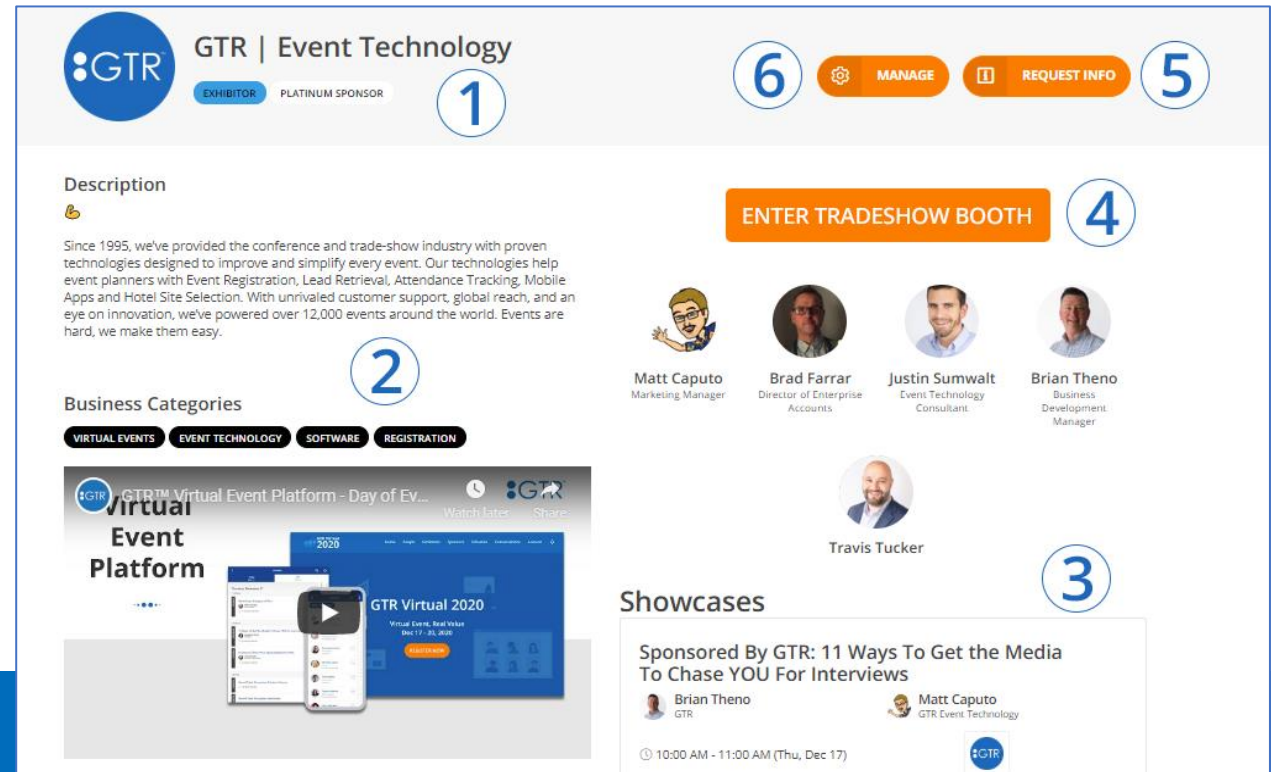
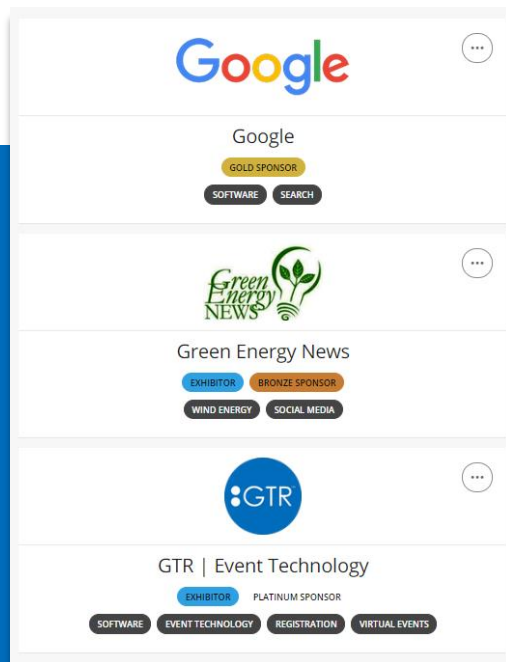


# Virtual Exhibitor Booth



As an Exhibitor and/or Sponsor, you will have your own virtual booth space within the GTR virtual platform where you can share details about your organization and capture leads.

*\*The following pages describe each of the six elements above.*

# The GTR™ Virtual Booth

1

## Organization Heading

The first thing a prospective customer will see when they visit your booth.

- Organization Name
- Logo
- Exhibitor Type
- Sponsor Level

2

## Profile

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth.

- Description of your organization
- Tags and/or keywords the event host has provided
- Add a video
- Upload brochures, documents, and sales collateral
- Add social links
- And other fields your event organizer has allowed

3

## Showcased Sessions

If you are showcasing or sponsoring any sessions during the event, they will be listed here on your booth page.

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda

# The GTR™ Virtual Booth

4

## Live Interaction

During “expo hours” your staff can broadcast from their location and get face-to-face with the audience.

- Get face-to-face with your prospects and existing customers
- Present your offering to anyone who enters your virtual booth space
- Have the opportunity to move into a 1:1 meeting and close the deal

5

## Request Information

Anyone who requests information will come into your lead portal. From here you will be able to view, download, and import directly into your CRM

- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)

6

## Manage Your Profile

Manage your booth’s content, staff and access data analytics

- Assign or remove booth staff
- Create and manage polls
- Add additional downloadable files
- View and download leads
- View and download booth visits