



CAFAA's 51st ANNUAL CONFERENCE

EXHIBITOR INFORMATION

The virtual event platform that CAFAA will be using for the 2021 Annual Conference provides for a Vendor Reception/Expo experience that will closely mimic an in-person event. The conference will be presented to attendees on a dedicated website where they will click on page links to enter sessions, breakouts, have Chats and Q&A's, network with others via one-to-one video meetings and 'attend' an exhibitor EXPO.

There are multiple opportunities for you to interact with the attendees. In addition to a dedicated time slot for the vendor exhibit, you can conduct business either through one-on-one private video meetings or group meeting(s) in your booth during breaks or whenever convenient. For those leads that you would like to have further contact with, or where the attendee requests a meeting with you, the platform provides for private video meetings which can be scheduled in advance or on-demand and which the platform will facilitate; no need to setup a separate Zoom meeting.

Each exhibitor will have their own booth, which is a website page; all pages have the same configuration/data options. You will choose what information is provided on your booth's page.

EXHIBITOR ROLES: there are two specific roles that will need to be filled; possibly three should you decide to use the Chat function while live streaming. The people performing the Exhibitor and Moderator roles will need to be attendees of the conference.

- **Exhibitor Administrator:** CAFAA will setup the basic framework of your booth, including the update of the person who will be your Admin. This person will be responsible for completing the setup of your booth.
- **Exhibitor:** this is the person that will be interact with attendees who enter your booth. This would also be the person who would conduct one-on-one meetings with requesting attendees. There can be more than one exhibitor performing these functions. For exhibitors who purchase the Booth-only, your attendee fee is provided with the booth purchase, however, additional people in your booth including the moderator will need to register as an attendee.
- **Moderator:** if you decide to allow chatting while you are live streaming, this person will monitor the chat and interact with the exhibitor who is live streaming. If desired, you can turn off the chat function 'off' so that no moderator would be necessary.

BOOTH SETUP: The booth can provide visitors with the information that you would like to communicate. The Exhibitor Admin will upload company and product links and files, photos of your booth staff, your logo, product offers and other company details to your booth's page. The following are size and other limitations:

- 50 (total) links or files
- Files can be up to 20MB in the following formats: .doc, .docx, .gif, .jpg, .jpeg, .pdf, .ppt, .txt, .xls, .xlsx

All LIVESTREAMS are powered by the platform provider's video streaming which is essentially Zoom meetings; they are included with your booth purchase. The Zoom livestream presentation could be similar to an interaction that you would have at an in-person event. While there is a specific timeframe for livestreaming specified in the Conference Program during the Vendor Reception, you may livestream whenever the need arises. For times other than the Vendor Reception where you wish to meet with one or more attendees, you may do so out of your booth or via a setup of a private video meeting which the conference platform will facilitate.

You do not need to host a livestream session in your booth, but by doing so provides you with an opportunity to interact 'face-to-face' with those that enter your booth. You can do a Chat or Q&A instead of the livestream, or conduct a Chat/Q&A in addition to the livestream. If you are doing the livestream and also a Chat/Q&A, we recommend that there be two people in your booth; one person who would be livestreaming and the second person who would moderate/manage the booth and the Chat/Q&A.

EXHIBITOR TRAINING: Just prior to the conference, there will be a one-hour group technical training session conducted by our platform event provider. We recommend that you attend this training so that you can navigate the event site and properly 'drive' the booth.

RAFFLES: to encourage attendees to enter your booths, we will have raffles; one of which will be based on the attendees who enter the exhibitor booths. We welcome the donation of raffle prizes for this purpose.

ATTENDEE HANDOUTS (included with all booth purchases): CAFAA will mail one (1) of your postcard handouts (ideally 3.5" x 5" x .007 thick, and not more than 4.25" x 6" x 0016 thick) to all attendees prior to the conference. We are anticipating 400 attendees; your handouts must reach us no later than **Jan. 04, 2021** to be included in the mailing. Send them to:

CAFAA
PO Box 1458
Fremont, CA 94538

11/12/2020