

GENERAL EVENT INFORMATION

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Welcome to CRT/DEMCON 2021

This kit contains information for set up of your virtual booth.

If you require assistance with anything, feel free to contact me.

Gerda Hockridge - ghockridge@macgregorcom.com

PROGRAM & EXHIBITOR BOOTH SCHEDULE

| | |
|-----------------------------|-----------------------|
| Tuesday, November 30, 2021 | 9:20 a.m. – 2:10 p.m. |
| Wednesday, December 1, 2021 | 9:40 a.m. – 2:10 p.m. |
| Thursday, December 2, 2021 | 9:45 a.m. – 2:30 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.

EXHIBITOR REGISTRATIONS

Please use the following link to register all booth personnel:

https://admin.unityeventsolutions.com/se/CRTDEMCON2021/EXH/EN/Process.aspx?ut_SGU=85F741E5-A8A7-4F4D-856C-8675F9E92327&ut_CST=75697DAB-2332-4EFF-972A-BCAB753A7CB2

The number of reps available at your booth is unlimited.

PAYMENT OF ACCOUNT

Full and final payment for your virtual booth is required before conference dates. Conference Management reserves the right to de-activate virtual booths of any exhibitor whose account is not paid in full.

VIRTUAL BOOTH SET UP - Pre-Conference Viewing starts November 26 – November 29

Your virtual booth should be ready by **November 25th**. Attendees will have access to view the conference site and your virtual booth as of November 26th. You will be sent an email with the log-in information to start building your booth by November 19th.

VIRTUAL BOOTH TECHNICAL REQUIREMENTS AND RECOMMENDATIONS

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Google Chrome, Firefox, Edge, Opera, or Safari
5. Headphones with a mic for optimum sound quality (not Bluetooth)
6. Close any other programs or windows when participating in the Virtual Event to minimize lag time and delays

EXHIBITOR RESOURCE CENTRE

Start here, at the online [Exhibitor Resource Centre](#). This portal will allow you to enter/update company details and description.

[Exhibitor Staff Registration link](#) – **this link will be activated on November 18th**.

Following the links and prompts will ensure your booth is set up and ready to go. Although the DEMCON AND CRT conference will not be live until November 30th, attendees will have access to the Conference platform as of November 26th so that they may set their program agenda. It would be in your best interest to have your information completed by that time. You will be getting notices via email of people who have interacted with your booth. Reps have the opportunity to set up calls or meetings with attendees who are interested in their product. The Rep chat box is self-activated, meaning you have control over chat times. However, there is no need to staff your booth until the conference opens LIVE on November 30th. If you are unable to be in attendance, please disable the booth rep chat function during any absence.

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.

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

Basic Company Information: We will have uploaded your Company Logo, Address, Phone Number, Website and Social Media Links if we have them on file. If anything is out of date, you can revise the information or add to it.

Your Welcome Message, Commercial, or Video: Upload must be from *YouTube* or *Vimeo*. We recommend 30 second videos. Up to 5 can be uploaded.

Company Profile: This is your company's overview

Brochures: Upload documents, brochures, flyers etc in PDF format.

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

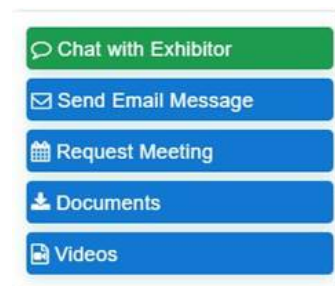
Add Custom Colour: Use your logo colour or colour of your choice. This is one of the sections you will complete in the Exhibitor Portal. Follow the prompts to find your exact colour.

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.

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.

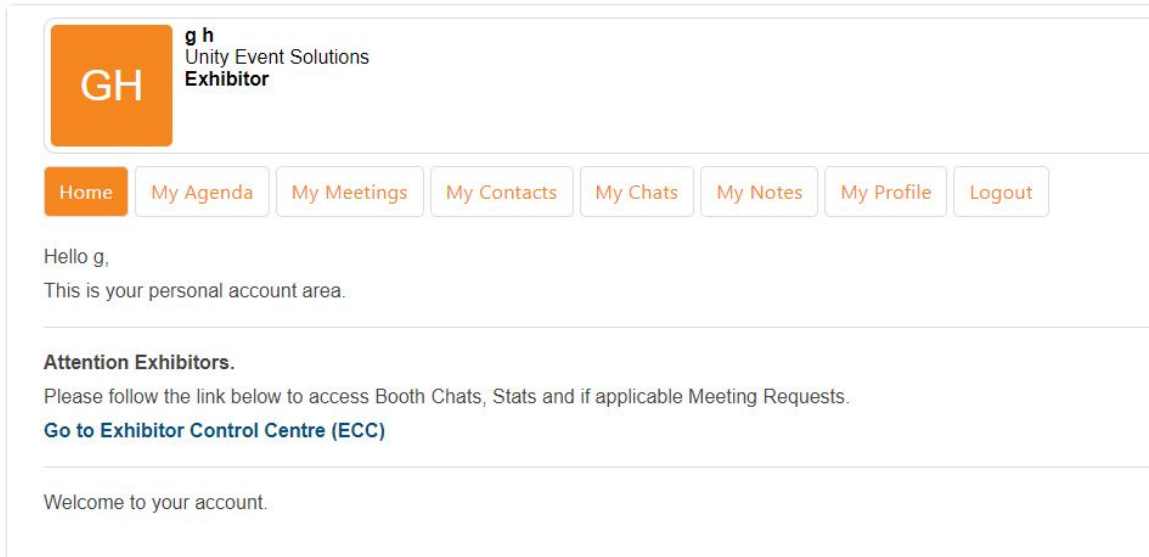
Within your booth, you will have the capability of interacting with delegates through video meetings, chats and email. Your dashboard will let you know when people are interacting with your booth, whether it be through downloading brochures, watching a video or requesting a meeting or chat.

You will see this at the right side of your booth. Attendees click on the buttons to interact.



Once you are logged in to your account, your dashboard will look like this:

My Account



gh
Unity Event Solutions
Exhibitor

Home My Agenda My Meetings My Contacts My Chats My Notes My Profile Logout

Hello g,
This is your personal account area.

Attention Exhibitors.
Please follow the link below to access Booth Chats, Stats and if applicable Meeting Requests.
[Go to Exhibitor Control Centre \(ECC\)](#)

Welcome to your account.

Click on the highlighted type, **GO TO EXHIBITOR CONTROL CENTRE**, to see the meeting requests.

There are instructions to click on down the right-hand side. Meeting requests will come to you in an email. You would then go the Company Meetings tab to see them. If you want to have a video meeting, go to the Video room. You would click on the COPY ROOM LINK and email it back to your prospective client and then when the time comes, click on JOIN VIDEO ROOM.

To see all interactions within your booth, click on the tab that says BOOTH STATS.

For example:

Exhibitor Control Centre

CityU CCAH

Booth Chats Booth Stats Staff Video Room Company Meetings Meeting Availability

Hello Julia Beatty - Please set your availability. I am not available to chat

| Name | Type | Last Response | Staff | View Chat |
|------|------|---------------|-------|-----------|
|------|------|---------------|-------|-----------|

You can view and manage Company Booth Chats, Stats and Meeting Requests.

- **Booth Chats** – Keep this page open to hear notifications! [View Chat Instructions](#)
- **Booth Stats/Leads** – View the hits on your Booth and download leads. Leads are emailed to the main contact only. Speak directly to Show Management to request a change.
- **Company Meeting Requests** – [View Request Meeting Instructions](#)

Booth Chats or Meetings - Allows booth representatives to chat or meet with attendees with video capabilities. See instructions on right hand side of the page.

Booth 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 can view immediately within your booth.

MAXIMIZE YOUR ROI

The following features will be enabled for you to reach out and connect with attendees – active on November 26th.

DEADLINES FOR ADS

For Vendor Sponsored sessions, we require your speaker information by November 19th. Please provide abstract, speaker's contact info, email and mobile, as well as bio, session title and high-res photo. Sooner is better, so attendees can read the descriptions and build their agenda.

For reserved advertising, provide artwork by November 19th.

ADVERTISING SPECIFICATIONS

Leaderboard ads - (728 x 90) pixels

Pop-up ads – (600 x 400) pixels

Videos: Should be from YouTube or Vimeo

If you are interested in additional advertising, contact Dan Joyce djoyce@macgregorcom.com for details. **Deadline for scheduling advertising spots – November 19th.**

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 – This page has Links to our social media images and will also 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 **#DEMCON2021 #CRT2021 #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 November 26th up to and during conference time!

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.

EXHIBITOR FAQ's

How many booth representatives can I have in my virtual booth? – unlimited number of staff may register as a booth rep. All Rep registrations MUST be employed by the exhibiting company with the corresponding corporate email address

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 set up a meeting with my prospect? Simply have your prospect click on the *video meet room* and knock on the door. You can admit them into the meeting room.

How many meetings can I have? – You can have as many as needed. Just schedule them as necessary.

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.) there is a record of this. This report is available immediately through the Booth Stats button.

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.

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

Do I have to put a video on the front of the virtual page, or can I add a jpeg or pdf file? – You can have a featured video or a still picture. Your choice.

How long is my booth open to delegates and seen on the website? – From November 26th until January 31, 2022.

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? – Yes all sessions will be available on-demand until January 31, 2022.

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.

EVENT PERSONNEL:

For Virtual Booth assistance

GERDA HOCKRIDGE 289-789-2228
Event Coordinator ghockridge@macgregorcom.com

For Sales (Presentation time slots, Demo Stage, Pop-Up ads)

DAN JOYCE 705-328-5323 (9-5 ET)
Event Director djoyce@macgregorcom.com

EVENT PRODUCER:

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