PHCC CONNECT 2020

Guide to Your Virtual Exhibit Booth

As of August 13, 2020
Welcome to the PHCCCONNECT2020

Dear Exhibitor:

Thank you very much for joining us at the PHCCCONNECT2020!

Please read this guide to your virtual exhibit booth, as it contains all the information you will need to build your virtual booth and get the most out of your presence at the PHCCCONNECT2020. The PHCCCONNECT2020 will be using Cadmium as our virtual platform provider.

If you have any questions that have not been covered in this guide, please feel free to contact us at any time. Our contact information is at the bottom of this page.

Sincerely,

Elicia Magruder
magruder@naphcc.org
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Important Dates & Deadlines

Virtual booth tasks to be completed by exhibitors .........................................September 11

Virtual exhibit booths available for viewing by attendees ..............................September 14

Register your booth personnel .......................................................................September 16

PHCCCONNECT2020 Official Start Date.........................................................September 30
FAQs

Q: How many attendees are expected for the PHCCCONNECT2020?
A: We are expecting 500+ attendees for the virtual CONNECT.

Q: Can I view a sample booth?
A: Click here to see a sample booth!

Q: What are the virtual exhibit hall hours? Will our personnel have to “man” the virtual booth during these times?
A: Wednesday, September 30  2:15 pm – 3:15 pm ET
    Thursday, October 1  2:15 pm – 3:15 pm ET

    *These hours are tentative and subject to change.* You will need to “man” your booth during this time. Attendees will have the opportunity to video chat with you during the times the hall is open.

    Attendees will have the opportunity to reach out to you from the date the virtual hall opens on September 30th until October 30th.

Q: Are exhibitors able to interact with attendees via live video chat?
A: YES! Please see page 16.

Q: Will we receive live notifications when attendees enter our booth?
A: You will have access to post-show lead reports showing who visited your booth but no real-time live notifications.

Q: How do I access my lead retrieval reports to see who visited my booth? What information is included on those reports?
A: These reports will be available via your exhibitor portal, on your tasks page. See pages 11-15 of this guide for more information about accessing your leads.
FAQs continued

Q: How do I register my company personnel for the conference?
A: See page 18 of this guide for more information about registering your booth personnel.

Q: What is the deadline for me to complete my virtual booth task list?
A: We recommend that all booths are completed no later than September 11 to maximize exposure to attendees. The Virtual Exhibit Hall will be open and viewable starting on September 14.

Q: When will I receive my post-show attendee list?
A: Every exhibitor receives a complimentary one-time use of the post-show attendee list (mailing addresses only). The list will be emailed to all exhibitors approximately 2 weeks after the virtual conference ends.
Building Your Virtual Booth: Completing Exhibitor “Tasks”

All exhibitors should receive an email with your access information for the Exhibitor Portal (the email will come from kcanales@conferencemanagers.com – if this email is not in your inbox, check your spam folder. If it is not in your spam folder, email kcanales@conferencemanagers.com and we will send you a new email).

Click the unique URL in the email to access your portal. Once you have logged in you will see a list of exhibitor tasks (See below). Each task is a step towards building your virtual booth. The more tasks you complete, the more robust your virtual booth will be.

Click on each open task and follow the instructions to complete.
Building Your Virtual Booth:
Completing Exhibitor “Tasks” continued

Edit Your Profile
This is your booth’s administrative contact. NOTE: when attendees click the "Request Information" button on your virtual booth, their message will go to the email address entered on this task.

Enter your Company Details
This is where you will enter your company’s contact information, social media links, and company description (maximum 1,000 characters).

Upload Your Logo
This logo will be used in marketing materials for PHCCCONNECT2020 and will also appear in your virtual booth and on the conference logo wall. A vector file (eps.) is required.

Review the Virtual Exhibitor Rules and Regulations
This is required for participation in the virtual exhibit hall.

Add Your Sales Representatives to the Virtual Booth
You can add up to four (4) Sales representatives to appear in the virtual booth. Attendees can then click on their names/photos to see contact information NOTE: Entering sales representatives in this task does NOT register your sales reps for the conference. Each virtual booth comes with two (2) complimentary conference registrations. Information on how to assign/register your two registrations is on page 16 of this guide.

This is also where you will add the video chat time availability of your sales representatives. Please note, the exhibit hall will be open the entirety of the conference and there will be an hour, each day, that is a designated “Exhibit Hall Break”. Please ensure that your sales representatives are in the video chat room during those times.

Upload your Brochure
You may upload a PDF version of your brochure (up to 2Mb file size) to be highlighted on the main page of your virtual booth. Attendees can view or download the brochure.

Upload a Banner for your Virtual Booth
You may upload a banner that will display along the top edge of your virtual booth. The banner should be 1920 pixels long and 250 pixels tall.
Building Your Virtual Booth: Completing Exhibitor “Tasks” continued

Upload an Introduction Video to Your Virtual Booth
You may upload an introductory video to display on the main page of your virtual booth. This video is a great way to get your message across to attendees when they visit your booth. The video should be in .mp4 format and no larger than 250Mb.

You can (optionally) add a thumbnail for the video. This image will display prominently on your booth profile and is a great way to draw attention to it. The image can be a .png of a .jpg image file and needs to be 800 pixels wide.

Upload Web Links to your Virtual Booth
You can add up to three (3) web links to your virtual booth, in addition to your company's website. These links are optional, and they can be a great way to get content in front of attendees. Use these links for product web pages, press releases, etc.

Upload PDF Files to your Virtual Booth
You can add up to three (3) PDF files linked from your virtual booth. These links are optional, and they can be a great way to get content in front of attendees like product data sheets, forms, and other information about your products and services.

Add a Giveaway Button to Your Virtual Booth –
Use this feature to add your Giveaway button's web link. This link can be used to give attendees the opportunity to enter a drawing/raffle for a giveaway from your company. Attendees will be taken to this link when they click on your giveaway button. We will be sending tweets and push notifications to attendees highlighting which companies are doing giveaways, so this is a great way to drive traffic to your booth!

The exhibitor is responsible for any raffle/prizes and shipping and notifying the appropriate winner(s) and must adhere to any State/Federal regulations of online raffles/drawings and participation limitations.

Lead Retrieval
See page 11 of this guide for more information about accessing your leads.
Building Your Virtual Booth: Completing Exhibitor “Tasks” continued

**PRODUCT SHOWCASE TASKS**

The PHCCCONNECT2020 Product Showcase is a feature that allows you to showcase products and services that your company would like to highlight to attendees. *If you would like to showcase a product, please contact Elicia Magruder – magruder@naphcc.org.*

**Update Product Showcase Information**
Add information for the product/service/device that your company would like to highlight in the PHCCCONNECT2020 Product Showcase.

**Add Materials for Your Showcased Product**
Upload marketing materials specific to the product you are highlighting in the product showcase (PDF, photos, or videos).

**Add Main Product Showcase Image**
You may add an image which will display as the main graphical representation for the product/device/company in your showcase. Images must be 600px wide by 400px tall and can be .jpg, .png, or .gif format.
Building Your Virtual Booth: Preview Your Booth

Once you have completed all your tasks, you can preview your virtual booth using the highlighted button in the picture below. Steps 1 and 2 will be available after September 14th.

(1) On the left-hand side click on Browse by Company in the flyout:

(2) Find your company in the listing. You can either select from the alpha list or scroll down:
For the **PHCCCONNECT2020**, lead retrieval is included with all virtual exhibit booths at no additional charge.

Lead retrieval will enhance your company’s online presence by adding new features to your booth such as:

- Attendee impression tracking (you will see who visited your booth)
- “Request Information” button so attendees can contact exhibitors and share their information and interests (the attendee’s message will be emailed to the main booth contact)
- A “Like” button so you can see which attendees liked your booth the most
- Access to a list of the attendees who have accessed your booth

**Obtaining Lead Retrieval Data**

Exhibitors will be able to see their report by going to their task page, and clicking “Lead Retrieval Report” under Booth Data:
Accessing Your Booth Leads continued

1. When an exhibitor clicks on the Lead Retrieval report, they will see an overview of the total number of clicks, total requests, and will have all the impressions listed in alphabetical order.

2. Opening one of the buckets will show the attendees name and an overview of their engagement with the booth. This includes if they favorited or liked the booth, their name and organization, how many times they viewed the booth, how many times they viewed documents in the booth, and if they requested for more information.
Accessing Your Booth Leads continued

3. Exhibitors can view an attendee that has interacted with their booth by clicking on the row with their name and click view profile.

4. On the attendee profile pop-up, the exhibitor will be able to see the attendee’s contact information and biography.
Accessing Your Booth Leads continued

5. From the Booth Engagement tab on the attendee profile pop-up, the exhibitor will see the booth engagement including the date and times the attendee viewed the booth.

6. The data can also be exported to excel by clicking on “Export to Excel” and clicking on the type of data you want exported.
Accessing Your Booth Leads continued

7. The Attendee Summary excel document will include the following information:
   a. Attendee name*
   b. Position
   c. Organization
   d. Email address*
   e. Office phone
   f. Cell phone
   g. Booth views
   h. Asset views
   i. Information requests

*required fields
Video Chat with Attendees

Your booth staff will be able to video chat with attendees. Attendees can jump into your video chat, just like when they walk up to a booth at a live event. Below are FAQ’s and everything you will need to know about the video chats.

Q: Who is the Booth Coordinator?
A: The Booth Coordinator is the main point of contact for your virtual exhibit. This would have been the person to coordinate the purchase of the booth and they receive any emails that are sent from the event’s host organization. This person is the only person that receives login information for the task page and resource area for the event.

Q: Where do I provide the information (names, contact info, etc.) for the Sales Reps who will be using the video chats?
A: The Booth Coordinator has a task on your tasks page to provide this information. Simply click into the task Booth Representative (for video chat) and follow the instructions on the page.

Q: How many Sales Reps can be ‘in’ my virtual booth?
A: No more than 4 sales reps can be staffing a booth at any given time.

Q: Do the same Sales Reps need to ‘staff’ the booth for the full event?
A: No! Sales Rep information can be changed at any time. Please note that the maximum number of chat channels is still capped at 4. To change your sales team, simply view the task mentioned in “Where do I provide the information…” above.

Q: How do I access my chat when it’s ‘showtime’?
A: The Booth Coordinator has access to your virtual booth’s task page, where the unique video chat room link will be posted with your photo. The Booth Coordinator can either provide the individual sales reps with their (the booth coordinator’s) login credentials to the task page/resource center to access their (the sales reps’) own links from the task page, or the Booth Coordinator can simply click the link themselves, copy and paste the URL to the sales reps.
How to launch your video chat:

**VIDEO CONFERENCE WITH A REPRESENTATIVE**

Click the button above to launch Azzia's video chat. You can share this link with Azzia by right clicking on the button and copying the link and sending it over email. If you need technical support with your video chat, please call our dedicated support line at (443) 655-2877. If you are unable to get through, our general support phone number is (410) 638-9239.

Hover here for Availability

**VIDEO CONFERENCE WITH A REPRESENTATIVE**

Click this button to launch the video chat.

Hover here.

**TASKS**

- Inspect
- Adobe Acrobat

What your video chat “room” will look like:
Registering Your Booth Personnel

Your virtual exhibit booth includes two (2) complimentary full conference registrations. You can also receive additional virtual hall only passes for staffing your booth. These additional passes will not give your staff access to other information hosted in Cadmium – such as session materials or educational content.

You will need to register all booth personnel here.

If you have any questions or require assistance with registering your personnel, email magruder@naphcc.org.
Available Upgrades

(Note: CONNECT Diamond, Platinum, Gold, Silver and Bronze receive all upgrades)

Listing on the Show Special

If you would like to offer a discount to CONNECT attendees for a product or service, we will list it for you on a Show Special page! The attendee will be able to click on the logo of your choice, and it will take them to any webpage you would like regarding that product/discount.

Listing on the Logo Wall

Would you like extra company visibility during CONNECT? If so, you can purchase this upgrade to show up on our Logo Wall! Your logos will be linked to your website.

Additional Product Listings (Note: Sponsor listings are weighted based on the level of Sponsorship)

Each exhibitor will receive one product listing (for the Product Showcase) however you may purchase additional listings! This is a great opportunity to show attendees what products (new or not) your company has been working on.

Scavenger Hunt

Exhibitors who purchase this upgrade, will be involved in the CONNECT Scavenger Hunt! Each participating company will provide a question which will generate a QR code. Attendees must scan the QR code within your booth and answer the question to receive points. This is a great way to drive traffic to your booth!

*If you would like more information or to purchase any of the above upgrades, please contact Elicia Magruder at magruder@naphcc.org.