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:

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.

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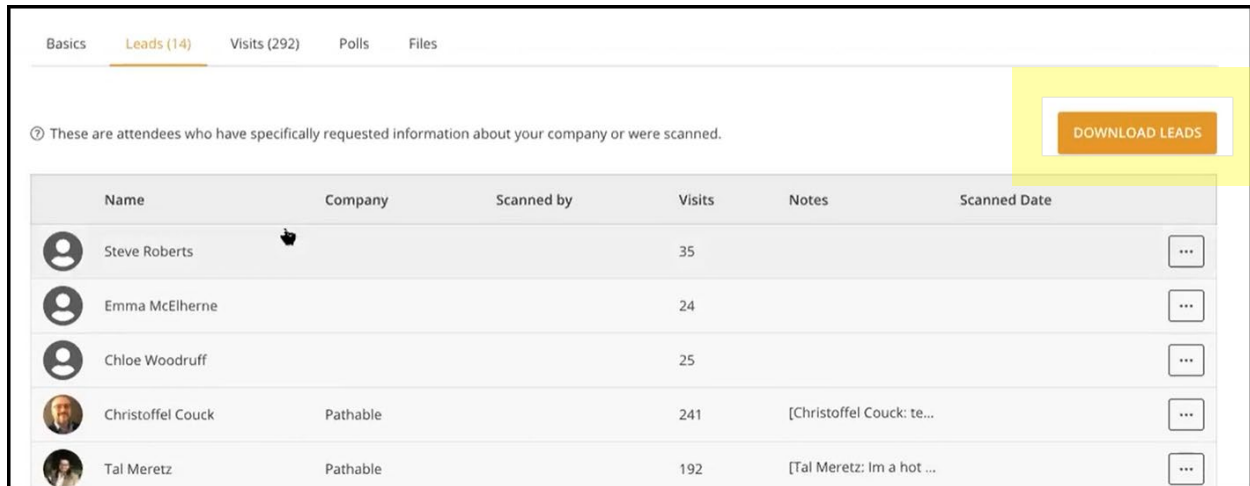
The **Visits** view will show you all attendees who view your virtual booth. Visits come in handy if your leads are lower than what you want them to be. This list also shows you how many times each attendee visited. Members from your team can then send a message through the platform to those who visited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

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.
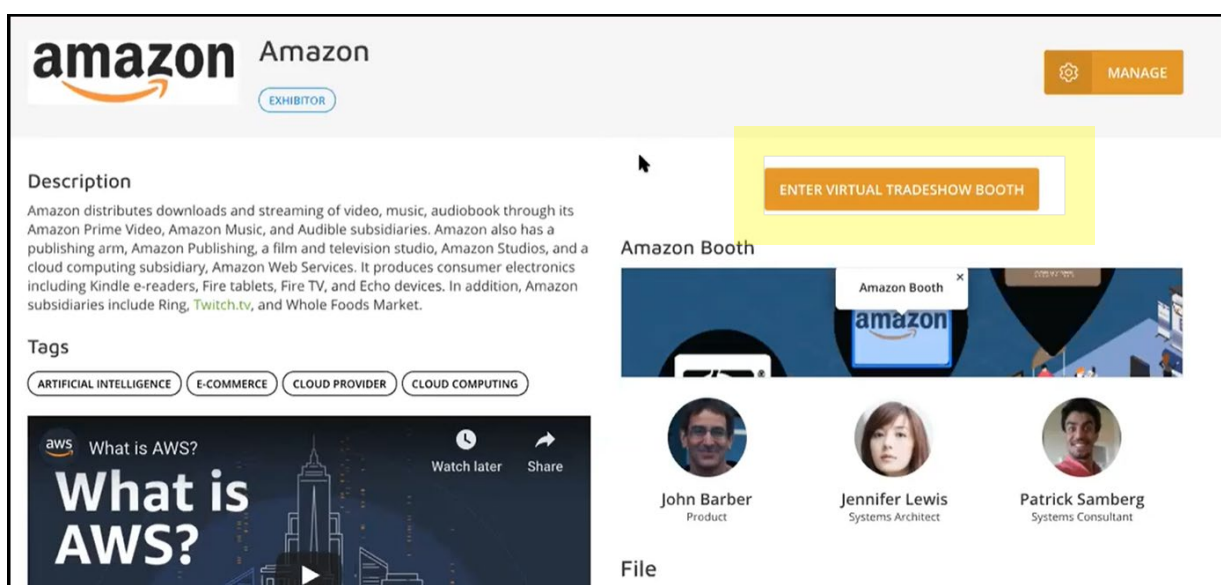
Enter Virtual Tradeshow Booth **feature:**

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.

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.