



Virtual Booth Offer for Exhibitors

2021 vs. 2020 Comparison

Lead Generation	2021	2020
Exhibitor representatives can interact with attendees within their virtual booth.	X	
Exhibitors can view the attendee list on the virtual platform and use filters to proactively reach out to attendees and schedule meetings.	X	
Attendees can leave a “business card” in the virtual booth after answering questions created by the exhibitor, thereby creating a “qualified lead.”	X	
A post-event list – with full contact information – of all attendees that interacted with the exhibitor’s booth.	X	
Exhibiting company information appears in automated matchmaking for attendees based on the attendee preferences created during registration.	X	
Any attendee who has the same email extension as the exhibiting company’s URL (i.e., @aiha.org), regardless of registration type, will be shown in the virtual booth with the ability for the attendee to direct message them and schedule meetings.	X	
Content Delivery	2021	2020
Exhibitor representatives can upload name, title, and photo.	X	X
Company Description	X	X
Social Media, Web Links	X	X
Collateral Uploads, including brochures, PDFs, new products, show specials, and special offers.	X	X
Image Upload	X	
Video Upload	X	
Brand Awareness	2021	2020
Logo Upload	X	X
Product Categories	X	X
Cover/Banner Picture	X	

Virtual Learning Pavilion Offer for Exhibitors

2021 vs. 2020 Comparison

Content Delivery	2021	2020
Pre-recorded session by the exhibitor submitted to AIHA to be broadcast on the date and time selected	X	X
Chat room for Q&A during scheduled broadcast time where the presenter(s) is highly encouraged to participate in	X	X
Inclusion in the conference agenda and promoted on the website and in Final Program	X	X
Inclusion in AIHce EXP OnDemand available 6-8 weeks after the close of the conference through December 31, 2021	X	X
Inclusion in the virtual platform's Learning Pavilion Library for on-demand viewing, May 24-26	X	
A pre-show mailing list of registered attendees to use to promote the presentation. <i>(Name, Co. Name, Mailing Address Only)</i>	X	
Brand Awareness	2021	2020
Recognition as a Learning Pavilion Participant on the website and in Final Program	X	X