

# ELFA 2020 BUSINESS LIVE!

## Your exhibitor planning kit and marketing resources for ELFA 2020 Business LIVE!

Thank you for choosing to exhibit at ELFA 2020 Business LIVE! This kit provides various logistical information and general exhibit details for a successful exhibition, as well as marketing tools to help promote your presence at ELFA Business LIVE!

### INCLUDED WITH A VIRTUAL BOOTH

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When you booked your booth space, you chose either an On Demand, Recorded booth or a Live Presentation booth. Both options receive the same benefits, but differ in presentation style - recording information for your booth attendees or being live on video in your booth. Below are the benefits included for both booth types:

- Presence in Virtual Exhibit Hall, listing on ELFA Business LIVE! website and listing in ELFA Engage Mobile App
- Two Complimentary Full Conference Registrations – per single booth purchase - designated? on your registration form
- Recognition at general sessions – approximate audience of 500+ attendees
- Access to individual booth analytics – multiple reports showcasing booth activity
- Pre-registration list of all opted-in attendees that allows for a one-time contact, 3 weeks prior to ELFA 2020 Business LIVE! (*List sent on October 6<sup>th</sup> via email from Heather Staverman*)
- 90 Days post-meeting access to the virtual exhibit hall
- Upload materials for attendees to download within your booth
- 24-hour attendee access to Exhibit Hall and booth content starting on October 27, 2020 at 11:00 am Eastern until event end on October 28, 2020 at 5:15 pm Eastern.
- More designated exhibition hours than most virtual conferences
- Technical assistance in booth creation – simply upload elements to create your virtual booth.
- One-on-one chat, private and public, within your booth space
- Multiple networking outlets – social media links within your virtual booth profile, private chat within session rooms, exhibit booths and Networking Lounges

### DESIGNATED EXHIBIT HALL HOURS

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The virtual platform is open continually starting on October 27, 2020 at 11:00 am (Eastern) through October 28, 2020 at 5:15 pm. However, we have designed specific hours for attendees to visit the Virtual Exhibit Hall.

Following sessions, attendees will be automatically placed into the Exhibit Hall during the times below.

#### **Tuesday, October 27<sup>th</sup> (Eastern Time)**

12:15 – 1:00 pm

2:00 – 2:30 pm

3:30 – 3:45 pm

#### **Wednesday, October 28<sup>th</sup> (Eastern Time)**

12:15 – 1:00 pm

2:00 – 2:30 pm

3:30 – 4:15 pm

During these times, we highly suggest that booth staff is ready and available within your virtual booth. Although attendees can visit your booth at any time, traffic will be highest during the specified Exhibit Hall hours.

### BOOTH TRAINING & ON-BOARDING

We encourage you (and everyone who will be staffing your booth throughout the event) to attend a booth training and on-boarding session, hosted by BigMarker, our virtual platform provider. This 1-hour session will be a great start to “How to use your virtual booth?” This is a group session and the BigMarker tech team will explain general functions of the virtual booth platform.

#### Register to attend a live webinar, ask questions and share ideas:

- Monday, Oct. 19 | 1 pm Session – <https://www.bigmarker.com/elfa/ELFA-Exhibitor-On-boarding-10-19-1-00PM>
- Tuesday, Oct. 20 | 3 pm Session - <https://www.bigmarker.com/elfa/ELFA-Exhibitor-On-boarding-10-20-3-00PM>

#### Can't make either live webinar date/time?

- A webinar recording will also be available and sent to all exhibitors.

# ELFA 2020 BUSINESS LIVE!

Thank you for supporting the ELFA 2020 Business LIVE! virtual event! We are very excited for this exhilarating journey into the virtual conference space and hope you are as well.

Over the next few weeks, we will need a number of items from you (Booth Assets) in order to create your virtual booth.

- Within your booth confirmation email from Heather Staverman at ELFA, you will have received a link to upload your booth assets.
- All you need to do is provide the items per the specifications below and the virtual platform tech team will build out your booth.
- **Friday, October 9<sup>th</sup> is the last day to submit booth assets.** The faster you upload your booth assets, the faster you will receive a link to preview your virtual booth-so don't wait until the last minute!
- Within 2-3 weeks of providing all booth assets, the tech team at EventEQ will send you a link to your booth. The tech team will review your booth with you and be available to make any needed changes.

If you need to contact the BigMarker tech team, please reach out via email at [rohit.bagare@eventeq.com](mailto:rohit.bagare@eventeq.com).

**Booth Assets Required:** In addition, assets are also outlined and explained in the "Exhibitor Checklist" document.

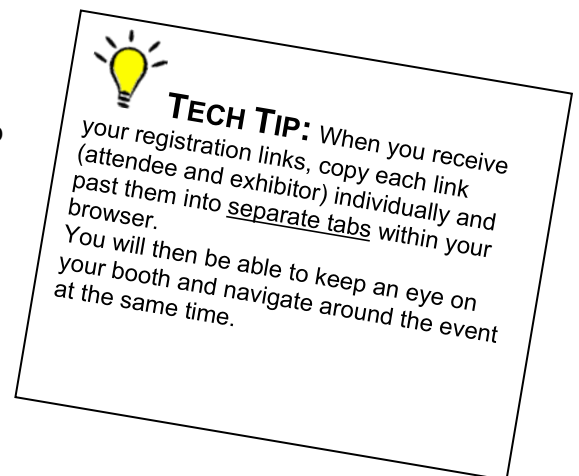
- |  |  |
|--|--|
| <input type="checkbox"/> <b>Booth Images</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Large - 284 x 332px</li><li><input type="checkbox"/> Regular - 284 x 162px</li></ul> | <input type="checkbox"/> <b>Booth Branding &amp; Description</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Background Image: High-resolution 1600x900 PNG</li><li><input type="checkbox"/> Logo: High-res transparent PNG at least 96px tall</li><li><input type="checkbox"/> Detailed Title: Text (5-8 words) describing the booth</li><li><input type="checkbox"/> Description: Text, 80-90 words</li><li><input type="checkbox"/> Presenters: Name, image, title, short 15-25 word bio, social profile links</li></ul> |
| <input type="checkbox"/> <b>Booth Logo</b> <ul style="list-style-type: none"><li><input type="checkbox"/> White Transparent Background PNG, high resolution (at least 200px tall)</li></ul>      | <input type="checkbox"/> <b>Main Content Area</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Videos: MP4 format</li></ul>  |
| <input type="checkbox"/> <b>Tile Description</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Short tagline, up to 30 characters</li></ul>                                     | <input type="checkbox"/> <b>Interactive Panel</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Handouts format: PDF</li></ul>  |

## HOW TO ACCESS YOUR BOOTH – AS AN EXHIBITOR

One week prior to the event, you will be sent a unique link, via email, from the EventEQ for your booth access. This unique link is specific to you and is specific to your booth. You will also be sent an attendee link so you are able to attend the conference overall.

The two links are different and give you different access. They are also unique to you – **please do NOT share your individual link**. By sharing unique links, you run the risk of shutting down the system and specifically crashing your booth.

This will be the way you login to the event each time. Please save your link email so that you can easily access it.



## BOOTH FUNCTIONS FAQ

### How to staff the booth:

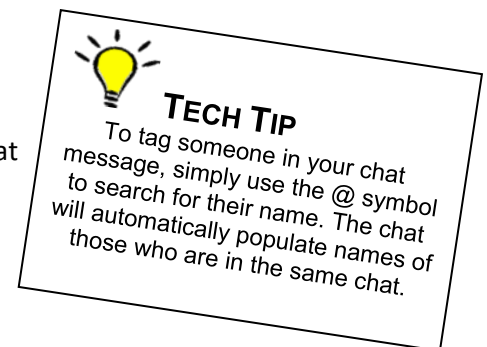
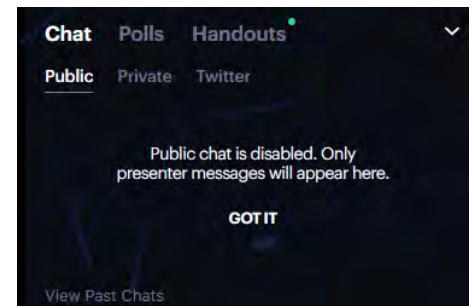
Staffing your booth is very similar to your onsite experience and can be as complex or as simple as you would like. A simple arrangement would be one person who is available to chat with attendees as they enter your booth through the typed chat function and can meet with attendees live through the video meetings in the platform. A more complex arrangement might include a few live demos, someone meeting with attendees via a video meeting within the booth and another staff member chatting with attendees through the typed chat. It all depends on how busy you would like your booth to be and what information you have to share with attendees.

### Hosting your booth:

During exhibit hours or when you see someone has entered your booth, introduce yourself in the chat function and offer any assistance. Offer nibbles of information/data/updates/new innovations your company offers throughout the event in the public chat. It will be your job to “seed” the conversation via chat. You can always choose to private chat with attendees as well.

**Chatting at the event:** Chat is available in the individual exhibit booths, in sessions and in the Networking Lounges. You can choose to chat with everyone in those spaces via “Public” chat or choose people individually and chat “Private”.

- **Chat Public** – on the right side of your screen in the chat window, use the text bar at the bottom of your screen-this is your chat window. Type a message and hit send and your message will be public and visible to all in that room.
- **Private Chat (1:1)** – To have a private text conversation, select “Private” (found on the right side of your screen in the chat window, at the top) and search for the person you would like to chat with. When you click their name, type your private message in the bottom portion of the chat window and select send.
- **Video Chat** – Video meetings may be held within your booth using the Meet option in the chat window. You may schedule a time to video call someone or you may decide to meet via video conference at the last minute. Video meetings are specific to exhibitors and can be done within the platform.



### How do I collect virtual business cards?

Business cards will be added to the booth admin profile automatically when you interact with attendees.

- This is an effective way to make connections you can follow up with!
- Offer a freebie if they leave a business card -i.e. free trial, gift card, demo, etc.
- View collected business cards post-event in your Booth Dashboard Report (see how on the Booth Training & On-Boarding call)

### How do I pull my booth activity reports?

A plethora of booth activity reports will be available to exhibitors. The booth activity reports will be provided at the end of the show by EventEQ.

# ELFA 2020 BUSINESS LIVE!

## EXHIBIT BOOTH BEST PRACTICES

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- Make sure the content is relevant to the theme of your booth. Don't be shy, refresh content throughout the event and announce this in the event chats. Is your content current and messaging targeted, meaningful, and engaging?
- Add links or direct downloads to product brochures, PDFs, etc.
- What is one thing that you want attendees to remember about your booth? What do you want them to know, feel, and do? Add in some fun, a funny image or avatar, a trivia question, a "closest guess wins" challenge.

## SHARE WITH YOUR COMMUNITY!

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Okay you've checked the basics. Now, let your community know about the event, your exhibit booth, how to register and where to find you. Share via social media using the event link and hashtags to gain more traction and drive people to your booth.

Event hashtag is #ELFA2020BusinessLIVE

Follow us on all our social channels:

**Facebook** – <http://www.facebook.com/ELFAPage>

**Twitter** – @ELFAonline

**LinkedIn** - [www.linkedin.com/groups?gid=89692](http://www.linkedin.com/groups?gid=89692)

## IMPORTANT DEADLINES

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<b>Submit Booth Assets</b>	<b>Friday, October 9<sup>th</sup></b>
<b>Exhibit Booth Cancellation</b>	<b>Friday, October 2<sup>nd</sup></b>
<b>Online Registration Deadline</b>	<b>Tuesday, October 20<sup>th</sup></b>
<b>Booth Training &amp; Onboarding</b>	<b>Monday, October 19<sup>th</sup> or Tuesday, October 20<sup>th</sup></b>
<b>ELFA Business LIVE!</b>	<b>Tuesday, October 27<sup>th</sup> and Wednesday, October 28<sup>th</sup></b>

**Thank you for all you bring to the conference as one of our valued exhibitors. We look forward to seeing you virtually October 27-28!**



## Virtual Booth Exhibitor Checklist

The following items are important assets to building your virtual booth for ELFA 2020 Business LIVE!. In order for BigMarker to build out your booth, you will need to upload each of the items below to your exhibitor folder. A link to your specific exhibitor folder was sent to you via email in the “Exhibitor Confirmation” from Heather Staverman at [hstaverman@elfaonline.org](mailto:hstaverman@elfaonline.org).

All booth assets are **due no later than Friday, October 9<sup>th</sup>**. Once you have uploaded your booth assets, BigMarker will begin working on your virtual booth. When your build out is complete, you will receive a link from BigMarker to review your virtual booth space.

### BOOTH TRAINING & ON-BOARDING

We encourage you (and everyone who will be staffing your booth throughout the event) to attend a booth training and on-boarding session, hosted by BigMarker and EventEQ, our virtual platform provider. This 1-hour session will be a great start to “How to use your virtual booth?” This is a group session and the BigMarker tech team will explain general functions of the virtual booth platform.

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**Can't make either live webinar date/time?**

- A webinar recording will also be available and sent to all exhibitors.

### BOOTH ASSET CHECKLIST

#### Booth Images

- Large Booth – Image size: 284 x 332px @1x and 2x size
- Regular Booth – Image size: 284 x 162px @ 1x and 2x size

#### Booth Logo

White transparent background PNG, high resolution (at least 200px tall)

#### Booth Teaser Title

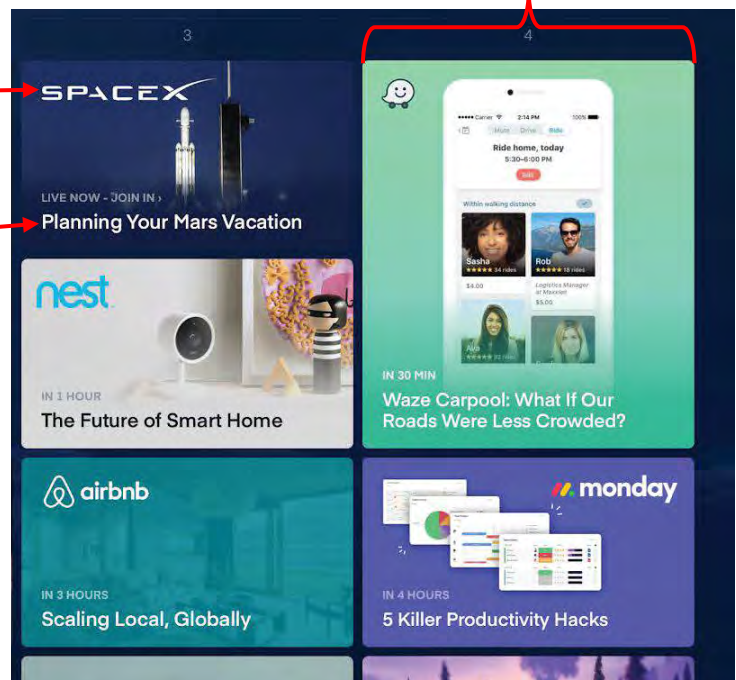
Thought leadership oriented short tagline, up to 30 characters (not including spaces). Displayed on the booth exterior as attendees enter the Exhibit Hall and on the top portion of your booth.

Examples:

“Planning Your Mars Vacation”

“Oculus Presents: The Future of VR”

“ABC Financial Presents: FutureWrX”



## BOOTH BRANDING & DESCRIPTION

### ❑ Booth Background Image

Format: High-resolution 1600x900 background image (JPG or PNG); either dark (to accommodate white text) or light (to accommodate black text)

### ❑ Booth Logo

Format: High-res transparent PNG (square or rectangle, at least 96px tall)

### ❑ Booth Detailed Title

Format: Text, 5-8 words displayed with the booth; a version of the teaser title.

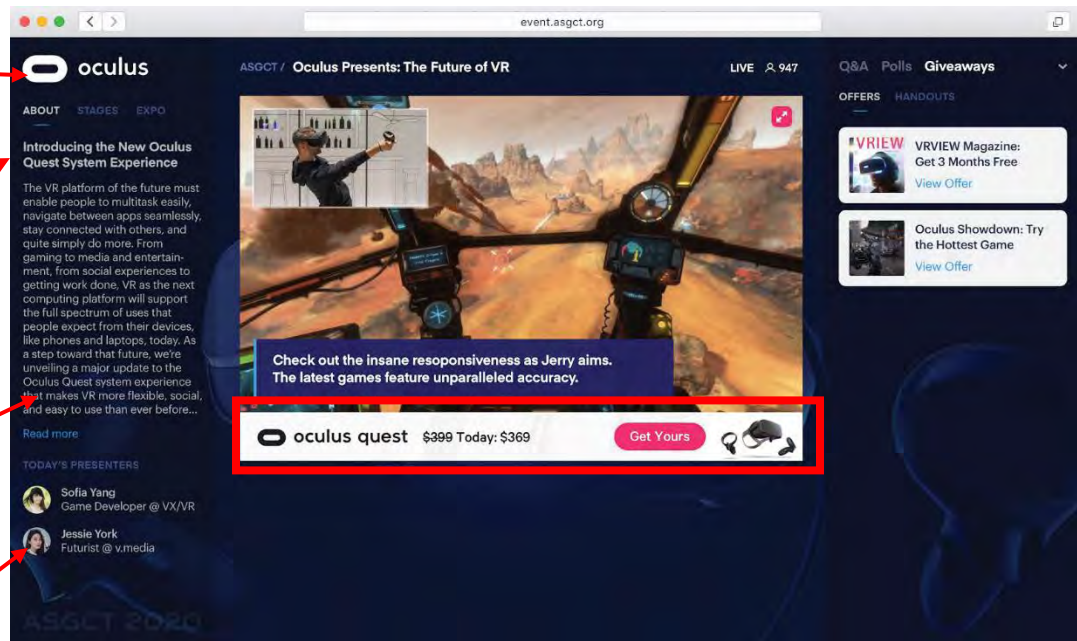
Example: "Introducing the new Oculus Quest System Experience"

### ❑ Booth Description

Format: Text, 80-90 words displayed on UI, with ability to bury more under 'Read More'

### ❑ Booth Presenters

Format: Text, for each presenter in your booth: Name, image, title, email, short 15-25 word bio, social profile links (LinkedIn, Facebook, Twitter, Instagram), click able profiles that will open a dialogue box.



## MAIN CONTENT AREA

### ❑ Videos

Format: Uploaded in MP4 format. It is the responsibility of the exhibitor to create any recorded videos. Exhibitor can choose to run a live, evergreen or hybrid event inside their booth.

- Live: Exhibitor has booth attendants attend live to deliver the presentation [live booth show in above image]
- Automated: Exhibitor runs pre-recorded videos that auto play for attendees as they join
- Hybrid: Exhibitor runs pre-recorded videos on a predefined schedule, but booth attendants jump in to engage the audience live from time to time or during live booth hours.

### ❑ Pop-up Banners – Booth Add-on, \$250 for 3 different banners [Example, see red outlined box within sample booth above]

Format: Image; 162 x 240px

Push booth visitors a pop-up call to action, inviting them to download a piece of content, join a session, etc. while they are visiting your virtual booth.

**PLEASE NOTE: This is the only item offered at an additional cost from your booth purchase. All other booth assets are included with your booth purchase.**



## INTERACTIVE PANEL

The following booth assets are optional features your virtual booth allows – they are not required and are at your discretion. These items will be accessible for you to include on your own, after you have attended a Booth Training & On-Boarding session. *The entire interactive panel can be seen in the sample booth below, in the red box.*

### Q&A - Chat

Exhibitor can run a live moderated Q&A session or chat with attendees

Format: Live

The details for this module will be covered in the Exhibitor Training and On-Boarding session. No assets are needed for this feature, this will be automatically included with your booth platform.

### Meet

Meet with your potential clients live within the platform! This is a private meeting space for you to talk directly with anyone visiting your booth. Pre-arrange meetings or request to meet with anyone you see visiting your booth.

Format: Live, audio

No assets are needed for this feature, this will be automatically included with your booth platform.

### Polls

Exhibitor can ask attendees to answer questions and determine whether they can see everyone else's results

Format: Text, 5-8 words per question; multiple choice and yes/no questions available.

If you would like to include polls, details for setting up this feature will be covered in the On-boarding training session.

### Giveaways

Exhibitors can provide handouts and offers through their virtual booth

Format: PDFs

Details for setting up this feature will be covered in the On-boarding training session.

Offer Format: Image, Offer title, Offer text, Call to action, Link

The screenshot shows a virtual booth for Oculus on the website events.company.com. The main content area features a large image of an Oculus Quest VR headset with a "Get Yours" button and a price tag of \$399 Today, \$369. Below this are three video thumbnails: "Developing The Next Great Game", "Devices of the Future", and "User-centered Design in VR". On the right side, a red box highlights the "Offers" and "Handouts" sections. The "Offers" section includes "VRVIEW Magazine: Get 3 Months Free", "Oculus Showdown: Try the Hottest Game", and "Oculus Quest: Get Yours Today for \$369". The "Handouts" section includes "The Future of VR: Our Perspective" and "2019 Small Business Tax Checklist".