

# 2021 Annual Operators Virtual Seminar – Exhibitors FAQ



## GENERAL TRADE SHOW Q&A

**Question:** What does a virtual trade show look like?

**Answer:** Our virtual trade show will have many aspects of a traditional trade show that includes virtual meetings, giveaways, and way to connect with attendees. Delegates will be able to check out your virtual booth space and can interact with you in multiple ways on the platform. Engage with attendees by setting up a live demo or showcase, have a chat 1:1 with text or video, provide giveaways and much more!

**Question:** What is the schedule of the virtual show?

**Answer:** On Tuesday March 9, 2021 from 12 - 4 pm, our virtual trade show will be live and accessible to over 2,000 of our members free of charge. Then on Wednesday March 10 & Thursday March 11 from 11:30 am to 12:30 pm join us for virtual trade show "POWER HOURS" filled with games and prizes to entice delegates to checkout all of our exhibitors.

**Question:** Where can I purchase a booth and what is the cost?

**Answer:** Booth purchases can be made on our website at:  
<https://www.awwoa.ca/booth-registration/annual-operators>  
All booths are \$350.00+GST

**Question:** What is included with my virtual booth space?

**Answer:** We are excited to offer these options to exhibit virtually at the 2021 Seminar and Trade Show:

- Virtual booth space Branding with company logo, link to company website and product video & upload up to two (2) pdf handouts
- Company promotional opportunities with 3 different offers: raffle, coupon or giveaway
- Create your own virtual demonstration or reception
- Use the live chat tools to connect with delegates
- Instant lead retrieval information! See who visits your booth and collect their contact information for discussion
- One (1) full virtual seminar registration
- Two (2) complimentary booth reps with option to change or add more reps at no extra cost

**Question:** What is the time commitment to exhibit?

**Answer:** While the trade show is open throughout the Seminar, exhibitors are encouraged to be active during the show times advertised on Tuesday March 9 and the POWER HOURS on Wednesday March 10 and Thursday March 11. We ask that exhibitors refrain from hosting any info or live demo sessions when the education sessions are happening. During the breaks and lunch delegates will be actively encouraged to visit the trade show, and we encourage you to be available during those times in your booth and in the public areas.

**Question:** Will this new approach be effective and beneficial to my company?

**Answer:** We understand that joining us in this new virtual trade show format will be different than attending an in-person event. This means that some approaches to engage with delegates that work well in a physical trade show won't work as well in a virtual one. We encourage you to utilize all of the features within the Whova platform to maximize interaction with attendees. The more information you have available in your booth space for delegates to interact with the more they may be inclined to visit. The platform can also capture lead

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generation instantly from attendees liking your booth, sending an inquiry or entering a promotional offer. You will be notified through Whova whenever this information is collected. It is also available to export right at your finger tips at any time! Your company information and booth space are also available on the platform at any time during the week providing even more exposure than an in-person event. You will receive notifications anytime someone sends an inquiry or message so as an exhibitor you do not need to be available 24/7. By utilizing the Community board within the app, you can also message and potentially reach all of the registered delegates to tell them about your company and announce your live demo or giveaways. AWWOA will provide more information on all of these options in the set-up instructions after you purchase a booth.

**Question:** Low attendance is a concern. How I can get the most traffic to my booth?

**Answer:** AWWOA is working hard to create a technical program that will provide the opportunity to bring a large number of our members and industry professionals to the Seminar. Presenting our event virtually will also allow individuals who may not have been able to join us in person due to travel costs or budget restraints, the ability to attend, which will open up registration to a much wider audience.

In addition, we have opened up the virtual trade on the Tuesday March 9 to all of our members for the first time ever. This means that any member or industry professional can sign up for free ahead of time and participate with all exhibitors. (Note: pre-registration is required for this option so AWWOA can monitor who will be attending).

Finally, our event platform has features in place that will allow you to reach out to delegates and encourage them to stop by your booth. We will have more information in the booth set up instructions and technical FAQs below.

**Question:** Trade shows are about networking. How can I achieve this through a virtual show?

**Answer:** It's true that there will be challenges in gaining the full benefit of attending our physical Seminar in a new virtual format, especially from a networking perspective. We believe the platform we have chosen will go a long way in addressing this concern that we have heard from both delegates and exhibitors. At the end of the day, what you put into your booth and online exhibit will help you achieve what you can get out of the experience. The more that you can utilize the platform features and engage with delegates, the more we are hopeful you will have a positive experience in this setting.

As exhibitors, you will have access to update your booth with key information that you wish to share with other Seminar attendees. This information is a great way to position yourself for delegates to be able to contact you. Within your booth, you will be able to see the number of people that have clicked on your booth. When they are there, you will be able to communicate with them in the chat box as well as one-on-one through their profile with text and video chats in the messaging tab.

You will also be able to go into public areas and reach out to individuals or groups that you see there through the chat function. This is a great way to reach out to contacts you may know from previous Seminars or events.

**Question:** Lead retrieval and generation are an important measure. Will I be able to collect this information?

**Answer:** There are some embedded features within your booth that will help you with lead retrieval. This includes manual entry of contact information as well as collecting info from those who click like on your booth, send an inquiry or enter into the promotional offer features within the app. All lead generation from these methods are available to export into an excel sheet that is emailed to you upon request through the mobile app.

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**Question:** How can I get the most visibility at a virtual trade show?

**Answer:** Visibility in the virtual world is definitely going to be different than in-person. Features within our trade show platform will enable visitors to filter the types of booths they would like to visit. We recommend placing key words in the company description portion of your booth if the products or information you have is not included in your company name. By doing so, you are likely to get more visitors specifically interested in your product or service. Finally, let your contacts know you are participating in our show! For the first time ever, AWWOA is inviting all of members to pre-register and join us for the Tuesday trade show for free.

**Question:** Using this new technology is a concern. How can I ensure that the new platform will not fail on me?

**Answer:** Shifting to new technology and an online setting can be intimidating. AWWOA is committed to support exhibitors before and during show to ensure you have a successful experience. Prior to the virtual Seminar, we will be working with you so that you are comfortable and setup in the platform. We will also have technical support available to during the event so that we can help you right away with any issues that may come up.

**Question:** Will attendance at the virtual show affect my booth booking tier/category for 2022?

**Answer:** No. Whether you are able to join us virtually in 2021 or not, all booking tiers will stay the same for 2022. Exhibitors booking for next year will have the same status as the last in-person show in 2020.

## TECHNOLOGY Q & A

**Question:** What platform will be used?

**Answer:** For the 46<sup>th</sup> Annual Operators Virtual Seminar will be using the platform Whova. You can create a free account on their platform through the website or mobile app (available on iPhone and Android).

**Question:** Who do I contact with any questions or issues?

**Answer:** AWWOA will be available through the Whova app during the virtual Seminar. You can also contact Kirstin Mihaychuk, Program Coordinator, at [kmihaychuk@awwoa.ca](mailto:kmihaychuk@awwoa.ca) for assistance before or during the event for any questions or concerns.

**Question:** What is a live showcase and how do I set this up? Can it be done right within the app?

**Answer:** A live showcase or demonstration is feature within the Exhibitor options that allows you to host a live session to talk about your company or your products during the trade show hours. To set this up you will need to create your own session in a separate streaming/meeting platform of your choosing (e.g., Zoom, GoToWebinar, Webex, etc...) From there you can edit your booth information and add the link for delegates to join. The Whova app will only host the link you provide and display the info within the app. Please see the Whova guide or app for a list of supported platforms that you can use to host and use this feature. If you have a live demo set up please email [kmihaychuk@awwoa.ca](mailto:kmihaychuk@awwoa.ca) with the title and time so that AWWOA can send an announcement to the delegates of all these sessions.

**Question:** How I can communicate with delegates?

**Answer:** The Whova app has some great features that exhibitors can use to connect with delegates. Chat feature within booth, collect lead generation info (likes/promos), community board to post messages, host a live demo, chat one-on-one with delegate profile (text or video – hosted within app).

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**Question:** What are promotional offers and how can I use them in my booth?

**Answer:** Promotional offers are a feature within the Exhibitor portion of the Whova app that you can use to connect with delegates who come to your booth virtually. There are three types of offers you can utilize: giveaways, raffles and coupons. You can only collect information from each delegate once. You can still do multiple giveaways by selecting winners from all of the information you collected. We recommend exporting all entry data to choose your winner(s) from.

**Question:** What does the event app platform look like?

**Answer:** For a preview of the app please check out our [recorded demo session](#) that highlights all the features that you will be able to use in your booth. Once you have purchased a booth, you will receive information from AWWOA about set up.

**Question:** I've registered for a booth. How can I get it set up?

**Answer:** Once you have registered for a booth, you will receive an email from AWWOA with a unique link for your booth space and instructions on how to set it up. We ask that you take a look and fill in as many of the information fields and features within the app. The more information that you complete the more delegates will have to interact with you.

**Question:** How many booth reps are included, how are they set up and can I change them?

**Answer:** Each booth comes with two booth reps. Exhibitors can add any additional reps for no extra charge. The primary booth contact will have the ability to add additional booth reps. This can only be done through the Whova mobile app (not website). Click on Manage Booth reps and then add in the information for each additional rep you wish to add. You can add or remove your reps at any time through the mobile app. If you reps are unable to access the space please email [kmihaychuk@awwoa.ca](mailto:kmihaychuk@awwoa.ca) so they can be manually added into the platform.