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
Steps to a Great Profile:

- Upload a company cover photo ⬅️ 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” ⬅️ size: 170 x 170
  
  **Pro-tip:** post your company logo here
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!
Steps to a Great Profile: (cont’d)

- The platform accepts **HTML coding and formatting** 🚀
- Post photos and relevant promotional materials 📸

**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.
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 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
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. ☺
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
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
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.
Community Q&A

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

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


Questions?

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