AAO 2020 Virtual Expo: Frequently Asked Questions

Accurate as of Oct. 13, 2020. The following general FAQs apply to all exhibit booth packages. These will be expanded and revised in the coming weeks.

What platform are you using for the virtual meeting?

The Academy is using Intrado (formerly INXPO) as the virtual meeting platform. They have partnered with the Academy for several years on the virtual component of our live meeting. Intrado's immersive 3D format replicates the look of a live meeting in a convention center.

Will there be training on how to use the platform?

Yes, in mid-October Intrado staff will hold a training for exhibitors.

Will there be additional exhibitor education on Virtual Expo best practices?

Yes. Two webinars have taken place:

- *How Virtual Exhibiting Can Help Your Company During a Crisis,* was held Tuesday, Sept. 11.

- *How to Optimize Your AAO Virtual Exhibit* was held Monday, Oct. 12

[View the recordings](#) at your convenience.

We are planning an additional webinar:

- *Driving Traffic to and Successfully Working Your AAO Virtual Exhibit*
  NEW DATE Thursday, Oct. 22, 2 p.m. – 3 p.m. EDT

When will exhibitors be able to access the platform to upload assets, such as a welcome video, and create their overall booth?

Exhibitors are now able to access the platform, preview their booth and add assets.

[Log in using your personal email address, all lowercase](#).

All exhibition assets should be loaded into the virtual meeting platform by Monday, Nov. 2. No changes will be allowed after this date.

Where can I find a guide to building my virtual booth?

[Review the Space Builder Guide from Intrado (INXPO)](#).

[View the Intrado (INXPO) Space Builder Training Video.](#)

What is the deadline to finalize purchase of my booth package?

Oct. 16, 2020.

What is the deadline to submit final payment?

In order to participate in the virtual meeting, final payment needs to be received by Oct. 30.

When will AAO 2020 Virtual attendee registration information be available?

We will be providing registration counts each month beginning October 1.

Can booths in the Expo link out to other webpages, microsites or digital booths?

Yes. Once an attendee travels out of the Intrado virtual platform, however, the Academy can no longer provide metrics.

Can entry into a booth or microsite be restricted by registration-type?

No. The Academy cannot limit entry into booths by registration type, including representatives from other exhibitors.

When an individual enters your booth, you will see their first and last name, as well as their company. If there is a concern that a representative from another company is spending an extended period of time in your booth uninvited you can report the activity to exhibitions@aao.org.

When is the Expo open?

The AAO 2020 Virtual meeting program runs from 7:00 a.m. PST to 4:00 p.m. PST. There is extended programming for international time zones. On Friday and Saturday, the program will be extended by 75 minutes (until 5:45 p.m. PST) for the "Hello Asia Pacific" session. On Saturday and Sunday, programming will start 75 minutes early (5:30 a.m. PST) for the "Hello Europe, Africa, and Middle East" session.

The Academy anticipates that virtual meeting traffic will be greatest between 9:00 a.m. PST and 3:00 p.m. PST. These would be considered the core Expo hours.

Can we register company representatives over the offical allotment? Where can I find exhibitor registration information?

Yes, depending on the booth package level, a limited number of additional badges can be purchased.

Additional registration information will be available soon at Exhibitor Central.

How will booths be shown in the Expo hall?

When attendees visit the Expo, the first page they land on will contain the Visionary and Premium level exhibitors. From the main Expo page, there will be alphabetical links to additional halls.

What options are there to promote our particiation in AAO 2020 Virtual in addition to the booth packages?

You can participate in the Home Drop (PDF 60KB). Working with Convention Communications, the Academy's official contractor, you can provide a promotional material, invitation, announcement, etc. that will be bundled and mailed directly to the home or office of AAO 2020 registrants.

You can also take advantage of opportunities provided by other areas of the Academy including:

- AAO.org web banner and email newsletter advertising. For more information contact Jen Callow, jcallow@americanmedicalcomm.com.

- EyeNet Magazine advertising

- Renting Academy mailing lists

- Corporate sponsorship of educational activities through the Academy Foundation. For more information contact Todd Lyckberg, Director of Development, tlyckberg@aao.org.

Standard Options Across All Booth Packages

Where is the "About Us" company description displayed?

This brief description will pop-up when attendees mouse over your booth in the Expo hall. It will also display when attendees click the "About Us" button in your booth. While there is no character limit, a max of 100 characters (including spaces) is recommended.

What is the "welcome video" in the booth? Can it be a static image?

When attendees enter your booth, there is a prominent center image (or "front screen") that you can provide either a static image for or run a welcome video. The video will only run automatically when someone first enters your booth. After that, they will need to hit the play button.

If you choose to provide an image, accepted image file formats include: .jpg, .swf

If you choose to provide a video, accepted video file formats include: .avi, .flv, .mov, .mp4, .wmv

[Review additional specs and requirements](#) in the space builder guide.

How will we be able to initiate conversations with attendees in the booth?

Within each booth there is a group chat feature that allows exhibitors to interact directly with attendees. You can deactivate this feature if you so choose but the box that displays the chat function remains visible. Attendees can see who is staffing the booth and can ask to chat with booth staff individually.

Are there opportunities outside of the exhibit booth to network with conference attendees?

Representatives from exhibiting companies have unrestricted access to the entire virtual meeting platform including lounges, sessions and networking areas. Exhibitors are prohibited from sales activities during educational activities.

When will we get a list of who entered our booth?

A full list of participants, including all the lead retrieval information you would have received at a live meeting when you scanned a badge, will be provided after the meeting closes.

When attendees enter your booth, you will see their first and last names, as well as their company. If you click on their virtual business card, you will see their full profile.

Booth reports will include the name and demographic data of those who visited. In addition, you will see what activities they engaged in, documents downloaded to their virtual briefcases, videos viewed and the duration of their visit.