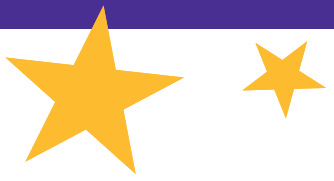




**Dress your booth
for success!**



1

Dress appropriately and professionally (as you would at an in-person event). Appearance matters.

Be aware of your surroundings and what will show up on camera. It's best to be in a room by yourself to avoid disruptions from coworkers, family, and pets.

Place your laptop on a stable surface and at eye level or slightly higher.

Adjust your lighting if needed. A well-lit environment will highlight facial expressions.

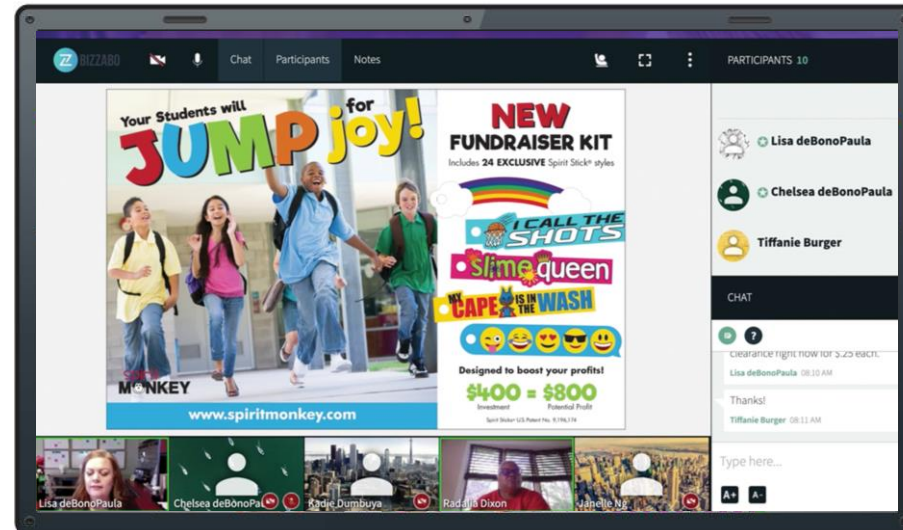




2

Display PowerPoint slides or a video.

Showcasing your product as a visual background in your booth will make it more three-dimensional.

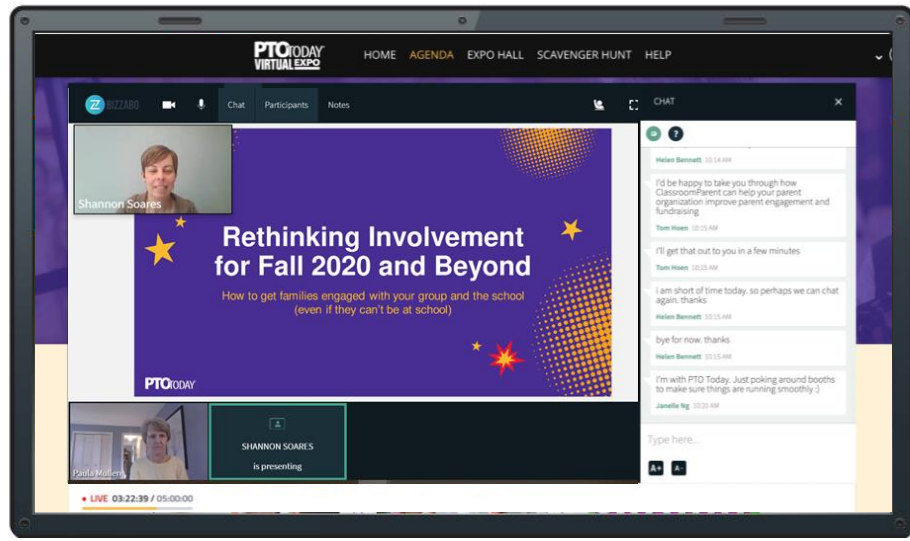




3

Move your image to the upper left corner of the page.

This will clearly identify you as the Booth Representative—attendees with their cameras on will appear on the bottom of the page.

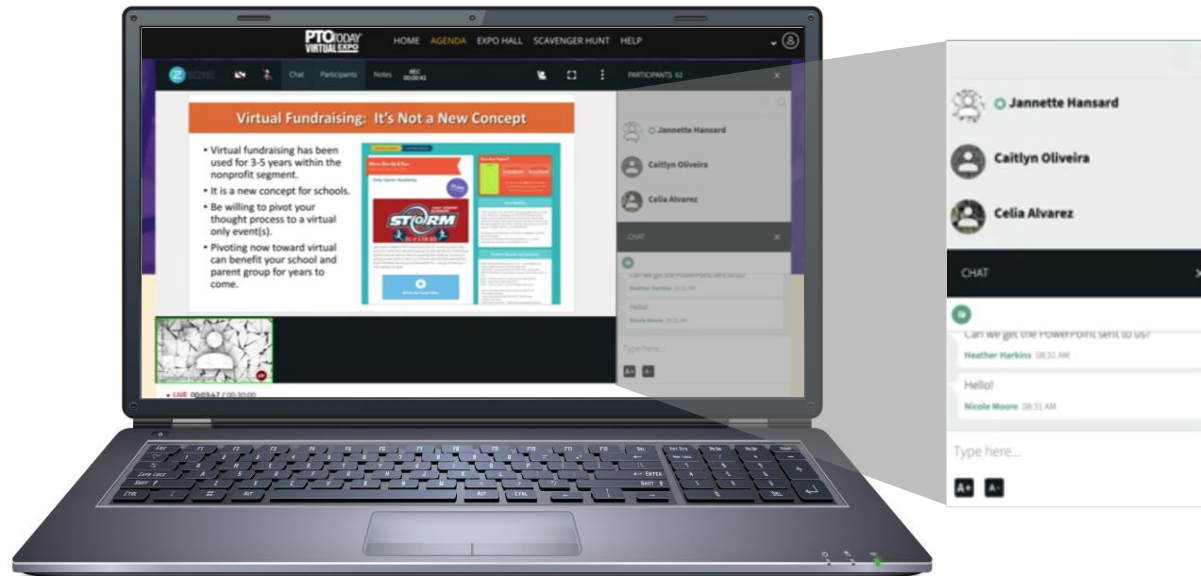




4

Immediately engage with attendees as they enter your booth.

Either greet them verbally or in the provided chat box feature, addressing them by first name.





5

Limit the number of company representatives in your virtual booth at any time to two.

Having more than two reps is overwhelming when an attendee enters.

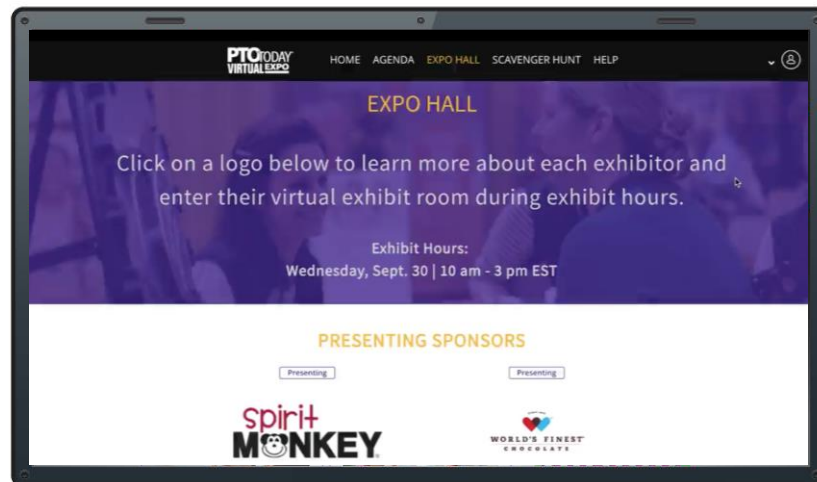




6

If you haven't exhibited at one of our Virtual Expos before, visit our Fall 2020 Northeast Virtual Expo [website](#).

There you can see how an attendee navigates the virtual Expo Hall and how individual exhibitor booth pages are set up.



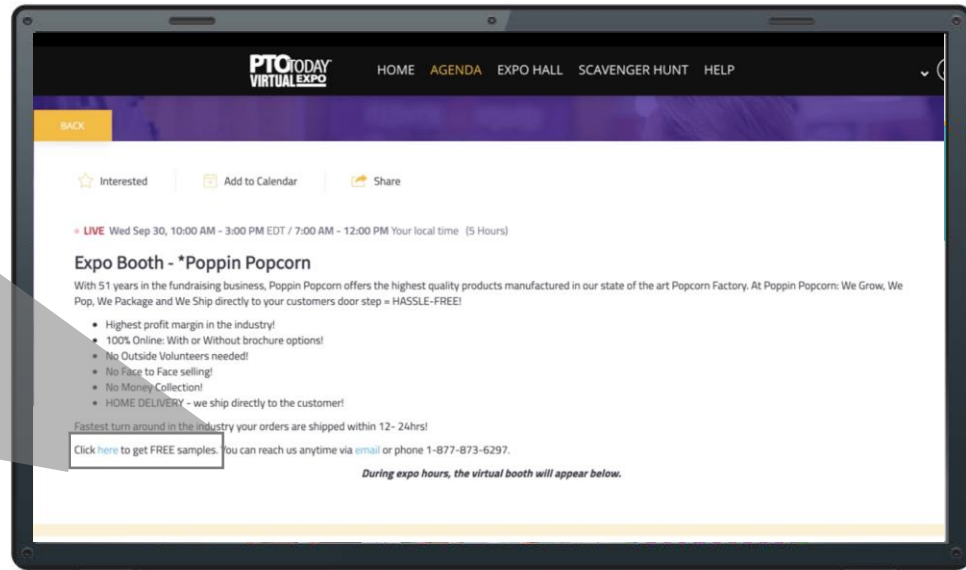


7

Provide giveaways or offers to incentivize attendees.

These can be promoted in your booth description.

Click [here](#) to get FREE samples.





Take advantage of all the great training resources we provide.

We've created videos, user guides, FAQs, and Q&A sessions to ensure that you're fully prepared for the Virtual Expo. All can be found on the [Exhibitor Resources](#) webpage.





Practice makes perfect!

Once your virtual booth is setup, you can access it anytime to get familiar with the platform, upload your presentation files, adjust your video and audio, and practice alone and with your team prior to the live event.





Thank you!

