

## Virtual Exhibition FAQ

### Virtual Exhibition Layout:

- The layout will replicate a face to face exhibition with all exhibitors set up together (there might be two exhibition rooms).
- Booth spot allocation will operate on a first come first serve basis, however sponsors will get the initial first choice.

### Virtual Exhibition Booth and Interaction:

- The virtual booths will have the same marketing and branding opportunities as a face to face exhibition. The virtual booths can host up to 8 people in total at the one time (this number includes 2 exhibitors).
- The interaction with delegates at the booth has a popular face to face functionality. For example, this could be one exhibitor talking to one delegate, or one exhibitor talking to multiple delegates at the same time.
- Exhibitors can also have a discussion with a delegate or delegates in a break out room which only exhibitors will know about. Exhibitors will be able to guide the delegate/s to the breakout room.
- Exhibitors may find themselves quite busy trying to attend to as many delegates as possible. In these instances, exhibitors are encouraged to schedule appointments with delegates.

### Virtual Booth Layout, Branding, and Marketing Opportunities:

- Just like a face to face exhibition, exhibitors will also be able to promote their logo, services, and organisation in general.
- The virtual booth has a 'White Board' function which will allow exhibitors to upload video links, PDF documents (brochures, reports etc), pictures etc.
- Your virtual booth will feature your logo as a fascia banner. TheMHS will need your logo from you to pass along to the tech team for upload.
- The virtual booth also has a 'Share Screen' presentation functionality.
- Just like any good marketing, the outcome depends on having good content and engaging exhibitors.

### Exhibitor Promotional Support:

- TheMHS will have a dedicated campaign to promote and encourage delegates to visit exhibitors.
- From an e-passport competition, treasure hunt, to daily reminders encouraging delegates to visit the virtual booths – TheMHS will be prioritising full delegate engagement.

### Virtual Booth Set Up and Training:

- All exhibitors will receive on boarding and training support well before the conference begins.
- There will also be a 'bump-in' day to set up.