



## Virtual Event Exhibitors Guide

# Maximize Your Exposure and ROI

As an Exhibitor and/or Sponsor, you will have your own virtual booth space within the GTR virtual platform where you can share details about your organization and capture leads. Below is an example of a virtual booth along with an explanation of each of the features:

The screenshot shows a virtual booth for GTR | Event Technology. At the top left, the GTR logo is followed by the text "GTR | Event Technology" and "EXHIBITOR PLATINUM SPONSOR" (callout 1). To the right are buttons for "MANAGE" (callout 6) and "REQUEST INFO" (callout 5). Below the header is a "Description" section with a thumbs-up icon and a paragraph of text (callout 2). To the right of the description is an orange button labeled "ENTER TRADESHOW BOOTH" (callout 4). Below the description are "Business Categories" with buttons for "VIRTUAL EVENTS", "EVENT TECHNOLOGY", "SOFTWARE", and "REGISTRATION". A video player shows a "Virtual Event Platform" (callout 3). Below the video are links for "Company Website" (https://gtrnow.com/), "Social Media" (https://www.linkedin.com/company/434100), and "Exhibitor Brochures" (EXHIBITOR BROCHURE). To the right of the video are four staff profiles: Matt Caputo (Marketing Manager), Brad Farrar (Director of Enterprise Accounts), Justin Sumwalt (Event Technology Consultant), and Brian Theno (Business Development Manager). Below these is Travis Tucker. At the bottom right is a "Showcases" section with a sponsored video titled "Sponsored By GTR: 11 Ways To Get the Media To Chase YOU For Interviews" by Brian Theno and Matt Caputo, scheduled for 10:00 AM - 11:00 AM (Thu, Dec 17).

# 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
- And other fields your event organizer has allowed

## 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

## 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

### About Visits

You can see everyone who has visited your page. You will see the attendees first and last name, picture, the number of visits they made to your page, and also the date and time of all their visits.

***At any time, you can message visitors directly through the platform***

## Other Opportunities

Please contact your event organizer for other sponsorship opportunities that may be available.