Virtual Booth Package - $1000

Connect with our virtual attendees by securing a virtual booth that will reside on the same platform as all of the conference education and events. A generic sample booth is below, and detailed descriptions are on page two.

Lead Generation

Attendees can directly connect with up to three exhibitor representatives by clicking one of three buttons: 1) Book a meeting, 2) Video call, or 3) Private chat.

View the attendee list, use custom filters to find others based on attributes, and request a meeting.

A "leave a business card" option where the attendee can answer up to three questions important to you, the exhibitor.

Obtain a post-event list of any attendee who "favorited" your virtual booth, interacted with your exhibitor representatives, and/or submitted their "business card."

Inclusion in automated matchmaking for attendees.

Any attendee with the same email extension as your company's URL, regardless of their registration type, will be shown at the bottom of the listing with the ability for the attendee to direct message them and schedule meetings.
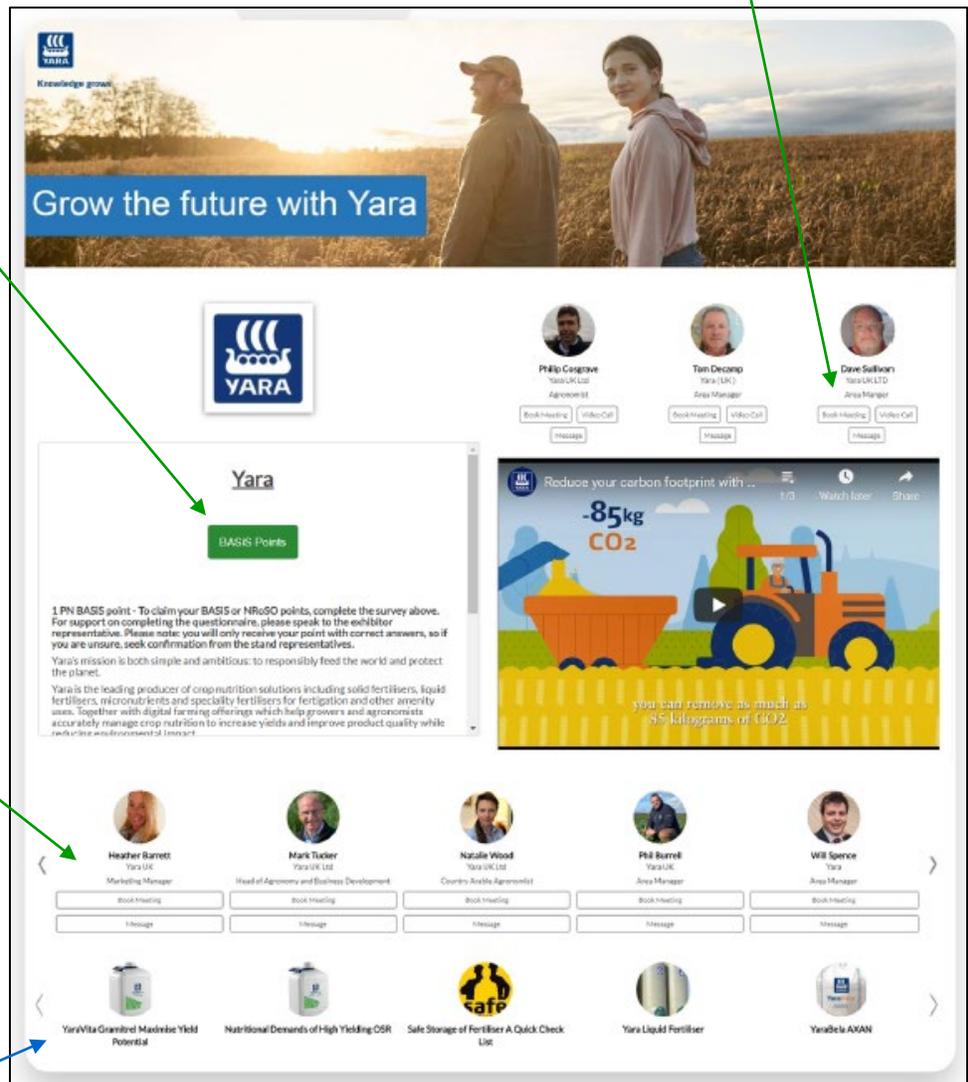
Content Delivery

- Company description
- Social media, Web links
- One image upload
- One video upload
- Ten collateral uploads to include anything from PDFs, documents, or links to videos or webpages.

Brand Awareness

- Logo and cover picture
- Ten product categories

<Detailed descriptions on the next page>

Complete the online application and secure your virtual booth!

Package Details | Training/Best Practices

Descriptions and/or suggested uses for each component of your virtual exhibit are listed below.

A training session, with instructions on how to update and man your booth, will be provided in late-March/early-April.

Lead Generation

- **Exhibitor Representatives:** Up to three representatives can be listed as direct contacts for attendees to connect with. Upload their name, title, and photo. The attendee will have the option to click a button to 1) book a meeting, 2) place a video call, or 3) initiate a private chat with any of the three representatives.

- **View Attendees:** Proactively reach out to attendees - An absolute necessity in the virtual world! Invite them to your booth! You'll have access to view the attendee list, search for relevant attendees, use custom filters to find them based on attributes, and initiate contact.

- **Leave a Business Card:** An attendee can click this button to "leave a business card" instead of directly connecting with a salesperson immediately. After clicking the button, up to three questions can be asked before the attendee is taken to a window where they enter their contact information. These questions can be "qualifying questions," such as "Do you plan to make a purchase within the next 6 months?" or "What is your budget?", or "Is there a particular product/service you'd like to learn more about?".

- **Lead Retrieval:** A post-event list of any attendee who "favorited" your booth, interacted with your representatives, and/or submitted their business card. The list will be provided within one-week, post-conference.

- **Matchmaking:** The virtual platform is designed to automatically match attendees with exhibitors and education sessions based on questions the attendee answered during registration. These include products they're interested in that directly match the products you chose when completing the application.

- **Company Employees:** Any attendee that has the same email extension as your company's URL, regardless of their registration type, will be shown at the bottom of the listing with the ability for the attendee to direct message them and/or schedule meetings. Use this as a way for all company attendees to connect with prospects or current customers. It's a great meeting place! (Example: "Head over to our virtual exhibit to find me and message me!")

Content Delivery

- **Company description:** Promote your brand, announce a new product, describe your mission.

- **Social media, Web links:** Add your social media pages and company website.

- **Image Upload:** Use this image to highlight a particular product or aspect of your company.

- **Video Upload:** Use the video as a "commercial" or a "welcome to AIHce EXP"!

- **Collateral Uploads:** Upload up to 10 pieces of collateral. These can include company brochures, white papers, and press releases. They can also include links to specific webpages and/or product videos and/or demonstrations your company has produced and posted on your social media pages or YouTube channel.

Brand Awareness

- **Logo and cover picture:** Think Facebook profile and cover pictures. Upload your company logo and "banner" picture to complete your listing.

- **Product Categories:** The 10 products categories selected when completing the virtual exhibit application will be listed, provided as a search option, and used to "match" your company to attendees.

Complete the online application today! | Questions? Contact Alison Daniels at adaniels@aiha.org