



Exhibitor Experience Overview



PTO Today Virtual Expo – Exhibitor Experience

Virtual Expo Overview

At the live virtual event, your company will have a dedicated “virtual booth” page on our platform powered by Bizzabo. In your interactive virtual booth, you can create engaging moments for attendees with real-time, face-to-face conversations, text chats, and even live presentations. You can also include video and downloadable collateral materials on your page.

Features:

- Attendee audio and video
- Live chat
- Q&A
- Whiteboard
- Breakout rooms
- Quizzes, surveys, and polls
- Screensharing

When you are ready to register, visit <https://schoolfamilymedia.com/what-we-do/pto-today-live-expo-events/> to reserve your virtual booth.





PTO Today Virtual Expo – Exhibitor Experience

What To Expect After You Register

You will receive a confirmation email after completing your booth reservation that will outline the next steps.

Assets needed from you within 7 days of registering:

- Your company logo:
 - Image size: 400Wx256H
 - Image format: PNG with transparent background
- A brief description of your company (2–4 sentences)
- The name and email address of the point person in your booth (title optional)
- Point persons photo and title (optional)

The Expo Team will be reach out to you for additional assets and training one month prior to the event date.

Check out our FAQs for more information - <https://schoolfamilymedia.com/pto-today-virtual-expo-frequently-asked-questions/>




PTO Today Virtual Expo – Exhibitor Experience

Invitation to Your Interactive Virtual Booth

Step 1

Booth reps get an email invitation from Bizzabo.

PTO Today Virtual Expo - Midwest Demo Speakers Portal Invite

 Shannon Soares <portal@bizzabo.com>
To: Shannon Soares

🔗 If there are problems with how this message is displayed, click here to view it in a web browser.

You've been invited by Shannon Soares to **PTO Today Virtual Expo - Midwest Demo Speakers portal**.
The portal contains all of your sessions, as well as links to your virtual session rooms.

[Join Portal](#)

If the link above doesn't work, please paste this into your browser:
<https://login.bizzabo.com/partners/signup?inviteToken=0101a2c3-ae1d-4556-9e10-ef0910201f1a>
Please do not share this link: it is unique to you and allows you to create your personal Speaker account.

For any inquiry, please contact Support.
[Unsubscribe](#) in order to stop receiving emails from this organizer.

Step 2

Create your account.

Welcome to **PTO Today Virtual Expo - Midwest Demo Speakers Portal**

Create your Speaker account

Email

Choose new password

[SIGN UP](#)

Registered user?

[LOGIN](#)



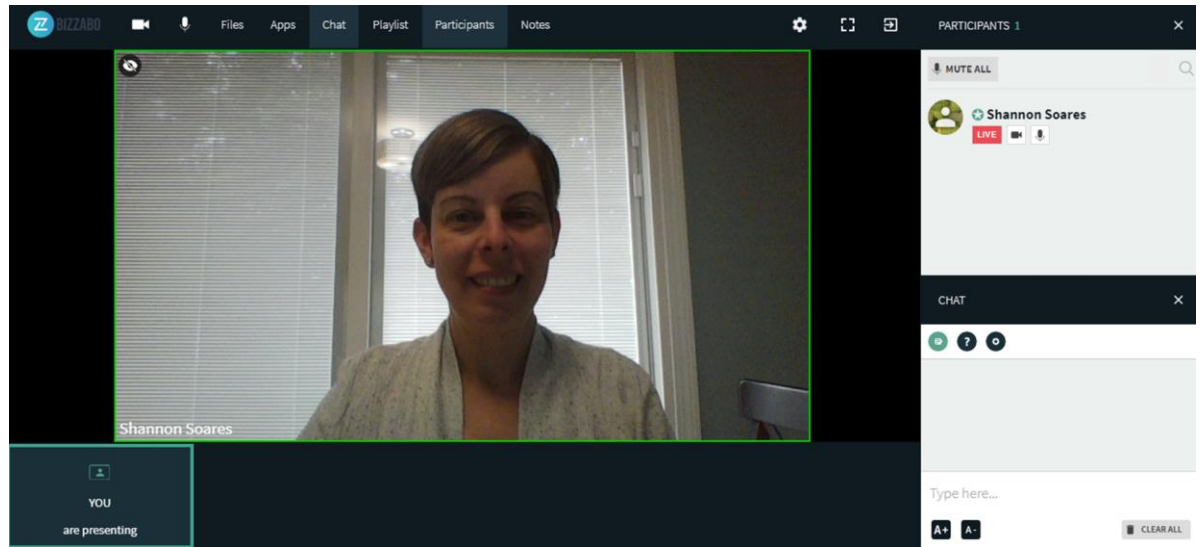
SchoolFamilyMedia
Building the Bridge Between Parents and Schools.

PTO Today Virtual Expo – Exhibitor Experience

Interactive Virtual Booth

After setting up your account, you enter your virtual booth. At its most basic form, you can just turn on your camera and microphone and speak to attendees. The screen shot to the right shows this in action.

Prior to your event, you can enter your virtual booth at any time to pre-load it with presentations, slides, videos, etc.



PTO Today Virtual Expo – Exhibitor Experience

Interactive Virtual Booth

At any given time, 20 participants can interact face-to-face with you and each other in your virtual booth.

The screenshot displays a virtual meeting interface. At the top, there are controls for video, audio, chat, and notes. The main content area shows a presentation slide with the following text:

**We Know a Lot About Involvement—
and We're Here To Help!**

- Founded in 1999
- We talk to many parent groups and leaders
- Lots of solutions—things we've learned along the way and from leaders who've been there
- Connect you with a community of parent group leaders dealing with similar challenges

Below the slide is a grid of video thumbnails for participants: Paula Mullen, Janelle Ng, Jennifer Shelley, Leslie Bunnell, and Shannon Soares. A chat window on the right shows the following messages:

Hi!
Janelle Ng 12:07 PM

Hello
Leslie Bunnell 12:08 PM

How do we support teachers virtually?
Jennifer Shelley 12:20 PM

We're having a hard time getting people to agree on how to meet.
Leslie Bunnell 12:20 PM

At the bottom right, there is a text input field labeled "Type here..." and font size controls (A+ and A-). A "LIVE" indicator is visible at the bottom left of the interface.



PTO Today Virtual Expo – Exhibitor Experience

Attendee Experience

This video is an example of the attendee experience from start to finish. See how an attendee registers and enters the virtual expo, navigates to the expo hall, and joins an exhibitor in their virtual booth.



The logo features a stylized house with a banner across the top, containing silhouettes of three people. Below the house is a table with chairs, suggesting a meeting or event.

PTO Today Virtual Expo – Exhibitor Experience

Post-event lead delivery

Approximately one week after the event, you will receive an attendee report in an Excel spreadsheet. This report will include attendee first name, last name, email address, school name, and school address.

- Sponsors receive a list of all registrants to the expo as well as visitors to their interactive virtual booth.
- All other exhibitors receive a list of visitors to their interactive virtual booth.

Questions?

For more information about virtual booth options or other ways to reach parent group leaders, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

Visit SchoolFamilyMedia.com/expo for more details and to reserve your booth today!

