



## **EXHIBITOR INFORMATION InterPore2020**

### **1. Enable exhibitors to set up their own virtual booths**

By displaying exhibitor profiles through our website and Whova app, we will enable attendees to ask questions, request more information, and in turn allowing exhibitors to gather leads. We recommend featuring booth staff on the exhibitor's profile to make it easier for attendees to get in contact.

### **2. Exhibitors receive 1 free registration. Please provide name and email for registration.**

### **3. Feature videos and live streams on the exhibitor's profile page**

Exhibitors can demonstrate their product online, either through livestreaming their demonstration or by incorporating a pre-recorded video into their profile. When relevant, exhibitors can also find creative ways for attendees to participate in these demonstrations, boosting engagement and giving them a better idea of what they are selling.

This will be done in Whova's virtual exhibitor hall. Besides having the virtual booth, the exhibitors can easily set up a live stream or upload their product/company videos.

### **4. Promote the exhibitors through social media**

We are continually posting about the conference on our social media platforms. We advertise the presence of exhibitors in the conference.

### **5. We plan to use gamification to encourage attendees to explore different exhibits**

This will be coordinated with exhibitors. Within Whova, attendees can interact with exhibitors by using the **Passport Contest!** Attendees can collect stamps by interacting with exhibitors at as many booths as possible, allowing exhibitors to gather leads.

## **5. Survey attendees and pair them with exhibitors**

We plan to send out a survey before the event to figure out which products and services will interest attendees, and then pair them with exhibitors with products that may interest them. They can then meet with exhibitor via chat rooms.

## **6. Exhibitors can arrange virtual workshops with attendees**

Within Whova, the exhibitors can easily set up a workshop and add the link to their profile page, and they can interact with the attendees directly from there as well. The virtual meet-up function can also be useful for them to arrange the workshop.

## **7. Email attendees a brochure with information on all exhibitors before the event**

We will ask exhibitors to submit a clear description of their company and product along with contact information and engaging visuals and compile this information into a PDF brochure and email it to attendees before the conference.

## **8. Use online coupons to incentivize attendees to check out the exhibitors**

Exhibitors can create special promotional offers for event attendees to develop leads that can last long after the event is over. Exhibitors can advertise the offers through their virtual booths, and we can include the coupons with the information that we send out before the event.

In Whova, every exhibitor can set up their promotional offers, coupons, or raffles. The attendees who sign up will be automatically added to the exhibitors' leads list.

## **9. We will schedule designated blocks of time in which attendees are encouraged to explore the exhibits**

## **10. We will keep exhibitor pages active after the event is over**

As we leave exhibitor profiles open during the weeks after the event, attendees can always have the option to go back and reach out to booths they missed during the run of the event, making the event a valuable investment to exhibitors in a way that goes beyond what even in-person events can accomplish.