



GENERAL EVENT INFORMATION

DATE & TIME:

Wednesday, September 30, 2020	10:00 a.m. – 4:30 p.m.
Thursday, October 1, 2020	9:30 a.m. – 5:30 p.m.
Friday, October 2, 2020	9:00 a.m. – 5:00 p.m.
Saturday, October 3, 2020	9:30 a.m. – 4:30 p.m.

All sessions take place in Eastern Daylight-Savings Time. Accurate at time of distribution but subject to change. Please refer to the on-line program for the most up to date times.

EXHIBIT HALL SCHEDULE:

Attendees will have access to view the site including your booth as soon as the live event website launches on September 23rd. However, many of the booth features will be disabled until October 2nd. No need to staff your booth until such time.

We recommend that you have a booth representative available during exhibit hall hours. If you are unable to be in attendance, please disable your booth rep chat function.

Exhibit Hall Hours: Friday October 2, 2020 EDT 9:30am-5:00pm
Saturday October 3, 2020 EDT 9:30am-5:00pm

LOCATIONS:

- 1) www.VeterinaryEducationToday.ca - active for promotion
- 2) <http://www.virtual.veterinaryeducationtoday.ca/> - live event site, active on September 23rd

EVENT PRODUCER:

MACGREGOR COMMUNICATIONS
110 Cochrane Drive, Unit 1
Markham, Ontario, L3R 9S1
TOLL FREE: 888-443-6786

VET VIRTUAL

5th ANNIVERSARY
VETERINARY EDUCATION TODAY
CONFERENCE & MEDICAL EXPOSITION
SEPTEMBER 30 - OCTOBER 3, 2020

EVENT PERSONNEL:

JENNIFER HIETT
Operations Coordinator

289-789-2253
jhiett@macgregorcom.com

LEE BAKER
Event Director

289-789-2241
lbaker@macgregorcom.com

EXHIBITOR RESOURCE CENTRE:

Please visit our [Exhibitor Resource Centre](#). This portal will allow you to enter/update company details and description. You can also register your booth staff on our [Exhibitor Staff Registration link](#).

This is set up to be very user friendly. Following the links and prompts will ensure your booth is set up and ready to go.

Please make note of deadlines as they pertain to various components of your booth. Although the VET conference will not be live until September 30th, we are anticipating that attendees will have access to the program by September 23rd in order for them to navigate the site and set their program agenda. It would be in your best interest to have your information complete by that time. **Exhibitors will have access to the event site one week prior to attendees, on September 16th.**

VIRTUAL BOOTH INFORMATION

What is included in your virtual booth?

The screenshot displays a virtual booth for ACME Ltd. At the top, there's a navigation bar with 'YourEvent2020' and various menu items. The booth itself has a blue header with 'Ad Space Available 728x90 Leaderboard'. Below this, the ACME Ltd logo and contact details are shown. A central video player displays 'LIVE BREAKING NEWS'. To the right, a vertical menu offers several interactive features: 'Chat with Booth Rep', 'Send Email Message', 'Video Meet Room', 'Take Our Survey', 'Schedule Meeting', and 'Passport Checked-in'. At the bottom, three circular profile pictures represent the booth staff: Tom Exhibitor, Jane Porter, and Karen Wilson.



Consider your virtual booth as an extension of your brand. There are numerous features that you can include to make your booth stand out and be noticed. Not everything is required but is recommended.

By logging into your [Exhibitor Resource Centre](#) you can add and update:

Basic company information: Company Logo, Address, Phone Number, Website and Social Media Links.

Welcome message/commercial/video: Upload must be *YouTube* or *Vimeo*

Company profile: Consider this your company overview

Brochures: upload documents, brochures, flyers – limit of 10

New product section: Highlight new products, services, etc.

Custom colour: Use your logo-colour or colour of your choice. This is one of the sections you will complete in the Exhibitor Portal. Follow the prompts to put in your exact colour.

Promotions/giveaways: Upload your promotions, prizes, etc. in your booth. By doing so your prizes will be promoted on our prize giveaway page as well. We encourage you to use survey monkey or create your own ballot on your web site to capture data immediately. This will allow you to do timely prize giveaways, contests, etc.

Passport prizes: All exhibitors will receive a passport number that attendees can use to enter to win prizes. Although it is not mandatory for exhibitor to offer prizes, we encourage you to do so in order to drive additional traffic to your booth.

Videos: Must be YouTube or Vimeo. We recommend 30 second videos. Up to 5 can be uploaded.

Schedule a meeting: You add your Meeting platform link that you use to schedule meetings to your exhibitor profile. This must be an external link like [Calendly](#) or [Outlook Scheduler](#)

Optional Survey: You can add a survey link in the Exhibitor Profile portal. We recommend using *Survey Monkey* for any ballots you may want to include in your booth.

Booth sales leads: All attendees who click on any part of your booth, i.e.: download a brochure, get the passport number, click on your website, will be included in a report that you receive after the event, with their coordinates and other pertinent demographics, i.e.: accreditation, years in practice, etc. (subject to CASL regulations)

Exhibitor Staff Registration: There is no limit to how many booth representatives you can have in your virtual booth. Use this [link](#) to register staff. **When the event platform is live for exhibitors (September 16th), each registered booth staff rep will receive an email with their personal log in information so they can complete their profile.**



Chat to booth representatives: Please watch <https://vimeo.com/445216100/52596bb03f> for instructions how to manage booth chats **in the live event**. You will not have access to the live platform until two weeks prior to the event. An email will be sent to each registered representative with their log in details.

Live Demonstrations: For exhibitors wishing to demonstrate your products, you have the option to do live demonstrations. These 20-minute time slots will be posted in your booth under *Demo Schedule* as well as in the program schedule. We will send you your demonstration schedule and do our best to accommodate your needs. These are in 20-minute increments and we must insist that you do not go over your time slot so that the next exhibitor can demonstrate theirs! We are offering each exhibitor one demonstration each morning and afternoon while the show floor is open, i.e. Friday morning and afternoon plus Saturday morning and afternoon). We will try to accommodate more if requested as space permits.

Please include the following information in your demonstration request:

- Your contact information
- Company name
- Title(s)
- Brief description
- Number of demonstrations you would like to offer
 - one per half day
 - fewer than one per half day – which half day(s),
 - more than one per half day – how many)
- preferred time(s) - please give window

We require this information to ensure we have sufficient zoom rooms allocated.

Every effort will be made to accommodate requested times.

Timeslots will be awarded on a first-come basis.

Please submit your demonstration request to jhiett@macgregorcom.com no later than **September 4th**.

ADDITIONAL FEATURES

We have a wide variety of pro-active features that will allow you to reach out to the attendees

Network and Connect – this will allow you to search who is on the virtual show floor at any time.

<http://www.virtual.veterinaryeducationtoday.ca/networking> (active on September 29th)

Once you determine your qualifying filters you can reach out to those people and chat or email, or friend them on social media. (subject to CASL regulations)

Social media page; <http://www.virtual.veterinaryeducationtoday.ca/social> (active on September 23rd)

Tweet all about it. An excellent way to drive booth traffic, announce prizes, demonstrations that are about to start, etc. Use #VETEducation, @veterinarytoday



Click [here](#) to find images you can use on social media!

Discussion forums <http://www.virtual.veterinaryeducationtoday.ca/discussions> (active on September 29th)

Start a discussion or follow along. Filter by topic, presentation, tags, etc.

Virtual Booth Technical Requirements

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Zoom meeting room login will be provided two weeks before the event
5. Google Chrome, Firefox, Edge, Opera, or Safari
6. Headphones with a mic (not required but recommended for optimum sound quality)

It is also recommended that you close any other programs or windows when participating in the Virtual Event to minimize lag time and delays.

Usage Terms

Access to the Virtual Event and use of the services requires compatible devices, and certain software (including third party software) may be required or may need updating, and your use of the services and virtual event may be affected by the performance of these elements.

It is not recommended to access the virtual event or services through a mobile network. If you do, your network or roaming network will apply fees for data usage.

VET cannot be held responsible for delays in connecting with attendees through your booth as a result of poor connection or out of date equipment and software.

Exhibitor FAQ's

How many booth representatives can I have in my virtual booth? – there is no limit

What if I am not available to chat? – please follow this [video](#) about how to disable the chat button when not available

Do I get transcripts of my booth chat? – yes, transcripts are available under “*My Account*”

How do I go into a zoom room with my prospect? Simply have your prospect click on the *video meet room* and knock on the door. You can admit them into the Zoom meeting room.

How many zoom rooms can I have? – we have made arrangements to provide one zoom room per exhibitor but have an option for additional breakout rooms.



How can I get sales leads? – every time an attendee clicks on a link in your booth (ie: download brochures, web site, product demos, etc.) we have a record of this. This report will be sent to you after the event and is subject to CASL regulations. For immediate leads, we recommend you have a survey or ballot.

I have prizes to give away. What do I do? - Please refer to the promotion/giveaway section of this kit

I want to update some information in my virtual booth, but the show is already on. What do I do? - You can upload anything in your booth at your convenience through your exhibitor portal, with the exception of demonstration schedules.

Is there a mobile app for this conference? This virtual conference is meant to be managed via a web site on a desk- top computer. We don't recommend a mobile version. See virtual booth technical requirements.

How do I arrange for pop-up ads, advertising, or sponsorship? - We highly recommend additional advertising and sponsorship in order to drive traffic to your booth. Contact Lee Baker lbaker@macgregorcom.com for details. **Deadline for scheduling advertising spots September 4th, 2020.**

Do I have to put a video on the front of the virtual page, or can I add a jpeg? – No, you can only have a featured video

How long is my booth seen on the website? - The VET virtual conference is available on-demand until October 18th. Although you won't be in your virtual booth after October 3rd, attendees can still gain access to your brochures and information. You will receive those leads after October 18th.

Can competitors see my information in my booth? – No, only registered attendees not exhibitors are provided access to your booth.

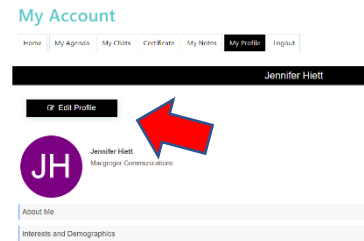
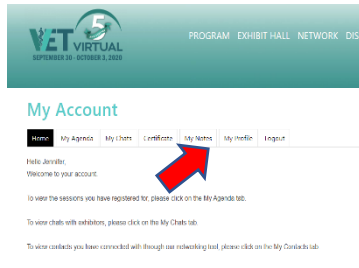
Is my sponsored webinar/symposia available On-demand? - Yes, providing you agree it will be available on-demand until October 18th.



Logging in to your account on the Virtual site:

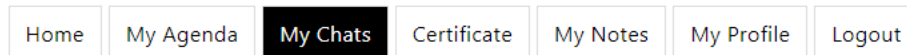
On September 16th, each representative that has been registered through the [Exhibitor Staff Registration link](#) will receive an email with their log in information. They will use these to log in.

Click **MY ACCOUNT**, Enter email address and id# from email. Go to **MY PROFILE** TAB. Click **Edit Profile** button. From there you can upload a headshot and complete your online profile.



When your profile is complete, go to **My Chats** tab and click the **blue Go To Exhibitor Control Centre** button.

My Account



Please use the Exhibitor Control Center to manage your chats

[Go To Exhibitor Control Center](#)

Here you can set your availability for answering chats, and read instructions on using this feature.