

GENERAL EVENT INFORMATION

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DATE & TIME

Wednesday, October 7, 2020

8:15 a.m. - 4:30 p.m.

Thursday, October 8, 2020

10:00 a.m. - 3:40 p.m.

All sessions take place in Eastern Time (ET). All information is accurate at time of distribution but subject to change. Please refer to the on-line program for the most up to date times.

VIRTUAL EXHIBIT HALL SCHEDULE

Pre-Conference Viewing September 30 – October 6

Your virtual booth must be ready by September 30th. Attendees will have access to view the conference site and your virtual booth when the conference platform opens on September 30th. Reps can contact delegates and set up meetings during this time. The Rep chat box is self-activated and closed by Reps from September 30 – October 6. There is no need to staff your booth until the conference opens LIVE on October 7th.

Conference Dates: October 7-8

It is highly recommended that you have a booth representative available during exhibit hall hours. If you are unable to be in attendance, please disable the booth rep chat function during any absence.

Exhibit Hall Hours: Wednesday, October 7, 2020 10:00 a.m. - 4:30 p.m.
 Thursday, October 8, 2020 10:00 a.m. – 2:30 p.m.

WEB LOCATIONS: - active now for reference <https://www.demcon.ca/> and <https://www.crtcon.ca/>

WEB LOCATION FOR VIRTUAL: - to be activated on September 30th

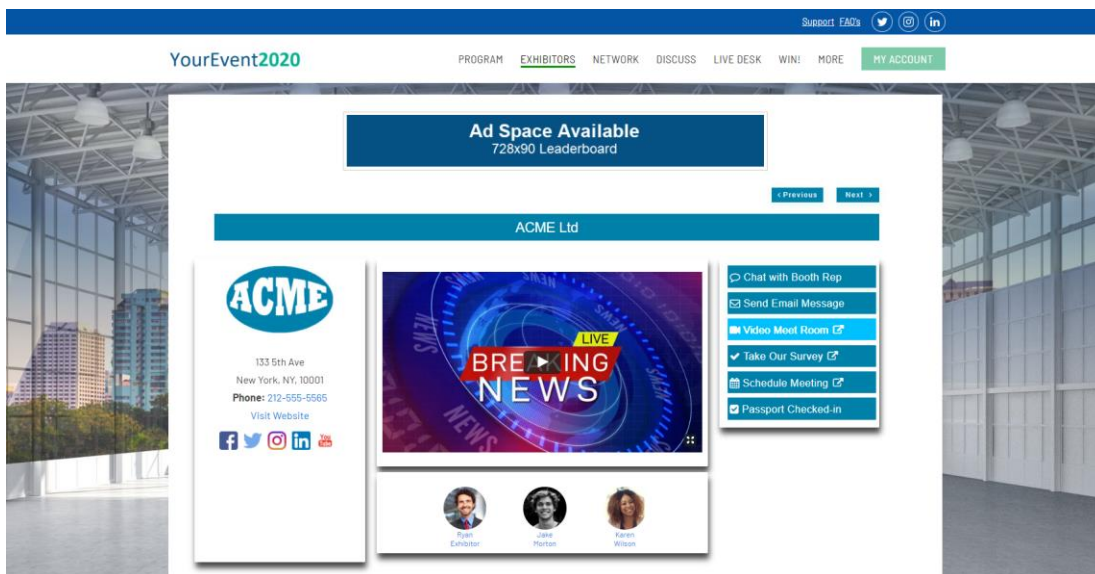
EXHIBITOR RESOURCE CENTRE

Please visit our online [Exhibitor Resource Centre](#). This portal will allow you to enter/update company details and description. To maximize your ROI, please ensure your virtual booth is completed by September 30th

[Exhibitor Staff Registration link](#) – **this link will be activated on September 23rd**.

This is set up to be very user friendly. Following the links and prompts will ensure your booth is set up and ready to go. Please make note of deadlines as they pertain to various components of your booth. Although the DEMCON AND CRT conference will not be live until October 7th, attendees will have access to the Conference platform as of September 30th so that they may set their program agenda. It would be in your best interest to have your information completed by that time.

VIRTUAL BOOTH INFORMATION



What is included in your virtual booth?

Consider your virtual booth an extension of your brand. There are numerous features that you can include to make your booth stand out and be noticed. Not everything is required but it is recommended. See our recommendations on the next page.

By logging into your [Exhibitor Resource Centre](#) you can add and/or update the following:

Basic Company Information: Company Logo, Address, Phone Number, Website and Social Media Links.

Welcome Message, Commercial, Video: Upload must be from *YouTube* or *Vimeo*

Company Profile: Consider this your company overview

Brochures: Upload documents, brochures, flyers etc.

New Product Section: Highlight new products, services, etc.

Add Custom Colour: Use your logo colour or colour of your choice. This is one of the sections you will complete in the Exhibitor Portal. Follow the prompts to find your exact colour.

Promotions/Giveaways: Although it is not mandatory for an exhibitor to offer booth prizes, we encourage you to do so in order to drive additional traffic to your booth. We encourage you to use Survey Monkey or create your own ballot on your web site to capture data immediately. This will allow you to do timed prize giveaways, contests, etc.

Grand Passport Prize: All exhibitors will receive a passport number embedded into your virtual booth that attendees can use to enter to win the Grand Passport prize, (\$500 VISA Gift Card).

Videos: Must be from YouTube or Vimeo. We recommend 30 second videos. Up to 5 can be uploaded.

Survey: You can add a survey link in the Exhibitor Profile portal. We recommend using [Survey Monkey](#) for any ballots you may want to include in your booth.

Booth sales leads: All attendees who click on any part of your booth, i.e.: download a brochure, watch a video or click on your website link, will be included in a report that you will receive after the event. It will include their contact information only, (subject to CASL regulations)

Exhibitor Staff Registration: [Use this link](#) (as of September 23rd) There is a limit to how many booth representatives (per day) you can have based on your contract agreement.

Booth Chat - Allow attendees to chat with booth representatives: Please watch <https://vimeo.com/445216100/52596bb03f> for instructions how to manage booth chats.

ZOOM Meetings - each virtual booth receives one zoom room. Zoom has a feature for additional breakout rooms. Simply have your prospect click on the *video meet room* and knock on the door. You can admit them into the Zoom meeting room. PLEASE NOTE: Zoom meeting rooms will be activated on October 5th

MAXIMIZE YOUR ROI

The following features will be enabled for you to reach out and connect with attendees – active on Sept. 30th

Networking Page – this allows you to search who is attending the conference. Once you determine your qualifying filters you can reach out to those people and chat or email, or friend them on social media. (subject to CASL regulations)

Schedule a Meeting: You can add your meeting platform link that you use to schedule meetings with delegates on your exhibitor profile. This must be an external link like [Calendly](#) or [Outlook Scheduler](#)

Social media page – Links to our social media pages and will show live tweets that attendees post during the conference.

Tweet away! An excellent way to drive booth traffic, announce prizes, demonstrations that are about to start, etc. Use **#DEMCON #CRT20 #CRTDEMCON, @ContinuityRT @OntarioDEMCON**

Click [here](#) to find images you can use on social media for CRT

Click [here](#) to find images that you can use on social media for DEMCON

Peer-to-Peer Forums

Create and start a peer discussion or follow along. Filter by topic, presentation, tags, etc.

NOTE: Peer-to-Peer Forums are NOT to be used to solicit attendees. Your chat will be blocked if any solicitation is reported to Conference Management

These pages are active as of September 30th up to and during conference time!

VIRTUAL BOOTH TECHNICAL REQUIREMENTS

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Google Chrome, Firefox, Edge, Opera, or Safari

NOTE: Zoom meeting room login will be provided on October 5th

Recommendations

- Headphones with a mic for optimum sound quality (not Bluetooth)
- Close any other programs or windows when participating in the Virtual Event to minimize lag time and delays
- Get familiar with Zoom to utilize features such as Break Out Rooms and the White Board

Usage Terms

Access to the Virtual Event and use of the services requires compatible devices, and certain software (including third party software) may be required or may need updating, and your use of the services and virtual event may be affected by the performance of these elements.

It is not recommended to access the virtual event or services through a mobile network. If you do, your network or roaming network will apply fees for data usage.

Conference Management cannot be held responsible for delays in connecting with attendees through your booth as a result of poor connection or out of date equipment and software.

Limitation of Liability

Management reserves the right at its sole discretion to change the date or dates upon which the Event is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in part where caused directly or indirectly by or in such consequence of fire, storm, flood, disease, war, rebellion, insurrection, riot, civil commotion, strike, internet failure or by any causes whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein.

Payment of Account

Full and final payment is required before confirming assigned virtual exhibit. Event Management reserves the right to refuse access to any Sponsor whose account is not paid in full.

Event Management

Event Management reserves the right to make changes, amendments and additions to the rules and regulations without notice as considered necessary for the efficient and proper conduct of the Event. Interpretation of these rules and regulations shall rest with Event Management, and non-compliance of these regulations can result in the closing of the offending Sponsor's virtual booth.

EXHIBITOR FAQ's

How many booth representatives can I have in my virtual booth? – [please check your contract agreement](#)

What if I am not available to chat? – [please follow this video](#) about how to disable the chat button when not available

Do I get transcripts of my booth chat? – [yes, transcripts are available under “My Account”](#)

How do I go into a zoom room with my prospect? Simply have your prospect click on the *video meet room* and knock on the door. You can admit them into the Zoom meeting room.

How many zoom rooms can I have? – [each virtual booth receives one zoom room. Zoom has a feature for additional breakout rooms.](#)

How can I get sales leads? – [every time an attendee clicks on a link in your booth \(ie: downloads a brochure, clicks on your website, or watches a product demo, etc.\) we have a record of this. This report will be sent to you after the event and is subject to CASL regulations.](#)

I want to update some information in my virtual booth, but the show is already on. What do I do? - [You can upload anything in your booth at your convenience through your exhibitor portal, with the exception of demonstration schedules.](#)

Is there a mobile app for this conference? [No - this virtual conference is meant to be managed via a web site on a desk-top computer. We don't recommend a mobile version. See virtual booth technical requirements above.](#)

How do I arrange for pop-up ads, advertising, or sponsorship? - [Contact Dan Joyce \[djoyce@macgregorcom.com\]\(mailto:djoyce@macgregorcom.com\)](#)

Do I have to put a video on the front of the virtual page, or can I add a jpeg or pdf file? – [No, you can only have a featured video](#)

How long is my booth open to delegates and seen on the website? – [From September 30 – October 8, 2020](#)

Can competitors see my booth? – [No not from the rep registration portal. Only registered attendees are provided access to your booth.](#)

Is my sponsored round table or demo stage available On-demand? – [No – this is a LIVE as it happens event. There is no on-demand recording for viewing later](#)

EVENT PERSONNEL:

For Virtual Booth assistance

GERDA HOCKRIDGE
Event Coordinator

289-789-2228

ghockridge@macgregorcom.com

For Sales (Round Tables, Demo Stage, Pop-Up ads)

DAN JOYCE
Event Director

705-328-5323 (9-5 ET)

djoyce@macgregorcom.com

EVENT PRODUCER:

MACGREGOR COMMUNICATIONS
110 Cochrane Drive, Unit 1
Markham, Ontario, L3R 9S1
TOLL FREE: 888-443-6786