

# APTvirtual

Powered by NAA

Thanks for your interest in becoming an exhibitor at [APTvirtual](#) – NAA’s very first virtual conference!

As with most of us, the pivot to virtual may be a new experience, so we are currently working on resources to help you through that transition.

To start, we wanted to give you a better understanding and a quick overview of how a virtual booth in APTvirtual will look to get you thinking about things you want to share with attendees. NAA has teamed up with *Pathable* to execute APTvirtual. Using *Pathable*’s platform, your company will have a virtual booth.

Your virtual booth is in the form of a customizable landing page where you can place your logo, as well as your company description, videos, links, and other files you’d like to share. This is also where attendees will be able to view who they can connect with virtually from your team:

The screenshot displays a virtual booth for Amazon on the APTvirtual platform. At the top left is the Amazon logo with the word "Amazon" next to it, and a blue "EXHIBITOR" button. Below this is a "Description" section with text about Amazon's services and a "Tags" section with buttons for "ARTIFICIAL INTELLIGENCE", "E-COMMERCE", "CLOUD PROVIDER", and "CLOUD COMPUTING". A yellow button labeled "ENTER VIRTUAL TRADESHOW BOOTH" is on the right. The main content area is titled "Amazon Booth" and features a 3D perspective view of the booth. Below this are three circular profile pictures of team members: Jean Abbott (Nutritionist and Athlete), Jennifer Lewis (Systems Architect), and Patrick Samberg (Systems Consultant). A "File" section shows a document titled "AWS Overview". A "Videos" section contains two video thumbnails: "What is AWS?" (featuring a city skyline) and "Amazon Advertising" (featuring a family). Another video thumbnail titled "STORY OF AMAZON AND JEFF BEZOS" is also visible, showing an illustration of Jeff Bezos and a computer monitor with the Amazon logo.

## Your Virtual Booth Staff:

You will receive unlimited full conference registrations for you and your whole team to experience APTvirtual. This means you can participate in education sessions and networking events along with the Exposition Hall. You do, however, have to let NAA know who from your team you'd like to assign as part of your virtual booth staff. That way, we can make sure they are in the system for you to add as a New Member to your booth. There is no limit as to the number of people you'd like to be on your virtual booth staff.

**Organization Details**

Name: Amazon

Logo: amazon.png

Description:

**Manage your Team**

② Add any members of your company that will be attending the event. Note that they must register and have an account on this site before you can add them here. If your company has lead retrieval, this will also give them the ability to scan and view leads.

- John Barber (Pathable)
- Jennifer Lewis (Amazon Web Services)
- Patrick Samberg (Amazon)
- New Member

## Visits & Leads:

One of the advantages of having a virtual booth is that you are able to view all attendees who visit your booth. As booth staff, you are able to view Visits & Leads reports.

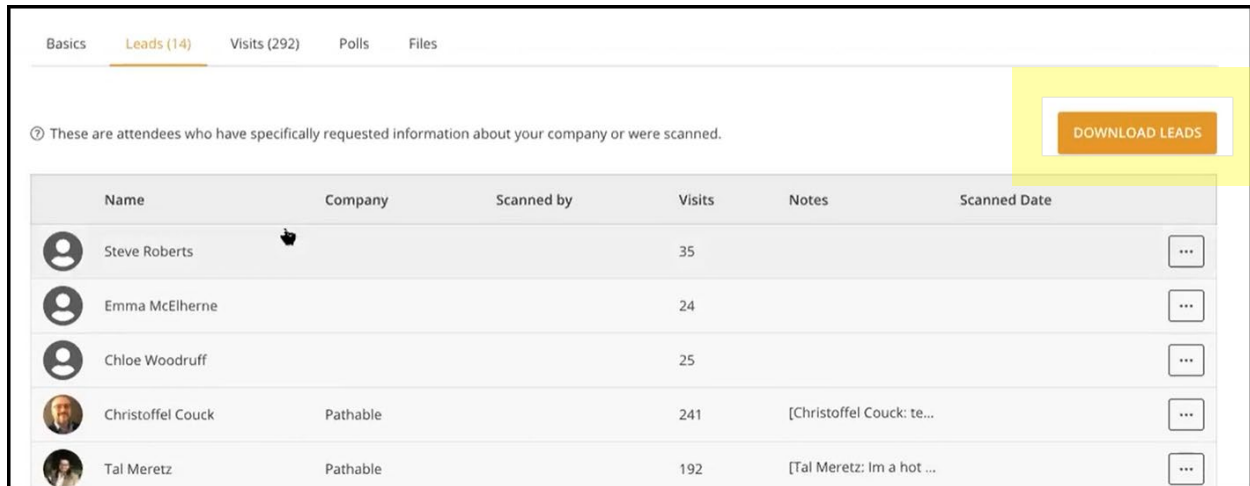
The **Visits** view will show you all attendees who view your virtual booth. Visits come in handy if your leads are lower than what you want them to be. This list also shows you how many times each attendee visited. Members from your team can then send a message through the platform to those who visited your booth frequently and perhaps request a meeting.

② These are attendees who have visited your page, but not explicitly requested information.

**DOWNLOAD LEADS**

Name	Company	Visits	Notes	Date
Alessandro Pedrioli		1		11:12 AM - July 15
S P		1		7:17 AM - July 15
Theresa Hurley		3		6:12 PM - July 14
Nancy Barcus	Agriculture Future of America	1		5:01 PM - July 14
Thomas Hurtubise	Council for Economic Education	4		2:14 PM - July 14
Fern Dickey	Deep Foundations Institute	3		1:51 PM - July 14

**Leads** are different in that leads come from the attendees that hit the “Request Information” button. Your staff can download these leads, and the platform will share the email addresses of those specific attendees. These are attendees who are proactively requesting to be reached out to.



Basics	Leads (14)	Visits (292)	Polls	Files
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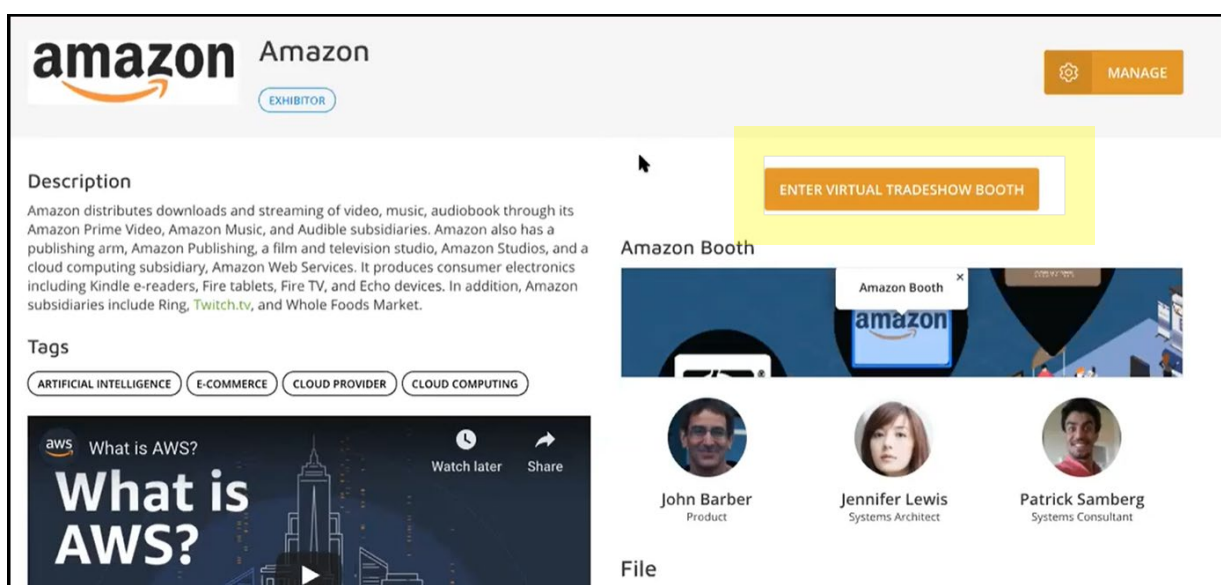
These are attendees who have specifically requested information about your company or were scanned.

DOWNLOAD LEADS

Name	Company	Scanned by	Visits	Notes	Scanned Date
Steve Roberts			35		
Emma McElherne			24		
Chloe Woodruff			25		
Christoffel Couck	Pathable		241	[Christoffel Couck: te...	
Tal Meretz	Pathable		192	[Tal Meretz: Im a hot ...	

### Enter Virtual Tradeshow Booth feature:

Once attendees are on your page, they will see a button called “Enter Virtual Tradeshow Booth.” This feature will allow them to enter a Zoom meeting where you or your staff and all other attendees who have “entered the virtual tradeshow booth” come face-to-face for discussions. Any number of attendees can enter your virtual tradeshow booth. However, discussions in the Virtual Tradeshow Booth are not private – private meetings can be set up through breakout rooms in the Zoom meeting.



amazon Amazon

EXHIBITOR

MANAGE

Description

Amazon distributes downloads and streaming of video, music, audiobook through its Amazon Prime Video, Amazon Music, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon subsidiaries include Ring, Twitch.tv, and Whole Foods Market.

Tags

ARTIFICIAL INTELLIGENCE E-COMMERCE CLOUD PROVIDER CLOUD COMPUTING

What is AWS?

Watch later Share

Amazon Booth

ENTER VIRTUAL TRADESHOW BOOTH

John Barber Product

Jennifer Lewis Systems Architect

Patrick Samberg Systems Consultant

File

**Other great features to your virtual booth include Polls, Files and Showcases:**

**Polls:**

Interested in asking your attendees questions while you have their attention? Add a Poll! This feature allows you to insert different types of polls and see the results.

**Files:**

There is no limit to the number of files you can add to your virtual booth. Please note that each file has a maximum capacity of 2GB. Files can be pdf, videos, photos, etc.

**Showcases:**

Do you have a speaking session you'd like to promote? Promote it through the Showcases section of your virtual booth.

