Exhibitor User Guide

Midwest IFT

Virtual Symposium & Expo

Chicago Section
Institute of Food Technologists

Minnesota Section
Institute of Food Technologists

Important Dates

October 21: 10 AM CST: *Exhibitor Training Session*

Will be recorded for on demand access. Meeting link will be sent to the person who registered the booth.

October 22: *Exhibitor Access to Virtual Booth Space & Attendee List*

An email with login information will be sent to the person who registered the booth.

October 29: *Attendees Receive Access to Virtual Symposium & Expo*

November 10: 8:30 AM–4:30 PM – *Live event*

November 11-13: *Virtual Platform remains open to schedule additional 1:1 meetings.*

Plan on having your booth "set up" by **November 3** to get the most attendee exposure.

Schedule – Nov. 10, 2020

- 8:30 AM – 9:30 AM: Panel Presentation
- **9:30-11:00 AM: Exhibit Hall**
- 11:00 AM – 12:00 PM: Break-Out Session 1
- **12:00 PM – 1:00 PM: Exhibit Hall**
- 1:00 PM – 2:00 PM: Break-Out Session 2
- **2:00 PM – 3:30 PM: Exhibit Hall**
- 3:30 PM – 4:30 PM: Closing Keynote

Exhibit Hall Open
8:30 AM – 4:30 PM

4 Hours Dedicated to Exhibitor Hall Time

About the Virtual Event

About the Platform

We have chosen GTR/Pathable as the platform for our virtual event because we wanted a platform that prioritized interaction and engagement.

GTR/Pathable integrates with Zoom, so the Virtual Symposium & Expo will be through Zoom Meetings.

To interact with GTR/Pathable, Google Chrome or Microsoft Edge browsers are recommended.

How the Virtual Exhibit Hall Works

Your virtual booth will be pre-populated with your booth name and name of the person who registered the booth.

Beginning October 22, that person will have access to your virtual booth. He/she will receive an email with login information.

Begin customizing your booth with your own content, including company description, tags, logo, videos, files, links, polls, staff, and promotional offers.

Attendees can visit your booth starting October 29. They will be able to view your booth content and request more information.

Engaging Attendees During Expo

Getting Attendees to Visit Your Booth

You will have access to the attendee profiles beginning October 29. The profiles are searchable by company, job title, location, etc.

Invite attendees to visit your booth by sending a message or inviting to a meeting. Meetings can be scheduled anytime before or during the Expo, but they can only take place once the event goes live from November 10-13.

During the event, ***send out messages*** via the networking rooms inviting attendees to visit your booth.

When Attendees Visit Your Booth

1. Engage them in "***Chats***". Exhibitor booth personnel can conduct online chats to gauge interest and to determine which breakout room to assign them.

   The text content of any attendee who you "chat' with in your "booth" is saved can be downloaded after the event so you know exactly what was said to whom for follow up.
2. Engage them in ***1:1 Face-to-Face Meetings*** via Zoom. Invite attendees for personal "Zoom Breakouts with one or more exhibitor booth personnel. These meetings can be recorded.

Engaging Attendees During & After the Expo

Scheduling Meetings

When you invite an attendee to meet, they receive an email in the system and to their personal email box.

1. A link to your meeting is automatically added to both the attendee and exhibitor agendas.
2. Once you connect, ask for their contact information so you can connect outside the platform, if necessary.
3. You can meet any time from 8:30 AM Nov. 10 through 4:30 PM Nov. 13 using the Zoom GTR/Pathable system.
4. Schedule meetings any time with attendees using your own virtual meeting system.

Follow up with Attendees After the Expo

Attendee Information / Leads

How to access leads and visitors:

1. Download the names of anyone who "***enters your booth***". These are visitors.
2. Download the full profile including email of anyone who "***requests information***".

All exhibitors will receive the entire attendee list. This allows you to locate the contact information for everyone who visited your booth, even if you had no interaction.

You have access to platform for 12 months. Continue to connect with attendees all year long.

Showcase Your Company

- **Become a Sponsor.** All sponsor logos with links to website scroll across the platform webpage. All sponsors are listed on the sponsor page. Gold sponsorship includes a dedicated eblast and a product demonstration. ($750, $500, or $250)
- **Conduct a Product Demonstration or a Virtual Tour.** Share a presentation, conduct a demonstration, or give a virtual tour. Attendees can sign up to attend live or watch the recording on demand. ($500)
- **Send a Dedicated eBlast.** Sent to the entire mailing list, exhibitors can invite people to visit their booth, set up meetings, and share the latest they have to offer. ($500)
- **Place an Ad in the Exhibitor Guide.** Showcase your company by placing a logo, half page, or full page ad near your listing. ($50, $125, $250)

Sponsorship Opportunities

Sponsor Benefits / Opportunities	Gold	Silver	Bronze	Individual
Logo and link on section websites and marketing	x	x	x	—
Featured exhibitor on event website	x	x	x	—
Ad in the pdf exhibitor guide	Full page ($250)	Half page ($125)	Logo ad ($50)	Click Buttons to Left
Listing as sponsor in exhibitor guide	x	x	x	—
Participation in Product Showcase	x	—	—	$500.00
Dedicated eblast to all contacts / attendees	x	—	—	$500.00
Cost	$750.00	$500.00	$250.00	

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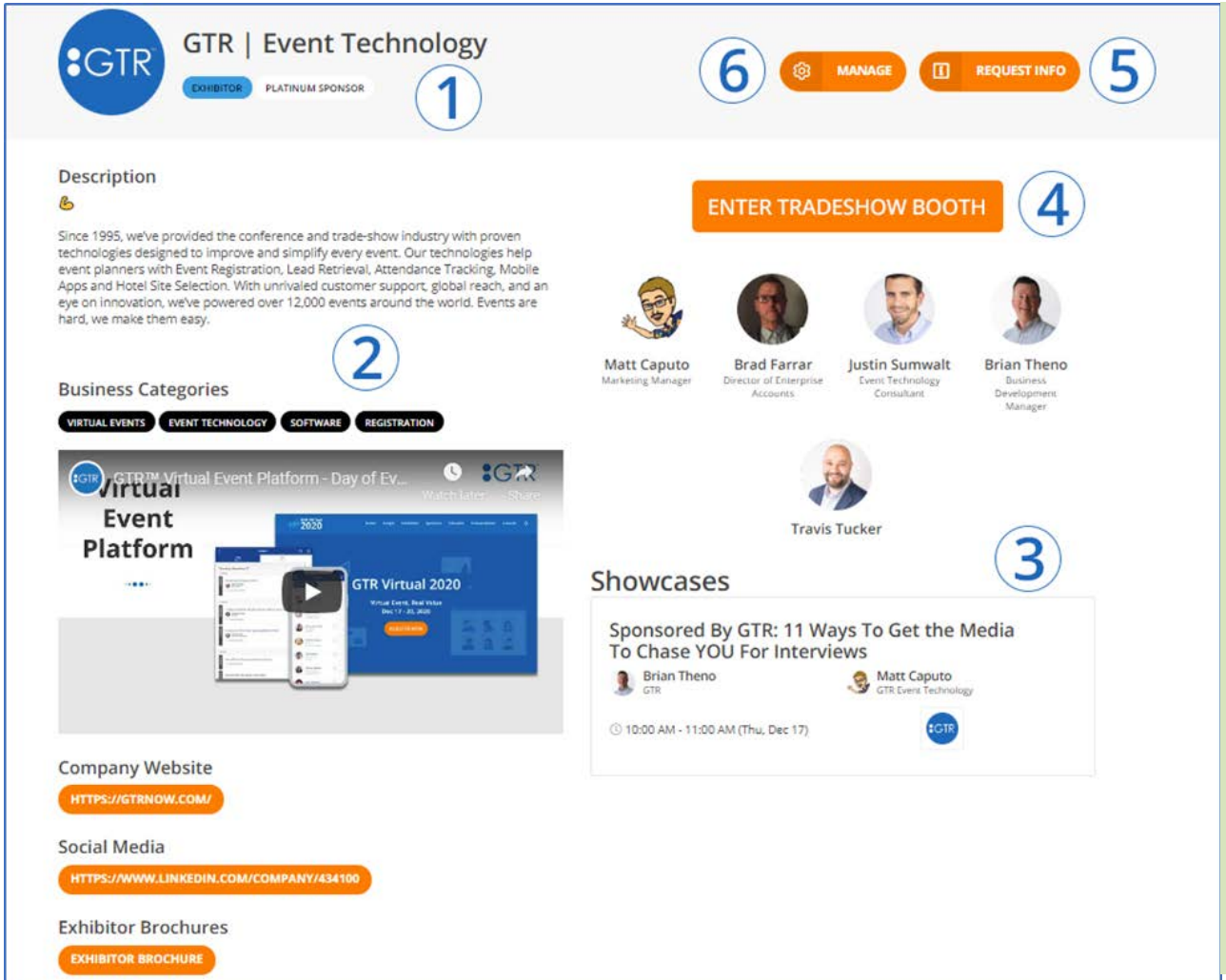


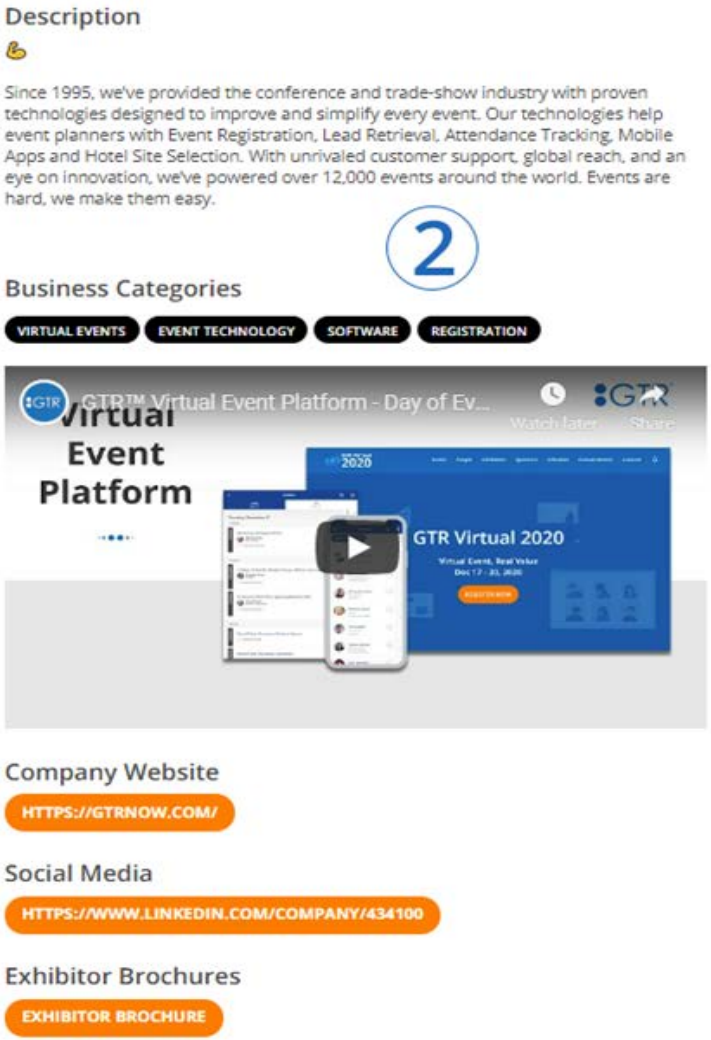
1. **Organization Heading**
2. **Organization Profile**
3. **Showcased Sessions**
4. **Live Interaction with Staff**
5. **Request More Information**
6. **Manage Your Profile**

See details on next page

1 Organization Heading

The first thing a prospective customer will see when they visit your booth. This includes:

- Organization Name
- Logo
- Exhibitor Type
- Sponsor Level



2 Profile

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth. Here are just a few examples:

- Description of your organization
- Tags and/or keywords the event host has provided
- Add a video
- Upload brochures, documents, and sales collateral
- Add social links

3 Showcased Sessions
If you are showcasing or sponsoring any sessions during the event, they will be listed here on your booth page. These will show:

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda

ENTER TRADESHOW BOOTH 4

Matt Caputo
Marketing Manager

Brad Farrar
Director of Enterprise Accounts

Justin Sumwalt
Event Technology Consultant

Brian Theno
Business Development Manager

4 Live Interaction with Staff

During “exhibiting hours” your staff can broadcast from their office site, warehouse, home, studio or wherever they may be at the time. This is a great opportunity to:

- Get face-to-face with your prospects and existing customers
- Present your offering to anyone who enters your virtual booth space
- Have the opportunity to move into a 1:1 meeting and close the deal

5 Request More Information

Anyone who requests information will come into your lead portal. From here you will be able to view, download, and import directly into your CRM:

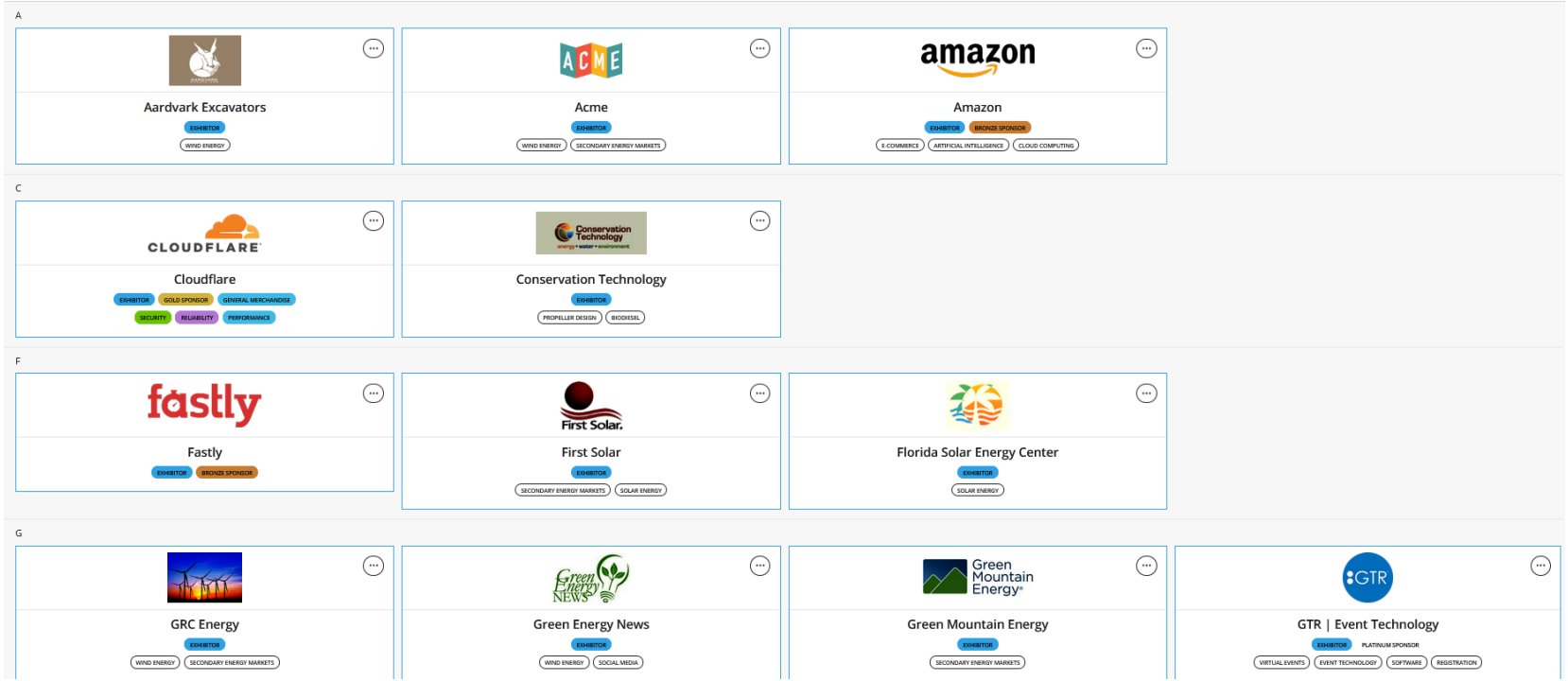
- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)

6 Manage Your Profile

This is only available to you and your organization's staff. From here you can fully customize your page and manage other features such as:

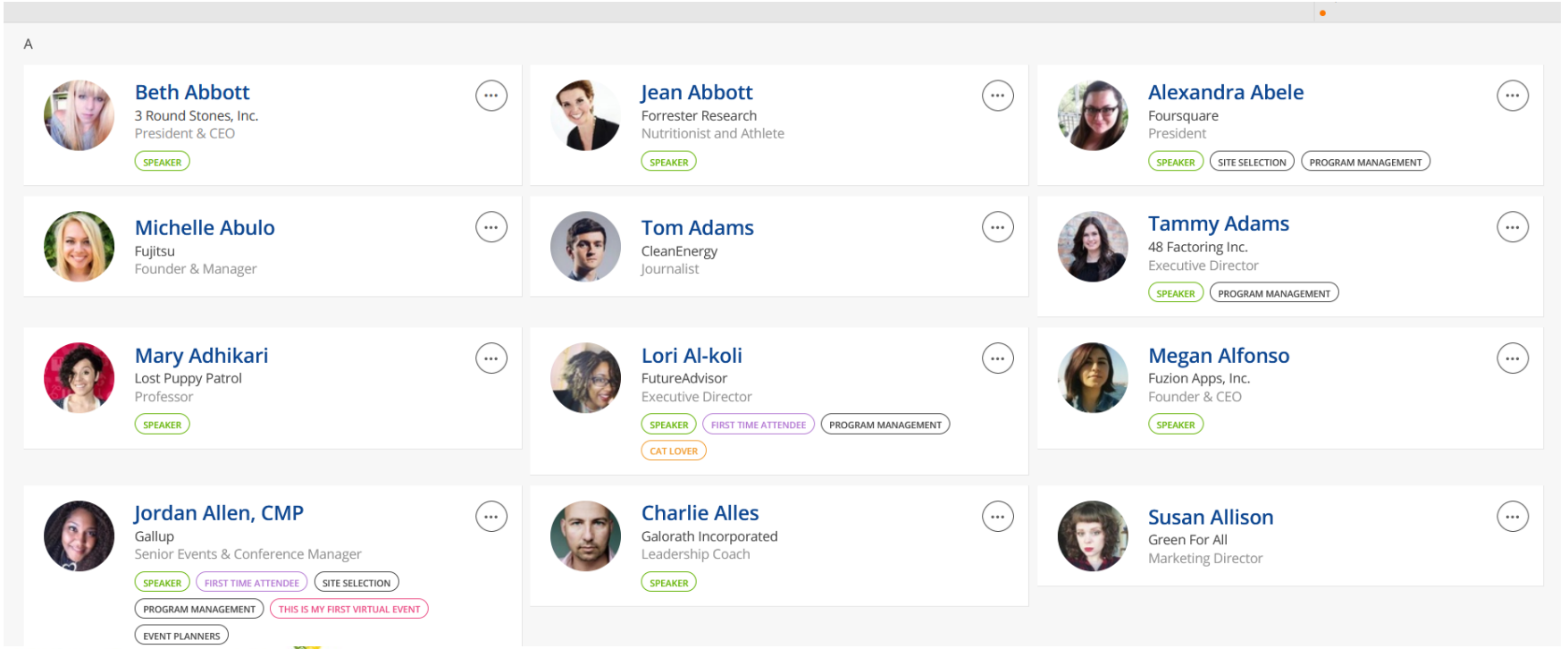
- Assign or remove booth staff
- Create and manage polls
- Add additional downloadable files
- View and download leads
- View and download booth visits

Exhibitor Listing Page – Alpha by Logo



Exhibitor Listing Page – Information Available

People – listing by attendee, speaker, and exhibitor



Attendee Information

Lori Al-koli

FutureAdvisor

Executive Director

SPEAKER FIRST TIME ATTENDEE

Events she has signed up for

About Me

I am looking forward to the educational sessions and the networking opportunities at the summit!

Ribbons

SPEAKER FIRST TIME ATTENDEE

Tags

PROGRAM MANAGEMENT

Personal Interests

CAT LOVER

Poster 2

Alexandra Abele
Foursquare

Lori Al-koli
FutureAdvisor

12:15 PM - 12:30 PM (Wed, Dec 16)

POSTERS

Shape + Support your Speaking through Hands-On Materials

Lori Al-koli
FutureAdvisor

4:30 PM - 5:30 PM (Fri, Dec 18)

stripe

Sponsor Recognition

Platinum Sponsor

GTR | Event Technology

Gold Sponsor

Google

Cloudflare

Bronze Sponsors

Zapier

Amazon

Stripe

Fastly

GE Appliances, a Haier company

Questions?

CSIFT:

- *General questions: SuppliersNight@ChicagoIFT.org*
- *Specific platform questions: mcooper@ChicagoIFT.org*

MNIFT:

- *General questions: BusinessOffice@IAMI411.org (Isaiah / Josh)*
- *Specific platform questions: mcooper@iami411.org (Michael)*

630.916.4960 (CSIFT) and 630.268.0656 (MNIFT)