**Instructions for Submitting Materials for Your Virtual Booth**

The following is information related to uploading your content and managing your virtual booth:

**Where to upload your documents**

Once you have submitted your booth application form with payment, you will receive a link to a file folder for you to upload your materials, so they can be put in your booth.

Use this link to upload each item you want to have included on your site. Please label documents clearly, for example:

* NOWRA\_Logo.jpg
* OpeningVideo.mp4
* Literature.pdf

**How the booth creation process will work**

Once we have all of your documents, our technology partners will begin to put your booth materials together. Once they have finished your design, we will send you a mock-up of what your booth will look like, with the items you requested.

**Deadline for submitting materials**

We ***must*** have your materials no later than the **end of the day on Saturday, October 31.**

**What can be uploaded?**

Please [click on this document](http://071812c.membershipsoftware.org/Files/Conferences/2020%20Mega-Conference/NOWRA%20-%20Exhibitor%20Booth%20Template%20from%20Bluesky-2.docx) for information about uploading your materials:

**Ideas to drive traffic to your booth.**

There are a number of ways for you to drive visitors to your booth. Some suggested ideas are below. Please understand that none of these are required for your booth; they are just ideas you may wish to consider.

***If you implement any of the suggestions below, remember to create a graphic for the main portion of your booth with an embedded URL for the user to click on. See example at right.***

**Pre-conference email to attendees**.

We will send you a list of attendees who have registered a week before the conference (November 9), and a 2nd list on the morning of December 13 -the Friday before the conference. The second list will include everyone who has registered since the first list was sent to you. ***Suggestion: consider highlighting a raffle for a prize giveaway to booth visitors, or a link to a demo of a new product you are introducing, or a link to a webinar you are scheduling.***

**Don’t forget to engage any social media platforms you use to reach customers!**

**Be online during the open expo hours, especially when it is the only scheduled event.** There are many options for doing this. Several ideas are shown below. ***For any of these options you should consider creating a link or a graphic*** in the main section of your booth listing encouraging customers to speak with a representative. Some potential tools to use are below:

1. **Zoom or other face-to-face virtual meeting tools**, such as GoToMeeting, are a way to speak with multiple clients at the same time. Create a graphic for inclusion in your booth which links them to a live Zoom session. GoToMeeting or other, similar video conference tools can also be used. If possible, use an application which is easy for users to access. The more complicated the process for the attendee, the more likely you will lose people if your live interface is complicated to use.
2. **Live chat applications.** There are many varieties of live chat applications. The chat can be text-based or have audio/video features. If you already have a live chat function, you may want to adapt it for the Virtual Conference. If you don’t have such an application, see the following article for ideas of which applications are available for you to use. <https://www.wpbeginner.com/showcase/7-best-live-chat-support-software-for-your-wordpress-site/>

**Schedule a product demo.**

You are welcome to schedule product demos via Zoom or other face-to-face marketing tools. You may schedule them during exhibit hall hours or any time which is convenient for you. Since all conference education sessions are recorded, you can even schedule a demo during conference education hours. Again, include a banner graphic or other item which can draw attention to your demo.

**Set up a calendar link so that booth visitors can schedule a one-on-one session with your salespeople.**

One of the most widely used applications is a product called Calendly (<https://calendly.com/>) but there are a number of similar applications. Many sales contact software applications also offer this feature, but if you don’t have something you already use, this article describes several popular appointment setting apps. <https://www.businessinsider.com/7-awesome-scheduling-apps-that-could-save-your-sanity-2016-12#-1>

**Offer a raffle for people to visit your booth.**

A prize giveaway is a good way to drive traffic to your booth. You should set up a form (perhaps you already have this capability on your own website) with questions you want the attendee to provide you.

**What happens when the Expo is over?**

Several things:

1. We will send you a detailed report about who visited your booth, what they clicked on, how much time they spent, plus contact details
2. Your booth will keep working! The booth will continue to be live on the Mega-Conference website through December 31, 2020.
3. We will send you periodic updates of any additional booth visitors, with the same details as per above.

**Questions?**

Don’t hesitate to reach out to me. I am sure many of you will have questions. This is a new venture for us, just as it may be for some of you. We will do everything we can to address any issues you encounter. Hopefully, they will be few. My contact information is below. Our goal is to help you have a successful exhibiting experience.

**Eric Casey**

Executive Director. NOWRA

wecasey@comcast.net

Mobile: 571-242-2571