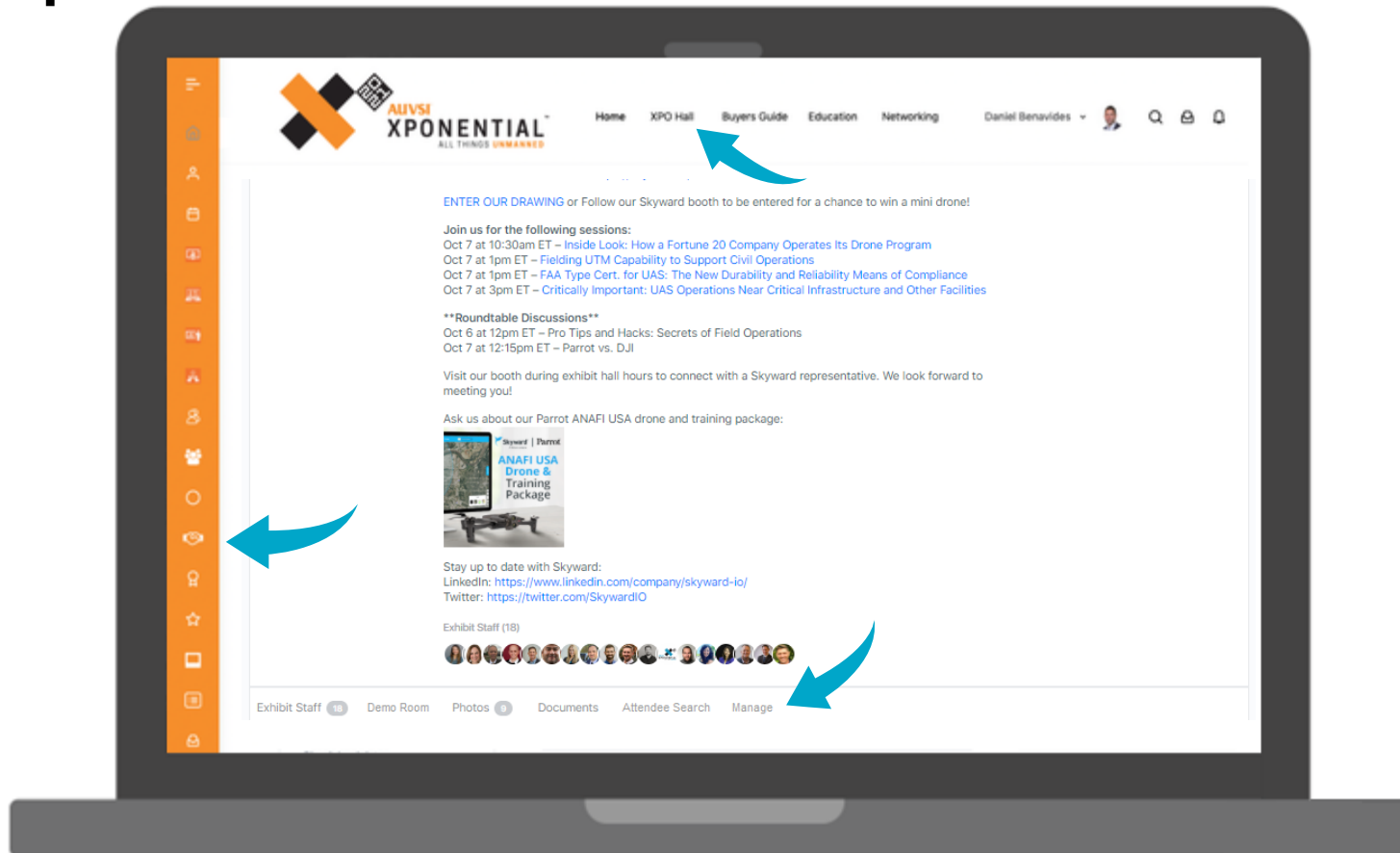


# VIRTUAL EVENT

Instructions + Specs + Tips

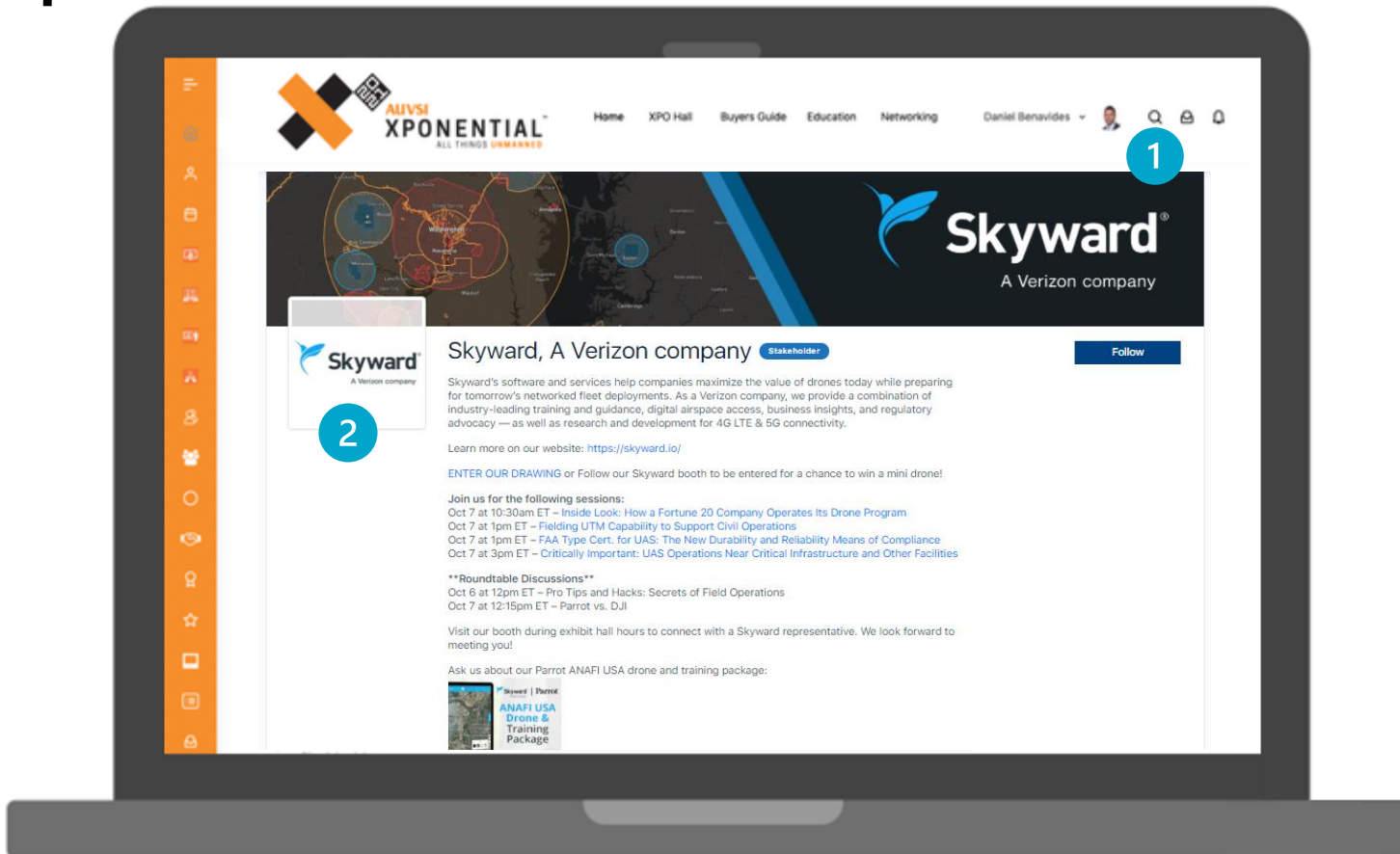
# EXHIBIT | SPONSOR COMPANY PAGE



## Getting Started:

- When you log into the platform, click on “**XPO Hall**” in the top or left-hand navigation bars
- Once in the XPO Hall, **locate your organization** — your virtual booth
- Within your virtual booth, click **Manage**

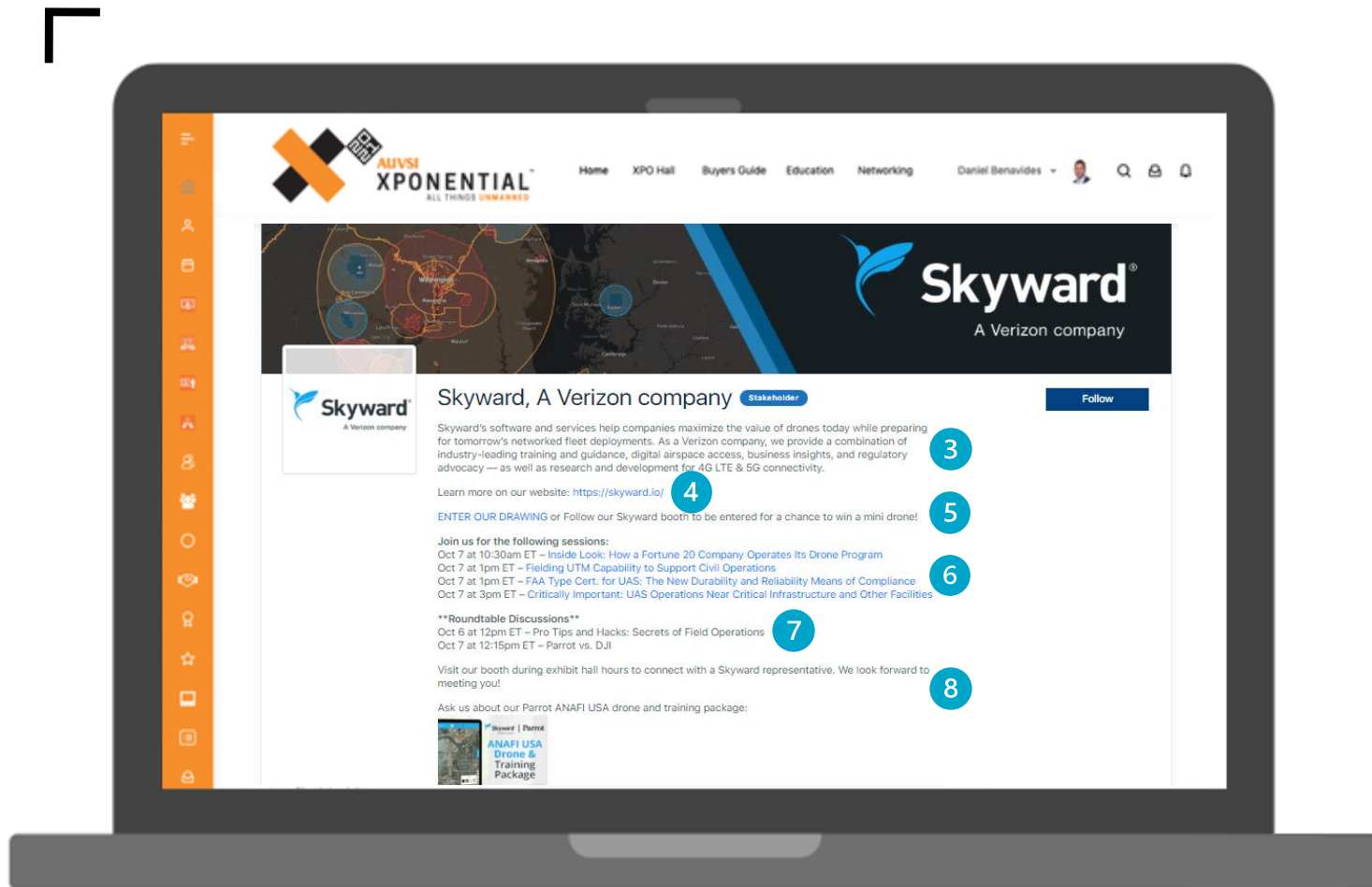
# EXHIBIT | SPONSOR COMPANY PAGE



## Steps to a Great Profile:

- Upload a company cover photo **1** size: **1300 x 225**  
*Pro-tip: ensure all organization team members upload the same cover photo for consistency and to reinforce branding and messaging!*
- Upload a “group photo” **2**  
size: **170 x 170**  
*Pro-tip: post your company logo here*

# EXHIBIT | SPONSOR COMPANY PAGE

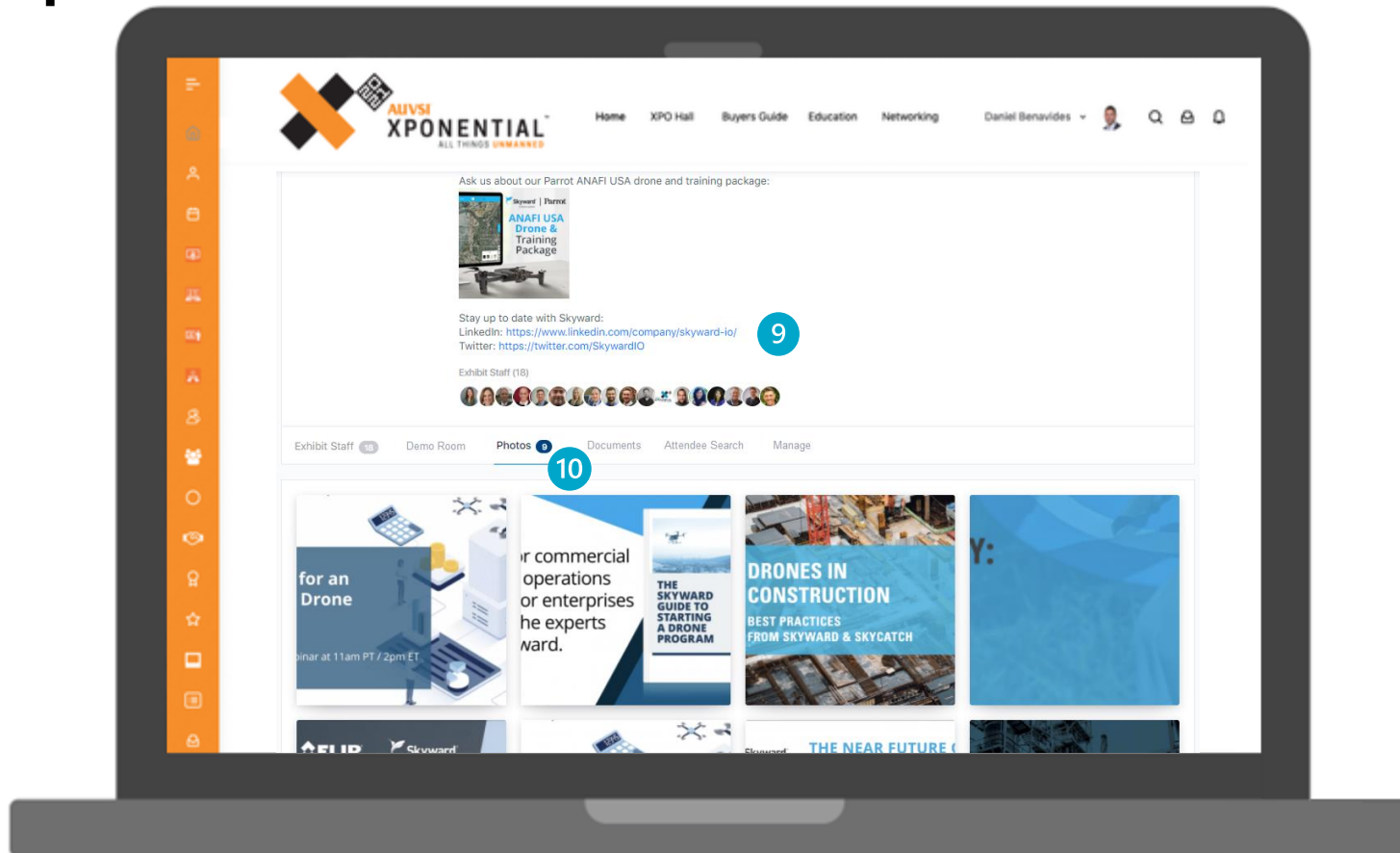


## Steps to a Great Profile: *(cont'd)*

- Include key information such as:
  - Industries served, solutions offered and areas of expertise **3**
  - Link to external websites **4**
  - Something fun to bring attendees back, like a drawing! **5**
  - Sessions featuring your company thought leadership **6**
  - Roundtable Discussions you're hosting **7**
  - Time(s) your booth will be staffed with live representatives **8**

**Pro-tip:** Link directly to the *Roundtables* section and *Sessions* so people can easily join when it's time!

# EXHIBIT | SPONSOR COMPANY PAGE



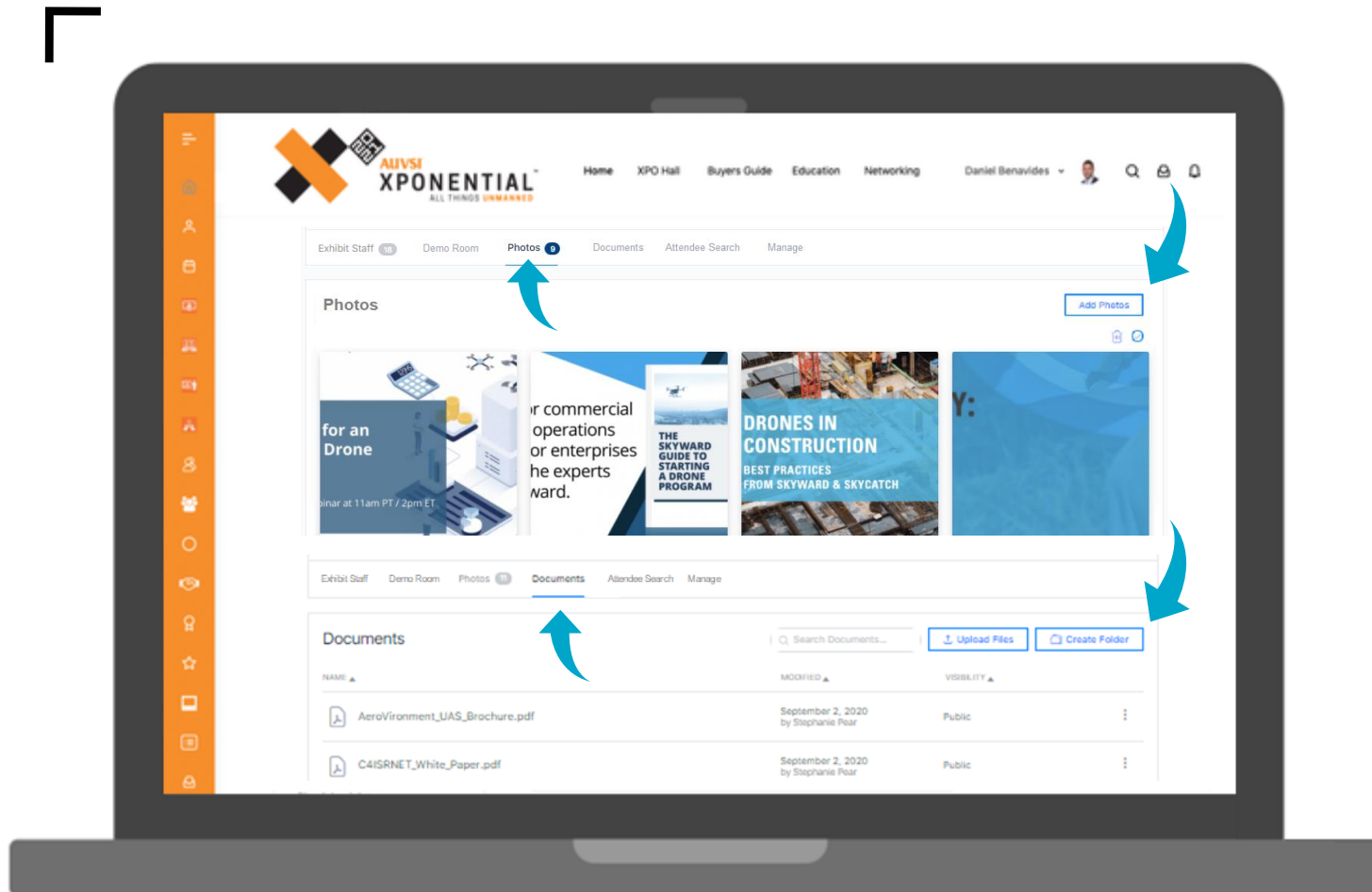
## Steps to a Great Profile: (cont'd)

- The platform accepts **HTML coding and formatting** 9
- Post photos and relevant promotional materials 10

**Pro-tips:** Use HTML to format text, hyperlink text and embed images to make your profile pop!

Be sure to set links to open in a separate tab to not take attendees away from your virtual booth.

# EXHIBIT | SPONSOR COMPANY PAGE



## Steps to a Great Profile: *(cont'd)*

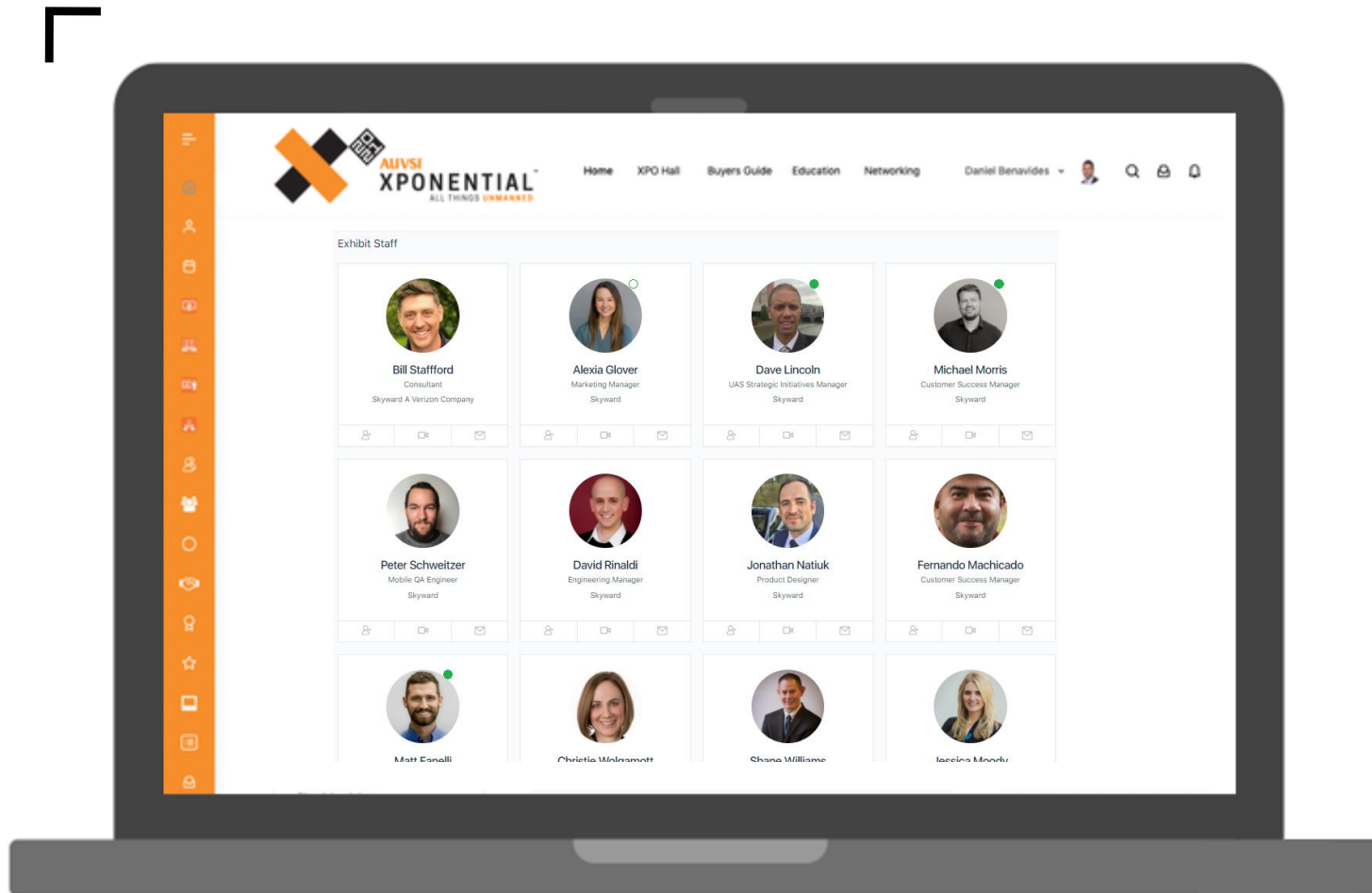
### ■ Uploading photos:

- Image types accepted include: .jpg, .jpeg, .png and .gif
- Max file size 100MB

### ■ Uploading documents:

- Use this area of your profile to post press kits, company brochures, product sheets, etc.
- All files must be in .pdf format
- Max file size 100MB

# PREPARING THE TEAM FOR VIRTUAL



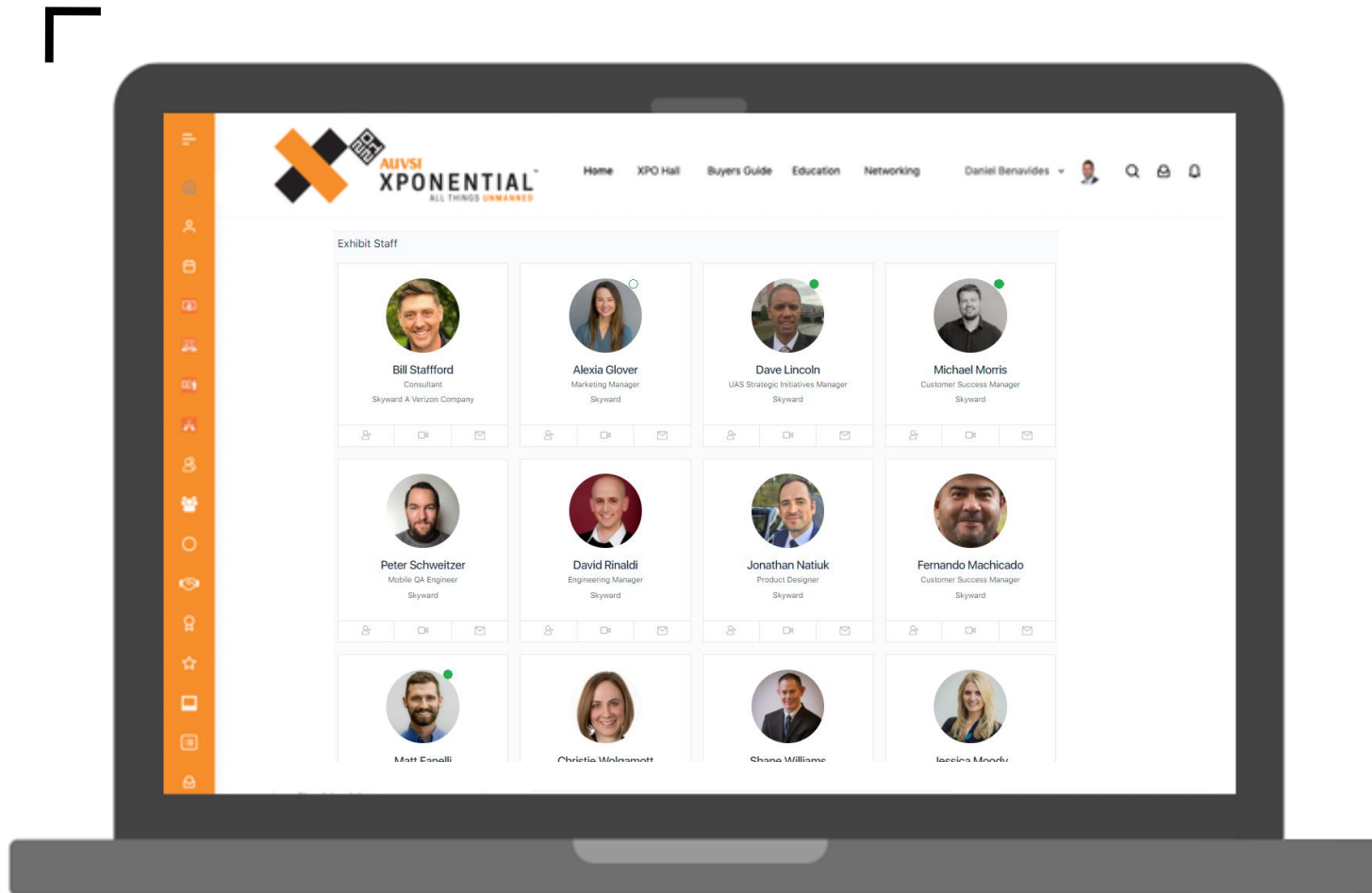
## Getting the Team in Place and Primed:

- “Staff” your “booth” with a **wide range of experts** — from engineering to bus dev
- Register all team members who will be working as soon as possible so they have access once the **platform opens on or about April 19** (attendees will gain access on April 26)
- Watch **orientation videos** and become comfortable with the features of the virtual platform
- Provide team with an **organizational cover photo** for brand consistency and to reinforce messaging

### ⚡ POWER USER TIP ⚡

Open the platform on two browser tabs so you may multitask!

# PREPARING THE TEAM FOR VIRTUAL

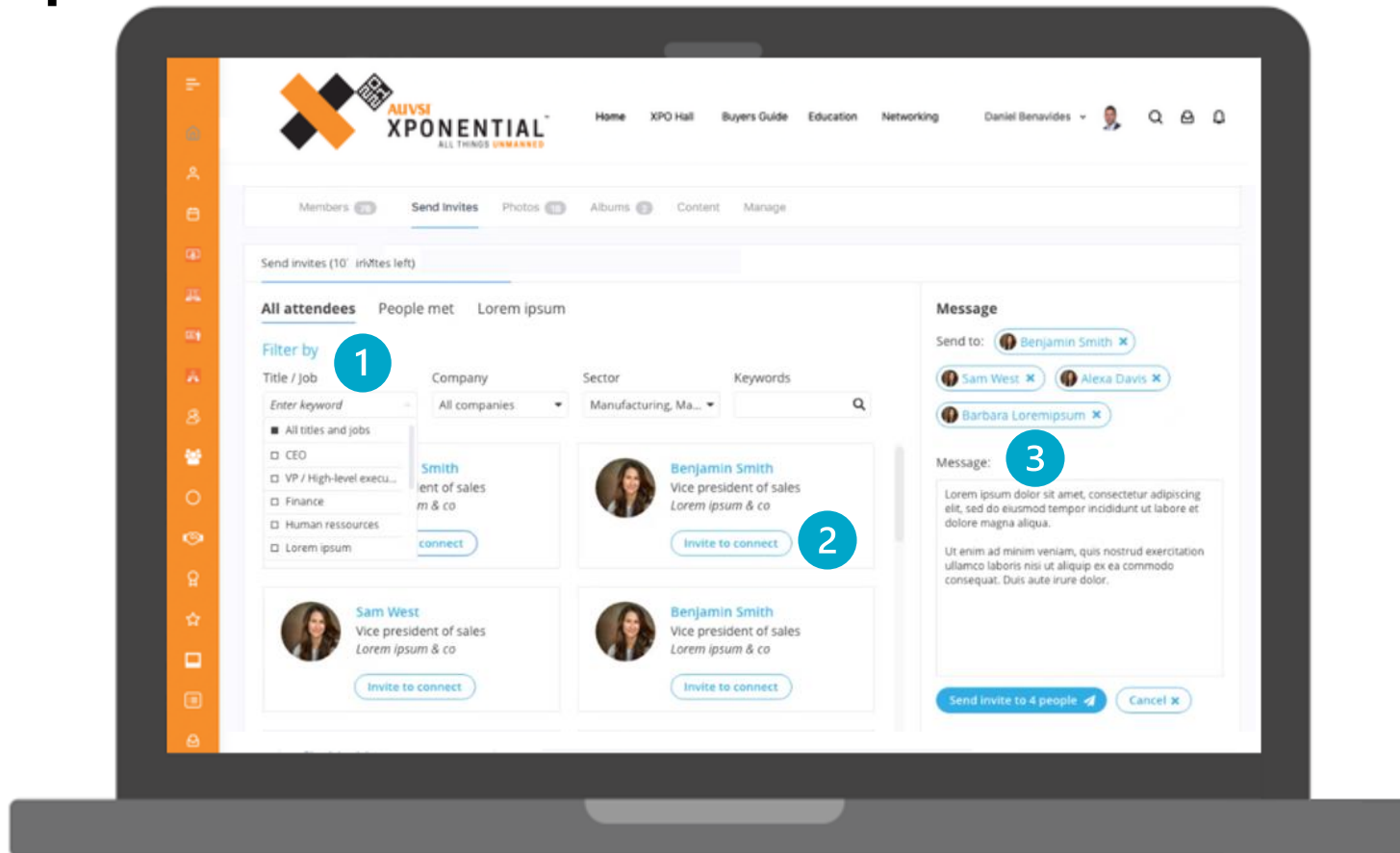


## Preparing Team Members for Success:

- Provide guidance on completing the “About Me” section of their profile:
  - Indicate what **keywords to include** so they appear in relevant searches and appeal to target audiences and prospects
  - Include a link to their **LinkedIn profile** so that networking continues after event
- **Assign each team member a role** so that all areas of the event are covered; e.g., someone to manage attendee invitations, team to staff booth and demo room, team members to engage attendees in Roundtable discussions, sessions and Community Q&A



# ATTENDEE OUTREACH

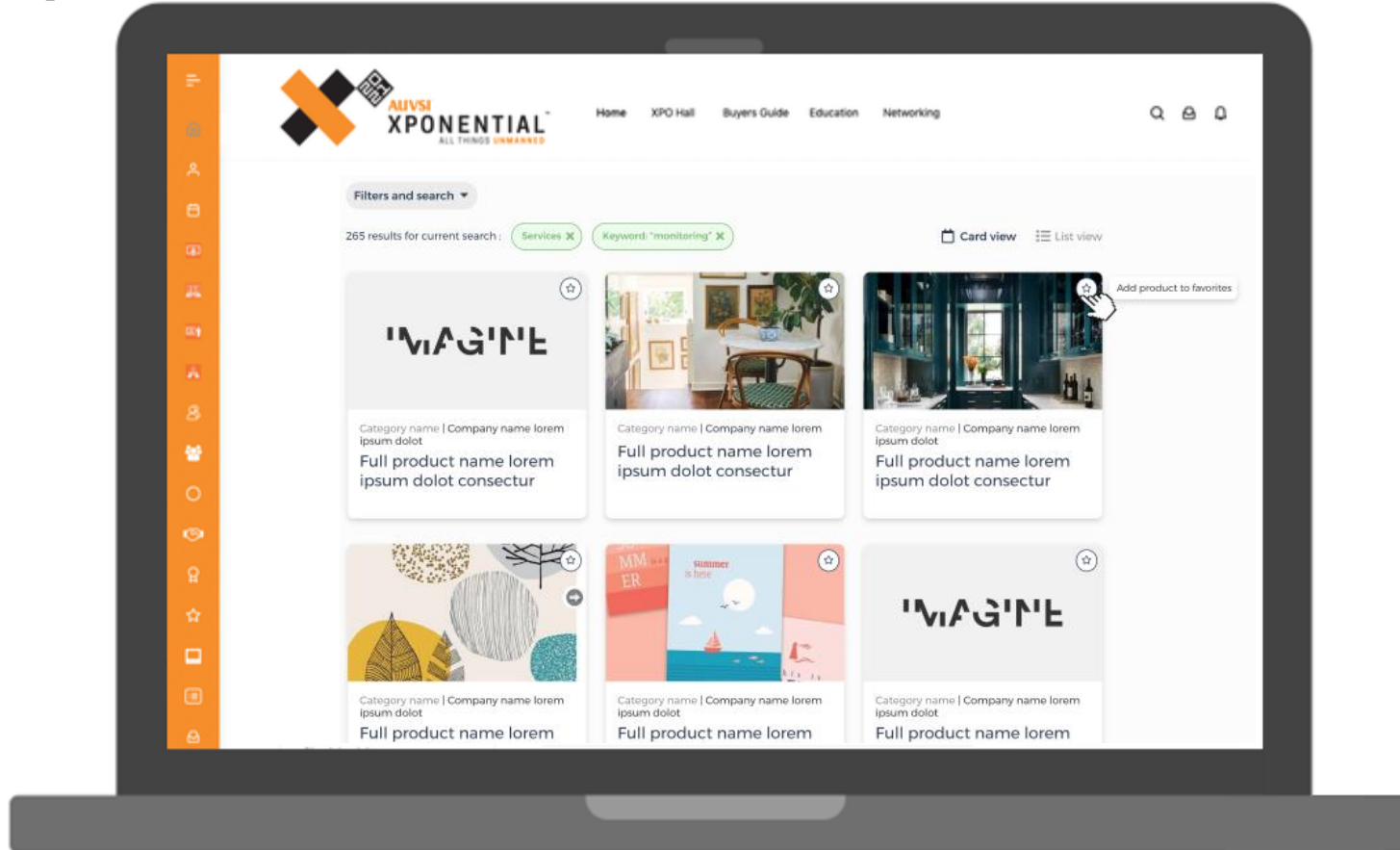


## Get More From Your Virtual Presence:

- Use the filters ① to narrow down the registered attendee list to the targets you want
- Select the attendee(s) ② you want to message.
- Write a compelling message ③ to get their attention

**Pro-tips:** To avoid multiple outreaches to the same attendees and to ensure consistent messaging, assign one team member to manage all attendee outreach. Consider not writing messages in Latin. 😊

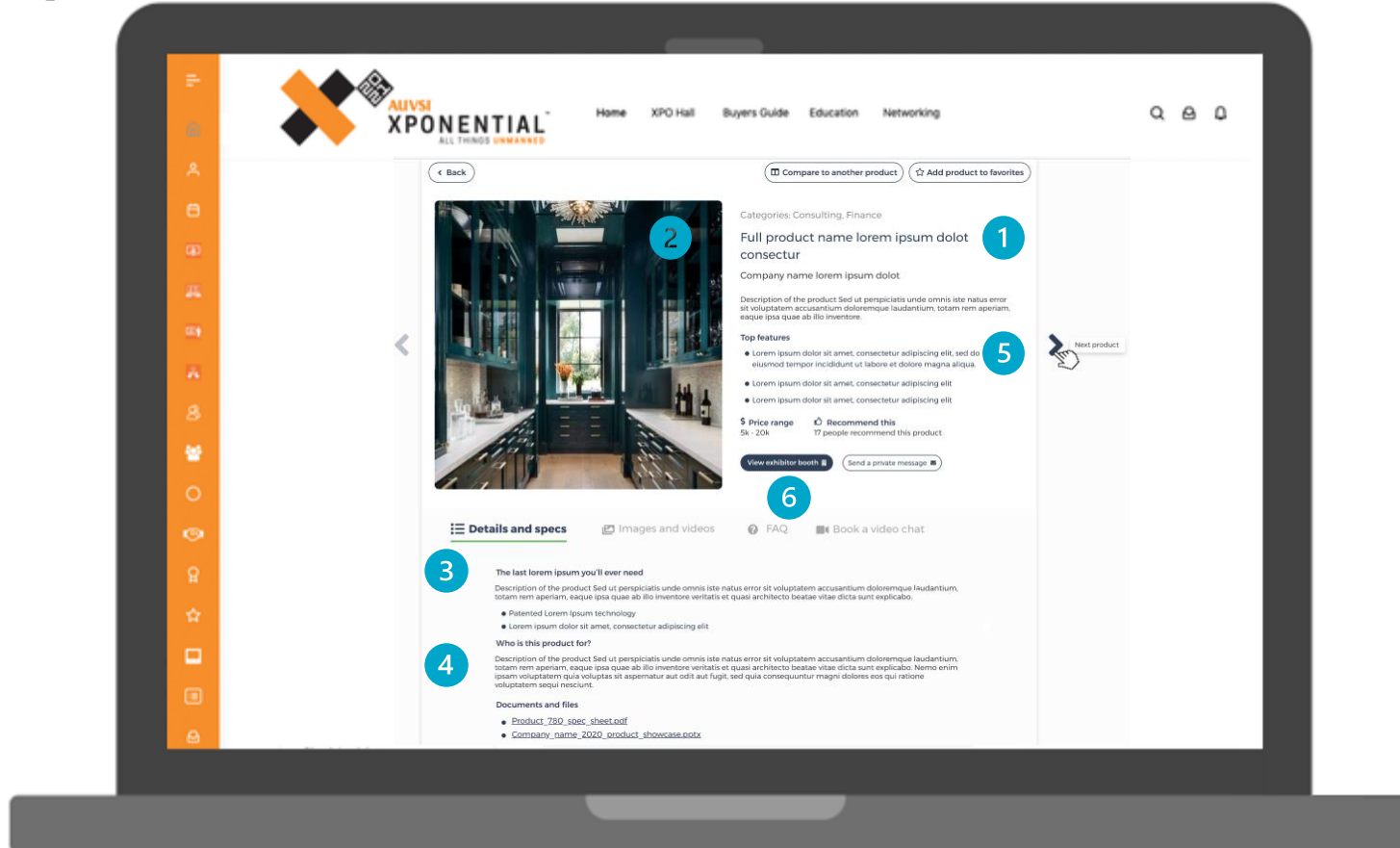
# BUYERS GUIDE



## NEW Exhibitor Benefit!

- Exhibitors may list an unlimited number of products
- Product search options to include
  - Keyword
  - Component Sensor Type
  - Platform Type
  - Services
- Attendees can compare up to three products side-by-side

# BUYERS GUIDE

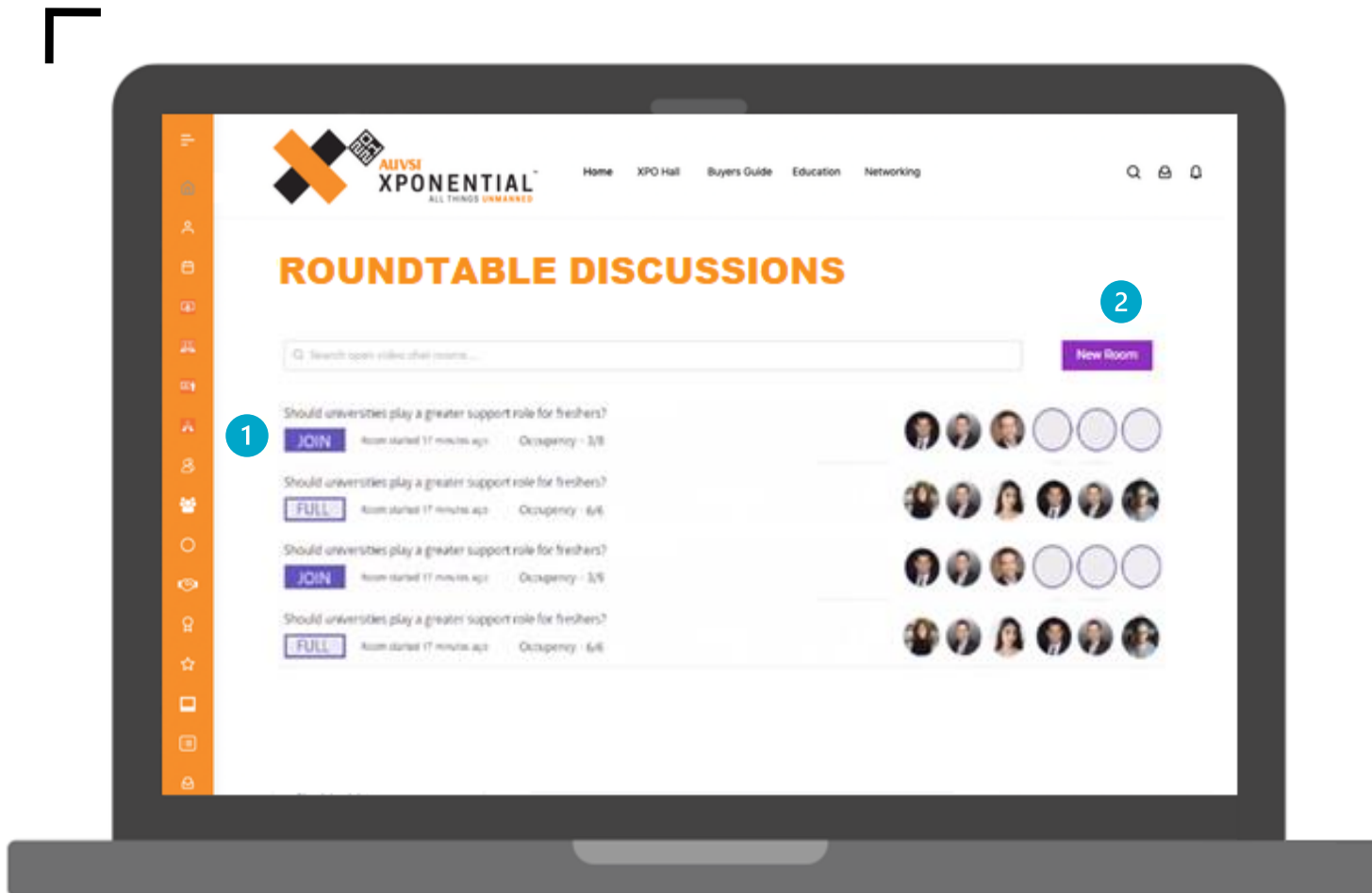


## NEW Exhibitor Benefit! (cont'd)

Each Product Listing to include:

- Product name ①
- Multiple photos; select one to be the cover photo of the product ②
- Problem the product/solution solves (what does it do?) ③
- Target customer/market (who does it serve?) ④
- Top differentiating features (up to 3) ⑤
- Price range (a drop down of ranges to choose from) ⑥

# NETWORKING | ROUNDTABLES

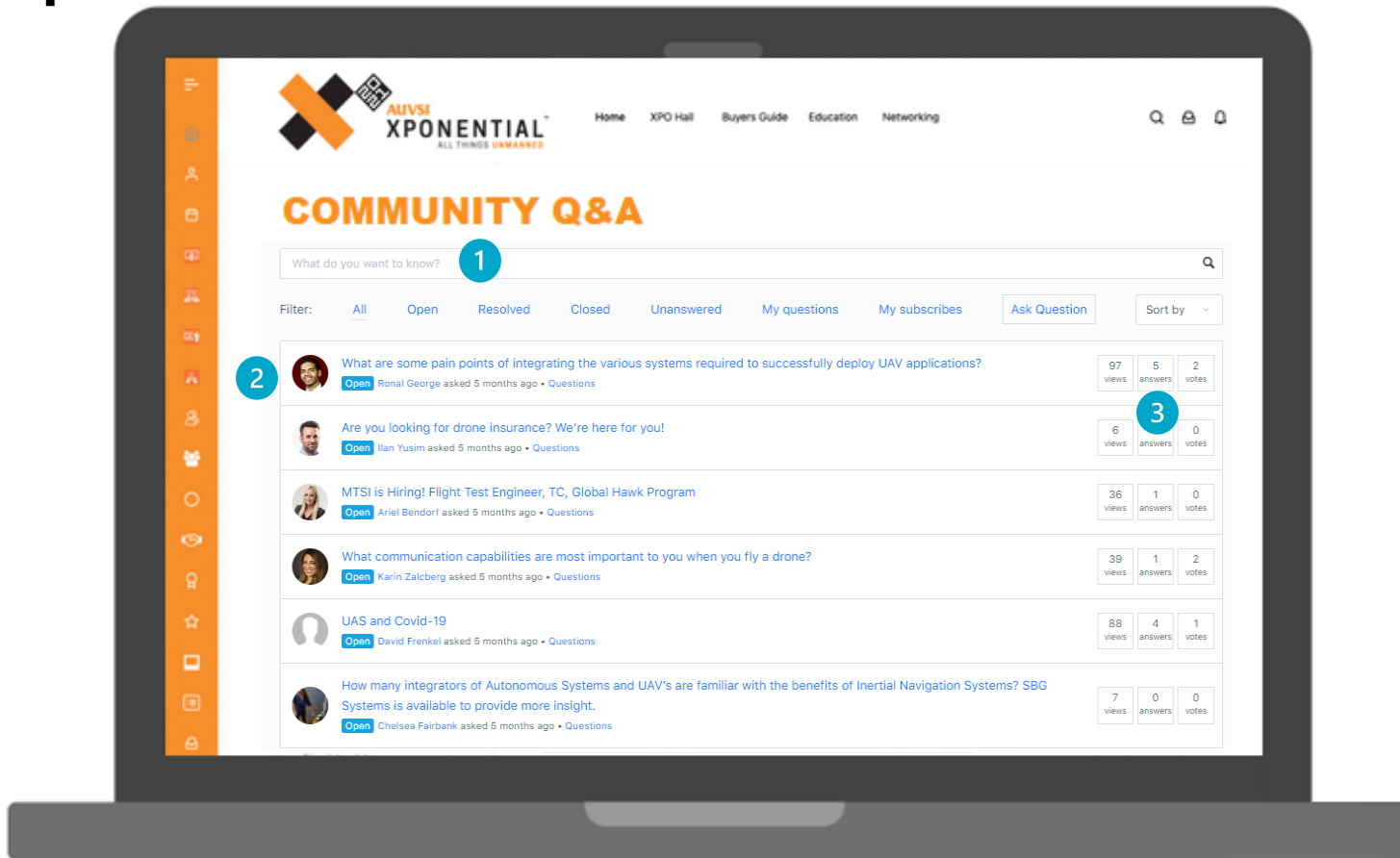


## Roundtable Discussions

- Meet attendees by **1 joining existing Roundtable discussions** based on topics relevant to your organization
- As an Exhibitors and/or Sponsor you have the ability to **2 start new Roundtable discussions!**

***Pro-tip:** Link to the Roundtables section in your company profile and invite key-prospects using the "Attendee Search" feature.*

# NETWORKING | COMMUNITY Q&A



## Community Q&A

Engage with attendees who fit your customer or target profiles based on topic expertise and interest

- Use the search **1** to find questions and answers that have already been posted that match key areas of interest
- Click on question authors **2** to view their profile and connect
- Click to see who **3** submitted answers, view those authors and connect

# MAXIMIZE YOUR ROI

As with an in-person event, Marketing and Business Development must be in alignment on how success will be measured. The return on investment is strongly correlated to pre-event promotion, customer engagement and creating an onsite plan.

## Set Event Goals:

- What are the goals for the event?
  - Thought Leadership or Speaking Engagement
  - Qualified Leads
  - Product Launch
  - Build Brand
- What job roles or titles do you want to reach?
- What industries are you targeting?
- Are there specific companies or contacts you are seeking out at the event?
- What 3-5 keywords describes the target customer?

## Lead Generation — BE PROACTIVE:

- Search the attendee list for common interests or prospects (Note: clear search criteria in between searches for the most accurate results)
- When attendees connect with your company profile, have team members connect back through their personal profiles and do so “personally” ...
  - Respond and ask, “What in our profile interested you?”
  - Have fun, connect on a personal level
  - Swap contact information with your new connection

**Every exhibitor will receive a list of attendees (with contact information) who visit your virtual booth!**

# NEXT STEPS + QUESTIONS

- 1 Outline your goals for XPONENTIAL virtual
- 2 Organize, collect and design booth materials and collateral
- 3 Get your team in place, registered and comfortable with the platform and assign roles
- 4 Organize, collect and design booth materials and collateral
- 5 See you on April 19!

**Participate. Explore. Engage.**

**Questions?**



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