

2021 NWRD Annual Conference - Virtual Event!

"Looking into the Future"

EXPO Booths for e-Exhibitors and e-Poster Presenters

BOOTH FEATURES	e-POSTERS	e-EXHIBITOR PREMIUM PLUS	e-EXHIBITOR PREMIUM	e-EXHIBITOR BASE
Participation Level	e-POSTERS	e-EXHIBITORS Platinum (\$4500+)	e-EXHIBITORS Gold (\$3500) Silver (\$2500) Bronze (\$2000)	e-EXHIBITORS Base (\$600)
Booth Size and Booth Positioning on Exhibitor Expo Page	Small Booth at bottom of Exhibitor Expo	Large Booth at top of Exhibitor Expo	Medium Booth in middle of Exhibitor Expo	Small Booth at bottom of Exhibitor Expo
Logo Displayed in Carousel Banner	Yes	Yes	No	No
Live Video Streaming inside booth	Yes	Yes	Yes	No
Premium Banner across Top of Booth	Yes	Yes	Yes	No
Logo & Background Image	Yes	Yes	Yes	Yes
Company Description	Yes	Yes	Yes	Yes
Number of Company Reps (total both days)	Up to 5	Up to 10	Up to 10	Up to 5
Company Reps Contact Info	Yes	Yes	Yes	Yes
Social Media Links	Yes	Yes	Yes	Yes
Documents Sharing (file size 10mb)	Up to 20 files	Up to 20 files	Up to 20 files	Up to 20 files
Chat Box Feature	Yes	Yes	Yes	Yes
Meeting Request	Yes	Yes	Yes	Yes
Offer Links	Yes	Yes	Yes	Yes
Promo Video URL (YouTube, Vimeo, Wistia)	Yes	Yes	Yes	Yes
Gamification w/Attendees	Yes	Yes	Yes	Yes
Pre-Event Exhibitor Training via Webinar	Yes	Yes	Yes	Yes
IT Support / NWRD Concierge Assistance	Yes	Yes	Yes	Yes

IMPORTANT DATES & NOTES:

DUE DATE: December 31, 2020 –

Sign up to be an e-Exhibitor or e-Poster Presenter through NWRD website: www.NWRDOnline.org
e-Exhibitor payment due to NWRD by this date as well

DUE DATE: February 1, 2021 –

Upload your final e-Exhibitor or e-Poster pre-recorded video URL (via YouTube, Vimeo, or Wistia), PPT, and Handouts to NWRD via Speaker Spot portal on NWRD website: www.NWRDOnline.org

DUE DATE: any time after participation sign-up

Complete the Training webinar to maximize your booth set-up and familiarize yourself with the booth's engagement features. You will receive the link to the Training webinar after you sign-up

MARCH 4+5, 2021

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BOOTH FEATURE DESCRIPTIONS

Participation Level Booth Size & Positioning on Exhibitor Expo Page

- Exhibitors participating in Platinum Level will have a large sized booth, positioned at the top of the Exhibitor Expo Page
- Exhibitors participating in Bronze, Silver, or Gold Levels will have a medium sized booth, positioned in the middle of the Exhibitor Expo Page
- Exhibitors participating in Base Level will have a small sized booth, positioned at the bottom of the Exhibitor Expo Page

Logo Displayed in Carousel Banner During Event:

Premium Plus participation gives additional exposure with a special logo display in the banner carousel during the virtual event

Live Video Streaming Feature inside Booth:

Exhibitors who participate as Bronze, Silver, Gold, or Platinum levels will have this “Live Video Streaming” feature in their booth. From the Stream Provider field, choose Accelevents built-in streaming option (which is what NWRD is using for the Speakers) or Zoom outside platform.

Premium Banner Display across Top of Booth:

The “Premium” banner displayed across the top of your booth will highlight our company

Logo & Background Image:

You can upload your logo and change the background image of your booth. The logo will appear on the lower left corner of your booth, dimensions vary depending on the size of your booth.

Company Description:

Add a description of your company/organization. Please note, if you want to add a video in there, use the video URL option

Company Representatives Contact Info:

You add and manage their Rep profiles and contact information. Limit total # reps as above

Social Media Links:

Include links to your social media for attendees to stay updated with your company via Facebook, Twitter, Instagram, or LinkedIn

Document Sharing:

Upload resources for attendees visiting your booth to view & download. Specifications: up to 20 files per Exhibitor; via PDF or DOC format - File size up to 10mb

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Chat Box Feature:

Attendees may use the chat box feature inside your booth to chat directly with you

Meeting Request:

Your booth will have a "request" button for attendees to click to be added to your lead list. the attendee will get a notification that says "Your request has been received. We will be in touch!"

Offer Link:

In the Offer area, add a special deal, discount, or reward for booth visitors.

Promo Video URL:

Share a pre-recorded video with attendees visiting your booth. Common options are a company overview, a product demo, or a recording of a previously hosted live session. It's best to share the video from a URL link via YouTube, Vimeo, or Wistia.

Gamification:

The virtual platform has a Gamification feature, which enhances attendees' experience during the virtual event. Attendees will be awarded points for interacting with e-Exhibitors and e-Posters. The attendee with the most points at the end of each day will receive a prize.

Gamification Rules

The virtual platform has designated the following point system for attendees (NWRD cannot adjust the rules):

Visiting = 5 points

Gain 5 points by entering an Exhibitor Booth - must stay in booth for at least 20 seconds for points to apply

Activity = 1 point/additional visit

Gain 1 point by re-entering an Exhibitor Booth - no minimum time required for points to be awarded

Downloading = 5 points/download

Gain 5 points per download of exhibitor booth's documents

Chat = 20 points

Send a message in the exhibitor's booth chat, or a direct message to one of the booth's staff members

Will only be triggered once per exhibitor booth

Exhibitor Training:

Each Exhibitor will register for an Exhibitor Training webinar so they can set up their booth and maximize ways to engage with attendees.

IT Support / NWRD Concierge Assistance

NWRD Exhibitor Concierge and Acelevents IT Support will be available before and during the Virtual Event to assist Exhibitors with technical issues related to their booth features, if needed.

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TIPS for your BEST NWRD VIRTUAL EXHIBITOR EXPERIENCE

Having the right know-how and gear will help you maximize your virtual interactions with the NWRD attendees. We've compiled a few tips from some techy experts on the subject, so you can look and sound your best, while providing an engaging experience for the attendees!

Computer & Browser

- Accelevents® - the virtual platform NWRD is using - advises speakers to use Google Chrome as the preferred browser. Be sure to update your Chrome browser to the latest version for security and stability reasons. Download latest version here: <https://www.google.com/chrome/>
- Remember that NWRD is broadcasting LIVE from PST time zone; This is especially important if you live in a different region.
- Use a desktop or laptop computer to run your presentation. Keep your laptop plugged in during your presentation.
- Keep your cell phone handy for the NWRD Team to reach you if necessary, but on quiet mode during live broadcast.

Internet Connection

- If possible, connect directly to your router via Ethernet cable for the fastest streaming speeds.
- If instead you need to use Wi-Fi, you can minimize the impact of other devices by ensuring that no one else on your Wi-Fi is streaming videos or downloading large files during your presentation.
- Boost your Wi-Fi strength by sitting close to your router, with as few obstructions between you and your router as possible (e.g. walls, microwaves, TVs, etc.).
- In terms of bandwidth, you might need at least 20 Mbps to ensure the best connection for simultaneous speaking, video streaming, and PPT presentation.

Wired Headset w/ Microphone

- Most computers have a built-in microphone. However, NWRD recommends using a wired headset with a microphone to maximize your voice quality, while minimizing ambient noise (such as noise from a nearby garbage truck, etc.).

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Webcam – if your Booth has Video Streaming Feature

- If your computer does not have a built-in webcam, consider purchasing an external webcam.
- Think of the camera as being the eyes of your attendees. Raise the camera angle to eye level – this way, you'll be looking straight at the attendees. Once you're all set up, try to minimize watching yourself on screen.
- Some presenters feel that standing helps them stay focused during their delivery. Consider raising the computer / camera angle to allow for a standing position while you present.

Background & Lighting – if your Booth has Video Streaming Feature

- Present from a quiet space – whether at work or at home.
- Keep your background fairly neutral and free of distractions.
- We prefer that you not use a virtual background, as these can sometimes distort how you look on camera.
- Sit facing your light source. You may use natural lighting – or place a softly-lit lamp in front of you, slightly higher than your face.
- Avoid direct overhead lighting, as it may cast shadows on your face.
- Avoid excessive backlighting, as it may silhouette your face.

Rehearsal

The NWRD Exhibitor Concierge Team will give you plenty of time for rehearsals, so you feel comfortable with the platform. Be sure to test all functions before the event.

- Camera quality
- Audio quality
- Background and Lighting
- PPT viewing and video streaming
- Handouts availability
- Weblinks
- Representative Contact Information