



Welcome to VET Spring 2022!

EVENT DATE & TIME

Thursday, April 21, 2022
Friday, April 22, 2022
Saturday, April 23, 2022

9:30 a.m. – 4:00 p.m. ET
9:30 a.m. – 4:00 p.m. ET
9:30 a.m. – 2:00 p.m. ET

All sessions take place in Eastern Time. Please refer to the [on-line program](#) for the most up to date times and sessions.

VIRTUAL EXHIBIT HALL SCHEDULE

Thursday, April 21, 2022
Friday, April 22, 2022
Saturday, April 23, 2022

10:00 a.m. – 4:00 p.m. ET
10:00 a.m. – 4:00 p.m. ET
10:00 a.m. – 2:00 p.m. ET

Attendees will have access to your booth starting April 14th until June 23rd, 2022. They can view the videos or brochures that you display. The chat feature will only work during the actual event times, however, be sure to check for meeting requests regularly until the on-demand period has finished. Keep checking your dashboard for new sales leads too!

BUILDING YOUR BOOTH

Virtual Booth Technical Requirements

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Google Chrome, Firefox, Edge, Opera, or Safari
5. 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.



THE EXHIBITOR PORTAL

To build your virtual booth, please start here on the [Exhibitor Listing Form](#).

This page will open. The first time you log in start with Option 1 at the bottom of the left-hand side of the page.

APRIL 21-23, 2022
VIRTUAL CONFERENCE

1
Start

2
Company Details

3
Listing Info

4
Thank you

Welcome to the Exhibitor Listing Form for Veterinary Education Today

Welcome to the Vendor Directory Management System for **Veterinary Education Today Conference Spring Virtual 2022**.

Don't miss out on the opportunity to connect with potential clients.

We have uploaded the basics on your behalf including:

- Company name
- Website

Complete your listing by adding the following:

- Company description (use as many key words as possible)
- Social media links
- Videos (youtube or vimeo links)
- Promotions and new product details
- Designated email to contact form
- Category Tags

INSTRUCTIONS

- Please start by selecting one of the 2 options below.
- If this is your first time using this new system to manage your listing, select Option 1
- If you are returning to make changes to your listing, select Option 2

Option 1: First Time Here This Year?
Please select your company name and then continue

--Select Your Company--

Continue

Option 2: Returning to View or Add?
Please select your company name and enter your company password

--Select Your Company--

Company Password

Login

I Forgot My Company Password



We will have your basic company information in our system once your contract is signed and paid. Choose your company's name from the dropdown list. Hit continue. Then choose your password and make a note of it and follow the prompts. You'll need your password when you return to make changes. Choose Option 2 when returning.

APRIL 21-23, 2022
VIRTUAL CONFERENCE

Start

Company Details

Listing Info

Thank you

Update Your Company Details
Back

Manage Your Listing

Please review and update your company information below. **Make sure to click the green SAVE button!**

Save Changes
Preview Current Listing

Company Name: Unity Event Solutions Ltd

Details
Links
Videos
Documents
Promotion
Ad & Main Image
New Products
Staff

You can update your company description, logo (jpg/png/gif at 300px wide and less than 1mb), select a booth theme color, and select your primary industry categories.

Company Logo (jpg/png/gif at 300px wide and less than 1mb)
Add/Modify your company logo. Use a jpg/png/gif file under 1mb.

[change]

Booth Color
☒ Check here to use a custom booth theme color, and select your color below. Choose a darker color. The text color that appears on top of your theme color is white.

Company Categories:
Tag your Products/Services

65 all selected!

Interests

Please Select

Company Description
Add/Modify your company description. Maximum 1000 Characters.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tempus mauris at ligula ultricies, a gravida ante sagittis. Praesent id augue iaculis, scelerisque lorem ac, vestibulum risus. Phasellus mauris elit, lacinia nec luctus in, bibendum in justo. Sed accumsan cursus semper. Ut laoreet arcu placerat magna blandit cursus. Phasellus nec dolor a arcu elementum hendrerit. Quisque a mauris sed leo rhoncus aliquet. In a velit molestie, consequat ipsum sit amet, molestie lorem.

From this portal, you can update company logo, details, description, staff information, etc.

From the DETAILS page, update your company information if anything has changed. Be sure to click on the green save button as you make EACH change.

Next, you will click on each of the tabs: LINKS; VIDEOS; DOCUMENTS; PROMOTION; NEW PRODUCTS; STAFF adding the information.

Update Your Company Details
Back

Manage Your Listing

Please review and update your company information below. **Make sure to click the green SAVE button!**

Save Changes
Preview Current Listing

Company Name: Unity Event Solutions Ltd

Details
Links
Videos
Documents
Promotion
Ad & Main Image
New Products
Staff

You can add links to external websites on your booth. This is the perfect place to add links to your corporate website, social media pages, etc. Be sure to download the appropriate social share image on our website: <https://www.veterinaryeducationtoday.ca/spring/social-share-images/>

Company Website: Example: www.website.com
Add/Modify your company website.

WebSite:

Company Social Links:
Add/Modify your company social network profile links. Example: <https://www.instagram.com/unityeventsolutions/>

Facebook:

Twitter:

LinkedIn:

Instagram:

YouTube:

Pinterest:

Company Survey External Link: Example: a Survey Monkey link
Survey:

Your virtual booth is an extension of your brand. There are numerous features that you can include to make your booth stand out and be noticed. You don't have to take advantage of them all. Click on the PREVIEW button at any time to see how your booth looks to the attendees.

You can add and/or update at any time.

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

Company profile: This is an overview of your company

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

Documents: You can upload documents, brochures, flyers to a limit of 10 (depending on your sponsor level)

Custom colour: Use your logo colour or colour of your choice on the bars on your booth. Follow the prompts to put in your exact colour.



Promotions/giveaways: Upload your promotions, prizes, etc. 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 website to capture data. This will allow you to do prize giveaways, contests, etc.

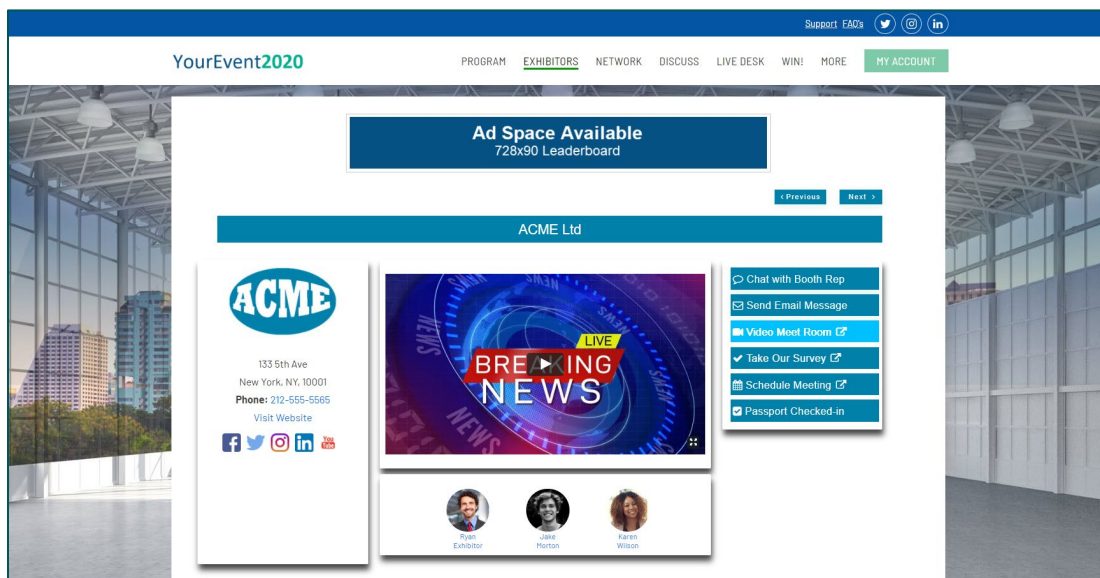
Product Videos: Must be from YouTube or Vimeo. We recommend 30 second videos. To prevent Youtube from suggesting random videos as next play, add “?rel=0” to the end of the Youtube URL.

Schedule a meeting: You can schedule meetings with potential clients from your booth.

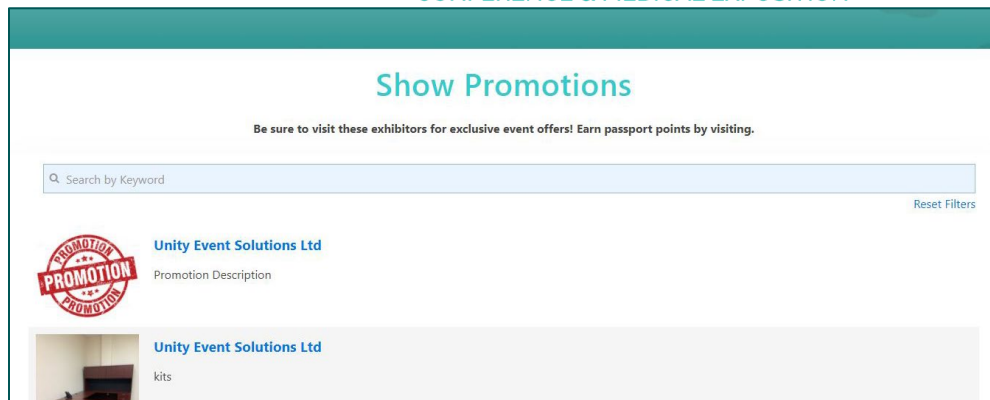
Survey: You can add a survey link in the Exhibitor Profile portal. We recommend using *Survey Monkey* for any ballots you may want to include in your booth.

Exhibitor Staff Registration: *There is no limit to how many booth representatives you can have in your virtual booth. You can pass this link to them to register themselves. [Exhibitor Staff Registration link](#). When the event platform is live for exhibitors, (about April 7th) each registered booth representative will receive an email with their personal login information so they can personalize their profile. We’ll send further information at that time.*

Preview Your virtual booth. It will look something like this:



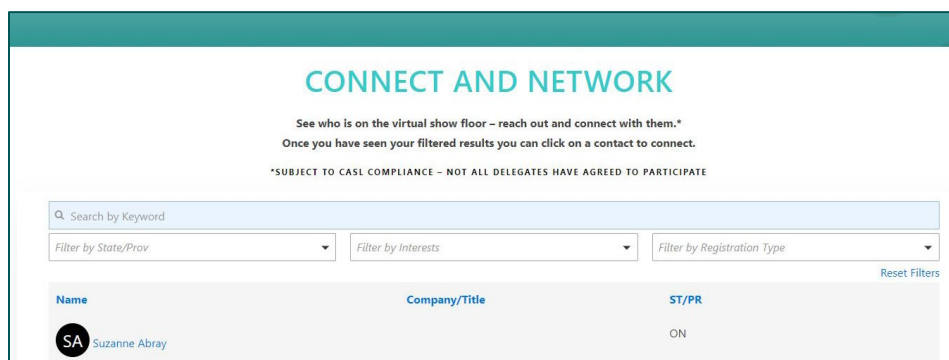
Show Promotions – this will allow you to promote products. Attendees can click on the icons for more information. This can be used for giveaways, etc.



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

<http://www.virtual.veterinaryeducationtoday.ca/networking> (active on April 21 - 23)

(subject to CASL regulations)



Discussion rooms <https://virtual.veterinaryeducationtoday.ca/discussions/> (active on April 21 - 23)

Social share images; <https://www.veterinaryeducationtoday.ca/spring/social-share-images/>

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

DEADLINES

For Vendor Sponsored sessions, we require your speaker information by April 7th. Please provide abstract, speaker's contact info, email and mobile, as well as bio, session title and high-res photo. Sooner is better, so attendees can read the descriptions and build their agenda.

For reserved advertising, provide artwork by April 7th.



ADVERTISING SPECIFICATIONS

- Leaderboard ads - (728 x 90) pixels
- Pop-up ads – (600 x 400) pixels
- Box ad – small (300x250) pixels
- Big box ad – (300x500) pixels
- Ticker Tape – (1080x80) pixels
- Videos: Should be from YouTube or Vimeo

See your contract for your particular ad size requirements. If you are interested in additional advertising, contact Lee Baker lbaker@macgregorcom.com for details. **Deadline for scheduling advertising spots - April 7th.**

DONATE A PRIZE FOR THE LEADERBOARD GAME!

Attendees love to play to win. They can see who is in the running for prizes on the leaderboard page and earn points for interacting with exhibitors ie: Visit a booth – 1 point, email, 1 point, create a discussion post, 10 points, etc. It's interactive, and draws measurable traffic to your booth, while generating leads. Whether it's a \$25 gift card or the latest electronic gadget, you'll find the investment to be well worth it. The winners are drawn regularly.

If you would like to sponsor a prize for this game, you will be listed as a prize sponsor. Please send a description and an image of your prize to Lee Baker lbaker@macgregorcom.com.

There is no additional charge for this option. Deadline for your prize giveaway is **April 5th.**

LIVE DEMONSTRATIONS

For exhibitors wishing to demonstrate their products, you will have 15 minutes to present live. The schedule will be determined on first-come, first-served basis. These are in 15-minute increments, and we must insist that you do not go over your time slot so that the next exhibitor can demonstrate their product! We are offering each exhibitor one demonstration each morning and one each afternoon while the show floor is open. We will try to accommodate more if requested as space permits.

Please submit your demonstration request form to Jennifer at jhiett@macgregorcom.com. **Please include the following information in your request for a demonstration time:**

- Sponsoring Company name
- Session Title
- Brief description of demonstration
- Your speakers name, Title, email address (we will email them directly to schedule a zoom tech rehearsal) and phone number (for technical issues on the day of the presentation only)



- Number of demonstrations you would like to present (max no. based on your booth package)
- Preferred time(s) - please give window (Friday am or pm or Saturday am or pm)

These 15-minute time slots will be run in a Zoom Room, like the education sessions. They will be visible in the program and linked to your booth. We will have a speaker rehearsal for these speakers.

In order to secure your preferable timeslot and avoid disappointment, we encourage you submit as soon as you can. **Timeslots cannot be held longer than 48 hours without a submitted form.**

We will contact you to arrange a **technical rehearsal**. We plan to take 15-20 minutes of your presenters' time to go over the basics of Zoom meetings. We hope to run all Zoom Speaker Training in the first two weeks of April.

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” on your dashboard.

How can I get sales leads? – every time an attendee clicks on a link in your booth (ie: downloads brochures, website, product demos, etc.) your dashboard will have a record of this. It is updated as it happens. We also recommend you have a survey or ballot available to capture more leads.

I have prizes to give away. What do I do? - You can add that to your booth setup. There is a tab for promotional materials.

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. Anything new added can take up to two hours to show in your booth.

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 have a mobile version.

How do I arrange for pop-up ads, advertising, or sponsorship? - We highly recommend additional advertising and sponsorship to drive traffic to your booth. Contact Lee Baker lbaker@macgregorcom.com for details. **Deadline for scheduling advertising spots – April 7th, 2022.**

Do I have to put a video on the front of the virtual page, or can I add a jpeg? – You can either have a featured video or static image, if you choose to have nothing, please do not select the "featured" button.



How long is my booth seen on the website? - The VET virtual conference is available on-demand until June 23rd, 2022. Although you won't be in your virtual booth after the event, attendees can still gain access to your brochures and information, and you still have access to the dashboard until that time. Be sure to check for meeting requests regularly until the on-demand period has finished. Keep checking your dashboard for new sales leads too!

Can competitors see my information in my booth? – Competitors can drop into your booth, but are unable to access videos or brochures, etc. Consider it more like they can "Walk" by your booth.

Is my sponsored webinar/symposia available On-demand? - Yes, providing you agree, it will be available on-demand for 8 weeks after the event.

EVENT PERSONNEL:

JENNIFER HIETT
Operations Coordinator

289-789-2253
jhiett@macgregorcom.com

Please contact Jennifer for any questions regarding your participation in the event.

LEE BAKER
Event Director

416-567-7469
lbaker@macgregorcom.com

Please contact Lee for any questions regarding adding advertising to your booth.

EVENT PRODUCER:

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