "2020-11-22": 710,
    "2020-11-23": 919
  },
  "update": {
    "active": true,
    "timestamp": "2021-10-15T08:37:07.319Z",
    "updateType": "update"
  }
}
```

## Active Participant Statistics by Hour / Day

### Endpoint

v2/vsef/activeparticipanthourly

### Response Specification

ActiveParticipantStatisticByHour: Object

### Active Participant Statistics by Hour / Day

Field	Type	Notes
participantNumbersHour	Map[String, Long]	
eventId	String	
update	Object	Update



## Example response

```
{
  "eventId": "192e824e-c78b-4dee-b73c-5a93cc8c8270",
  "participantNumbersHour": {
    "2020-11-21 12": 90,
    "2020-11-21 13": 111,
    "2020-11-21 09": 289,
    "2020-11-21 10": 222,
    "2020-11-21 11": 193
  },
  "update": {
    "active": true,
    "timestamp": "2021-10-15T08:37:07.319Z",
    "updateType": "update"
  }
}
```

## Individual Participant Data

### Individual Participant Data

#### Endpoint

v2/vsef/participant

#### Response Specification

Company Response: Array[Object]

## Participant

Field	Type	Notes
participantId	String	
email	String	
salutation	String (Optional)	
firstName	String	
lastName	String	
jobTitle	String (Optional)	
company	String	
country	String	
participantStatus	String	"attended", "registered"
delegateType	String	
exhibitorSponsorId	String	
totalTimeOnPlatform	String	
timeOnPlatformByDay	Map[String, String] (Optional)	
sessionRegistered	Array[String] (Optional)	
sessionAttended	Array[String] (Optional)	
sessionRating	Map[String, Int] (Optional)	
sessionTiming	Map[String, String] (Optional)	
participantStats	Object	ParticipantStats
companyId	String (Optional)	
sourceIdOfCompanyId	String (Optional)	
consentOptOut	String	"opt in", "no entry", "opt out"
eventId	String	
update	Object	Update

## Example response

```
[
  {
    "exhibitorSponsorId": "dc202445-b5da-4846-87bf-c3e973f35616"
    "company": "Fruitful Fruits",
    "consentoptout": "opt in",
```



```
"country": "FR",
"delegateType": "delegate",
"email": "derek@fruitful.com",
"eventId": "dc202445-b5da-4846-87bf-c3e973f35616",
"firstName": "Sam",
"jobTitle": "Engineer",
"lastName": "Clarke",
"participantId": "46aeca1d-2684-4b45-a66e-d5a025a74360",
"participantStatus": "attended",
"salutation": "Mr.",
"sessionRating": {
  "191e824e-c78b-4dee-b73c-5a93cc8c8270": 5,
  "dc202445-b5da-4846-87bf-c3e973f35616": 3
},
"sessionTiming": {
  "191e824e-c78b-4dee-b73c-5a93cc8c8270": "00:40"
},
"sessionsAttended": [
  "191e824e-c78b-4dee-b73c-5a93cc8c8270",
  "dc202445-b5da-4846-87bf-c3e973f35616"
],
"sessionsRegistered": [
  "191e824e-c78b-4dee-b73c-5a93cc8c8270",
  "cf9fecac-8550-4816-b141-8bf0e28f7e86",
  "dc202445-b5da-4846-87bf-c3e973f35616"
],
"participantStats": {
  "averageMeetinglength": "00:56:21",
  "averageMeetingRating": 4.2,
  "individualExhibitSpaceVisits": 56,
  "individualExhibitsVisited": 45,
  "totalConnections": 320,
  "totalFavourites": 120,
  "totalInteractions": 23,
  "totalMeetingRequestsPending": 1,
  "totalMeetingsAccepted": 33,
  "totalMeetingsCompleted": 23,
  "totalMeetingsConfirmed": 12,
  "totalMeetingsDeclined": 12,
  "totalMeetingsNotCompleted": 2,
  "totalMeetingsRequested": 42,
  "totalMessagesSent": 1003,
  "totalPageViews": 34,
  "totalShares": 12
},
"timeOnPlatformByDay": {
  "2020-11-23": "04:02:21",
  "2020-11-24": "00:56:09"
},
"totalTimeOnPlatform": "04:02:21",
"update": {
  "active": true,
  "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
  "updateType": "update"
},
```



```
"companyId": "dc202445-b5da-4846-87bf-c3e973f35808",  
"sourceIdOfCompanyId": "dc202445-b5da-4846-87bf-c3e973f78465"  
}  
]
```

## Individual Exhibitor Engagement

### Endpoint

v2/vsef/exhibitorengagement

### Response Specification

ExhibitorEngagement Response: Array[Object]

### Individual Exhibitor Engagement

Field	Type	Notes
participantId	String	
exhibitorSponsorId	String	
totalInteractions	Number	
exhibitVisits	Map[String, String]	(exhibitId -> duration)
exhibitVisitDuration	Map[String, String] (Optional)	
totalPageViews	Long (Optional)	
shares	Long (Optional)	
totalFavourites	Long	
favouritedTime	Array[String]	
chatSubmissions	Long (Optional)	
connections	Long	
meetings	Array[String]	
totalMessagesSent	Long	
totalMeetingsAccepted	Long (Optional)	
totalMeetingsDeclined	Long (Optional)	
totalMeetingsConfirmed	Long	
totalMeetingRequestsPending	Long (Optional)	
totalMeetingsCompleted	Long	
totalMeetingsNotCompleted	Long (Optional)	

averageMeetingLength	String (Optional)	
averageMeetingRating	Long (Optional)	
sponsorshipViews	String (Optional)	
sponsorshipActivations	String (Optional)	
digitalAssetsOpened	Array[String] (Optional)	
downloads	Long (Optional)	
downloadList	Array[String] (Optional)	
externalLinks	Array[String] (Optional)	each string as url format
eventId	String	
update	Update	

### Example response

```
[
  {
    "participantId": "dc202445-b5da-4846-87bf-c3e973f35808",
    "exhibitorSponsorId": "dc202445-b5da-4846-87bf-c3e973f78465",
    "exhibitVisists": {
      "13b7ee00-377d-4484-8524-c6e30b0da83e": ["2021-10-28 14:45:15"],
      "d55440e9-6764-46c4-9dee-b103dc68f228": ["2021-11-11 16:45:15"]
    },
    "exhibitVisitDuration": {
      "13b7ee00-377d-4484-8524-c6e30b0da83e": ["15:45:15", "03:11:07"],
      "d55440e9-6764-46c4-9dee-b103dc68f228": ["07:45:15", "02:16:07"]
    }
  },
  "favouritedTime": ["23-11-2021 12:12:13"]
  "engagementStats": {
    "averageMeetingLength": "00:56:21",
    "averageMeetingRating": 4.2,
    "totalConnections": 320,
    "totalFavourites": 120,
    "totalInteractions": 23,
    "totalMeetingRequestsPending": 1,
    "totalMeetingsAccepted": 33,
    "totalMeetingsCompleted": 23,
    "totalMeetingsConfirmed": 12,
    "totalMeetingsDeclined": 12,
    "totalMeetingsNotCompleted": 2,
    "totalMeetingsRequested": 42,
    "totalMessagesSent": 1003,
    "totalPageViews": 34,
    "totalShares": 12,
    "chatSubmissions": 45,
    "connections": 34,
    "meetings": 18,
    "sponsorshipViews": 18,
  }
}
```





```
"sponsorshipActivations": 5,
"digitalAssetsOpened": 110,
"downloads": 110,
"downloadList": ["c0d1005e-f258-446b-ab9a-ccbe55a231e9"],
"externalLinks": ["https://data.io/reports"]
},
"update": {
  "active": true,
  "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
  "updateType": "update"
},
"eventId": "dc202445-b5da-4846-87bf-c3e973f35808"
}
]
```

## Session Attendance Summary

### Endpoint

v2/vsef/sessionattendance

### Response Specification

SessionAttendance Response: Array[Object]

### Session Attendance Summary

Field	Type	Notes
participantId	String	
sessionId	String	
firstStartDateLive	String	
lastEnddateLive	String	
timeViewingLive	String	
firstStartDateVOD	String	
lastEndDateVOD	String	
timeViewingVOD	String	
sessionRating	Double (Optional)	
sessionNps	Double (Optional)	
timeViewingTotal	String	
comment	String (Optional)	
eventId	String	
update	Update	



## Example response

```
[
  {
    "comment": "session name change",
    "eventId": "4b57b58a-ddb4-4101-a16c-2b78a90f9071",
    "firstStartDateLive": "2020-11-22 13:00:00",
    "firstStartDateVOD": "2020-11-22 13:00:00",
    "lastEndDateLive": "2020-11-22 13:00:00",
    "lastEndDateVOD": "2020-11-22 16:00:00",
    "participantId": "6959078a-6196-4b43-8bb4-faa8ea924a4a",
    "sessionId": "191e824e-c78b-4dee-b73c-5a93cc8c8270",
    "sessionNps": 8,
    "sessionRating": 4,
    "timeViewingLive": "04:11:23",
    "timeViewingTotal": "07:12:56",
    "timeViewingVOD": "02:11:23",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "2021-06-19T09:10:43.990Z",
      "updateType": "update"
    }
  }
]
```

## Session Log

### Endpoint

v2/vsef/sessionlog

### Response Specification

SessionLog Response: Array[Object]

Field	Type	Notes
participantId	String	
sessionId	String	
startTime	String	
endTime	String	
format	String (Optional)	"Live", "VOD"
eventId	String	
update	Update	



## Example response

```
[
  {
    "participantId": "4b57b58a-ddb4-4101-a16c-2b78a90f1000",
    "sessionId": "4b57b58a-ddb4-4101-a16c-2b78a90a9001",
    "eventId": "4b57b58a-ddb4-4101-a16c-2b78a90f9071",
    "startTime": "2020-11-22 13:00:00",
    "endTime": "2020-11-22 14:00:00",
    "format": "2020-11-22 13:00:00",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "2021-06-19T09:10:43.990Z",
      "updateType": "update"
    }
  }
]
```

## Chat Log

### Endpoint

v2/vsef/chatlog

### Response Specification

ChatLog Response: Array[Object]

Field	Type	Notes
participantId	String	
sessionId	String	
content	String	
actionTimestamp	String	
eventId	String	
update	Update	

## Example response

```
[
  {
    "participantId": "4b57b58a-ddb4-4101-a16c-2b78a90f1000",
    "eventId": "4b57b58a-ddb4-4101-a16c-2b78a90f9071",
    "sessionId": "84c72d6d-f011-4816-862d-479da33e492c",
    "content": "Content chat example status random bus train",
    "actionTimestamp": "2020-11-22 13:00:00",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "2021-06-19T09:10:43.990Z",
    }
  }
]
```



```
"updateType": "update"
  }
}
]
```

## Meeting Log

### Endpoint

v2/vsef/meetinglog

### Response Specification

MeetingLog Response: Array[Object]

### Meeting Log

Field	Type	Notes
meetingId	String	
meetingStartTime	String	
meetingEndTime	String	
senderParticipantId	String	
receiverParticipantId	String	
timeOfInvite	String	
invitationStatus	String	"Pending", "Rejected", "Accepted", "Lapsed"
timeOfAcceptanceOrRejection	String	
meetingOutcome	String	"Pending", "Completed", "Canceled", "No Meeting"
eventId	String	
update	Object	Update

### Example response

```
[
{
  "eventId": "0bc7e3f7-9767-4a57-9b78-cffa81a47938",
  "invitationStatus": "Accepted",
  "meetingEndTime": "2020-11-25 16:35:00",
  "meetingId": "192e824e-c78b-4dee-b73c-5a93cc8c8270",
  "meetingOutcome": "Completed",
  "meetingStartTime": "2020-11-25 14:35:00",
  "receiverParticipantId": "77eed522-2b8d-4ade-bf4c-2a06c35abd3d",
  "senderParticipantId": "99fc97ef-3f50-49bb-82da-b4da6e6f805b",
  "timeOfAcceptanceOrRejection": "2020-11-21 11:35:00",
  "timeOfInvite": "2020-11-20 08:35:00",
  "update": {
```



```
"active": true,  
  "lastUpdatedTimestamp": "2021-08-20T09:10:43.989Z",  
  "updateType": "update"  
}  
]  
]
```

## Action Log

### Endpoint

v2/vsef/actionlog

### Response Specification

ActionLog Response: Array[Object]

### Action Log

Field	Type	Notes
participantId	String	
action	String	
actionTimestamp	String (Optional)	
sessionId	String	
eventId	String	

### Example response

```
[  
  {  
    "action": "Meeting Request Sent",  
    "actionTimestamp": "2020-11-20 08:35:54",  
    "eventId": "46aeca1d-2684-4b45-a66e-d5a025a7438903",  
    "participantId": "46aeca1d-2684-4b45-a66e-d5a025a74360",  
    "sessionId": "46aeca1d-2684-4b45-a66e-d5a025a74373"  
  }  
]
```



## Individual Company Data

### Individual Company Data

#### Endpoint

v2/vsef/company

#### Response Specification

Company Response: Array[Object]

#### Company

Field	Type	Notes
exhibitorSponsorId	String	
exhibitorSponsorCompanyName	String	
exhibitorSponsorCompanyNamecompanyEmail	String (Optional)	
sponsorDetails	Object (Optional)	ExhibitorSponsorDetails
companyStats	Object	CompanyStats
country	String	
companyRole	String (Optional)	one of "Sponsor", "Exhibitor", "Service Provider", "Other"
postalAddress	String (Optional)	
totalExhibitsVisits	Long (Optional)	
uniqueExhibitsVisits	Long (Optional)	
sponsorshipViews	Long (Optional)	
sponsorshipActivations	Long (Optional)	
exhibitorSponsorCompanyId	String (Optional)	
sourceIdOfExhibitorSponsorCompanyId	String (Optional)	



eventId	String	
update	Object	Update

```
[
  {
    "exhibitorSponsorId": "46aeca1d-2684-4b45-a66e-d5a025a74370",
    "exhibitorSponsorCompanyEmail": "derek@fruitful.com",
    "exhibitorSponsorCompanyName": "Fruitful Fruits",
    "exhibitorSponsorCompanyId": "d2ce1958-2a4f-4554-9bc0-a0d25027d043",
    "sourceIdOfExhibitorSponsorCompanyId": "74087ca1-97ea-4575-9a8b-ca52f4fca723",
    "country": "FR",
    "eventId": "7b5925cd-c0ee-4d29-8003-fe4d482620cc",
    "companyRole": "Other",
    "postalAddress": "19 Grange Street, UK, Leeds, LE18WT6",
    "exhibitorSponsorDetails": {
      "firstName": "Derek",
      "lastName": "Johnson",
      "salutation": "Mr.",
      "update": {
        "active": true,
        "lastUpdatedTimestamp": "2021-10-18T15:20:35.680Z",
        "updateType": "update"
      }
    },
    "companyStats": {
      "averageMeetinglength": "00:11:23",
      "averageMeetingRating": 4.2,
      "digitalAssetsOpened": 46,
      "downloads": 4,
      "externalLinks": 12,
      "sponsorshipActivations": 28,
      "totalConnections": 320,
      "totalExhibitsVisits": 183,
      "totalFavourites": 120,
      "totalInteractions": 23,
      "totalMeetingRequestsPending": 1,
      "totalMeetingsAccepted": 33,
      "totalMeetingsCompleted": 23,
      "totalMeetingsConfirmed": 12,
      "totalMeetingsDeclined": 12,
      "totalMeetingsNotCompleted": 2,
      "totalMeetingsRequested": 42,
      "totalMessagesSent": 1003,
      "totalPageViews": 430,
      "totalShares": 12,
      "sponsorshipViews": 42,
      "uniqueExhibitVisits": 90,
      "exhibitsVisitsGross": 98
    },
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "2021-06-18T15:20:35.691Z",
      "updateType": "update"
    }
  }
]
```



```
}  
]
```

## Product List

### Endpoint

v2/vsef/product

### Response Specification

Product Response: Array[Object]

Field	Type	Notes
eventId	String	
exhibitorSponsorId	String	
productCategoryId	String	
productId	String	
productName	String	
eventId	String	
update	Object	Update

### Example response

```
[  
{  
  "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",  
  "exhibitorSponsorId": "2e9e2570-1553-48ff-9aac-312996288cfe",  
  "lastUpdatedTimestamp": "12/10/2021 12:23",  
  "productCategoryId": "56ad0a84-327b-4be1-b382-414aa6bd97a2",  
  "productName": "Electronics",  
  "productId": "04be617f-073d-4e7d-83f9-bcda4bf800b3",  
  "update": {  
    "active": true,  
    "lastUpdatedTimestamp": "2021-06-18T15:20:35.691Z",  
    "updateType": "update"  
  }  
},  
{  
  "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",  
  "exhibitorSponsorId": "2e9e2570-1553-48ff-9aac-312996288cfe",  
  "lastUpdatedTimestamp": "12/10/2021 12:23",  
  "productCategoryId": "56ad0a84-327b-4be1-b382-414aa6bd97a2",  
  "productName": "Electronics",  
  "productId": "1d531f1e-a6fa-45bb-a442-a8f620b9e4ee",  
  "update": {
```





```
"active": true,
  "lastUpdatedTimestamp": "2021-06-18T15:20:35.691Z",
  "updateType": "update"
},
{
  "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
  "exhibitorSponsorId": "2e9e2570-1553-48ff-9aac-312996288cfe",
  "lastUpdatedTimestamp": "12/10/2021 12:23",
  "productCategoryId": "56ad0a84-327b-4be1-b382-414aa6bd97a2",
  "productName": "Technology",
  "productId": "7e49abcc-3f49-4bd6-a48f-224dbf69347e",
  "update": {
    "active": true,
    "lastUpdatedTimestamp": "2021-06-18T15:20:35.691Z",
    "updateType": "update"
  }
},
{
  "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
  "exhibitorSponsorId": "2e9e2570-1553-48ff-9aac-312996288cfe",
  "lastUpdatedTimestamp": "12/10/2021 12:23",
  "productCategoryId": "56ad0a84-327b-4be1-b382-414aa6bd97a2",
  "productName": "Technology",
  "productId": "14b295f2-aef6-418c-b251-a8a51a88762f",
  "update": {
    "active": true,
    "lastUpdatedTimestamp": "2021-06-18T15:20:35.691Z",
    "updateType": "update"
  }
}
}]
```

## [Product Category List](#)

### **Endpoint**

v2/vsef/productcategories

### **Response Specification**

Product Response: Array[Object]

Field	Type	Notes
productCategoryId	String	
productName	String	
parentCategoryId	String	Optional
eventId	String	
update	Object	Update

### Example response

```
[
  {
    "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
    "productCategoryId": "93feda0f-4431-4be3-8352-e7c5d5f8a720",
    "productName": "Category 1",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "12/10/2021 12:23",
      "updateType": "update"
    }
  },
  {
    "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
    "parentProductCategoryId": "93feda0f-4431-4be3-8352-e7c5d5f8a720",
    "productCategoryId": "2f77b3b4-ef1d-4899-aece-59f42fcf9ae4",
    "productName": "Category 2",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "12/10/2021 12:23",
      "updateType": "update"
    }
  },
  {
    "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
    "productCategoryId": "e749344c-2e47-42e0-a87b-aa6364e11a",
    "productName": "Category 3",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "12/10/2021 12:23",
      "updateType": "update"
    }
  },
  {
    "eventId": "7f5ddb05-b66c-4a74-8ced-6f26c288d96f",
    "productCategoryId": "422b8b99-0058-4ba2-a251-ca63648cccb1",
    "productName": "Category 4",
    "update": {
      "active": true,
      "lastUpdatedTimestamp": "12/10/2021 12:23",
    }
  }
]
```



```
    "updateType": "update"
  }
}
```

## Custom Variables

Should any platform need to include any non-standard VSeF variables to any outputs. These can be included in any of the VSeF endpoints outputs. The custom field is a JSON object that contains key: value pairs where value can be String, Integer, Float or List.

An example is below:

```
{
  key: "value1",
  stringValue: "String",
  intValue: 10,
  floatValue: 10.0,
  ...
}
```

## Additional Notes:

### Update

Field	Type	
timestamp	String	
active	Boolean	
updateType	String	one of "soft_delete", "update", "delete", "none"

```
{
  "active": true,
  "timestamp": "2021-10-15T08:37:07.319Z",
  "updateType": "update"
}
```

## Contact

For any further clarification or questions please contact Dan Schneider, VP, Business Development, +1-203-447-2820 / [dschneider@bpaww.com](mailto:dschneider@bpaww.com).