IMX2020 / VIRTUAL

streaming live SEPTEMBER 29 - OCTOBER 1

EXHIBITOR KIT

how-to guide & tips

WELCOME & CONTACTS

Dear Inland Marine Expo Exhibitor,

We're excited to have you exhibit at **IMX2020 Virtual**! As the world around us has changed and we all adjust to a "new normal" the very same is happening with IMX2020. We are proud to provide this online opportunity for you to interact with your customers and to be able to engage with influential members of the inland and intracoastal marine transportation industry.

This guide is designed to help you prepare for the online event so you will have a **great experience** as an exhibitor. There are tips on setting up your 3D booth, promoting your presence at the show and reinforcing your brand, how to staff the event, how to engage attendees, and more.

If you have any questions, please do not hesitate to contact the IMX2020 team. We are dedicated to working with you to ensure you have a successful virtual experience.

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PROMOTING YOUR BOOTH

- Reach out to your existing email list and social media audiences prior to the event
- Use #IMX2020 when promoting your booth and tag **@InlandMarineExpo on Facebook**
- Visit the **Event Promotion page** to download IMX logos, social posts and an email template

Exhibitor Tip

Provide your existing audience with direct access to register to attend IMX2020 Virtual for FREE with this link:

bit.ly/333GM36

Logos

Social Content

Suggested Copy: The Inland Marine Expo is now a virtual event, streaming live Sept 29 – Oct 1. #IMX2020 is focused on honoring the brown water community's rich history and providing the modern workforce with the tools, education, and inspiration it needs to propel forward. Register for FREE at inlandmarineexpo.com.

Suggested Copy: From CEOs to deckhands, the Inland Marine Expo is for the whole team. Expect three days of learning and collaboration. Visit inlandmarineexpo.com/attend to learn more about #IMX2020 Virtual, streaming live Sept 29 – Oct 1. Attendee registration is FREE, sign up today!

Sample Email

Hello,

I'm emailing to make sure you've heard about The Inland Marine Expo (IMX), a virtual event streaming live Sept 29 – Oct 1, 2020.

[ORG NAME HERE] will be participating in #IMX2020 and we think you'd benefit from attending this annual event presented by *The Waterways Journal*. The event is designed specifically for the inland and intracoastal marine transportation industry.

Attendee registration is FREE. During the three-day event, you'll be able to experience:

- Timely expert-led education sessions offered live and on-demand
- The latest products and services in one space, the interactive exhibit floor
- Online networking opportunities and virtual communication tools

Registration is now open, sign up for FREE today.

Feel free to contact me or visit inlandmarineexpo.com to learn more.

[NAME/SIGNATURE HERE]

PROMOTING YOUR BOOTH
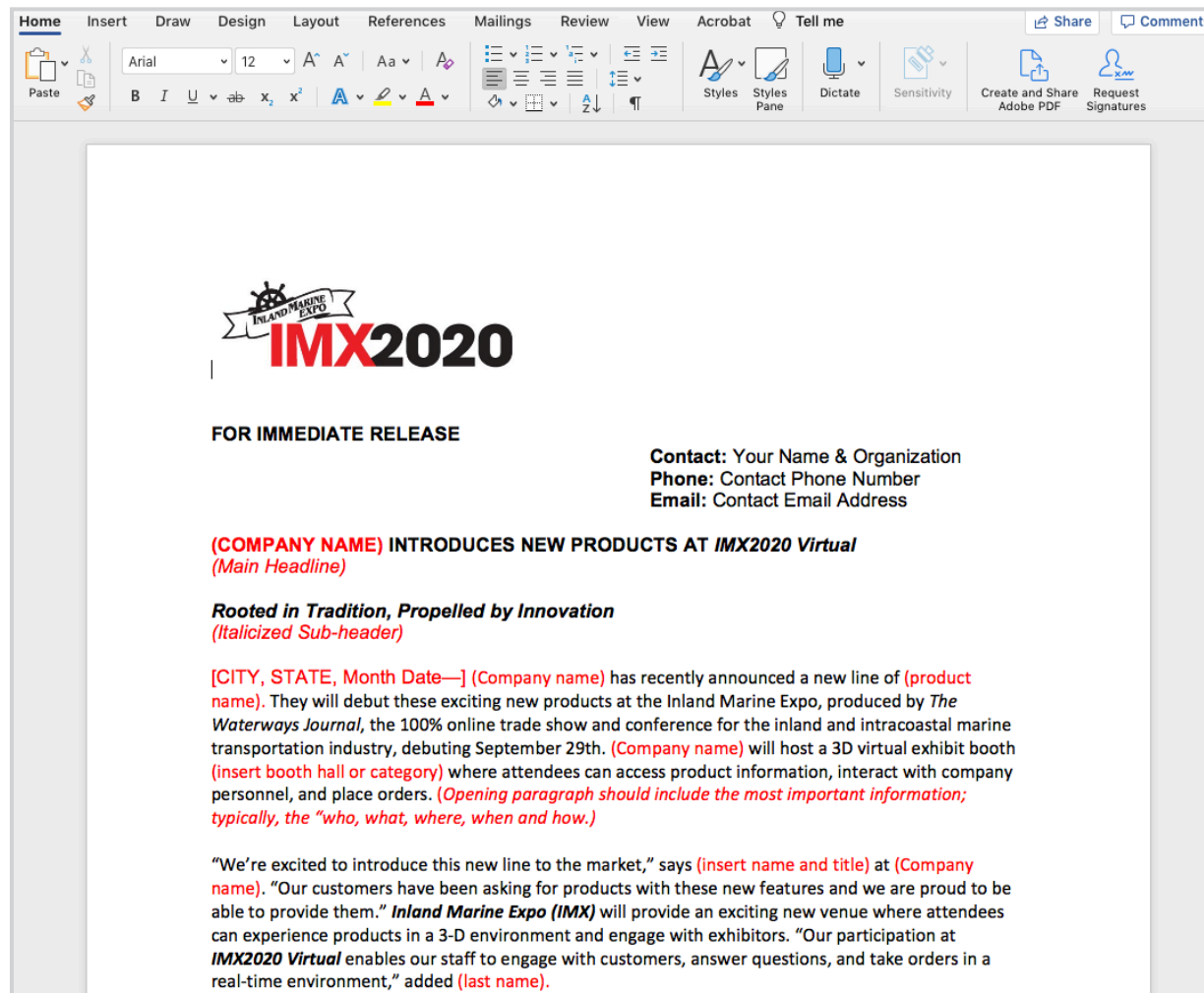
- Also consider issuing a **press release** about your participation in IMX2020

- **Download a Microsoft Word sample press release**

- Submitted press releases will be viewable in the "Virtual Press Room" as well as your exhibitor profile

VIRTUAL BOOTH FEATURES

The above image shows how virtual attendees will view your booth. Attendees will able to zoom into your booth to view video and visual content closely.

1 Attendees will use the lower navigation bar to interact with your virtual team. From here, they can request a vendor chat session, set an appointment with your team, scan their badge, view booth contacts and visit your brand's social media.

2 From the right-hand menu, attendees can click to view your booth profile information.

SETTING UP YOUR VIRTUAL BOOTH

Part 1: **Designing Your Booth**

- Using your eShow exhibitor credentials, log into the **Exhibitor Service Center (ESC).** Your login credentials will be emailed to you. (Please check "Junk" email if you have not received the email.)

- Once logged in, click **"Virtual Booth Setup"** in the teal left-hand menu.

- Scroll down to the last section on this page titled **"Virtual Booth"** then click **"Edit."**

- From here, a **new window will pop-up**. This is where you'll **upload all booth graphics.**

- **Upload an image, graphic or video for each space.**

- **Don't forget to click "Save"** (top left) before you close each pop-up window.

PLEASE SIGN IN

Email:

Password:

Sign In

Forgot Password?

Exhibitor Service Center
Click to Enter

Exhibitor Booth - Large (LG)   eSHOW

#	width (px)	height (px)	file name	format
1	840	210	EVENT-YEAR-EXHIBITOR-booth-LG-top-marquee	JPG
2	220	280	EVENT-YEAR-EXHIBITOR-booth-LG-display-L	JPG
3	240	135	EVENT-YEAR-EXHIBITOR-booth-LG-display-center	JPG
4	220	280	EVENT-YEAR-EXHIBITOR-booth-LG-display-R	JPG
5	320	138	EVENT-YEAR-EXHIBITOR-booth-LG-desk	JPG

Booth Graphic Specification
Click to View

Booth Layout Edit

Booth Model ID	Large Booth

Marquee

Width: 840
Height: 210
Format: png,gif,jpg

Center Desk

Width: 320
Height: 138
Format: png,gif,jpg

TV

Format: mp4   Choose File No file chosen

Left Stand

Width: 175
Height: 280
Format: png,gif,jpg

Right Stand

Width: 175
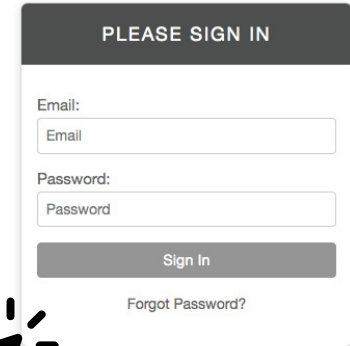Height: 280
Format: png,gif,jpg

💡 **Exhibitor Tip**

If you're working with a designer to build out your booth graphics, send them this link for sizing specifications:

bit.ly/2F4moGH

SETTING UP YOUR VIRTUAL BOOTH

Part 2: **Uploading Document to Your Booth Profile**

- Using your eShow exhibitor credentials, log into the **Exhibitor Service Center (ESC).** Your login credentials will be emailed to you. (Please check "Junk" email if you have not received the email.)

- Once logged in, click **"Virtual Booth Setup"** in the teal left-hand menu.

- Find **"Documents," "Online Product Showcase," "Press Releases,"** and **"Videos."**

- **For each of these sections, click "Add."** A new window will pop-up.

- Follow prompts to **upload appropriate documents, images and graphics.**

- **Don't forget to click "Save"** (top left) before you close each pop-up window.

PLEASE SIGN IN

Email:
Email

Password:
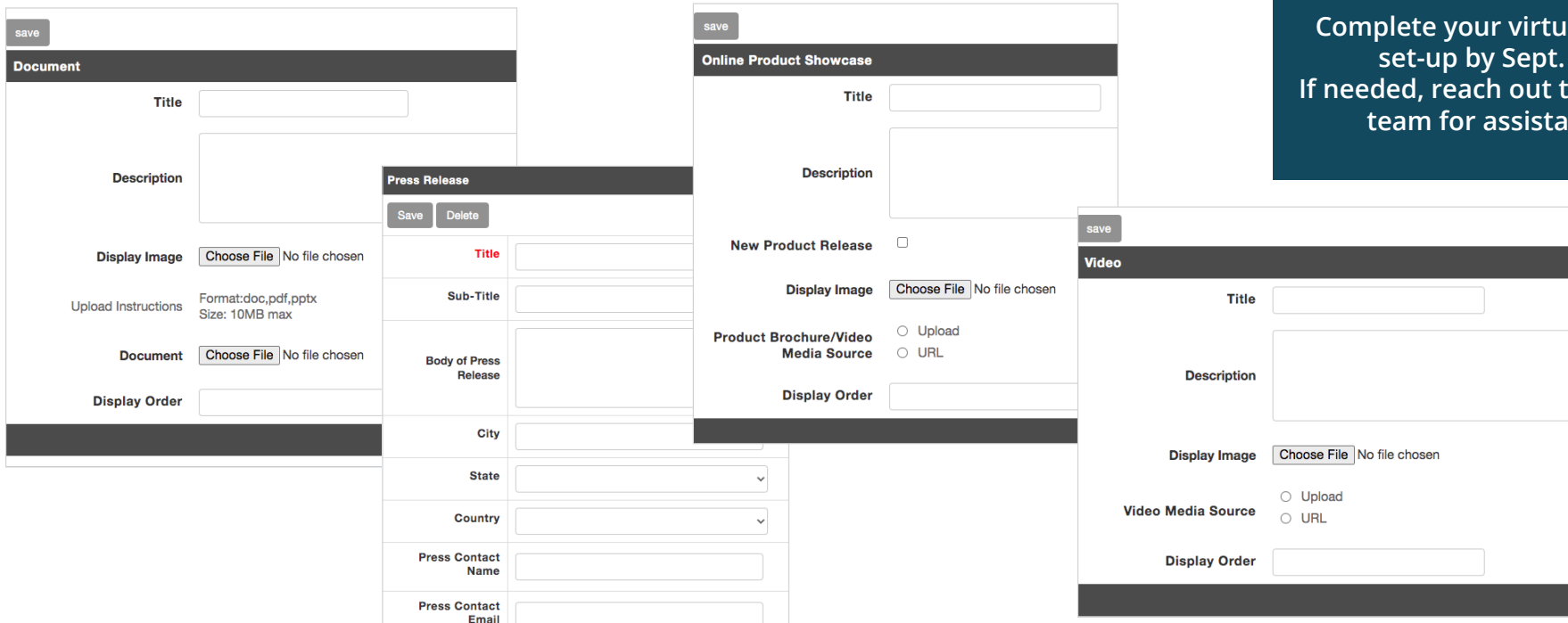Password

Sign In

Forgot Password?

Exhibitor Service Center
Click to Enter

💡 **Exhibitor Tip**

Complete your virtual booth set-up by Sept. 22.
If needed, reach out to the IMX team for assistance.

Document

Title

Description

Display Image   Choose File   No file chosen

Upload Instructions   Format:doc,pdf,pptx
Size: 10MB max

Document   Choose File   No file chosen

Display Order

Press Release

Save   Delete

Title

Sub-Title

Body of Press Release

City

State

Country

Press Contact Name

Press Contact Email

Online Product Showcase

Title

Description

New Product Release   ☐

Display Image   Choose File   No file chosen

Product Brochure/Video Media Source   ○ Upload   ○ URL

Display Order

Video

Title

Description

Display Image   Choose File   No file chosen

Video Media Source   ○ Upload   ○ URL

Display Order

STAFFING YOUR VIRTUAL BOOTH

- Your team's sales contact should register your booth staff via the booth staff form. Your login credentials will be emailed to you. (Please check "Junk" email if you have not received the email.)

- Booth staff will then get access to the Attendee Service Center (ASC) and will be able to enter the Virtual Exhibit Module (VEM). While it is called the Attendee Service Center (ASC), this is the correct space to login for booth staff event access. Your registration will specify you as booth staff automatically.

- Staffing an online trade show is like an in-person event. You will want to have your sales team trained on your show goals and objectives, your new products, and any special offers or engagement activities you have planned for your booth.

- **Be available Tuesday, Sept 29th to get familiar with the system, set appointments and ask the IMX team any questions you may have.**

Attendee Service Center
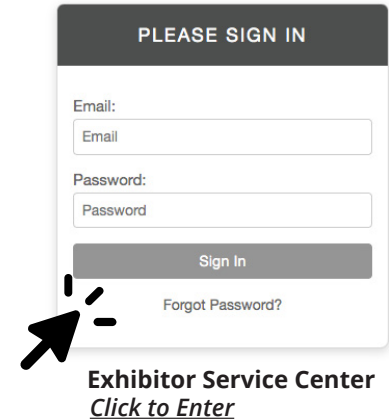*Click to Enter*
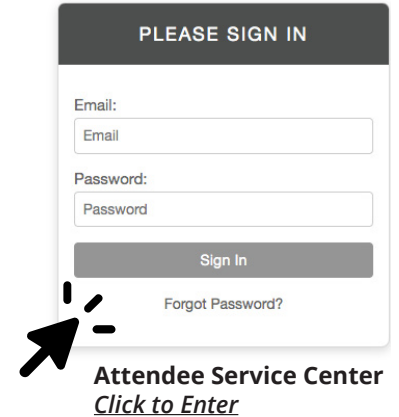
💡 **Exhibitor Tip**	Have your staff wear branded apparel and even have a coffee mug or cup with your logo on it, as this might be visible on screen if you are having live video chat with customers.

ATTENDEE APPOINTMENTS

- Appointments can be created in the Exhibitor Service Center (ESC). Your login credentials will be emailed to you. (Please check "Junk" email if you have not received the email.)

- **Each exhibiting company will need to fill out the profile questions, block off any times they're unavailable for appointments.**

- **This can all be accessed from the ESC**. After you're logged in, **click "1:1 Appointments"** in the left-hand teal menu.

- Next, **navigate to the tabs labeled "Profile Setup" and "Time Blocks."**

- A new window will open. **Follow prompts to complete required data input.**

- Once this information is saved, visit the **"Search" tab to find attendees to meet with.**

- After an appointment is made, the exhibiting company will need to **assign a booth staff to the appointment** so that attendees know who they will be meeting with. The booth **staff can add appointments to their google calendars**.

PLEASE SIGN IN

Email:
[Email]

Password:
[Password]

[Sign In]

Forgot Password?

Exhibitor Service Center
Click to Enter

In This Section

- TERMS OF SERVICE AND PRIVACY POLICY
- EXHIBITOR LIST
- ATTENDEE REGISTRATION
- ATTENDEE SERVICE CENTER
- EXHIBITOR SERVICE CENTER (ESC)
- EXHIBIT STAFF REGISTRATION
- EXHIBITOR DIRECTORY UPDATE
- VIRTUAL EXHIBIT BOOTH SETUP
- 1:1 APPOINTMENTS
- EXHIBITOR AGREEMENT
- LOGOUT

1:1 Appointments

Search | Appointments | Profile Setup | Time Blocks

Before you begin, please answer the profile questions here

Networking Search

Attendee Last Name	
Company Name	
What PRODUCT(S) do you offer or may be interested in?	Please Select... ▾ Select
What SERVICE(S) do you offer or may be interested in?	
Company Category	
	Search List All

💡 **Exhibitor Tip**

Make sure your appointment profile is filled out. Data provided here will help attendees find your booth through product and service category search.

TECHNICAL REQUIREMENTS

Prior to the event, **make sure your computer/device meets the following minimum requirements:**

- 1024 x 768 screen resolution minimum
- 20-25 mbps internet speed for download and 15+mbps for upload **(check internet speed here)**
- Allow Flash, disable Pop-Up Blockers and disconnect from a VPN (if possible)

VIDEO CREATION TIPS

Audio

- Focus on quality audio above all else. Bad sound can ruin a terrific video.
- Put yourself in a quiet place, free of people, pets, traffic, fans, and other white noise. Let others in your home or office know that you're filming.
- If possible, find a simple microphone, or use the mic from your headphones.

Light

- Take a few extra moments to find good lighting, using natural light from windows or the sun if possible.
- Avoid harsh shadows on your face caused by extremely bright lights or the sun coming from one direction.
- Filtered bright light (through something like a sheet) works great.
- Make sure you are facing the primary light source, like a lamp or a window. Putting bright sources of light behind you can create shadows and silhouettes.

Filming on a Cell Phone

- Turn your phone horizontally to film (like your computer or TV screen).
- Find a tripod or solid place to rest your phone instead of having someone hold it.
- Turn on airplane mode to prevent pop-ups and alerts while filming.

Stabilization

- Use a tripod or some solid object to rest your laptop, phone, or camera to avoid shaky footage.

Framing

- Position yourself in the center of the frame, far enough from the camera to see your upper torso and any natural hand motions while you speak. Make sure your head isn't cut off at the top of the frame.
- Look directly into the camera. If it's helpful, move the video preview of yourself as close to the camera as possible to avoid glancing away.
- Do your best to position the camera at eye-level so you speak directly to the audience and not down to them.

Preparing to Record

- Test your sound, video, and lighting before recording.
- Turn off phones, notifications, and other distracting noises.
- Practice what you would like to say a few times in order to keep it clear and concise.
- Wear solid-color clothing if possible. Bold patterns and stripes can be distracting on camera.

Recording

- Record brief, clear statements. Allow yourself to pause while talking, particularly between thoughts.
- If you make a mistake, pause for a moment or two, say it again, and continue with your thought. These pauses are much easier to edit later.

VIRTUAL CONVERSATION TIPS

- Greet attendees at the start of the day, welcoming them to your booth.

- Assign a team member to chat with individuals lingering in the Networking Lounge to move them to a live education session.

- Ask attendees for their feedback on your new products, what they're seeing at the show, or a Main Stage session.

- Suggest the best data sheet/video/booth that will extend their learning.

- Introduce attendees to experts or executives by inviting them into a small group chat.

- Monitor your booth's public chats and contribute relevant comments to keep the conversation moving.

Exhibitor Tip

Each visitor to your booth will have an **Attendee Profile**. When viewing an Attendee Profile, a Booth Rep can:

- Email the attendee
- View the attendee's number of booth visits
- Make notes that are viewable by all representatives
- Scan the attendee badge

DURING THE EVENT

- One of the benefits of an online event is it is truly open 24/7, but that does not mean you must always have staff available. There are published show hours when activity is expected to be the greatest. These are the ideal times to have staff available to interact with customers.

- The Live Virtual Tradeshow will be open Wednesday, September 30 - Thursday, October 1 from 10am - 4pm daily.

- For a full **show schedule, visit inlandmarineexpo.com**

Exhibitor Tip

Take advantage of other events taking place to network and meet new people:

- **Attend industry webinars/round table discussions to network and share your perspective**
- **Search for attendees in the "Networking Lounge"**
- **Go to a live education session**

DRIVING ENGAGEMENT IN YOUR BOOTH

The best way to generate engagement and traffic to your booth is to have compelling content. Virtual event booths can include any digital content including documents, videos, links to webpages, and social media links. Take advantage of Private 1:1 Chats and Public Groups Chats in your booth to talk with your customers.

Create opportunities to interact with customers when they visit your booth.

- Have a welcome video front and center in your booth
- Offer a show special
- Schedule product demonstrations at certain times each day of the event and publicize these demonstration times to drive traffic to your virtual booth
- Schedule live chat sessions so attendees know when they can talk with someone from your company
- Promote interaction with your top management providing access that customers may not normally have.
- Consider promoting a different product each day to encourage customers to return
- Develop a short survey for customers and enter anyone who completes the survey into a prize drawing
- Offer a prize drawing in exchange for a virtual business card
- During the show, take screenshots of activity in your booth and post it via social media

Exhibitor Tip

Encourage your team to connect their LinkedIn profile to their IMX2020 Virtual registration.

- **You can provide LinkedIn profile links when registering your booth staff.**
- **This will allow attendees to view your team's LinkedIn Profiles.**

POST EVENT BEST PRACTICES

To get the most out of your IMX2020 Virtual investment, have a plan for following up with business leads in a timely manner after the event. You will have a booth dashboard that will show all the chat room conversations you and your team had in your booth. It will provide other metrics on who entered your booth and what information they placed in their ebag.
This data can help you with your post event follow up.

Exhibitor Tip

Helpful tips for follow-up communications:

- Thank them for stopping by your booth
- Keep the message simple and friendly
- Mention what you discussed
- Send any information you promised
- Reiterate any show special offers
- Suggest a follow up phone call

FAQS

Visit our **frequently asked questions** page for additional information.