WPA 365

Exhibitor FAQs

Booth Content FAQ:

Q: How many areas are there to upload content in the virtual booth?
A: The number of content spaces is dependent on the size of the booth purchased. The bigger the booth, the more content areas.

Q: What kind of content can I use in my virtual booth?
A: Almost any content. Images, posters, videos, webinars, business cards, brochures, presentations, raffles, freebies, are all accepted and recommended! We do request high-quality images and descriptions for each item to give attendees the best virtual experience.

Q: What files are supported in the content space of my virtual booth?
A:
- Images: JPG, JPEG, PNG, SVG
- Videos: MP4, MOV
- Documents: PDF, DOC, DOCX, PPT, PPTX, XLS, XLSX
- Links: to any page, to zoom/Webex/etc. meetings, forms, etc.
- Embed Code: like forms or videos

Q: Can content be downloadable in my virtual booth?
A: Yes! Downloadable content is available in your virtual booth. Items like brochures, videos, contact information, and more can all be downloadable to attendees.

Q: Are there branding areas in my virtual booth?
A: Yes. Your virtual booth will have a number of branding areas depending on size. High-resolution logos with transparent backgrounds are ideal. Branding areas are non-interactive, so you will not be able to click on them.

Q: What do I need to know about portrait and landscape content inside my virtual booth?
A: If the content area is portrait, then the content that needs to fill it should be portrait as well. Otherwise, it will be distorted or stretched to fill that area. The same goes for landscape as well.

Q: How often can I change the content in my booth?
A: Content can be refreshed based on the size of the virtual booth purchased. All booths can refresh content 2 times a year and may purchase additional refreshes.

Q: What is the difference between the content area and the branding area of my virtual booth?

A: The content area can include links and interactive features. The branding area is not interactive and is meant for company logos, product logos, etc.

Q: What format and size for my logos is optimal?
A: The best format would be SVG file or transparent PNG with the longest side being at least 1000px.

Design FAQ:

Q: What is the difference between a small, medium, and large virtual booth?
A: Similar to physical booths, the virtual booths have more content spaces available depending on the size, as well as more square foot space. A small booth will have the base number of content spaces and more will be added as the booth size increases.

Q: What size virtual booth is recommended?
A: If an exhibitor has a medium or large booth in a physical expo, it is recommended to get the same size in a virtual booth. However, if an exhibitor has a small booth in a physical expo, a bigger booth would benefit them. A larger virtual booth allows for a bigger footprint year-round.

Q: Can I upgrade my booth to a larger size?
A: Yes, contact your expo organizer for more details on other booth sizes/options available.

Q: How much does it cost to upgrade my booth size (ex; small to medium, medium to large)
A: Please contact your expo organizer for this information!

Q: What is a custom booth?
A: A custom booth is developed to look exactly like an exhibitor's physical booth. The virtual booth is integrated into the platform for attendees to view year-round. It includes all of the features of the platform and is interactive.

Q: What do I need to give you for a custom booth?
A: We require a CAD file and any content you would like featured in your booth. Any video or render of your booth is a plus.

Q: Can I change the colors of my virtual booth?
A: Yes. Each virtual booth has customizable accent colors that can be changed to corporate colors or a hex code color.

Q: Can I bring images of my own virtual booth done elsewhere?
A: No.

Q: How long does it take to build a virtual booth?
A: Around 1-2 weeks after we have received your content.

Q: Can I view my virtual booth before it goes live?
A: Yes. We will show you a preview of the virtual booth and you will be able to request changes before it goes live.

Virtual Booth Features FAQ:

Q: How can we interact with visitors in our virtual booth?
A: One on one live chat and video chat are available features in the SIM-EXPO system

Q: What other features are available in my virtual booth?
A: Virtual booths can have live chat, forum topics of your choosing, and contact forms.

Q: Can workshops and education sessions be placed in the virtual booth?
A: Yes. Workshops and on-demand education sessions can be linked to booth content.

Q: What is the backpack feature in the virtual platform?
A: The backpack features allows you to save your favorite booths, content, and exhibitors all in the same place that you can access whenever you want.

Q: What can be added to the virtual backpack?
A: Almost everything! Your favorite virtual booths, webinars, videos, images, documents, contacts, exhibitors, and so on!

Promotion and Marketing FAQ:

Q: How long is my virtual booth available to view by attendees?
A: It is available for 12 months after the booth goes live. It is also renewable on an annual basis.

Q: Can I purchase sponsorship areas like main venues, homepage placement, large category thumbnails, etc.?
A: Yes! Sponsorships are available throughout the platform for exhibitors who have purchased a medium, large, or custom booth.

Q: Are analytics for my virtual booth available?
A: Yes. Each virtual booth has an analytics section available to booth admin (the exhibitor). Virtual booths can collect year-round data on the number of booth visitors, downloads, freebie requests, raffle participants, messages left, and overall year-round lead generation.

Q: What is a directory listing?
A: Similar to a directory in a shopping mall, the SIM-EXPO platform has a directory listing for all participating exhibitors. It provides a logo for all exhibitors and when touched, provides a slider with a description of the company and links to their virtual booth.

Q: Can I purchase a directory listing without purchasing a virtual booth?
A: Yes. Contact the expo organizer for more info.

Q: Why purchase a directory listing without a virtual booth?
A: Even if you don't purchase a booth, a directory listing allows your company and products (by keywords) to be searchable by attendees. This allows an exhibitor to participate in the event virtually, even at the most basic level, year-round.

Q: What is an exhibitor showcase?
A: An exhibitor showcase allows an exhibitor to showcase all of their booths, products, webinars, contacts, etc. into one centralized location (think Amazon shop ---- or eBay store for a particular vendor). This is a very prestigious and dedicated offering by an exhibitor. This feature is only available to exhibitors with a minimum of a medium-sized booth.

Q: What is a product showcase?
A: The product showcase is a dedicated category within the platform that spotlights the latest products from exhibitors that wish to promote it in that category.

Q: Are education sessions available on the SIM-EXPO platform?
A: Yes. If the expo organizer has live or recorded sessions, those can be available in the platform

Q: Can attendees purchase products from my virtual booth?
A: This depends on the expo organizer and if they chose to have our e-commerce feature. But we can link the product to the website where you sell it.

Q: Are attendees charged to attend the virtual platform?
A: Depends on the expo organizer.

Q: Can I promote a link to my virtual booth via email or newsletter?
A: Yes. However, when users click that link, they will be prompted to the login screen, at which they will need to register and get a username and password, then it will take them to your booth. If the user has previously registered, they simply have to login and it will take them to your booth.

Q: What else can I do to promote my virtual booth year-round.
A: Typically, exhibitors promote their virtual booths by offering year-round freebies, giveaways, webinars, newsletters, education, etc. Exhibitors can also refresh all their

booth content/products a couple of times a year.

Q: What will the event do to promote my virtual booth year-round?

A: The event organizer typically has a robust sales and marketing team that implements a year-round strategy to bring users to the platform and the virtual booth. This can include promotions, campaigns, exclusive content, discounts, contests, raffles, and much more. Check with your event organizer for more details.

Virtual Booth Benefits:

Q: What are content places?

A: Content spaces are the number of areas like posters/videos where content is available to upload onto a virtual booth. The number of products you can upload as wall content inside the booth, depends on the booth size (see booth size matrix), usually small booths have about 6 content spaces, mediums double that and larges usually double mediums.   However, on the booth menu, there is a button for "products" and exhibitors can have up to a dozen products listed there, with product thumbnail, description, keywords.   Therefore, an exhibitor can place products on walls (content spaces) and also in the "products" menu.

Q: What are logo and branding locations?

A: Points within the booth to upload your company logos and include videos/links

Q: What are content refreshes?

A: Based on the allocated amount of content refreshes your booth size allows, you have the option to upload new products/content throughout the year contract.

Q: What is the 3D interactive Booth feature?

A: All virtual booths are highly immersive / virtual reality inspired environments done in 3D. Which means that a retail buyer / attendee can simply touch your booth, move left, right, interact with content such as watch videos, download brochures, touch a business card and contact the rep, leave a message for a salesperson, inquire about a product, all year-round!

Q: What are real time analytics?

A: Buyer information will be available to you as soon as they click on any data point within your virtual booth. This will allow you to react without delay.

Q: What is the LIVE and ON DEMAND Booth Chat feature?

A: Buyers/Attendees can speak to Sales representatives Live on through video chat to answer specific product questions or place orders.

Q: What are the attendee forums?

A: Offered in Medium and Large Booths – Attendee Forums is a button in all booths that allow you as the exhibitor to create a forum topic inside your booth. Let's say a forum topic about your Dog Shampoo and how it benefits dogs with skin allergies. Attendees can join the thread, leave comments, ask a question about that particular top or service etc. It's all voluntary on both the attendee end to use it, and on the exhibitor end to even have one or use it.

Q: What are the LIVE Webinar capabilities?
A: Exhibitors can create their own webinars such as a zoom or Webex meeting, and make those webinars available within their virtual booth. They can conduct it live, but supplying the meeting/webinar URL, along with an advertisement poster, and that can be uploaded in the booth for attendees to see, touch and attend the webinar. In addition, exhibitors can provide recorded webinars to be also uploaded onto the booth as year-round content.

Please contact elizabeth.spivak@wpamail.org with any questions regarding booth upgrades, sponsorships, exhibitor showcases, etc.