



A PAUSE TO REFRESH WHERE DO WE GO FROM HERE?

2021 National Conference on Health Communication, Marketing and Media

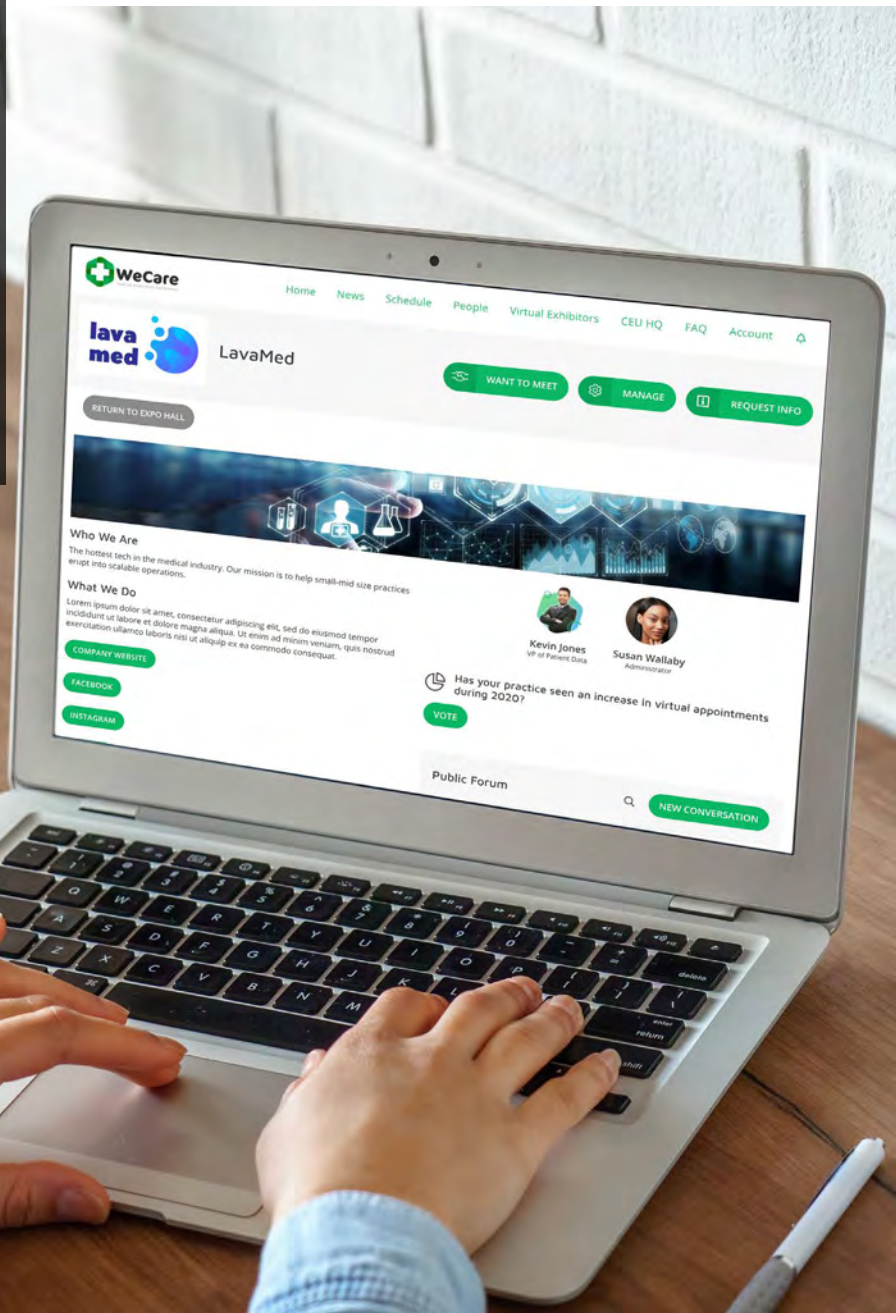
Virtual Event

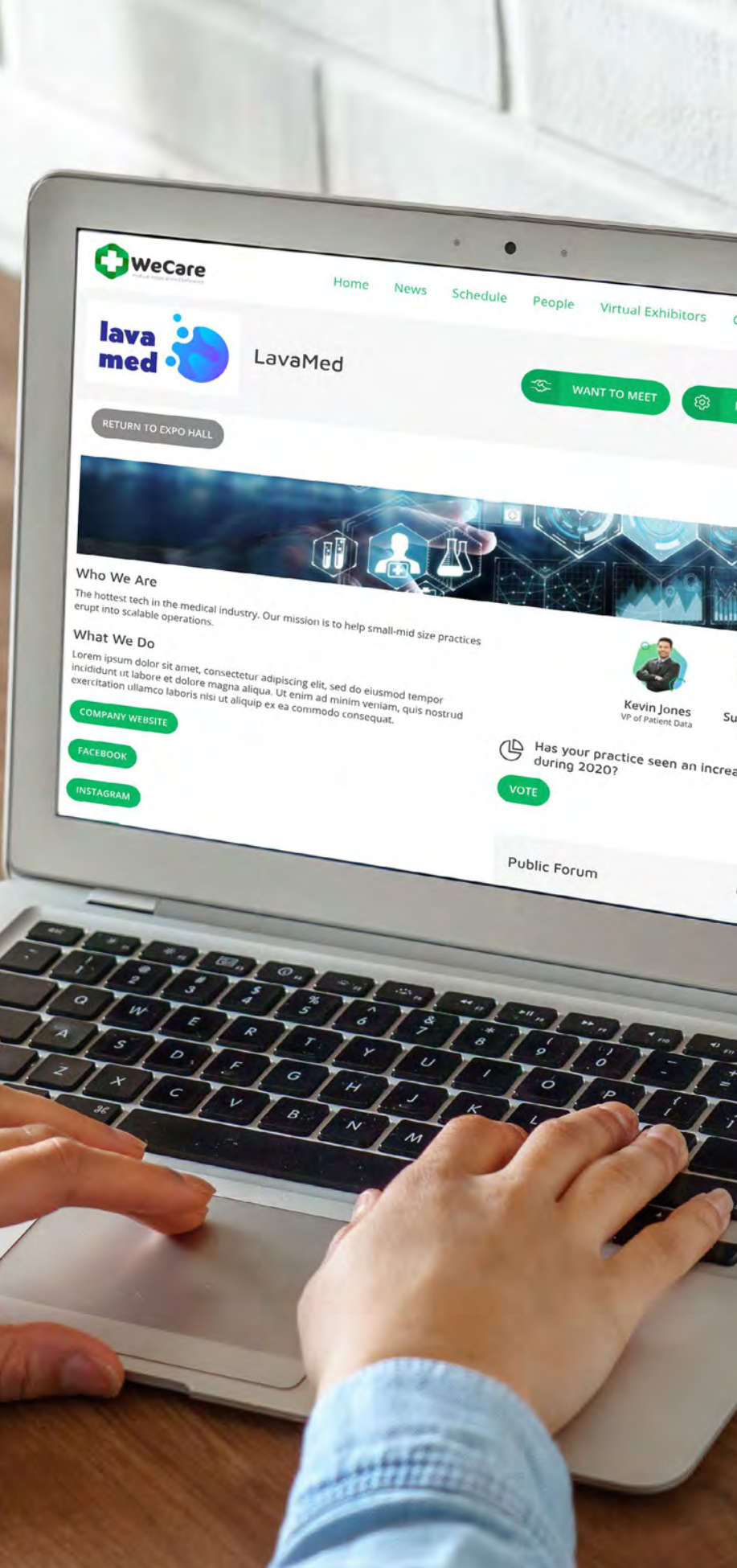
Exhibitors Guide

Maximize Your Exposure and ROI

As an Exhibitor and/or Sponsor, you will have your own virtual booth space within the GTR virtual platform where you can share details about your organization and capture leads.

Get to know your new booth with an explanation of each of its many features.





1. Organization Heading

The first thing a prospective customer will see when they visit your booth.

This includes:

- Organization Name
- Logo

2. Profile

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth. Here are just a few examples:

- Description of your organization
- Tags and/or keywords the event host has provided
- Add a video
- Upload brochures, documents, and sales collateral
- Conduct polls to get responses and interactions from attendees in real-time
- Add social links
- And other fields your event organizer has allowed

3. Live Interaction with Staff

During “exhibiting hours” your staff can broadcast from their office site, warehouse, home, studio or wherever they may be at the time. This is a great opportunity to:

- Get face-to-face with your prospects and existing customers
- Present your offering to anyone who enters your virtual booth space
- Have the opportunity to move into a 1:1 meeting and close the deal

Tracking Visitors: You can see everyone who has visited your page. You will see the attendees first and last name, picture, the number of visits they made to your page, and also the date and time of all their visits. **At any time, you can message visitors directly through the platform.**

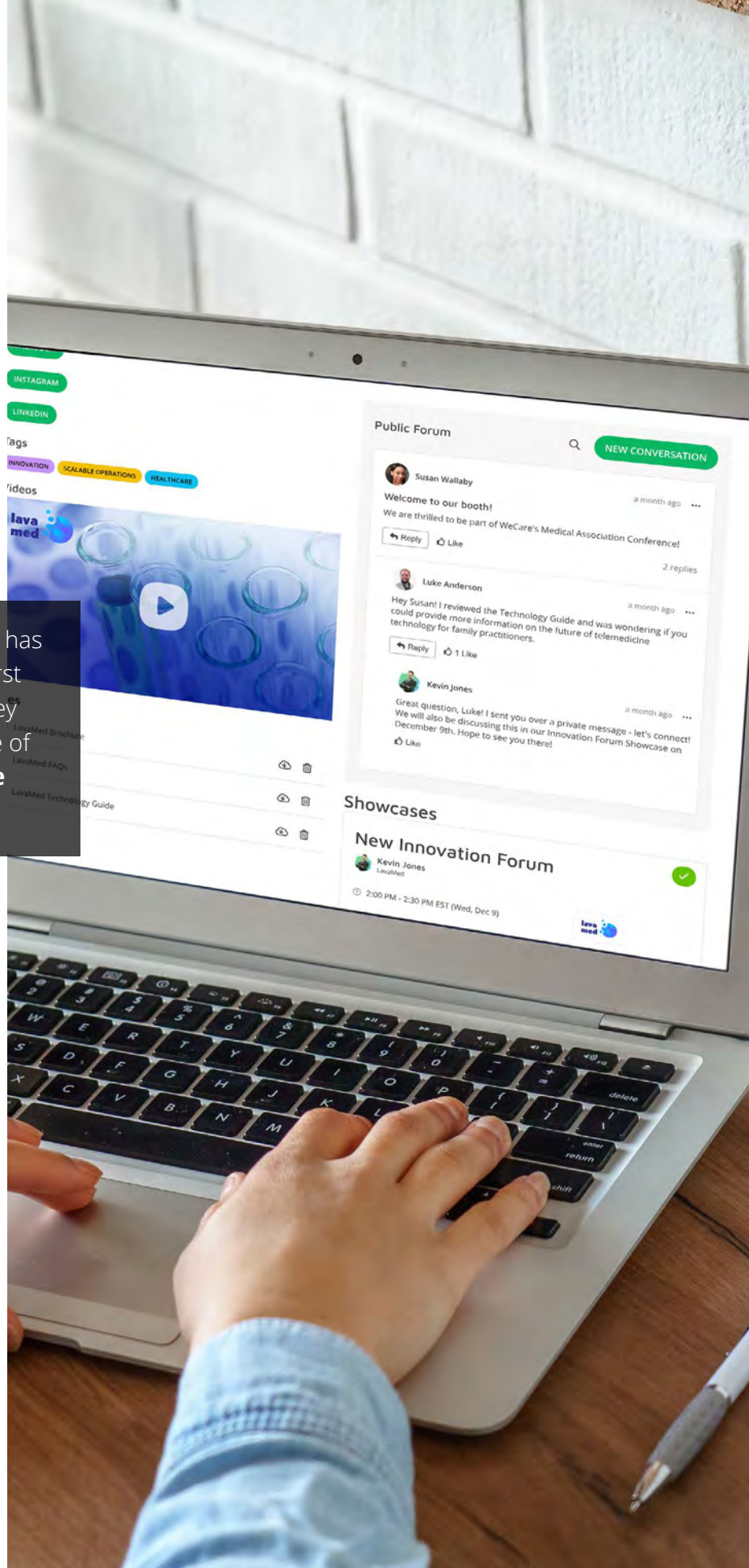
4. Showcased Sessions

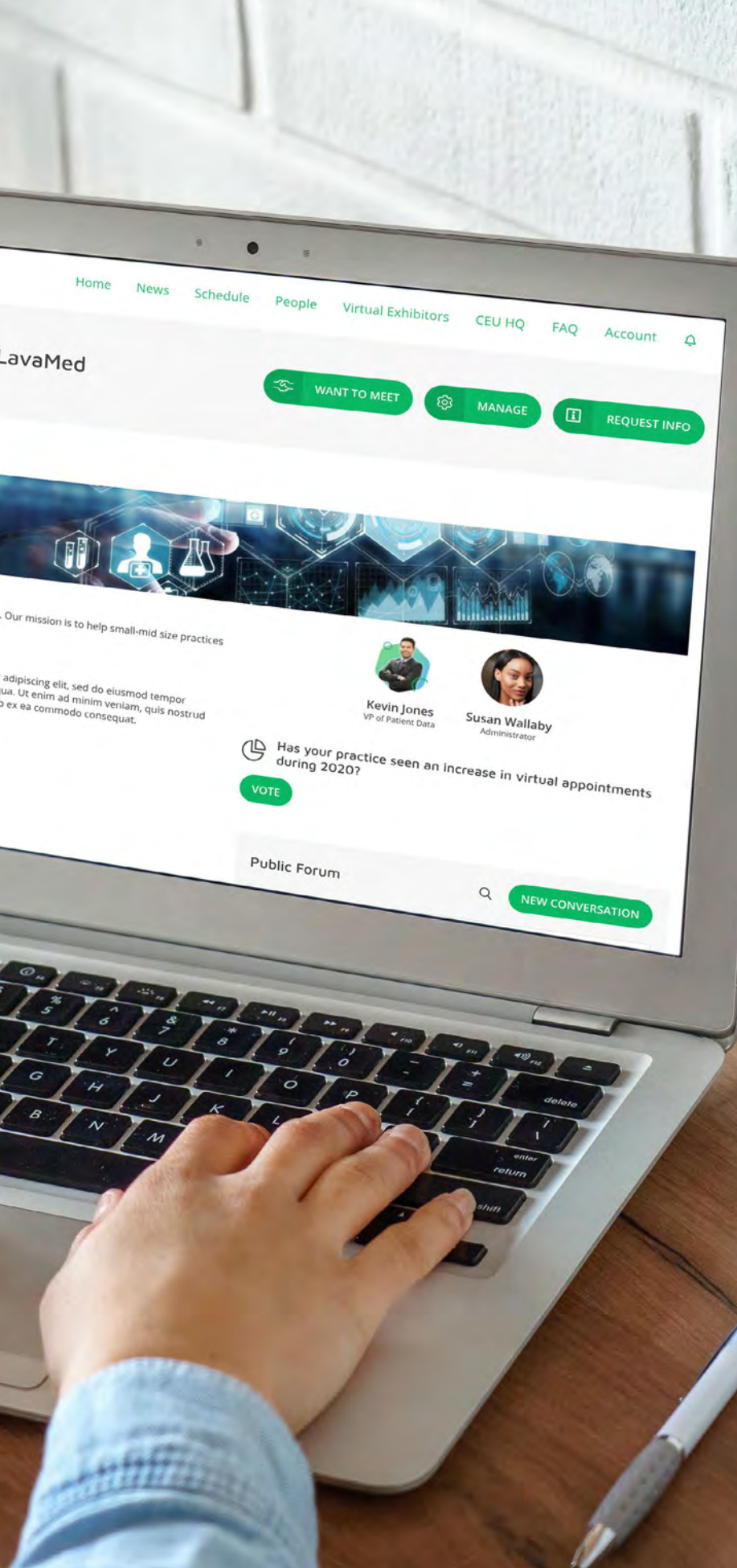
If you are showcasing or sponsoring any sessions during the event, they will be listed here on your booth page.

These will show:

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda

Additionally, the logo and a link to your company's page will be featured on that session's page in addition to the main event agenda





5. Request More Information

Anyone who requests information will come into your lead portal. From here you will be able to view, download, and import directly into your CRM:

- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)

6. Manage Your Profile

This is only available to you and your organization's staff. From here you can fully customize your page and manage other features such as:

- Assign or remove booth staff
- Create and manage polls
- Add additional downloadable files
- View and download leads
- View and download booth visits

Additional Opportunities for Exhibitors

If you would like more information on this or other NCHCMM 2021 opportunities, please contact the Conference Management Team at: NCHCMM@NPHIC.ORG

To sign up now as an exhibitor, please contact Loree Tengzelius at email: ltengzelius@nphic.org or by phone: 678.263.0510

