



# EXHIBITOR CHEAT SHEET

## GENERAL EXHIBIT FAQs

As an exhibitor, you will be provided a fully customized virtual booth to amplify your branding to and connect with an audience of water quality professionals. Attendees of the virtual conference will be encouraged throughout the conference to visit the Virtual Exhibit Hall.

### Conference Date

NEWEA's 2021 Annual Conference will be held virtually using the Pheedloop virtual platform and will be held January 26 & 28, 2021 and February 2 & 4, 2021 from 11:00 AM-2:30 PM EST.

### Virtual Exhibit Fee

The fee to exhibit is \$350 and includes all four sessions, one (1) booth in the virtual environment, contact analytics on visitors to the booth, full chat capabilities throughout live dates and on-demand, and more. The purchase of an exhibit booth includes access to all sessions for one designee. Additional representatives may be registered to participate at the booth only – without access to technical content for no additional fee.

### Live Event Hours

Tuesday January 26, 2021 - 11:00 am – 2:30 pm Eastern Time  
Thursday, January 28, 2021 - 11:00 am – 2:15 pm Eastern Time  
Tuesday, February 2, 2021 - 11:00 am – 2:15 pm Eastern Time  
Thursday, February 4, 2021 - 11:00 am – 2:15 pm Eastern Time

### No Conflict Exhibit Hours

The exhibit hall will be open from 11:00 am-11:30 am ET and 2:15-2:45 pm ET for attendees to meet with exhibitors. Please note that the exhibit hall is accessible at anytime.

### On Demand Exhibit Hours

Tuesday, January 26; 11:00 am Eastern Time – Thursday, February 4; 2:00 pm Eastern Time

### How long is the platform open?

The platform will be open during the "live" event hours listed above and will be available up to one (1) year afterwards. Attendees and exhibitors can re-visit at any point during that time to connect or view the session content.

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### What will be included in the booth analytics?

Exhibitors will receive a post-show list of any attendee that "entered" their virtual booth. This list will include the attendees name and company unless the exhibitor has purchased lead retrieval. A complete mailing list of all attendees may be requested at the end of the conference, no phone or email will be given.

### Will we be able to view our listing before attendees see the platform?

Yes! Exhibitors will receive their sign-in link on Thursday, January 21, 2021 to view their listings. The conference site will go live with a Pre-Launch Event (Friday, January 22, 2021).

## WHAT TO EXPECT AS A VIRTUAL EXHIBITOR

We are excited to have you as part of NEWEA's 2021 Virtual Annual Conference & Exhibit experience. Below is a list of important items to watch for, steps for the day of the event, and our recommended best practices.

### HOW TO ACCESS THE CONFERENCE

The NEWEA Annual Conference will be hosted on a virtual event platform called Pheedloop.

#### **You will receive TWO logins prior to the conference.**

1. The first login will be for your exhibitor portal. The exhibitor portal is where you will upload your company information, contact information, videos, handouts for your virtual booth.
2. The second login will allow you into the pheedloop virtual platform so you can see other exhibitors, network and view technical sessions. This login will be sent to you prior to the event (January 21, 2021) via email and will include your username (email) and unique password. Please keep this in a safe place, as you will need this to access the platform over the next two weeks.

*Hint: The email will come from NEWEA Annual Conference & Exhibit. Please check your spam/junk folders before contacting us to resend.*

### HOW TO STAFF THE BOOTH

NEWEA recommends that you have a virtual presence during the live conference hours and that you monitor your booth. Your exhibit booth will come with one (1) registration that will have access to all the technical sessions. Additional booth staff may register at no fee but will only have access to the booth. Attendees will be stopping by your booth to text and video chat. You will need to be login to the platform to see and respond to chats.

### HOSTING YOUR BOOTH

Introduce yourself in the chat and offer to speak via the video chat for greater engagement and face-to-face discussions. Offer nibbles of information/data/updates throughout the event in the chat. Consider hosting a raffle or trivia question in the chat function to encourage participation.

### BOOTH FUNCTIONS FAQ

**Chatting at the event:** Chat is available in each area of the event, as well as each exhibitor booth. You can chat to everyone in the room using text. Invite attendees to have a private one-on-one text, audio, or video chat!

#### **Here's how it works:**

Chat to all - use the text bar at the bottom of the chat window on the right hand side to type a message. Simply hit

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send and your message will be public and visible to all on that page.

**Private text chat (1:1)** - To have a private text conversation, select Networking (left hand side), and the People tab. Select the person you would like to chat with or do a search. When you click their name a Start Chat box will show. Click the box to open a private message window and enter your text.

**Audio & Video calls:** To make a 1:1 audio or video call follow the steps above to pull up who you would like to connect with. Once you are in your private chat window you will be able to see a phone icon (voice only) and a video camera icon (video call). Click on the corresponding icon to initiate your call.

*HINT: Use the private text chat to confirm someone has time and is ready to connect by phone or video.*

**Group Video:** To have a group video conversation, select Networking (left hand side), and the Groups tab. Select an Open Group Room and you will be able to see a phone icon (voice only) and a video camera icon (video call). Click on the corresponding icon to initiate your call.

*HINT: Invite others in your group to join you at this location prior. The group room will not activate till there are two participants in the room. There is a limit of 25 people to each group.*

### HOW DO I SEE MY BOOTH ACTIVITY?

NEWEA will send your booth analytics at the conclusion of the event. Exhibitor have the option to purchase lead retrieval which will automatically capture attendees contact information when they click into your booth. Lead Retrieval can be purchased in the Exhibitor Portal for a separate fee of \$99 for the event. Leads are recorded in real-time can be seen in the exhibitor portal at any time.

### MARKET YOUR BRAND

Consider purchasing additional sponsor options to raise awareness about your company and increase your visibility from your competitors. View sponsorship options >>

### SCAVENGER HUNT

NEWEA will be hosting a scavenger hunt throughout the 2021 Annual Conference. Each exhibit booth will receive a code. Display this code in your exhibit booth or only give it out to attendees that answer a question - it's your choice! Attendees will be collecting codes to win prizes.

### EXHIBITOR BEST PRACTICES

1. Make sure the content is relevant to the theme of the event. Don't be shy, refresh content throughout the event and announce this in the event chats. Is your content current and messaging targeted, meaningful, and engaging?
2. Add links or direct downloads to whitepapers, product brochures, PDFs, etc.
3. What is one thing that you want attendees to remember about your booth? What do you want them to know, feel, and do?
4. Add in some fun, a funny image or avatar, a trivia question, a "closest guess wins" challenge in your booth chat box. Raffles prizes could be a good idea.
5. Advertise to your customers and social media to let people know where to find your booth
6. Take advantage of the sessions, networking groups and chats to meet other attendees. Don't assume attendees are going to flock to your booth.

### BOOTH TRAINING

We encourage you to attend booth training hosted by NEWEA. *Dates and times to be announced.*

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### WHAT DOES THE VIRTUAL BOOTH LOOK LIKE

The screenshot shows the NEWEA virtual booth interface. On the left is a blue sidebar menu with options: Lobby, Sessions, Exhibit Hall (selected), Showcase, ScavengerHunt, Networking, Account, Help, and Contact us. At the top of the sidebar is a user profile for Janice Moran (0 Points) and a 'POWERED BY PHEEDLOOP' logo. The main content area features a search bar and a filter button. Below these, a list of exhibitors is displayed alphabetically: David F. Sullivan & Associates, NEBRA, NEWEA (highlighted), Resource Management Inc, and Vista Analytical Laboratory. Each exhibitor entry includes a profile picture, name, and brief description. A callout box points to the exhibitor list with the text: 'Exhibitors are listed alphabetically'. Another callout box points to the search bar with the text: 'Attendees can search for the name of a company or by using the filter'. Below the exhibitor list, a section for 'NEWEA' is shown, featuring a banner image of autumn leaves, the NEWEA logo, and social media links for Email, Website, Twitter, and Facebook. A callout box points to this section with the text: 'Files and videos are placed here..'. Below the NEWEA section, a message from Janice Moran, Program Director, is displayed with a 'Start Chat' button. A callout box points to this chat area with the text: 'Personal Exhibit Chat Board'. On the right side of the interface, a 'Public Exhibitor Chat' window is visible, showing a welcome message and a scavenger hunt code. At the bottom right, a 'Send chat message' input field is shown.

Exhibit Questions? Contact Janice Moran, NEWEA at [jmoran@newea.org](mailto:jmoran@newea.org)

Sponsorship Questions? Contact Jordan Gosselin, NEWEA at [jgosselin@newea.org](mailto:jgosselin@newea.org)



## Online Educational Conference

# 2021

**JANUARY 26 & 28th**  
**FEBRUARY 2 & 4th**