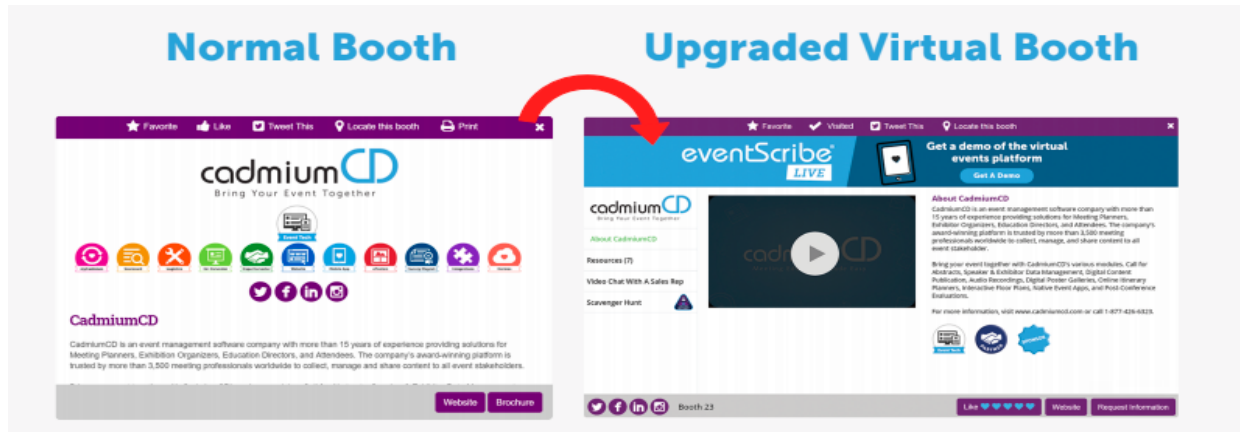


# **APTA** Academy of Pediatric Physical Therapy™ **VIRTUAL CONFERENCE 2020**

## **Details of Exhibitor Options** **Virtual Booth**



The change to a virtual conference has brought about many new opportunities! Cadmium CD offers an upgraded virtual booth to enhance your interaction with attendees. Our **BASIC VIRTUAL BOOTH** includes all the features listed below.

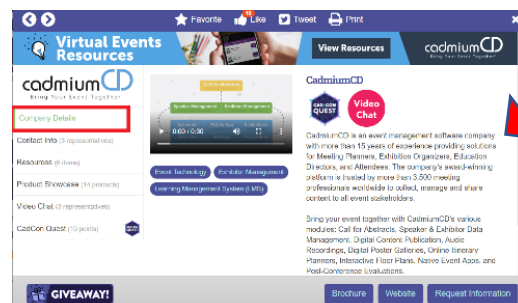
### ***Booth Banner***

A Booth Banner is an effective way to draw attention to your booth. Attendees will see a horizontal banner across the top edge of your virtual booth. If their screen is small, they will see a vertical banner instead.

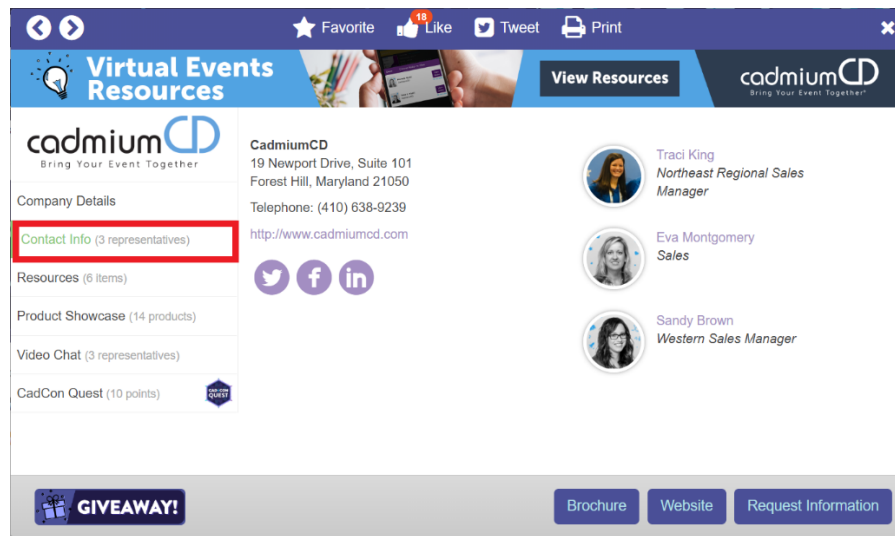


### ***Company Details***

Company details will be listed in a 1,000-word description.



## Staff List with Profiles



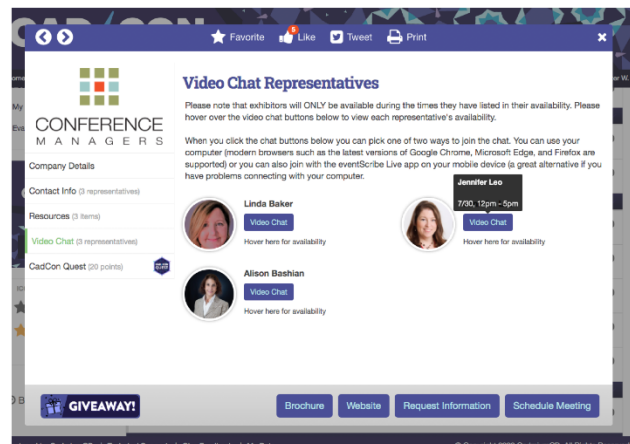
## Company Categories

List up to four categories to showcase your company products (e.g. orthotics, wellness, physical activity, assistive devices). Attendees will be able to browse the exhibitors list by company categories.



## Video Chats

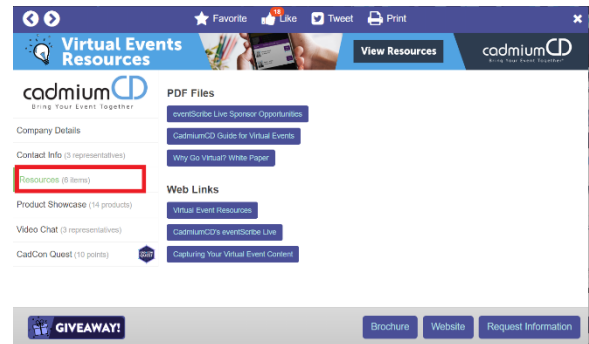
Booth representatives will be able to video chat with attendees, just like when they walk up to a booth at a live event. Video chats will occur during specific hours during the launch weekend and other designated times.



## Resources - Weblinks and PDF Links

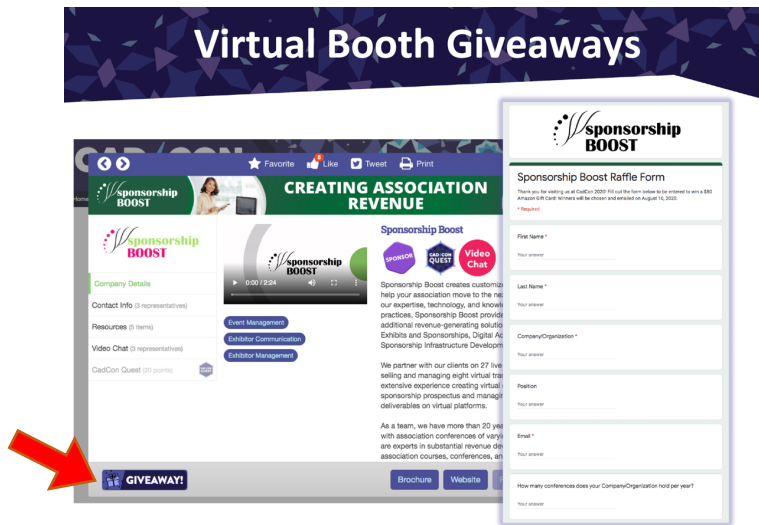
Provide three URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms.

You can upload three PDF documents to share with attendees in your booth profile. This is a great way to share product data sheets and other company literature with attendees.



## Giveaway Button

Do you have a giveaway item that you would like to send to attendees? Exhibitors that include this feature have more traffic at their booth, according to preliminary data provided by Cadmium CD. Product giveaways can be mailed, and virtual giveaways can be emailed! This button can lead an attendee to a form to fill out or other creative idea in order to receive their giveaway.



## Exhibitor List and Logo Wall

Your company's name, logo, and company categories will be listed on the exhibitor list and logo wall.



## **Optional Upgrades**

### ***More Links***

Need to add more resources? This upgrade will let you upload an additional 3 weblinks and 3 pdf links to your booth.

### ***Intro Video***

Share a video with attendees to introduce them to your company. It is a great way to draw them in. We recommend videos between 20 seconds and 3 minutes.



### ***Lead Retrieval***

This will enhance your online presence by adding new features to your booth:

1. Attendee impression tracking (you will see who visited your booth and when)
2. Request information button so attendees can contact you and share their information and interests.
3. A like button, so you can see which attendees liked your booth the most.



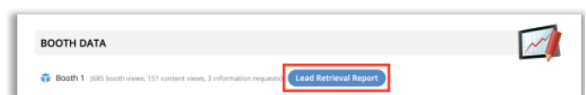
**VIRTUAL BOOTH DATA**

Booth Impressions (Total Records: 128)

EXPORT TO EXCEL EXPAND ALL FOCUS NAME

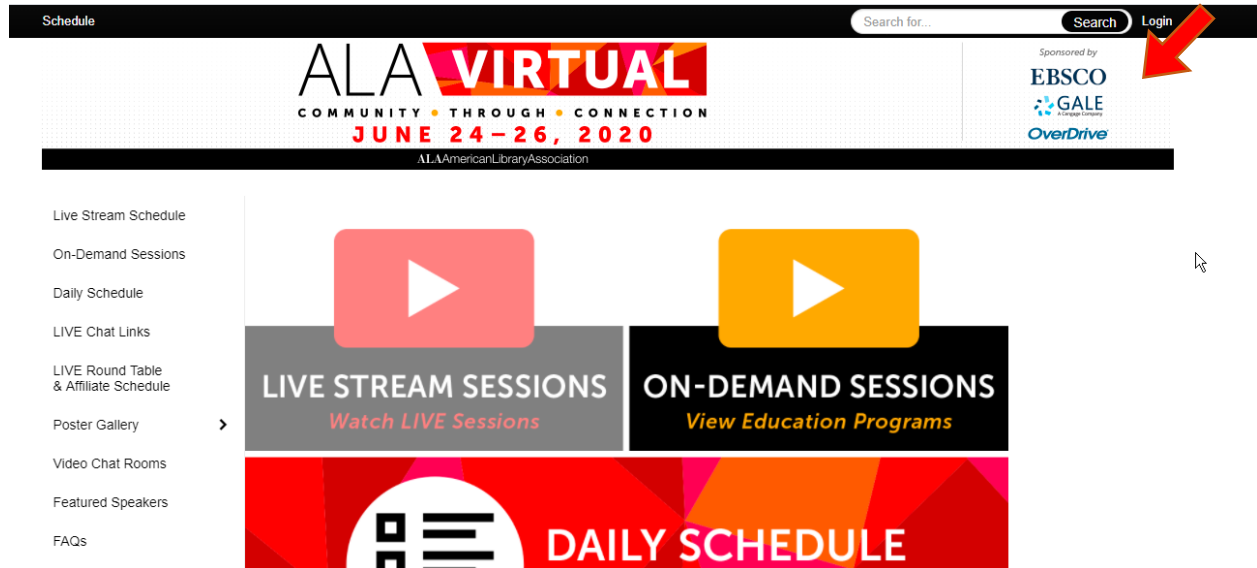
	Favs	Likes	Attendee	Organization	Booth Views	Asset Views	Requests
<b>Total Clicks: 151</b>							
<b>Total Requests: 3</b>							
<b>A (2)</b>							
1	★	♥	Anderson, Christine	National Consortium of Breast Ca...	2	3	0
2	★	♥	Anderson, Kelley	American Society for Reproductiv...	7	0	0
<b>B (15)</b>							
<b>C (10)</b>							
<b>D (4)</b>							
<b>E (3)</b>							
<b>F (3)</b>							
<b>G (7)</b>							
<b>H (5)</b>							

## **Virtual Booths: Lead Retrieval Report**



## Premier Conference Sponsor

Prominently display your company's name or logo on the top banner of all pages of the website, as well as in conference emails and the website logo scroll.



## Conference Sponsor

Display your company's name or logo on the scrolling left-side banner of all pages in the website, as well as in conference emails and the website logo scroll.

