



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 presentations. You can also include a downloadable attachment/flyer on your page.

Features:

- Live chat
- Attendee face-to-face conversation
- Presentations (video & filesharing)
- Breakout rooms
- Screensharing

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





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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
- Company description
- Name and email address of all booth staff members (title and headshots optional)
- Attachment/flyer (optional)
- Giveaway or promotion offers (optional)

Please visit the Exhibitor Resources page to complete the asset submission form - <https://schoolfamilymedia.com/pto-today-virtual-expo-exhibitor-resources/>




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-ef091020115a>
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](#)



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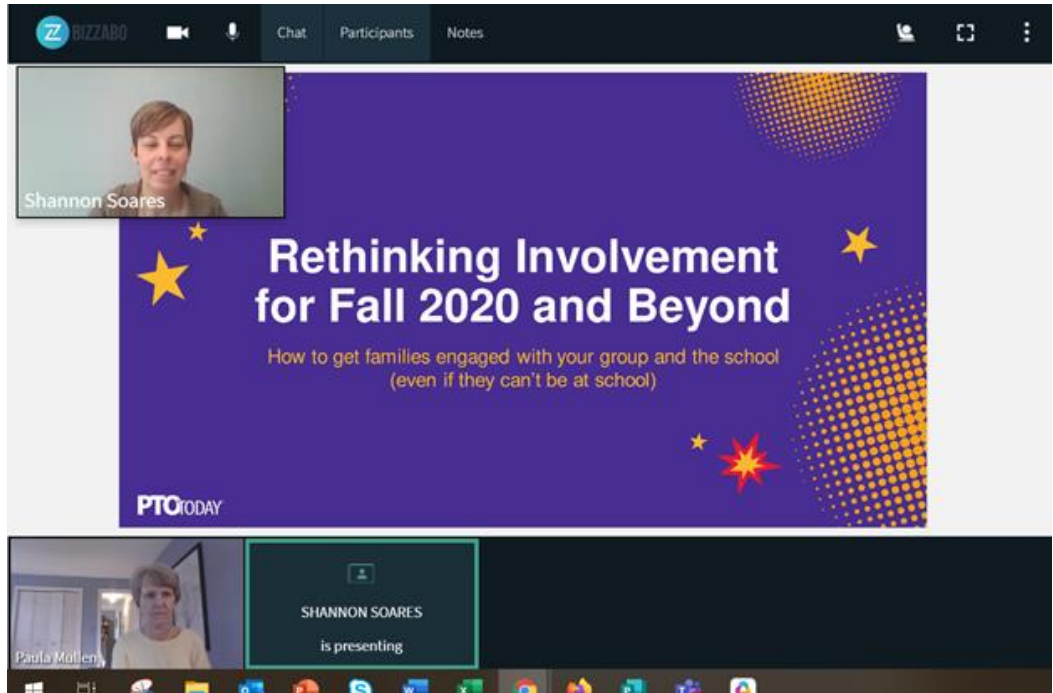
Building the Bridge Between Parents and Schools.

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Interactive Virtual Booth

After setting up your account, you enter your virtual booth. We recommend that the best format for presenting to attendees is to display your speakers' image over slide(s) or video showcasing your product. This creates a visual “background” in your booth – making your it more 3-dimensional. The screen shot to the right shows this in action.

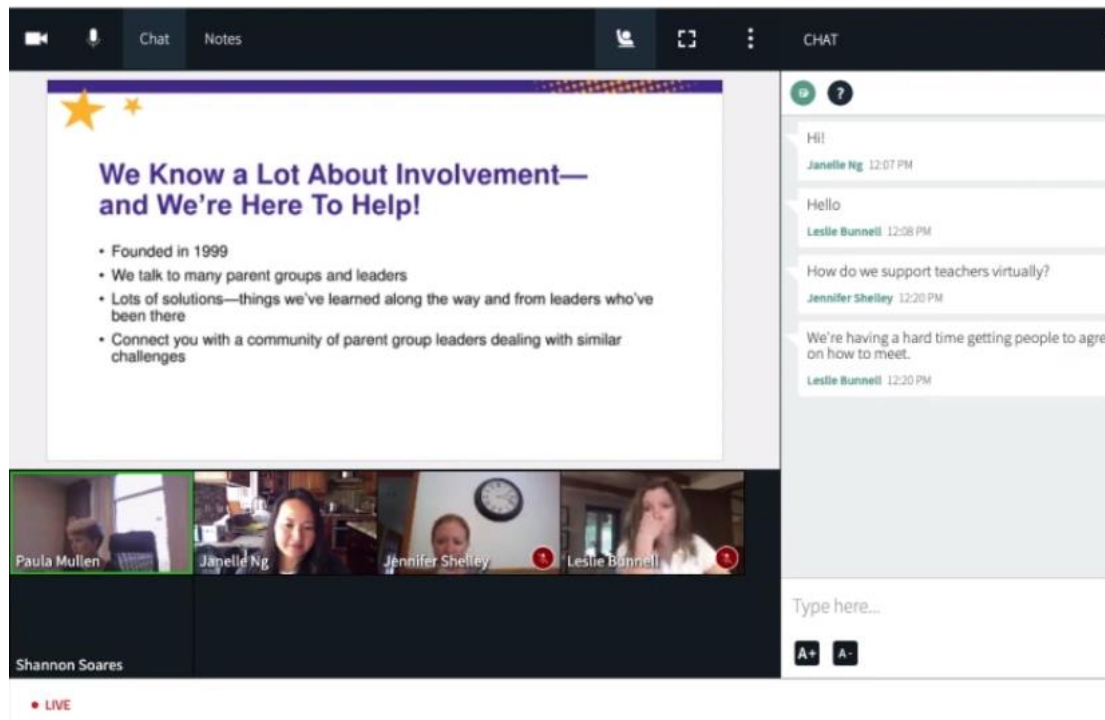
Practice makes perfect! You can enter this portal at any time once you have access to get familiar with the platform, upload your presentation files, adjust your video and audio, and practice alone and with your team prior to the live expo.



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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 booth interface. The main content area features 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 video gallery with four participants: Paula Mullen, Janelle Ng, Jennifer Shelley, and Leslie Bunnell. A fifth participant, Shannon Soares, is visible in a smaller window at the bottom left. The 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

The interface includes a top navigation bar with 'Chat' and 'Notes' tabs, and a bottom status bar indicating 'LIVE'.



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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.





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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.

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!

