EXHIBITOR CHEAT SHEET

What to expect as an exhibitor at the Virtual AAFP National Conference
July 30 – August 1, 2020

We are excited to have you as part of our virtual conference experience. Below is a list of important items to watch for, steps for the day of the event, and our recommended best practices.

How to access the Event

The AAFP National Conference event will be hosted on the **Virtual Event Place** platform. Please go to www.virtualeventplace.com/national-conference. Once you land on this page you will be required to log-in.

If this is your first time logging in, use the following credentials:
Your email: {variable field}
Registrant ID Number: (This will be sent around 7/28/2020 with your virtual badge credentials)

This will be the way you login to the event each time. Please save your registrant ID number somewhere so that you can easily access it.

How to staff the booth:

You will have already registered your booth staff and all booth staff will have access to the virtual booth. You will need to login and staff the booth during the designated booth hours. Attendees will be stopping by your booth to text and video chat, make sure to have extra staff available during unopposed exhibit hours. Attendees can also request a one-on-one meeting time with you using the chat feature at your booth. Make sure you designate a meeting area (zoom, webex, phone, etc.) and block it off on your calendar so you receive a reminder notification.

Hosting your booth:

Introduce yourself in the chat and offer to speak via the video chat for greater engagement and face to face discussions. Offer nibbles of information/data/updates throughout the event.

Booth Functions FAQ

Chatting at the event:

Chat is available in each area of the event, as well as each exhibitor booth. You can chat to everyone in the room using text, or have private one-on-one text, audio, or video chat! Here's how it works:

Chat to all - use the text bar at the bottom of the chat window to type a message. Simply hit send and your message will be public and visible to all.

TIP: To tag someone in your message simply use the @ symbol to search for their name. The chat will automatically populate names of those who are in the same chat.

Private text chat (1:1) - To have a private text conversation select the person you would like to chat with from the right hand side of the screen. When you click their name a private message window will pop up. From here you can engage by text, audio, or video.

Audio & Video calls: To make a 1:1 audio or video call follow the steps above to pull up who you would like to connect with. Once you are in your private chat window you will be able to see a phone icon (voice only) and a video camera icon (video call). Click on the corresponding icon to initiate your call.

TIP: Use the private text chat to confirm someone has time and is ready to connect by phone or video.

How do I collect virtual business cards?
- This is an effective way to make connections you can follow up with!

- Offer a freebie if they leave a business card - i.e. free trial, gift card, demo, etc
- View collected business cards post-event in your Booth Dashboard Report (see how to below)

How do I retrieve business cards that are left for me?
- Hover over your profile icon in the top right hand side of the screen
- Click on your company name (listed below your name)
- Navigate to the contact tab and select business cards from the drop down

How do I pull my booth traffic/activity report?
- Hover over your profile icon in the top right hand side of the screen
- Click on your company name (listed below your name)
- Navigate to the contact tab and select visitors from the drop down

Note: AAFP will send you detailed reporting after the event ends.

Exhibitor Best Practices
- Make sure the content is relevant to the theme of the event. Don't be shy, refresh content throughout the event and announce this in the event chats. Is your content current and messaging targeted, meaningful, and engaging?
- Add links or direct downloads to whitepapers, product brochures, PDFs, etc.
- What is one thing that you want attendees to remember about your booth? What do you want them to know, feel, and do? Add in some fun, a funny image or avatar, a trivia question, a "closest guess wins" challenge.

Booth Training
We encourage you to attend booth training hosted by the Virtual Event Place every Monday, Wednesday, and Friday at 12:30-1:00 pm ET. Please join us using this link! If you have any questions leading up to your session feel free to pop in to chat with our experts or contact us directly for assistance:
The Events Team - info@virtualeventplace.com

Share with your community!
Okay you've checked the basics. Now, let your community know about the event, how to register, and where to find you. Share via social media using the event links and hashtags to gain more traction and drive people to your booth.

Our event hashtag is **#aafpnc**
Follow us on all our social channels:

Instagram - @the_aafp
Facebook - American Academy of Family Physicians (AAFP), Family Medicine Interest Group (FMIG) Network
Twitter - @AAFP, @AAFP_FMIG

Thank you for all you bring to the conference as one of our valued exhibitors. We look forward to seeing you virtually July 30-August 1!