



Best Practices for Exhibitors at Virtual Events

Before the event

- Define your booth strategy
 - What are your goals?
 - What are your attendee's needs?
 - Brainstorm with your team about what you want to achieve and how you will achieve it
 - Define your team's roles and responsibilities
 - Appoint a lead who will assign meetings as they come in
 - Create a schedule for who will manage the live booth chat- if more than one person
- Pre-event marketing to drive awareness to your exhibitor profile page
 - What options are there to promote your participation at the event with the event organization?
 - Sponsored notification or email?
 - Use Social Media (LinkedIn, Facebook, Instagram) to promote your participation to your audience- drive attendees to your exhibitor profile page
 - Can you use the event to launch a new product? If so, tease it in your messaging pre-show
- Network before the show
 - Check out the attendees and try to network and setup meetings before the show actually starts
 - For exhibitors that purchased the Deluxe Package, AMPP will open access to CORROSION 2021 exhibitors and attendees 1 week before from the start of the conference
- Design your exhibitor profile page space
 - Make your images and videos compelling
 - Use your brand colors, high quality images, and content that is engaging
 - Content for your exhibitor profile page

- Prepare in advance and locate or create informative documents
- Think about your target audience and the kind of content they would find valuable at this event
- Make your information clear and concise

During the event

- For exhibitors that purchased the Deluxe Package, host an educational session as part of the event agenda or in your exhibitor profile page
 - Check with your sales rep for sponsorship opportunities like hosting a Tech Talk or sponsoring a session at CORROSION 2021
 - Consider promoting a time to do a product demo or launch- within your exhibitor profile page
- Keep checking attendee list
 - Filter the attendee list by registration date so you know which attendees are new
- Be active
 - Attend relevant session and be active in the live session chats- many times attendees ask questions that allow you and your team to show their industry expertise

After the event

- Check the data and analytics
 - Download team contacts and team meetings
- Check with your event organizer on what data they will send after the show
 - Who came to your exhibitor profile page
 - Who bookmarked product or exhibitor profile page
 - Who attended your sponsored session
 - Who downloaded a product and services documents and/or other assets
- Follow up with leads after the event
 - Make sure you know how long the platform will be active after the conference. CORROSION 2021 will be active until October 31, 2021
 - Check in for notifications on chats or connection requests
 - Set up follow up meetings or send information that may be helpful, depending on the conversation you had