



There's nothing like one-to-one interaction in the show booth, whether it's in person or virtual. Our Virtual Expo Hall is your chance to create real-time engagement and connection with HFES Annual Meeting and ErgoX attendees.

Our exhibitor booths will offer options for real-time connectivity, as well as on-demand information for participants. In your booth, you'll be able to:

- Customize the page with your branding, including logo, description, keywords and links to your website and social media accounts
- Offer access to information resources, including on-demand videos, PDF/files, and links to web-based resources
- Open your virtual trade show room, where attendees can join your team for an open video chat
 - o This is a great tool to answer questions, showcase demos, or schedule a private meeting!
- Engage in real-time chat with your team members and other attendees
- Schedule private, one-to-one video meetings in the virtual event platform
- Offer raffles or prize drawings, and allow attendees to share their contact information with you for later follow up

Here's an example of a potential booth layout:

The screenshot shows a virtual booth for 'hubb'. The booth has a dark header with the 'hubb' logo and a video player showing 'UNTETHERED 2020' with the tagline 'Virtual is the New Reality™' and the dates 'MAY 19-21'. Below the header, there's a section 'Connect with us now' with the text 'The Hubb Team is ready to talk to you!' and a 'Join Live Meeting Room' button. To the right, there's a section 'Real Virtual Events. Real Simple.' with a description of the platform's capabilities and an 'Email Me More Information' button. Below that, there's a 'Schedule a meeting with Team' section with two team members listed: 'Raime Merriman, Vice President, Mark...' and 'Phil Graham, VP Sales & Custome...'. A 'Schedule' button is next to them. On the left, there's a 'Chat with the Hubb Team' section with a chat window showing messages from 'Danielle-964581', 'Kirsten-964180', and 'Super-948109'. Several callout boxes point to specific features: 'Include a company promo video or graphic' points to the video player; 'Host live meetings for product demos' points to the 'Join Live Meeting Room' button; 'Attendees schedule meetings with you when you're available' points to the 'Schedule' button; and 'Chat live with attendees who visit your booth' points to the chat window.



What is the value of a virtual trade show?

Virtual events provide a much-needed opportunity to connect with industry professionals while in-person events are not possible. You can create awareness of your organization with new contacts, strengthen relationships with your existing network, and build your brand within the industry.

Advantages of a Virtual Trade Show:

- Larger audience – virtual events allow a broader, more diverse cross-section of our industry to participate in the event.
- Better data – it's easier to measure the impact of your participation in terms of booth traffic, new leads, conversations and meetings, and the effectiveness of your materials. Follow up is also much easier since you have access to leads in real time, and the ability to connect while the event is still happening
- Extended on-demand information – While HFES Annual Meeting and ErgoX is taking place on a single day, the resources from the event will continue to be available online following the final session, extending the reach and impact of your participation

How do I get started with my virtual booth?

- Once you've signed your contract, you'll be connected with our setup team. To get you started, they will request:
 - o Main contact (email and phone number)
 - o Your company name
 - o Logo (.jpg or .png format) – recommended dimensions are 240px height x 520px wide. Logos must be at least 200x200px
 - o A brief company description (up to 300 characters)
- Additional materials you may want to prepare:
- Links to LinkedIn, Facebook, Twitter and your main website
 - o If you would like to track click-throughs, please provide a trackable link
- Video – you can upload an .MP4 video to the site to help attendees get a sense of your current products or programs, company initiatives, or other information.
- Resource files – you can upload several PDFs to the site for attendees to download (reporting is available on number of downloads)
- Consider if you plan to offer a raffle or contest as part of your booth. Attendees can drop a “virtual business card” to give you access to their contact information!