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**EXHIBITOR CHEAT SHEET**

**What to expect as an exhibitor at our Virtual Conference**

**We are excited to have you as part of our virtual conference experience. Below is a list of important items to watch for, steps for the day of the event, and our recommended best practices.**

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| **How to access the Event**  2020 AAGC Virtual Conference event will be hosted on the **Virtual Event Place** platform. Please go to [www.virtualeventplace.com/](http://www.virtualeventplace.com/national-conference)AAGC2020. Once you land on this page you will be required to log-in.  To access the virtual conference, go to: www.virtualeventplace.com/AAGC2020  Click the LOGIN or SIGN UP – IT’S FREE button.  On the Login for Existing Users tab, click the Forgot Password? hyperlink and enter your email address.  You will receive an email with your password to log into the site. \*This email will be coming from  [info@virtualeventplace.com](mailto:info@virtualeventplace.com).  When you first log-in, you will be prompted to change your password.  Once you change your password, in the upper right, click on ‘My Virtual Events’. Then click on ‘AAGC2020’. This will  bring you to the lobby of the event. | |
| **How to staff the booth:**  You will have already chosen your booth employee team and all employees will have access to the booth. You will need to login and staff the booth during the designated booth hours. Attendees will be stopping by your booth to text and video chat, make sure to have extra staff available during unopposed exhibit hours. Attendees can also request a one-on-one meeting time with you using the chat feature at your booth. Make sure you designate a meeting area (zoom, webex, phone, etc.) and block it off on your calendar so you receive a reminder notification. | **Hosting your booth:**  Introduce yourself in the chat and offer to speak via the video chat for greater engagement and face to face discussions. Offer nibbles of information/data/updates throughout the event. |
| **Booth Functions FAQ**  ***Chatting at the event:***  Chat is available in each area of the event, as well as each exhibitor booth. You can chat to everyone in the room using text, or have private one-on-one text, audio, or video chat! Here’s how it works:  **Chat to all** - use the text bar at the bottom of the chat window to type a message. Simply hit send and your message will be public and visible to all.  *TIP: To tag someone in your message simply use the @ symbol to search for their name. The chat will automatically populate names of those who are in the same chat.*  **Private text chat (1:1)** - To have a private text conversation select the person you would like to chat with from the right hand side of the screen. When you click their name a private message window will pop up. From here you can engage by text, audio, or video.  **Audio & Video calls:** To make a 1:1 audio or video call follow the steps above to pull up who you would like to connect with. Once you are in your private chat window you will be able to see a phone icon (voice only) and a video camera icon (video call). Click on the corresponding icon to initiate your call.  *TIP: Use the private text chat to confirm someone has time and is ready to connect by phone or video.*  ***How do I collect virtual business cards?***   * 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 to below)   ***How do I retrieve business cards that are left for me?***   * Hover over your profile icon in the top right hand side of the screen * Click on your company name (listed below your name) * Navigate to the contact tab and select business cards from the drop down | |
| ***How do I pull my booth traffic/activity report?***   * Hover over your profile icon in the top right hand side of the screen * Click on your company name (listed below your name) * Navigate to the contact tab and select visitors from the drop down   *Note: Detailed reporting will be sent to you on (date)*  **Exhibitor Best Practices**   * Make sure the content is relevant to the theme of the event. 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 whitepapers, 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”   **Booth Training**  We encourage you to attend booth training hosted by the Virtual Event Place every Monday, Wednesday, and  Friday at 12:30-1:00 pm ET. Please join us using [this link](https://hrcom.zoom.us/j/99597999539)! If you have any questions leading up to your session  feel free to pop in to chat with our experts or contact us directly for assistance:  **The Events Team -** [info@virtualeventplace.com](mailto:info@virtualeventplace.com) | |

**Share with your community!**

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

Our event hashtag is **#AAGC2020**

Follow us on all our social channels:

**Instagram** - https://www.instagram.com/alabamagifted

**Facebook** - https://www.facebook.com/alabamagifted/

**Twitter** - https://twitter.com/alabamagifted

**We appreciate the content and value you bring to the event and look forward to seeing you there!**