

## **AAPD 2021: Exhibitor What to know before the excitement starts in The Hub!**

We are so excited to welcome you to the Virtual Exhibit Hall in The Hub in a few short weeks and want to make sure you are prepared. This document should answer most of your questions about the experience during AAPD 2021.

For even more in-depth information be sure to read the Exhibitor Brief

[https://s6.goeshow.com/aapd/annual/2021/pdf/Exhibitor\\_Brief\\_2021.pdf](https://s6.goeshow.com/aapd/annual/2021/pdf/Exhibitor_Brief_2021.pdf)

### **AAPD 2021 Virtual Exhibit Hall and official networking hours:**

AAPD has designated official networking hours for the exhibit hall. These are times where there is limited other programming or content. AAPD will do creative initiatives to encourage attendees to visit the hall, such as gamification. All exhibitors must be available online during these official networking hours.

#### **Thursday May 27, 2021:**

9:00-10:00am CST

12:00-2:00pm CST

#### **Friday May 28, 2021:**

9:00-10:00am CST

12:00-2:00pm CST

#### **Saturday May 29, 2021**

9:00-10:00am CST

12:00-2:00pm CST

### **Chat and Chat Hours:**

For the other live hours of the show (9:00am-5:00pm CST) your company can decide which hours you want to be online and available to chat with attendees. In the set-up of your booth one of the tasks is to determine your online hours. If you are offline you can still get an archive of the chats by going to virtual analytics and click chat messages. These archives provide the name, date, and message of the chat. This is a great feature if you have multiple staff in your booth and they want to see previous conversations. In addition, if you are offline attendees have the ability to directly email you for more information.

When you are in the booth there will be a "chat" icon at the bottom of your booth. Click on this icon and a new window will open to your specific page for chat and interactions. In this area you will be able

to chat with attendees. If you are having a great chat with someone and want it more personal or to demo your products simply click “video icon” and it will take you to private video chat.

If you are not in the chat area and in a different area of the platform there will be a notification icon that looks like a bell in the top left of your screen near your profile name. This will notify you if someone chats you.

### **Booth Set-Up:**

At this point you should have completed all exhibitor tasks and your booth is built out. If you are curious to see what your booth will look like the exhibit sales contact can log in to Exhibitor Service Center- virtual booth setup- booth preview.

### **Tips to prepare for the virtual platform, E-Show:**

1. Google Chrome is the recommended internet platform to access the virtual conference. Download it [here](#) if you do not currently have it set up on your computer. Mozilla Firefox or Safari will also work with the platform. Internet Explorer and Edge are not compatible with our systems.
2. Test your username and password by signing into the [Attendee Service Center](#).
3. Check with your company’s IT Department to ensure you do not have any pop-up blockers or spyware installed that would limit your access to event platforms.

### **Booth Sales Contact and Booth Staff Login:**

The booths sales contact is the person that registered your company to exhibit. They will get all the communication, have access to service center, and the ability to edit your booth. They will have the ability to login to their booth on the back end and make edits. During the show, the booth sales contact will be able to access the booth using the below link and the password they used to build the booth. Booth sales contact will be the ones to assign staff to smartmatch appointments.

Please note that if you would like the booth sales contact be able to engage in the virtual platform with chat etc you must also register them as a booth staff.

[https://s6.goeshow.com/aapd/annual/2021/exhibitor\\_service\\_center.cfm](https://s6.goeshow.com/aapd/annual/2021/exhibitor_service_center.cfm)

Based on your booth size you get a certain number of booth staff. They will have access to chat and be able to engage with attendees. The booth sales contact must register booth staff and each person has a unique login. Booth staff will login using the below attendee login link. Once they are in the booth they will be able to engage with attendees via chat.

[https://s6.goeshow.com/aapd/annual/2021/virtual\\_event\\_entrance.cfm](https://s6.goeshow.com/aapd/annual/2021/virtual_event_entrance.cfm)

Don't know where to find the unique passwords for your booth staff? The booth sales contact can login to company profile and there is a registration roster. Click on "action" and you will be able to see the specific password for that person.

### **Booth Analytics vs. Lead Retrieval:**

Booth analytics is available for everyone. This provides you information on who visited: attendee, exhibitor, or speaker and what documents they viewed. You do NOT get contact information. You can access this information in the main booth sales contact profile in the Exhibitor Service Center- virtual exhibitor analytics.

Lead Retrieval allows you to scan attendee badges and collect their contact information. In addition, you can add specific questions to your lead retrieval. These specific questions can be relate to your company and items you want to ask attendees. Attendees will have to click on "scan badge" when they enter your booth in order to collect their information. Don't forget if you are having a chat with someone be sure to scan their badge by clicking barcode icon.

This is available for \$250 and is a complimentary benefit in large booths. To purchase the lead retrieval the booth sales contact can go into Exhibitor Service Center- lead retrieval. To get access to your leads, the exhibit sales contact will go to Exhibitor Service Center- lead capture download. Be sure to click download the leads in XLS format.

### **SmartMatch Appointments:**

SmartMatch for exhibitors will be from Thursday May 27- Saturday May 29, 2021. You will have the ability to set up 20 minute SmartMatch appointments between 9:00-5:00pm all three days. You will be able to begin creating your profile and requesting matches on May 20, 2021. Also, on May 20<sup>th</sup> booth staff will be able to login and get familiar with your booth.

You will need to create your SmartMatch profile. In order to create your profile you will need to go to the SmartMatch Networking Page in the tab at the top of your screen in the lobby. When creating your profile, click as many of the categories that apply to your company. We recommend that all booth staff members create a profile. If everyone has a profile then the booth sales contact can assign specific appointments to booth staff.

Once you have your profile created attendees will be able to search for you and you will also be matched with attendees. In addition, you will have the capability to search for attendees by first and last name as well as city and state. You are able to request appointments with attendees. You will get an email notification if they accept and the time of the appointment.

The matching process works if an attendee answers questions and your company fits their interests or needs you will get notified. From there, you will be able to assign appointments to specific booth staff at certain times. The booth sales contact for your booth will be the contact to assign booth staff to appointments. To assign the appointments they will login to the Exhibitor Service Center. To join your

SmartMatch you will click the chat bubble in the appointment tab which will take you the unified communication area.

Please note that SmartMatch networking hours are independent from Booth Chat Hours. When creating your SmartMatch profile you will be able to mark off the hours you are NOT available for appointments. These times will not show up as options when attendees are selecting a time to meet. It is possible for you to not be “online” in your booth chat but available for 20 minute SmartMatch Appointments.

Official Networking Hours in the Exhibit Hall are Thursday-Saturday 9:00-10:00am and 12:00-2:00pm. Your booth staff have the option to decide what other hours you will be live and available to chat.

Please note for both SmartMatch appointments and chats if you are not in the unified communication center there is a bell icon on the home page. This icon will show a bubble if you have a new chat or match.

Be sure to utilize SmartMatch as it is a great way to create further personal connections in The Hub!

### **Show Specials:**

For those companies that submitted AAPD 2021 show specials/discounts there will be a specific button in your booth they can click on to see the specials/discounts. In addition, the document with all show specials will automatically be uploaded into all attendees E-Bag.

### **Gamification in Exhibit Hall:**

AAPD is helping to drive attendees to the exhibit hall by gamification. What is great about this is attendees don't just get points by clicking your booth, they have to engage in some way! Different levels of engagement with exhibitors provide higher points. For instance, setting up a SmartMatch appointment or an attendee submitting information into Lead Retrieval will give their point profile a nice boost. It is fun and so easy for exhibitors! You don't have to do anything as the game is already built out and points are tied to your specific booth. The only thing you need to do is be ready to talk to attendees when they visit your booth!

Attendees will have the ability to win daily prizes. Exhibitors can participate in the gamification by providing game prizes.

### **E-Bag:**

This is a feature attendees can use. They can add exhibitor contact information, documents and other items they are interested in to their bag. The bag is meant for attendees to store information they want to be able to refer back to.

**Get Social:**

The Hub will be a fun time from start to finish so be sure to use the official show hashtag: #aapd2021

If you have any questions please feel free to reach out to Colleen Bingle, [cbingle@aapd.org](mailto:cbingle@aapd.org).