



## **ADDITIONAL EXHIBITOR INFORMATION:**

### **Virtual Trade Show Schedule**

The Virtual Trade Show is set up with the schedule below. Please see the descriptions for each day and what you can expect to see. Please note show times have been scheduled not to interfere with technical program.

Tuesday March 9 – 12:00 pm to 4:00 pm

For the first time ever, AWWOA has offered to all of our current members the opportunity to pre-register and join in the trade show on this day. We recommend using these dedicated hours to schedule your live showcase or demo, answer questions from inquiries, connect with delegates in the chat box, collect leads and/or promotional offers. (\*see Power Hour info regarding choosing promo offer winners).

Wednesday March 10 – POWER HOUR – 11:30 am to 12:30 pm

This power hour will be available to registered Seminar delegates only. We recommend using this hour to continue to interact with delegates, collect leads and promo entries. You can also announce your promotional offer winner(s) during this hour.

Thursday March 11 – POWER HOUR – 11:30 am to 12:30 pm

Same as above. If you have multiple giveaways or promo offers, you can continue to make your final announcements of the winners.

### **Seminar Registration**

Each booth purchase comes with one full seminar registration. The main contact for your booth will be given access to the full seminar agenda. If you wish to have this changed or assigned to someone else in your company please email me directly so this can be updated.

### **Booth Reps**

**If you need to add in any other reps please let me know their name and email (no limit on the amount that can be added).** Originally, Whova had mentioned that exhibitors can do this on their own however, the extra names need to be in the system prior to doing so. Once you send me their info, I will add them and they will be able to create their own profile with access to the platform and your booth.

Please note that booth reps can only be added into your booth using the Whova mobile app. Once you are logged in, scroll to the Exhibitor Hub and click on Manage Booth Staff. From there you can invite as many reps as you need for your space. Booth reps will only have access to the booth space. If your reps cannot get access to the space, please email me directly so they can be added in manually.

### **Promotional Offers (Raffle/Giveaway/Coupon)**

Visitors to your booth can only enter in their information to a promotional offer one time. We recommend choosing just one promo offer and using that through out the show/week. Please note the raffle and giveaway options have the same function. You can still do multiple giveaways; however, you will be drawing winners from one list. You will hopefully have more entries for Wed or Thurs which is why we recommend doing your draws at those times (similar to when you draw for winners at the end of the in-person trade show). To draw your winners, you will be able to export and download all of your entries from the Whova mobile app only. We recommend saving this document and using an online

generator to select your winners. You can announce the winners in your booth space chat box. Each exhibitor is responsible to make contact with winners and arrange for exchange of prize(s).

### **Other Info in Setup**

- Photos and hand outs – just a reminder you can add in two hand outs with a max file size of 10 MB each (must be .pdf). You can also add in up to 50 photos with a 10 MB file size limit (must be .jpg or .png)
- Additional links – if you want to add additional links to your website, etc... you can do this by pasting a full URL into the Company Description box and Whova convert this to a clickable link when you save it.

### **Lead Generation**

There are a few ways to collect lead information from your booth. Please see the Whova Exhibitor Guide for more details.

### **Community Board for Announcements**

Don't forget to check out and use the Community tab to promote your booth! This information is available for all the delegates to see.

### **AWWOA Announcements**

If you are going to be hosting a live demo/showcase or doing giveaways/raffles, please let me know so that AWWOA can make these announcements either through app notifications or during the start/end of specific AWWOA live sessions.