



Virtual Event Exhibitors Guide

Maximize Your Exposure and ROI

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. Below is an example of a virtual booth along with an explanation of each of the features:

The screenshot shows a virtual booth for GTR | Event Technology. The interface includes a header with the GTR logo, 'EXHIBITOR PLATINUM SPONSOR' tags, and navigation buttons for 'MANAGE' and 'REQUEST INFO'. The main content area features a 'Description' section, 'Business Categories' (Virtual Events, Event Technology, Software, Registration), a video player for 'GTR Virtual Event Platform', and a 'Showcases' section. A 'Company Website' and 'Social Media' link are provided at the bottom. Numbered callouts (1-6) highlight specific features: 1. GTR logo and sponsor status; 2. Business categories; 3. Video player; 4. 'ENTER TRADESHOW BOOTH' button; 5. 'REQUEST INFO' button; 6. 'MANAGE' button.



GTR | Event Technology

EXHIBITOR PLATINUM SPONSOR

1

6

MANAGE

REQUEST INFO

5

Description



Since 1995, we've provided the conference and trade-show industry with proven technologies designed to improve and simplify every event. Our technologies help event planners with Event Registration, Lead Retrieval, Attendance Tracking, Mobile Apps and Hotel Site Selection. With unrivaled customer support, global reach, and an eye on innovation, we've powered over 12,000 events around the world. Events are hard, we make them easy.

2

Business Categories

VIRTUAL EVENTS EVENT TECHNOLOGY SOFTWARE REGISTRATION



ENTER TRADESHOW BOOTH

4



Matt Caputo
Marketing Manager



Brad Farrar
Director of Enterprise
Accounts



Justin Sumwalt
Event Technology
Consultant



Brian Theno
Business
Development
Manager



Travis Tucker

3

Showcases

Sponsored By GTR: 11 Ways To Get the Media To Chase YOU For Interviews



Brian Theno
GTR



Matt Caputo
GTR Event Technology

10:00 AM - 11:00 AM (Thu, Dec 17)



Company Website

HTTPS://GTRNOW.COM/

Social Media

HTTPS://WWW.LINKEDIN.COM/COMPANY/434100

Exhibitor Brochures

EXHIBITOR BROCHURE

1 Organization Heading

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

- 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. Here are just a few examples:

- 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. These will show:

- 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

4 Live Interaction with Staff

During “exhibiting hours” your staff can broadcast from their office site, warehouse, home, studio or wherever they may be at the time. This is a great opportunity to:

- 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 More 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

This is only available to you and your organization's staff. From here you can fully customize your page and manage other features such as:

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

About Visits

You can see everyone who has visited your page. You will see the attendees first and last name, picture, the number of visits they made to your page, and also the date and time of all their visits.

At any time, you can message visitors directly through the platform

Other Opportunities

Please contact your event organizer for other sponsorship opportunities that may be available.