



# Virtual Exhibit Hall Premium & Standard Booths

# Opportunity

The virtual exhibit hall is your opportunity to showcase what your brand represents, complement your organization's larger commitment to the mission of the Conference, and directly engage Conference attendees - on Conference day and well beyond.

The Conference for Women team looks forward to working with you to on your virtual exhibit hall activation to support your specific goals, which may include:

- Building awareness for your company brand and corporate culture
- Highlighting products and promoting sales via your company's website
- Driving talent acquisition goals and promoting "we're hiring" messaging
- Collecting qualified data and leads
- Connecting 1:1 with prospects
- Celebrating philanthropic endeavors

And much more!



# Virtual Exhibit Hall 101

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- The Conference will create an engaging virtual experience for our attendees. Visit [6Connex.com](https://6Connex.com) (our technology provider), and watch a promotional video to get a sense of the virtual exhibit hall experience.
- Exhibitors will manage their own booth experience for attendees. A group training session will be provided and recorded for easy reference. Exhibitors will also have access to a library of how-to videos on specific features. Your Conference contacts will be available to answer your questions and walk you through the process to ensure a smooth implementation for your team.
- The exhibit hall, as well as the breakout sessions, will be open to paid attendees on Conference day and for 8 days following the event.
- The exhibit hall will be open on Conference day from 8am-5pm (CT for Texas and ET for PA and MA) and we recommend that you have booth representatives available virtually in your booth to chat with attendees during this time. We anticipate the busiest times to be 8am-10am and 2pm-5pm.
- We will be announcing additional optional exhibit hall hours soon. However, you are welcome to be available to chat with attendees anytime during the Conference playback days.
- The exhibit hall will be available to our entire Conference community (not just ticketholders) after the playback period for at least 6 months.

# Premium vs Standard Booth

	Premium	Standard
Booth Location	Placed after sponsors	Placed after premium
Booth size	Medium	Small
Hot spots/ Action buttons	Up to 6	Up to 4
Video	Yes	Yes
Downloadable content	Yes	Yes
Live chats	Yes	Yes
# of Reps	Up to 4	Up to 2
Group chat	Yes	Yes
Business Card Swipe	Yes	Yes
Goodie Bag Items	Pick up in booth only	Pick up in booth only
Facebook marketplace *available to WOB only	2 posts a week	1 post a week



# Explanation of benefits

Benefit	Notes
Booth Location	Sponsors will be placed first, based on sponsor level. Premium exhibitors will be placed next based on date of application. Standard exhibitors will be placed next based on date of application.
Booth size	These are pre-determined by the template used and will take up more/or less space on the aerial view giving the illusion of a bigger booth for the premium booths.
Hot spots	These are the action button locations within a booth for exhibitors to choose from and include: logo, link to URL, badge swipe, chat, photos, video, content download, etc.
Video	Exhibitor will be allowed to upload video that could be viewed by the attendee
Downloadable content	Attendee could download items in the booth including pdf, coupons, digital brochures, etc.
Live chats	Allows for 1:1 chats between attendee and booth reps
# of Reps	The higher the level of booth, the more reps will be allowed in the booth
Group chat	Allows exhibitors to have discussions in a group setting
Business Card Swipe	Lead retrieval function can be used for giveaways, sweepstakes, or for attendees to just drop their business card
Facebook Marketplace	Exhibitors will have the option of joining our Facebook Marketplace and posting directly to this marketplace to highlight products, specials, discounts, etc. This Marketplace will be limited to our Women-Owned Businesses.

# Promotion for Virtual Exhibit Hall



Conference will drive traffic to and encourage engagement within the Virtual Exhibit Hall via:



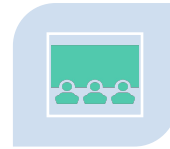
CLICKABLE SIGNAGE  
IN CONFERENCE  
LOBBY



LINKS VIA NAVIGATION  
BAR THROUGHOUT  
PLATFORM



MOBILE APP ALERTS



CLICKABLE SIGNAGE  
DURING CONFERENCE  
SESSIONS



ANNOUNCEMENTS  
DURING CONFERENCE  
SESSIONS



INFORMATION IN VIRTUAL  
CONFERENCE PROGRAM



INCLUSION IN AGENDA ON  
CONFERENCE WEBSITE



PRE- & POST-EVENT  
PROMOTION

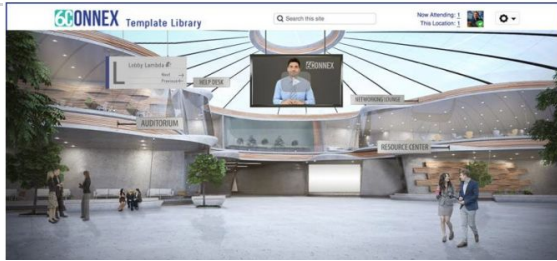


SPEAKER EVENTS AND  
BOOK SIGNINGS



ATTENDEE BRIEFCASE WITH  
SPONSOR GIVEAWAYS

# Entering the Virtual Exhibit Hall



Attendees will start in the virtual lobby, where they select where they want to go, including the exhibit hall or the sessions.

When attendees arrive at the virtual exhibit hall directory, they will have the opportunity to choose from a selection of pavilions (entry points).

Within each pavilion, attendees simply click to access 'learning burst' videos, interactive and fun activities, and your exhibit booth!



*\*Graphics for illustrative purposes only. We are currently designing the Conference for Women environment.*

# Your Booth

Design your space with your goals in mind.  
Choices include:

- ✓ Look and feel: choose from a variety of color options that best reflect your brand
- ✓ Activations: engage attendees with options such as automatic video launch, click to watch a video, 1:1 chats, data collection, scheduled 'events' within your booth, giveaways, and much more



*\*Refer to Appendix B and C for booth designs and features*

*\*Graphics for illustrative purposes only*



# Time to Build Your Booth!

Questions to Consider and a “TO DO” list

1. Define an owner/lead point of contact to design and implement your booth. Our technology vendor, 6Connex, will provide exhibitors with a group training on how to set up your booth, which centers on a simple form process that allows your team to directly upload graphics, video, documents, enable features, and personalize your space. Additional support resources are available from both the 6Connex team and from the Conference team, who are here to help make activation carefree.
2. Determine the primary objective(s) for your booth, and which actions or associations you wish for attendees to make when visiting your space (i.e., showcase diversity of corporate culture, collect contact information or resumes for talent acquisition, sign up to chat with a recruiter, etc.).
3. Choose a booth design template and color scheme that best represents your brand.
4. Review brand guidelines, then ensure that your creative assets and linked content pieces are ready for Conference day and beyond.
5. Build a game plan for execution.

*\*Refer to Appendix B and C for booth designs and features*



# Best Practices: Designing Virtual Booths

- 1. Include your company logo (Lots. But not too much).** Marking your territory by featuring the company logo prominently on your booth is a good way to indicate your event presence to visitors.
- 2. Place a range of images.** Use a variety of engaging images that drive your main objective. For example, if you are focused on selling products choose images showcasing the diversity of your merchandise with a click through to purchase on your site..
- 3. Make it easy on the eye.** To make your booth visually pleasing to the attendee , consider this when selecting your booth template and personalizing to your brand:
  - Avoid logos with subtext / taglines to maximize space
  - Use bright colors
  - Include images
  - Keep any text or directions simple
- 4. Add elements that are responsive and enjoyable.** Visitors actually want to enjoy browsing your booth, and including responsive features - such as auto-play video upon entry, scroll-on images, links to interactive elements within an iFrame that live on your website, polls/live commenting features that encourage attendees to share ideas, and 1:1 chats that provide for direct engagement with your reps, - can help in that respect.



# Best Practices (Cont.): Designing Virtual Booths

- 5. Define the top 1-2 ways attendees navigate your space.** Giving visitors the freedom to navigate around a booth easily both enhances the quality of your space and offers a good impression of your brand. On the flip side, too many options can be distracting.
- 6. Confirm if you will have the booth area staffed for live chat and interaction.** The Live Chat feature should be clearly marked and visible to those attending, as it is a key opportunity for attendees to communicate with your team. Creating a communication channel gives those in attendance the chance to talk about your brand, ask questions, and interact in a qualified way. We highly recommend that you have reps available during active booth hours (8am-5pm Conference day and other times to be announced).
- 7. Make sure it actually works.** Before the “Go Live” date, have your team check that the booth actually works from a user's perspective (e.g., links, creative, page navigations).



# Appendix A

Virtual exhibit hall sample content plans (currently being finalized; subject to change)



## **Career Pavilion sponsored by Liberty Mutual: Job Search & Advancement**

- Virtual career coaching & resume review signups
- Job fair - Companies focused on talent acquisition, and committed to hiring women
- Job search resources & tools
- Continuing education resources
- Interview preparation (presence boosters, mock interview questions, etc.)

## **Technology Pavilion**

- On demand learning burst videos
- Tech-focused interactive experiences
- Social media profile tips and best practices

## **Women-Owned Business Marketplace**

- Sales area for small to medium sized women-owned businesses

## **Health & Wellness Pavilion sponsored by UnitedHealthcare**

- Target Lifestyle Lounge
- Wellness content & appearances (cooking demos, health insights, workouts)

## **Community and Education Pavilion**

- Highlight non-profit entities  
Community volunteerism opportunities
- CFW-Scholarmatch video to recruit volunteers as mentors for first generation college applicants
- Spotlight on Storytellers- real women making community impact
- Bookstore
- On demand learning burst videos
- Best breakouts audio
- Confronting social justice resources

# Appendix A

Virtual exhibit hall sample content plans (currently being finalized; subject to change)

## **Career Pavilion sponsored by Villanova: Job Search & Advancement**

- Virtual career coaching & resume review signups
- Job fair - Companies focused on talent acquisition, and committed to hiring women
- Job search resources & tools
- Continuing education resources
- Interview preparation (presence boosters, mock interview questions, etc.)
- On demand learning burst videos

## **Women-Owned Business Marketplace**

- Sales area for small to medium sized women-owned businesses

## **Health & Wellness Pavilion sponsored by Independence Blue Cross**

- Target Lifestyle Lounge
- Wellness content & appearances (cooking demos, health insights, workouts)

## **Community and Education Pavilion Sponsored by Comcast**

- Highlight non-profit entities
- Community volunteerism opportunities
- CFW-Scholarmatch video to recruit volunteers as mentors for first generation college applicants
- Spotlight on Storytellers- real women making community impact
- Bookstore
- On demand learning burst videos
- Best breakouts audio
- Confronting social justice resources

# Appendix A

Virtual exhibit hall sample content plans (currently being finalized; subject to change)



## **Career Pavilion sponsored by MFS: Job Search & Advancement**

- Virtual career coaching & resume review signups
- Job fair - Companies focused on talent acquisition, and committed to hiring women
- Job search resources & tools
- CFW-Scholarmatch video to recruit volunteers as mentors for first generation college applicants
- Interview preparation (presence boosters, mock interview questions, etc.)

## **Education Pavilion**

- Bookstore sponsored by Liberty Mutual
- Inclusivity In the Workplace Resource Center, sponsored by State Street

## **Health & Wellness Pavilion sponsored by Hologic**

- Target Lifestyle Lounge
- Wellness content & appearances (cooking demos, health insights, workouts)
- Life balance coach session giveaways

## **Giving Back: Community Pavilion sponsored by Merck KGaA Darmstadt, Germany**

- Highlight non-profit entities
- Community volunteerism opportunities
- Spotlight on Storytellers- real women making community impact
- Best breakouts audio

## **Women-Owned Business Marketplace**

- Sales area for small to medium sized women-owned businesses

# Appendix B - Standard Booth Template

Templates are currently being developed in multiple colors and we are adding hot spot/action button areas for you to utilize. The final configuration may be slightly different from what is shown below.



Action buttons can be used for:

- Graphics
- Video
- Content
- Click through to your website
- Attendee badge swipe
- And More

# Appendix B - Premium Booth Template

Templates are currently being developed in multiple colors and we are adding hot spot/action button areas for you to utilize. The final configuration may be slightly different from what is shown below.



Action buttons can be used for:

- Graphics
- Video
- Content
- Click through to your website
- Attendee badge swipe
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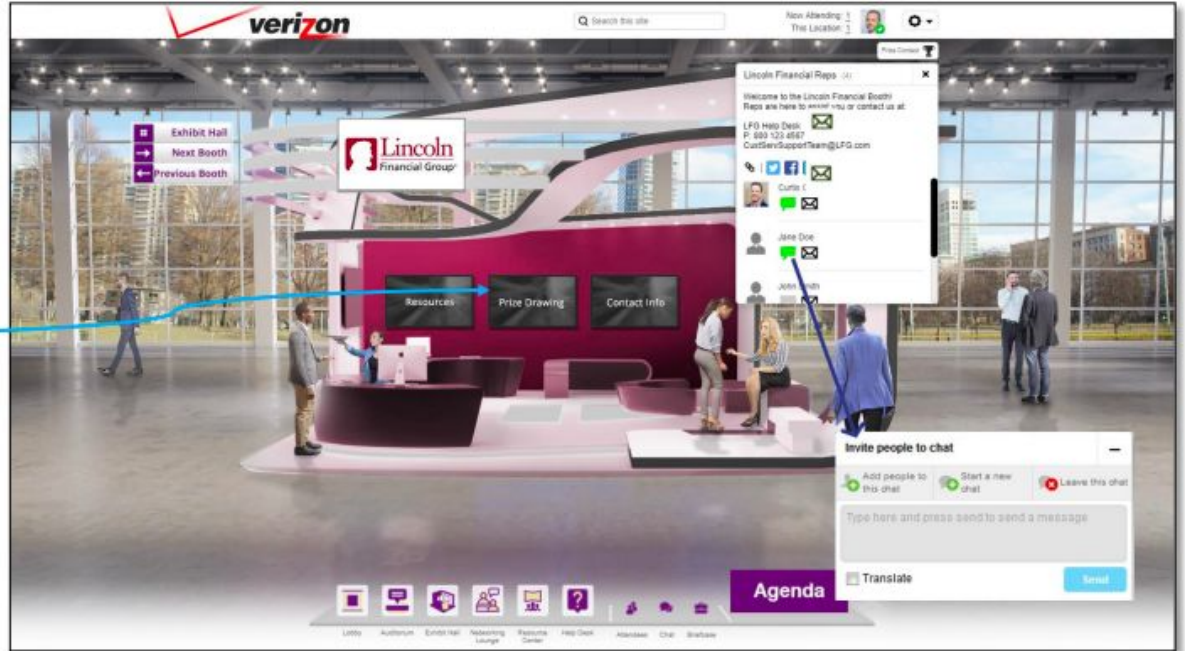
# Appendix C

## Booth - Engagement

### Booth Chat – Text only

- a) Private 1:1 Chat - Booth reps can chat with multiple attendees at once.
- b) Public Chat – Open chat visible to everyone
- c) Chat Queue – Attendee clicks to enter the chat queue (for private 1:1 chat)

Call-to-Action



*Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat*