



## SPA 34<sup>th</sup> Annual Meeting Being held in a Virtual Format

### ONLINE EXHIBIT HALL

**The SPA 34<sup>th</sup> Annual Meeting will be held in a *virtual* format and includes an online exhibit hall through our partner Bartizan Connects.**

The SPA online exhibit hall is a **digital platform** for exhibitors and attendees to connect and engage. Vendors and sponsors create a "digital booth" that features the same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to "stroll through the virtual exhibit hall" where they can view personalized sales messages and company websites, interact with vendors via their social media platforms and receive "show specials" just like they would in an in-person trade show environment. This networking resource is a great alternative solution to face-to-face engagements.

The link to the online exhibit hall will be included on the SPA website and mobile meeting guide. Attendees will visit the exhibit hall through these "entrances" or through the direct link they are sent pre-conference.

#### Here is how it works:

1. **Bartizan will send exhibitors an email invitation to customize their digital booth** on the online web-portal LeadsLightning®. The digital booth can include links to the exhibitor's website, social media, product landing pages, videos and any other information that the exhibitor would like to present to the attendee as well as special offers created on LeadsLightning. The special offers are used as promotions for products the exhibitor wants to showcase to those who "attend" the event.

**Exhibitors can create a custom survey and custom follow-ups.** The exhibitor will use this section to ask the same questions they would ask an attendee if they were meeting face-to-face. For example, they could ask, "What products are you interested in?" and the exhibitor would list all their products. The attendee will select all the products they would like more information about by clicking the check boxes next to each product. This is an extremely helpful feature for the exhibitors as they can tailor their follow-up with the attendee based on the attendee's answer.

2. Registered attendees will be sent an email inviting them to come see all the exhibitors on the online show floor.
3. The attendee gets the email and clicks on the link to visit the online exhibit hall.
4. The attendee views the online exhibit hall and clicks on the digital booths that interest them. The information the attendee will see is based on what the exhibitor sets up on their digital booth.
5. The exhibitor logs into LeadsLightning® and views their statistics report. These statistics include how many attendees viewed their digital booth and how many clicked on the extra details the exhibitor may have

added. This report also gives the exhibitor the data that has been uploaded for each attendee, such as name, company, email address, phone number.

6. Exhibitors can follow up with attendees, just as they would after a typical trade show.

## ONLINE EXHIBIT HALL FEATURES

- **Exhibitor Profiles**

Exhibitors build their profile, including company contact details, links to the company blog, pre-recorded videos, YouTube Channel, social media links, and brochure.

- **Special Show Offers**

Exhibitors can extend the interaction with attendees and enhance the prospect of a sale with special offers. Within their profile they can create ads for promotional sales events.

- When exhibitors create a promotional offer, their profile will be flagged with a banner letting attendees know they have a special offer and prompting them to view their entire profile.
- Exhibitors can upload a picture, include a detailed description of the promotion, indicate a coupon code, and outline terms and conditions.
- A promotional offer will enhance the exhibitor's connection with the attendee.

- **Custom Qualifiers**

- Exhibitors can set up custom qualifiers in their profile and can categorize their prospects in ways unique to their company.
- Exhibitors can easily set up unlimited custom qualifiers to help them identify the best way to follow-up with attendees. The qualifiers can include product offerings, details about the attendee's company you need to know like number of employees or their time frame for purchase, etc.

- **Live Chat**

Attendees can click on any exhibitor chat button to start a real-time live chat session with exhibitors.

- **Favorites**

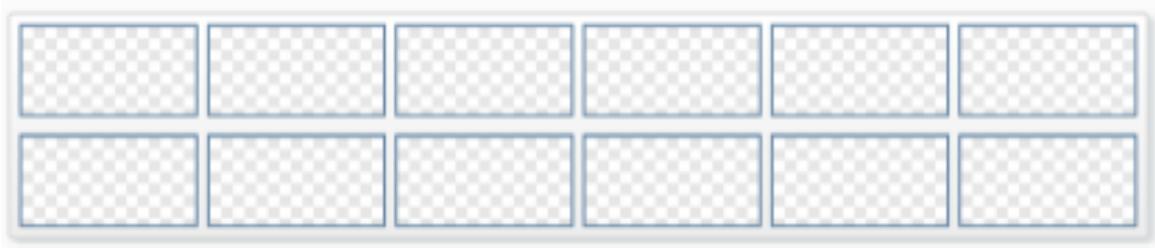
Attendees can mark the exhibitors you are interested in by clicking the star button on their profile. They can sort their view of the Online Exhibit Hall to show just their favorite exhibitors.

- **Banner Ads**

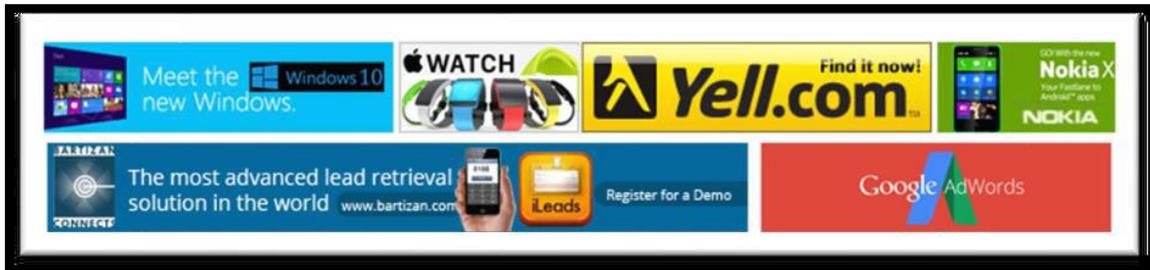
Banner ads are available on the online exhibit hall. The add-on option will be included on the SPA Letter of Agreement.

- There are **12 ad spaces available** with four sizes to choose from. The spaces can be combined to give an exhibitor or sponsor a larger ad. *See specs on the following page.*
- Each exhibitor/sponsor can have their ad rotate through several different ads.

Ad block layout:



Sample banner ad:



Ad Sizes
Small Banner – 1 ad block (Size: 120 x 60 pixels)
Half Banner – 2 ad blocks (Size: 234 x 60 pixels)
Full Banner – 4 ad blocks (Size: 468 x 60 pixels)
Leaderboard – 6 ad blocks (Size: 728 x 90 pixels)

## [SAMPLE ONLINE EXHIBIT HALL](#)

### The LIVE ONLINE EXHIBIT HALL

The online exhibit hall will open September 25 and close October 31. There will be official exhibit times on the conference program when exhibitors are requested to staff their digital booth by logging in to their LeadsLightning® account to answer questions from visiting attendees.

When the attendee clicks on the digital booth, the attendee's info is added to the exhibitors list of attendees who "visited" them. If the attendee takes the custom survey setup by the exhibitor, the information is appended to the attendee's record as soon as the survey is complete.

The exhibitors can refresh their LeadsLightning® report and see the attendees as they are captured into the exhibitor's account.

## HOW TO BECOME AN EXHIBITOR OR ADVERTISER

- **Letter of Agreement**

Begin by completing the SPA Letter of Agreement located at <https://www.pedsanesthesia.org/exhibitor-information/annual-meeting/>. The SPA Annual Meeting is accredited for continuing medical education and the Agreement is required.

**Agreements are due 30 days prior to the conference.** SPA will provide our online exhibit hall partner, Bartizan, with the list of exhibitors and their contact information. Bartizan will send exhibitors an email invitation to customize their digital booth on the web-portal LeadsLightning®. For companies only purchasing ad space in the online exhibit hall, SPA staff will follow up with details on how to upload the ad after payment is made in full.

- **Payment**

**Payment is due in full when the Agreement is submitted.** Only paid exhibits and advertisements will be shared with Bartizan for the online exhibit hall profile and banner ad.

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## More Information

Visit us at <https://www.pedsanesthesia.org/exhibitor-information/annual-meeting/> to learn more about the exhibit, advertising, and sponsor opportunities for the SPA Annual Meeting

## Questions?

Contact Dana Gibson, Director of Corporate and Educational Support  
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