

FAQs

How does the virtual booth work?

The virtual booth is like an upgraded and interactive directory listing. Attendees can search for your company via the “exhibit hall” on the virtual platform and click into your listing where they can interact with your booth personnel by sending a message, requesting a meeting, or video calling. You can view a generic sample [here](#).

How do I set up my booth?

In order to ensure a seamless build of your virtual booth, our platform provider, All In The Loop, will be handling the setup instead of utilizing a portal system. This means you will not have access to a portal. Use the [template](#) Matt Ginty, with All In The Loop, sent you to provide him with your booth components. Matt will send you a print screen of how the booth looks and you’ll be able to work with him to make any edits. Once the platform is live to the attendees (scheduled for April 27), you’ll receive a direct link to your booth as well. **If you haven’t already submitted your components to Matt, I recommend doing so ASAP to get the most exposure!** We start promoting the platform – including the exhibit hall – next week!

Does my virtual booth come with full virtual conference access?

No. Should anyone from your company like to attend the virtual conference, they must [register as an attendee](#) at prevailing [rates](#). NOTE: There is no exhibitor registration as we have come to know it. Scroll down to “*How do I register my booth personnel?*” for more information.

How many booth personnel come with my virtual booth?

Three. The good news is, while the platform itself is limited to three booth personnel, there is a possible workaround so three of your staff don’t have to man the booth the entire time.

The possible workaround is you designate three initial booth personnel. Their name and picture will be shown on the booth, but those three booth personnel share their login credentials with whoever is tagging in every so often. The “substitutes” can then log in as that booth personnel and if an attendee reaches out to them, they can clarify that they are “standing in for ____”. In fact, the “substitute” will be able to change the name and picture associated with the booth personnel once they log in with the correct credentials so they may not even have to clarify who they are!

Do the booth personnel have to stare at the screen all day long?

Booth personnel don’t have to necessarily stare at the screen during their “shift”. As long as the platform is open in a tab on their computer, they’ll be notified if someone is trying to reach out to them.

I can’t really picture everything you’re describing regarding the virtual booth, booth personnel, and interaction with attendees. Do you have examples?

YES! We are finalizing a video and a PDF describing the booth, the interaction, and best practices! Keep a look out for it in early May.

How do I register my booth personnel?

Due to our pivot to a 100% completely virtual conference, “**Exhibitor Registration**” as we have come to know it, is **obsolete**. Everyone, including your booth personnel, **must register as an “attendee” - individually**. You can access step-by-step instructions [here](#). If you need your promo code re-sent to you, I am happy to do so. If at any time you hit a snag, please don’t hesitate to contact [me](#) and we can work together to get your booth personnel registered.