Present

How to Optimize Your Virtual Exhibit

Participant Learning Objectives:

- Benefits and advantages of a virtual exhibit
- How virtual events differ from face-to-face events.
- Critical success factors for your virtual exhibit.
- Virtual exhibit planning guidelines.
- Visitor acquisition planning.
- How attendees find your virtual exhibit.
- Overview of virtual exhibit functionality.
- Defining the visitor journey through your exhibit.
- Tips to develop industry showcase presentations or video.
Virtual Exhibit Advantages & Benefits

- NO TRAVEL: Saves everyone time and money!
- LOWER COST = EASY ROI: No freight, shipping, show services, I&D labor, meals and entertainment, etc.
- EXPANDED MARKET REACH: Event accessible to a larger audience.
- LONGER EXPOSURE: Live for 3 days & on demand thru Feb 15, 2021.
- LEVEL PLAYING FIELD: Exhibit footprint no longer matters!
- DIGITAL FOOTPRINT: Access to more visitor behavioral data.
- ADDRESSES the three primary reasons people attend live events:
  1. Learn  2. Network  3. ____________

How Virtual Events Differ From Face-to-Face Events

- Less control over how much time attendees spend at the virtual event.
- Distraction level working on computer at home is magnified 10x.
- Content marketing and rich media are more important.
- PRO TIP: Limit the products/solutions exhibited!
  - Lead with ________!
  - Feature HOT, trending or top of mind products/services
  - Reinforce pillar products/services

Critical Success Factors for Your Virtual Exhibit

1. Be sure you’re using the correct keywords - key navigation point for attendees.
2. You must create an informative, educational and interactive virtual experience ________________ of attendees’ time and attention.
3. You must proactively promote your participation before, during and after the event to drive traffic to your exhibit.
   - The Academy will do their part to promote the event and drive traffic into the virtual exhibit hall - do not just rely on the Academy!
4. You must capture visitor information and follow-up to get them to take whatever post-event action(s) you seek.
Additional Factors to Consider

✓ You must put a lot of thought and care into your company description, content, and other information. You will need a full plan.

✓ Online company descriptions and information were often overlooked previously when AAO was in-person.

✓ Online information CANNOT be overlooked for online/virtual events. This is your exhibit. This is your brand. You choose the experience that you want your guests to have.

✓ Be impactful. Look at your content from the virtual attendee’s ______________.

Visitor Acquisition Planning

Pre-AAO
- Invite your guests, customers, influencers, KOLs
- Pre-show Communications Plan: Get on attendees’ agenda
- Carefully and completely create your exhibit plan, exhibit and content

During AAO
- Promote your presence (exhibits and other activities)
- Leverage AAO platform tools and your own communications (email, reminders, meetings, and social media)

Exhibit Hall
- Get found & noticed
- Alphabetical listing
- Keywords & Product Search
- Strong Welcome Video
- CTA Marquee message
How Attendees Find Your Virtual Exhibit

The AAO Platform

• Log into meeting
• Enter virtual meeting lobby
• Enter expo hall: Upper tier exhibit packages featured in graphics
• Remaining exhibits listed in alphabetical order.
• Attendees can search by Company and Keywords
• Plan your keywords. Keywords are VERY important for your success!
• Attendee sees logo, contact names and information and can learn and engage via:
  ➢ Exhibit Visit - Videos - Chat

Overview of Virtual Exhibit Functionality

1. Marquee Message (scroll speed can vary)
2. Company Logo (can be animated)
3. Welcome Video or Image
4. Company Description/About Us
   • (when attendee hovers over exhibit it displays)
5. Uploaded Documents & Links
6. Chat Room

(Functions vary based on exhibit package)

Your success will depend on how well you plan and promote your exhibit and utilize the AAO exhibit platform functions.

Defining the Visitor Journey Through Your Exhibit

1. On entry visitor’s name and company/practice is captured – tracks length of visit & content interacted with
2. Read your moving marquee message
3. Watch your welcome video – auto starts on visit!
4. Read About Us - your company description
5. Initiate chat with your virtual visitors or they initiate chat with your exhibit staff
6. Interact with your documents and/or links to external exhibit or content
7. Capture additional lead information through chat or external landing page
#1. Leverage Your Marquee Message

1. Motion helps make it one of the first things they see.

2. Consider a question-based HOOK…
   - Tired of…?
   - Grappling with…?
   - ____________________ in…?
   - Want to LEARN about…?

3. Keep it short and to the point - Don’t make it too long!

4. Be sure to have a clear Call To Action - Give them a reason to take the next step in your visitor journey!

#2. Optimize Your Welcome Video or Image

Image must be .jpg/.swf – can be animated flash

Only pre-recorded videos… avi/flv/mov/mp4/wmv

2 types: Welcome – and Links to additional video(s)

Video topic might include:

- Hook-Story-Close video
- Product Sizzle reel
- Breaking News
- Brief educational video – learn more through the rest of our exhibit.
- Company mission/purpose

PRO-TIP: Video should make them want to continue through your virtual exhibit journey.
#2. Optimize Your Welcome Video or Image

Video Best Practices
1. Keep welcome short: 1 to 3 minutes – for longer videos show video length, if possible.
2. Create and feature a compelling title & graphics – make people intrigued!
3. Use sub-titles and captions in videos.
4. Include people in videos... people are people watchers!
5. Include a strong call to action at end of video telling what you want the viewer to do, verbally and visually.
6. PRO TIP: Use hook/story/close model to script videos.

TIP:
Consider professional production, A/V & not just talking head from their home office.

#3. Leverage About Us (Company Description)

1. 2,000 character limit – Do not make it too long!
2. PRO TIP: You must write this differently than you would for a live exhibition.
   - Primary goal: prompt visitors to want to immediately learn more about your offerings and engage with your content and chat with your staff.
   - Think about what PROBLEMS your customers might be experiencing and your company will help solve them.
   - Think about what your target customers may want or need to LEARN about right now
3. Start company description with QUESTION based hook.
   - Problem to solve?
   - Opportunity to seize?
   - Something to learn?
   - NEW?
5. Be sure to include a Call To Action in your description.
#3. Leverage About Us (Company Description)

**BEFORE**

ExtraHop provides cloud-native network detection and response for the hybrid enterprise. Our breakthrough approach analyzes all network interactions and applies cloud-scale machine learning for complete visibility, real-time detection, and guided investigation. With this approach, we help the world's leading enterprises rise above the noise of alerts, organizational silos, and runaway technology. Whether you’re investigating threats, ensuring the availability of critical applications, or securing your investment in cloud, ExtraHop helps you protect and accelerate your business.

**AFTER**

*Can you imagine having the absolute most secure data in the cloud right now?*

With ExtraHop you can!

*(OR)* How concerned are you about your data’s security in the cloud?

ExtraHop eliminates your concerns!

Watch our video, See what’s NEW, check out deals, and Chat with our Experts to learn more.

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#4 Upload & Organize the Best Documents & Links

1. Number of tabs/items varies based on exhibit package
2. File types… pdf/doc/xls/ppt/swf/jpg/gif
3. File name is important! Lead with Company Name with title
4. Can configure in a natural consumption order with custom titles explaining content available
5. Can link to external calendar, meeting tool, webpage, videos, blogs, social media, etc.
6. Documents/Tabs to consider:
   - ✓ product/service brochures
   - ✓ links to product demo videos
   - ✓ Links to Calendly, Outlook, Zoom, etc.
   - ✓ pitch decks
   - ✓ white papers & case studies
   - ✓ article reprints
   - ✓ awards and recognition
   - ✓ client list and/or testimonials

Remember: Sometimes, less is more. Give guests a reason to want more, sign up, and schedule a meeting.
#4 Upload & Organize the Best Documents & Links

**LINK YOUR EXHIBIT TO A LANDING PAGE INSTEAD OF STATIC CONTENT:**
Create an AAO-specific landing page on your company website to capture contact

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**Two Document Best Practices**

1. Create a quick-read one-page overview document that concisely presents:
   - **Who you are and who you serve**
   - **What your core products and services are**
   - **What your value proposition to your market is**
   - **What makes your company and your products/services _______________ and better than your competition**
   - **How to engage with your virtual staff & contact you**

2. Create a checklist of primary evaluation criteria and key questions a customer should ask when evaluating your type of product/service:
   - **Make it three columns**
   - **Fill in the answers for your offering in first column**
   - **Leave other two blank - most buyers shortlist to three potential vendors**
Tips to Develop *Industry Showcase Presentations or Video  
(For Champion/Premium/Visionary Exhibits ONLY)

1. Can be live, pre-recorded and simulated. (30-45 minutes)
2. Run concurrently with annual meeting programming. (1st time ever)
3. Presentations are recorded and visible to attendee as part of entire virtual meeting… through February 15, 2021!
4. Determine the primary purpose of your presentation: inform, educate, persuade, create demand, lead generation, etc.
5. Define in advance what you want the viewer to know, think, feel, and do as a result of viewing your presentation.
6. Build the presentation around three major points.
7. Create a strong opening that hooks and engages viewers - questions tend to work best.
8. Make sure presenter is energetic and enthusiastic to grab and hold attention.
9. Avoid just having a talking head - include slides, copy, imagery, brief videos, new relevant examples & use-cases, etc.
10. If there will be live Q&A, allow adequate time and provide instructions.
11. Leverage event platform tools like polling and chat (when available) to obtain feedback and sentiment.
12. Be sure to display a “contact me” form (or link) for lead generation
13. Remind viewers to connect and/or follow brand on social media, post hashtags and handles

AAO 2020 Virtual Expo Educational Session

Mark Your Calendars!

✓ Driving Traffic To and Successfully Working Your AAO Virtual Exhibit
    Thursday, October 22, 2020  2:00 to 3:00 pm Eastern
About Your Expert Presenters

**Jefferson Davis, President, Competitive Edge**

*The Tradeshow Productivity Expert™*

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

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**Joe Federbush, EVOLIO Marketing**

Over 20 years helping associations, show organizers, and exhibitors/sponsors achieve strong results from event marketing.

- ✓ Surveys & Measurement
- ✓ Strategy
- ✓ Coach
- ✓ Presenter/Speaker

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