

Exhibitor FAQs

- 1) Will we have instructions on using the chat/video features for the booth? Will we have an opportunity to practice with the technology before the exhibit opens? [We have created a couple “How-to” videos for creating your booth and the different chat features— linked below. There will be Zoom training for all exhibitors two weeks before the event. We will record the training session for those that can’t participate at the designated time.](#)
<https://www.awt.org/2020-interactive-annual-convention-exposition/to-exhibit-or-sponsor/interactive-booth-setup-info/>
- 2) As exhibitors choose their booth design preference, there are sometimes avatars of people standing at their booth. Can these characters be eliminated?
[No, you’ll need to choose a booth design without avatars.](#)
- 3) If we choose a booth design with images of people, can we put our pictures there as the people at the booth?
[No, choose a design without avatars and consider placing your picture on the banners.](#)
- 4) What is the difference between the 2 types of exhibit time slots? [Nothing really. If you have limited staff manning your booth, the appointment hours are good times to conduct private meetings.](#)
- 5) As we enter data and upload files to the set-up software, does it have to be done in one sitting? And once finalized, can we make changes?
[It can be changed up to 15 days before the conference.](#)
- 6) Can we make changes to the URL pages linked to the booth panels after September 9th?
[Uploads should be in final format by September 15.](#)
- 7) The hall hours are different from historical shows on the schedule. Can people only go through the exhibit hall during the times when the exhibit hall is open on the scheduled hours?
[People can visit the exhibit hall at any time during live and on demand hosting period, however you aren’t expected to be immediately available during non-exhibit times.](#)
- 8) Should we be actively trying to set up appointments?
[Most definitely yes! A critical part of virtual exhibiting success will be reaching out to attendees in other areas of the vFairs platform such as the Networking Lounge, and you are encouraged to actively take part because that will be a gathering place for attendees. And be sure to take advantage of the attendee list we will be sending out about three weeks before the show as we usually do. You can also invite attendees to visit your booth through the chat feature.](#)
- 9) It looks like we will see the contact information that the attendee gave authorization to share when they ‘chat’ with us. [Correct.](#)
 - a. Is there a way to capture that digitally, like a history we can refer to after we chat? [Yes](#)
 - b. Also, do we have any analytics/content information on who visits our booth but doesn’t choose to chat? [Yes, that will be provided in your report.](#)
 - c. Can we see who clicked on a banner or looked at a video or downloaded literature? [Yes, it will be provided in your report.](#)
 - d. Can reports be generated daily? [You will be provided with a post-conference report.](#)