

# **EXHIBIT BOOTH GUIDE**

**Thank you for considering being a virtual exhibitor at the conference!**

Exhibit booths will be available for 3 months after the conference concludes and are accessible through the Day-of-Conference portal. This portal is only available to conference attendees.

At minimum, UWSP Continuing Education will ask for the following information:

- Exhibit Booth Information
- Organization/Company
- Primary Exhibit Booth Contact (first and last name)
- Primary Exhibit Booth Contact Email
- Primary Exhibit Booth Contact Phone Number
- Logo of Organization/Company

In general, Exhibitor Booths have six sections of content. Exhibitors can choose content they would like to display, provided they stay within the guidelines provided below.

## **Section 1: About Us**

This section allows the Exhibitor to summarize their mission, purpose, or any other descriptive text of your choosing.

## **Section 2 & 3: Video(s)**

This section allows the Exhibitor to display an embedded YouTube or Vimeo video. If the Exhibitor does not have a video to display, they may replace it with an image or text. You are not limited to the number of videos you can include. You are not required to have videos to exhibit virtually.

## **Section 4: Chat with Us!**

If you have access to a Zoom meeting room, or other platform that allows you to **provide a standard web link and meeting information** to join a virtual meeting, you can invite conference attendees to join you live!

This is a **great** way to have live interaction between you and conference attendees! You can choose when you would like to be available to conference attendees. Some choose to be available throughout the entire conference and others choose to be available only during breaks. It really is up to you!

### **Please note:**

*UWSP does not have the ability to provide chat links for all exhibit booths. Vendors will need to set up their own Zoom links and forward them to UWSP for posting. Any licensing rules that apply to your platform (i.e., 100 people max) also apply in your virtual exhibit booth.*

## **Section 5: Resources**

This section allows the Exhibitor to display files – such as brochures or other informational documents, website links, etc. There is no limit to the number of resources you can provide.

## **Section 6: Contact Us**

This section allows the Exhibitor to display their mailing address, web address and contact email address.

We are always open to suggestions. If there is something you want added to your booth, please let us know and we can see what we can come up with. Past exhibitors have done giveaways in their booth just for the people that “attend” their booth. There are lots of great ways to drive traffic to your exhibit booth! **BE CREATIVE!**

If you have any questions at all, please email [uwspce-conf@uwsp.edu](mailto:uwspce-conf@uwsp.edu). We’re here to help!

### **Please note:**

*The "Section" indicators are NOT displayed once the booth is "live." Colors and font styles are dependent upon UWSP website standards.*