



SPONSOR **AND** EXHIBITOR VIRTUAL BOOTH **AND** TRADESHOW GUIDE

THE 3RD ANNUAL
PWABC & BCMSA

VIRTUAL

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JOINT ANNUAL CONFERENCE

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Sponsorship & Exhibitor Virtual Booth & Tradeshow Guide

We want to extend a very sincere thank you for your support of the BCMSA/PWABC 2021 Joint Annual Conference & Tradeshow.

Sponsors and exhibitor will have their own virtual booth to engage and network with Delegates one-on-one or through group meetings, increasing brand awareness, building relationships and expanding their reach to your target audience.

Between branded 3D booths, clickable ads, downloadable files and engaging features, sponsors and exhibitors have plenty of options to get the most out of their booth.

3D Exhibitor Hall

Each sponsor or exhibitor will have a 3D booth displayed in the ANIMATED 3D exhibition hall. Please note the below image is a sample. The event will have a similar layout with a different colour scheme.



Standard Tradeshow Booth



Exhibitors, bronze and silver sponsors will receive a standard virtual booth.

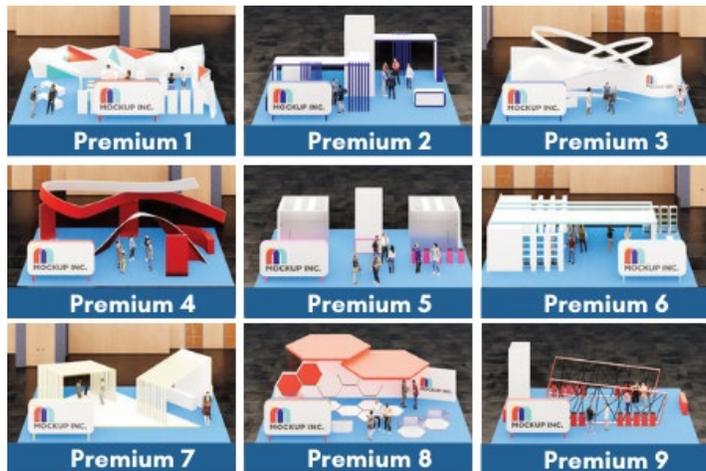
Customizations include the booth's colour accents, which will match your primary company colour, as well as the ability to prominently display your Company on a sign in front of your 3D booth.

Premium Tradeshow Booth

Partner or Gold level sponsors will receive your choice out of nine premium double-wide 3D booths.

Customizations include the booth's colour accents, which will match your primary company colour, as well as the ability to prominently display your Company on a sign in front of your 3D booth.

Your booth will also be featured in a prominent location in the hall.



Hidden Code Prize Draw

Want to drive delegates to your booth? If you are interested in participating in the "Hidden Code" prize draw and are able to provide a prize let us know in the Virtual Booth Asset Form. Codes will be hidden in participating booths and prizes will be drawn throughout the event.

*Note: exhibitors/sponsors are 100% responsible for arranging deliver/collection with the successful winner.

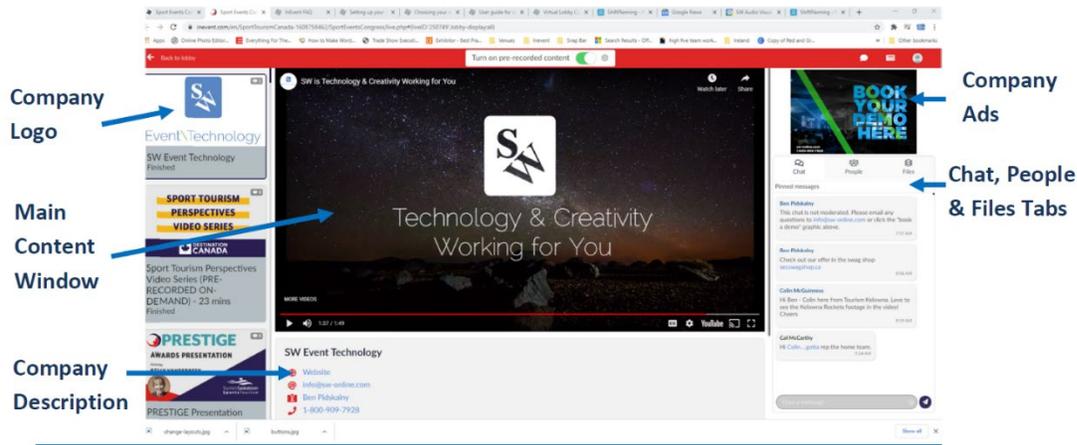
Requirements:

- Fill out Virtual Booth Asset form indicating your participation.
- Decide on one or more prizes you would like to include in the game.
- During the event we will be calling out winners throughout. This is a great way for your company name to be highlighted to all the attendees.
- If a delegate is successful, we will refer them back to you/your booth to arrange collection their prize.

Booth Elements

Your sponsor booth will contain the following elements:

- Logo
- Main Content Window
- Company Description
- Company Ads
- Chats, Files and Peoples Tabs



Sponsor & Exhibitor Booth Logos

Your Sponsor Booth Logo will be visible throughout the platform. Your logo should be 750x750 (px by px) in size and must be sent in png, or jpeg—file types. You may have already provided this during registration. If so note that on the Virtual Booth Asset Form.

What Main Window Mode Is Right For Me?

The first step in creating your virtual booth is deciding what Main Window Mode you would like to choose for your booth? Within your virtual booth, you will have four optional video modes: Pre-recorded, Control room, Videoconferencing, and External link.

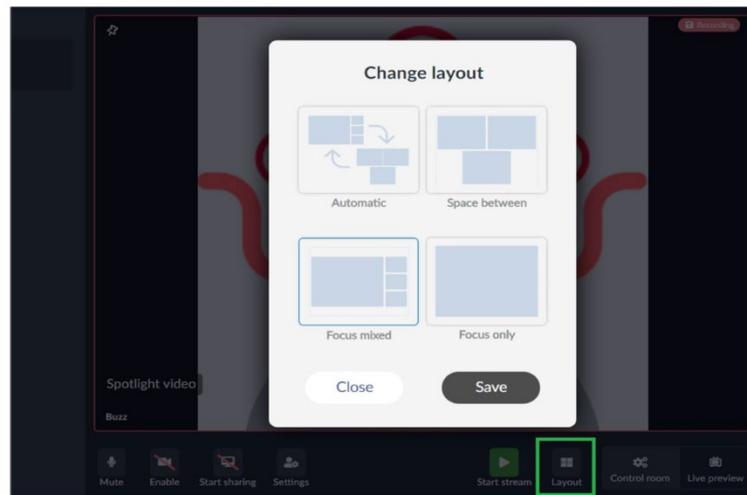
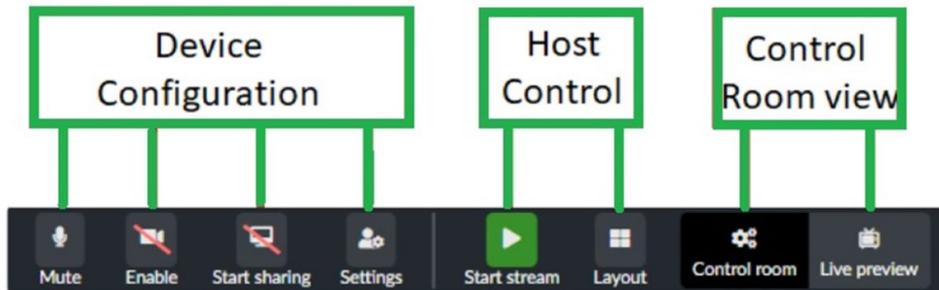
Pre-recorded

A pre-recorded video will automatically play each time an attendee enters. If you have chosen pre-recorded as your room video mode, you can provide a web-based video link or upload a video of your own. Your video can be a pre-recorded presentation or product video. Mp4 Files Youtube or Vimeo links are the only file types that can be used in this section.

Only one video can be displayed in this area. Additional videos can be added to the files tab. Your Company's description with; your Company; name, email, phone number, along with a full company description, will be visible for all Delegates.

Control Room

The Control Room Mode is a live presentation similar to Instagram or Youtube live. In this mode, you will have the ability to choose your layout and have greater control over the video presentation through the control bar.



Your room host must be in the booth to start and control the video stream. You can have up to 17 live speakers or Delegates on-screen at one time, along with unlimited viewers in your room. Delegates can be invited into the presentation to communicate live in the booth.

This mode is more stable and is recommended for sponsors who have lower connectivity rates. It also offers an optimized experience for all users, in particular mobile users.

Your Company's name, email, and phone number, along with a full company description, will be visible for all Delegates.

NOTE: if you are set to the room host for your virtual booth, you will be able to instantly switch back and forth from live video mode to a pre-recorded video. We highly recommend having pre-recorded content pre-loaded into the system to switch on when your team cannot be in your booth.

Video Conferencing

The Video Conferencing Mode is a live video mode for live videoconferences Similar to Zoom, Face time or Windows Teams. Delegates can be invited to the video conference live in the booth. Like Zoom, you can choose between a speaker view and a gallery view. Your room host must be in the booth for the video stream to start. Only 17 live people can be on-screen at a time. Everything is in real-time.

NOTE: - No company Description is visible in this mode.

- If you are set to the room host for your virtual booth, you will be able to instantly switch back and forth from live video mode to a pre-recorded video. We highly recommend having pre-recorded content pre-loaded into the system to switch on when your team cannot be in your booth.

External Link

The External Link mode integrates an outside source through a website URL. All links within the website are clickable. This mode could be used to incorporate your company website, e-commerce store, or 3D custom booth. Your Company's description with the Company; name, email, and phone number, along with a full company description, will be visible for all Delegates.

NOTE: the URL / website has to have embedding permissions.

Additional Features of Your Booth

Once you have decided what video mode your virtual booth will be, there are some additional features within your booth you can utilize. Using these features will provide you the best engagement on the day of the event.

Clickable Ad's

Another way of displaying your brand inside your virtual booth is by having clickable ads rotate in your booth's top right-hand corner. You can have up to 5 ads that rotate in your booth. The ad graphic is 300x200 pixels and must be jpeg or png—file types. The ads can link to an URL or PDF document. Examples of typical ads are "book a free demo here" or "enter to win."

*Note: If you participate in the prize draw one ad will be your "Hidden Code"



Company Description

Your companies contact information is displayed right below the main video window. This clickable information includes the company name, phone number, email address, website, and contact name. A full company description or message is also displayed, including clickable hyperlinks to additional documents or information.



Everest Funeral Concierge

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Everest is Simple. Trusted. Worldwide.

Everest is a funeral concierge service rolled up into a life insurance plan. More than 25 million people across the U.S. and Canada are covered by Everest. When help is needed, we are there to guide families through a very emotional, complicated, and confusing time in their lives. Our 24/7 Advisors negotiate best prices, personalize the funeral plan, and work with the beneficiary to obtain the proceeds from the life insurance policy in as little as 48 hours after death, standing by ready to assist every step of the way. Everest has combined on-demand, personalized service, technology and consumer advocacy to revolutionize traditional funeral planning.

Check out videos to learn more about our services.

Concierge Service - <https://youtu.be/JRFODdEYwqE>

Price Finder - <https://youtu.be/MlkpamPULCE>

Will Prep - <https://youtu.be/EL-GrqtGNZo>

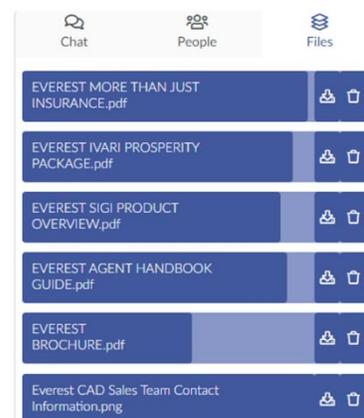
Tenzing - <https://youtu.be/Lkm22l8Vqy4>

Files Tab

The Files Tab is one of three tabs located on the righthand side of the screen. On this tab, Delegates will be able to view and download any files you want to share.

You can have up to 20 files in your booth, with each file being up to 100Mb each. These files can be videos, PDFs, PowerPoints, word documents, and pictures. A complete list is below of the supported formats;

- "html", "htm", "js", "css";
- "xlsx", "pdf", "ppt", "doc", "docx",
- "xls", "csv", "pptx";
- "mp4", "mov", "3gp";
- "gif", "jpeg", "jpg", "png";
- "ics"



Chat People Files

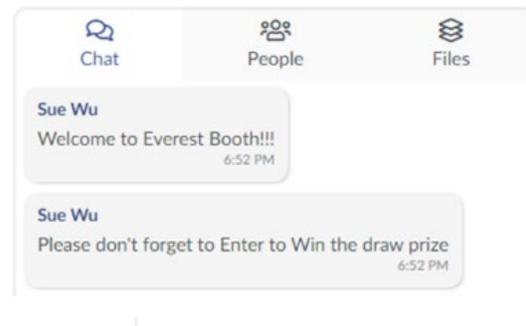
- EVEREST MORE THAN JUST INSURANCE.pdf
- EVEREST IVARI PROSPERITY PACKAGE.pdf
- EVEREST SIGI PRODUCT OVERVIEW.pdf
- EVEREST AGENT HANDBOOK GUIDE.pdf
- EVEREST BROCHURE.pdf
- Everest CAD Sales Team Contact Information.png

Peoples Tab

This tab shows all Delegates that are currently in your booth. You are notified with a small audio chime every time someone enters your booth. You can click on any attendee's name to reveal their contact information. You can also directly message this attendee, invite them into your for a public booth video chat (if the control room or video conferencing are enabled), or ask them to a private one-on-one video call.

Chat Tab

This tab is a global chat within your booth for all Delegates and speakers to communicate. If you are the room host or have been added to the booths people list, you can moderate the chat and delete any comments. Comments can also be pinned to the top as a messaging board. All conversations in this tab are logged and available after the event if required.



Virtual Booth Asset Form

After you have decided what Main Window Mode you would like your booth set to, collect all the information required to utilize the additional features mentioned above. We also recommend filling out the following form to help organize all the assets needed to create your booth, utilizing its full potential. BCMSA and PWABC have contracted SW Event Technology to help create your initial booth for you. Once you are granted access to your booth closer to the event, you will be able to update any contact information, files, and description in your booth. You may have provided some of the below information when registering. If so indicate that on the form. We will still need your company name, contact name, phone number and email to communicate with you.

Virtual Booth Asset Form			
Company Name:			
Contact Name:			
Phone Number:			
Email:			
Website:			
Room Host:			
Do you need an addition booth host?			
Company Description:			
Main Window Mode for Your Booth:	<input type="checkbox"/>	Pre Recorded	<input type="checkbox"/> Control Link
	<input type="checkbox"/>	Video Conferencing	<input type="checkbox"/> External Link
Will you have Ads? (Please include links or image files):			
Will you have Files? (Please attach files)			
Hidden Code Prize Draw:			

FAQ

We know you have questions, and we will do our best to post the answers here.

What do you mean by Virtual Trade Show?

The Trade Show will be hosted on a virtual platform which will give Exhibitors, Delegates, and other guests access to the site.

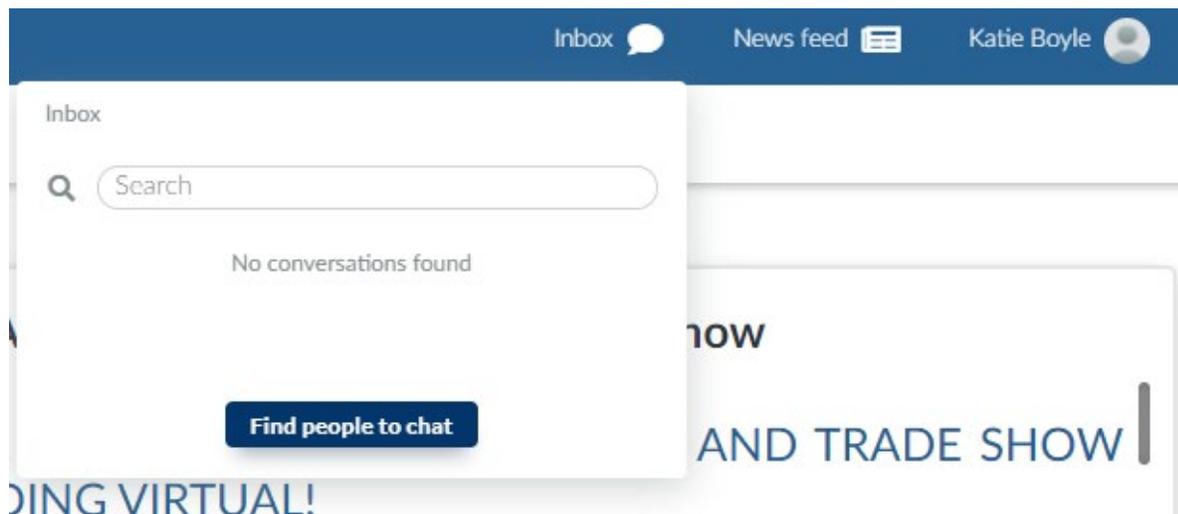
How do I populate my booth?

As mentioned earlier, there are many avenues you can utilize for your organization's services. We accept a range of documents, and many easy free tools can be used if you do not already have marketing information to share. For example, you can save a quick PowerPoint slideshow into a video for the welcome or ads. You can also use various free design software to create content ad hoc (Canva.com is a great intuitive option with free basic access).

How does virtual networking work?

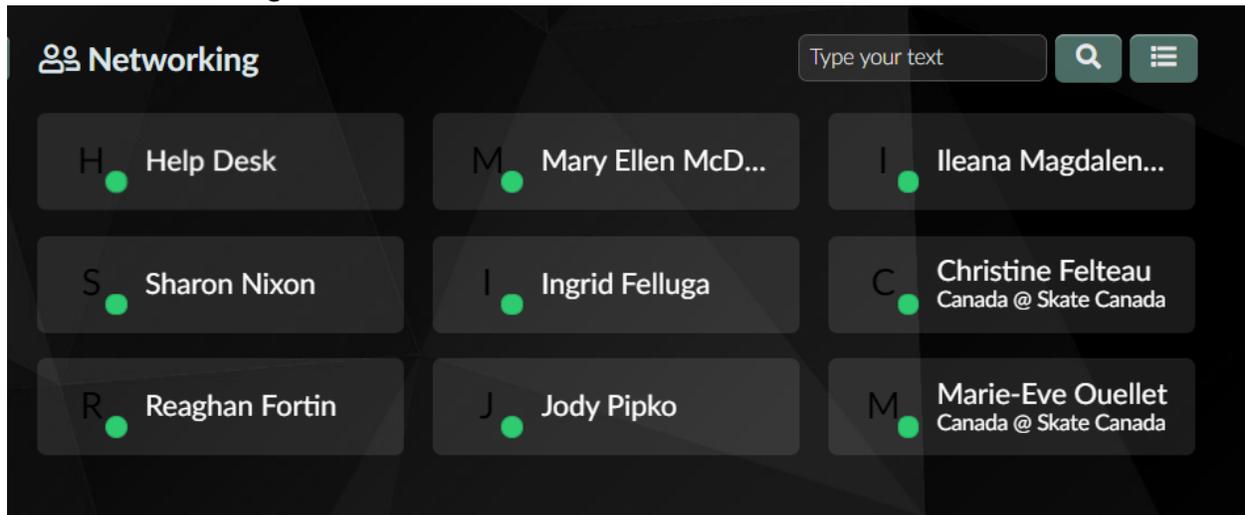
There are several options for networking, from private chats to group chats. A list of all the Delegates online is displayed on the Peoples Tabs in the Sessions and Exhibitors booths; you can initiate a conversation by clicking on the attendee and writing a message or asking to join a private video call.

You can also search for an attendee to chat with by going to your private chat inbox in the top right-hand corner and clicking on the "find people to chat" button,



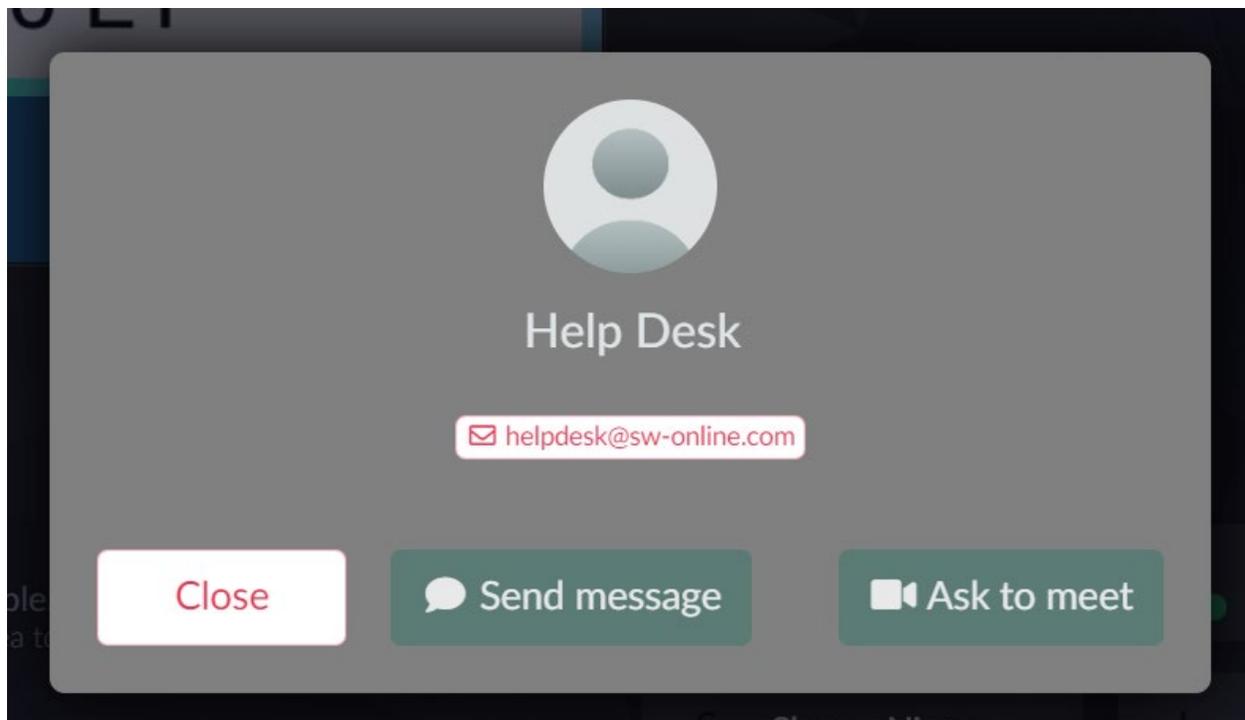
How do I book meetings from my booth?

To book a meeting with a delegate, go to the Live Sessions page and scroll down to the Networking Area in the bottom right-hand corner



There you can search for the Delegate you would like to meet.

Once you have found the Delegate you would like to meet with, you can select them to meet, and this will give you the option to meet now or Schedule a time to meet from one of the available meeting time slots.



What are the event timelines?

TUESDAY OCTOBER 05, 2021

08:00 – 09:00 KEYNOTE SPEAKER
 09:00 – 09:30 BREAK / TRADE SHOW
 09:30 – 10:30 SESSIONS
 10:30 – 10:45 BREAK / TRADE SHOW
 10:45 – 11:45 SESSIONS
 11:45 – 12:45 LUNCH / TRADE SHOW
 12:45 – 13:45 SESSIONS
 13:45 – 14:45 SESSIONS
 14:45 – 15:00 BREAK / TRADE SHOW
 15:00 – 16:00 SESSIONS

WEDNESDAY OCTOBER 06, 2021

08:00 – 09:00 KEYNOTE SPEAKER
 09:00 – 09:30 BREAK / TRADE SHOW
 09:30 – 10:30 SESSIONS
 10:30 – 10:45 BREAK / TRADE SHOW
 10:45 – 11:45 SESSIONS
 11:45 – 12:45 LUNCH / TRADE SHOW
 12:45 – 13:45 SESSIONS
 13:45 – 14:45 SESSIONS
 14:45 – 15:00 BREAK / TRADE SHOW
 15:00 – 16:00 SESSIONS

The tradeshow will be open throughout **Tuesday, October 5 and Wednesday, October 5**. Just like an in-person event, you may get people attending your booth during education sessions. While you do NOT have to monitor your booth constantly, we hope you will take advantage of the tradeshow times to engage directly with Delegates.

Does someone need to be in the booth for the entire time slot?

While we encourage you to attend the event live and network virtually, your booth does not have to be staffed at all, and you have the opportunity to post flyers, brochures and other info in your booth, as well as the times your booth will be staffed. Your booth times can also be pinned to the top of your Chat Tab to be easy for the Delegates to see. You can use a personal video welcome to the booth or turn a slideshow of products and services into a video. The advantage to having someone monitor the booth is the real-time contact for those that click on your booth so you can message and video chat with them. You will still know who visited your booth and when so you can reach out to them later. Think of the in-person show where you leave and come back to find a business card on your table – same concept.

During the Conference

During the conference, exhibitors should keep in mind and explore the following features:

Virtual Booth: During the conference, Delegates can interact with your virtual booth. They can view any information you provide, request a one-on-one conversation, or send you a direct message. Be sure that someone is staffing the booth to take advantage of these opportunities! Just like a physical conference, we know it isn't easy to have someone staffing your booth at all times, so this is not a requirement. If you cannot staff your booth, you can show visitors when you are available to chat and when you are away.

Technology: If exhibitors have technical issues during the conference, help is available! We will be providing you with contact information for our help team and a live helpdesk at the event.

Lead Retrieval: We will be providing lead retrieval information post-conference on who has visited your booth and consented to have their information shared.