

VIRTUAL EXHIBITION – FREQUENTLY ASKED QUESTIONS

GET YOUR VIRTUAL EXHIBITION STAND READY

Add Marketing Collateral to your Virtual Exhibition Stand

You can include the below marketing collateral on your Premium and Standard Virtual Exhibition Stand.

1. Company logo
2. Maximum of 2 x Brochures (PDF format, and no larger than 1MB.)
3. Links to Website (URL required)
4. Links to Social Media pages (URL required)
5. Company Video (Vimeo or YouTube URL ONLY)

Register Your Staff

Your staff MUST be registered as a virtual exhibitor to receive log-in details. If you still need to register staff, you can do this via the **Exhibition Portal** that you have received from the Conference Managers. Please email jill@outshine.co.nz with any queries.

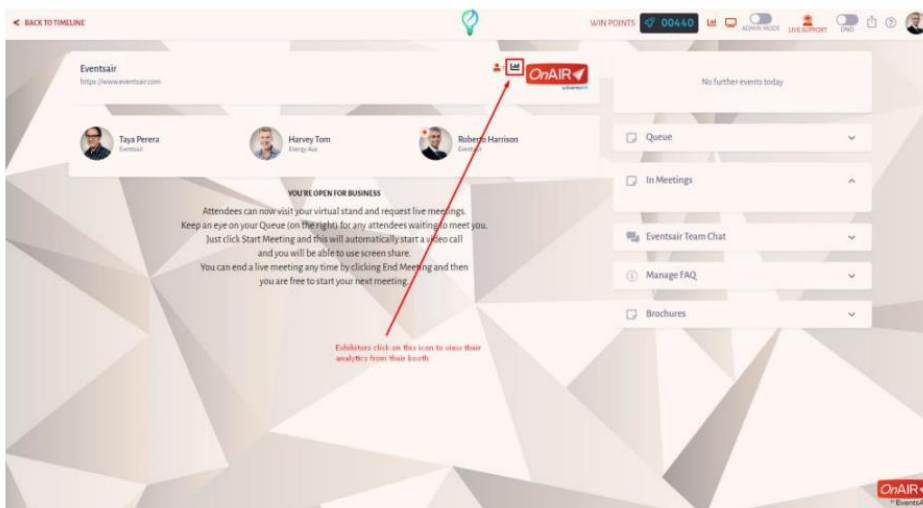
How Does the Virtual Exhibition Environment Look?

For a general overview of how the virtual exhibition works on the day, please click here to watch a short video: [Exhibitor Video](#) Look out for the following important points:

Connecting with visitors to your exhibition stand – i.e., a video call, where you can share your screen to show a presentation, as well as live (audio only) or online (text) chat functions.

The Meeting Hub – this feature allows you to seek out all online attendees in the virtual conference platform and connect with them, also by video call, live and online chat.

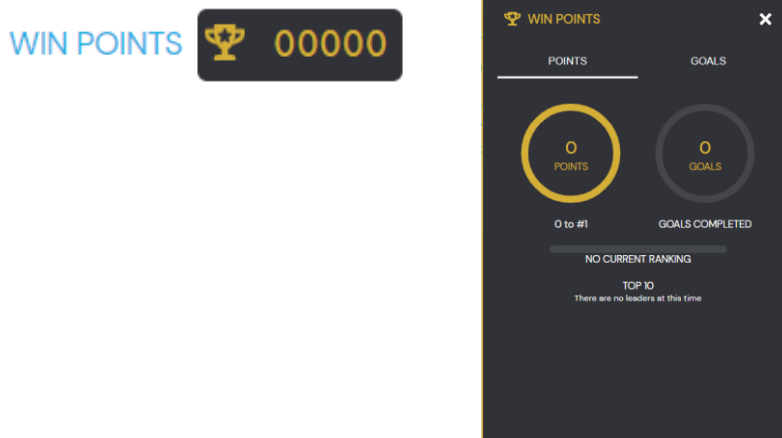
Data Analytics: This feature tracks attendee interactions on your virtual exhibition stand and records delegate contact emails. These contact details can be download directly from the virtual conference platform by your staff. See the image below for more information.



Tracked interactions include:

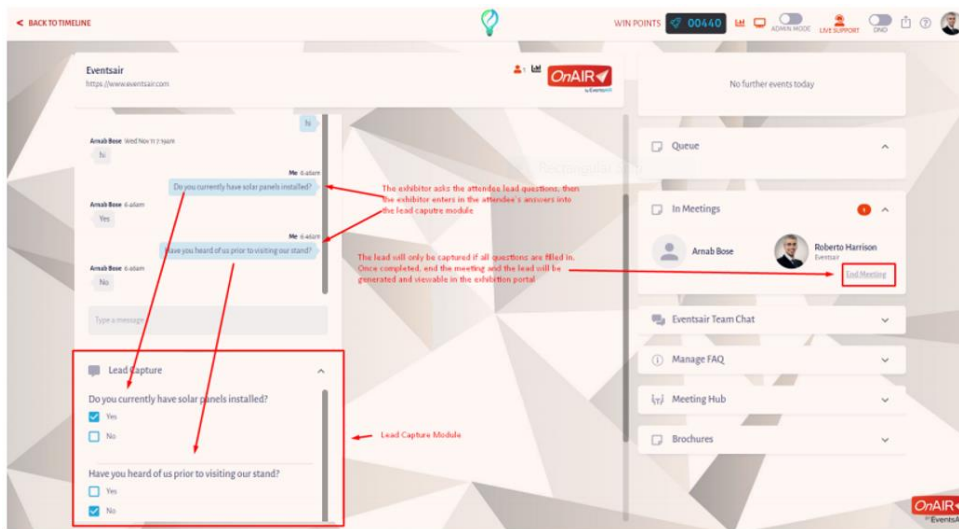
1. Brochure Views & Downloads
2. Video Views
3. Live Meetings
4. Live Chat
5. Stand Visits

Event Engage: This is a gamification feature where delegates can earn points by achieving Goals to be entered into a prize draw. A delegate will receive a significant number of points for visiting a stand and especially for a virtual one-to-one meeting. The gold cup and WIN POINTS icon sit at the top of the virtual conference platform and every time a delegate completes an activity, they can track their progress in the pop up box, as featured below. Stay engaged, get connected.

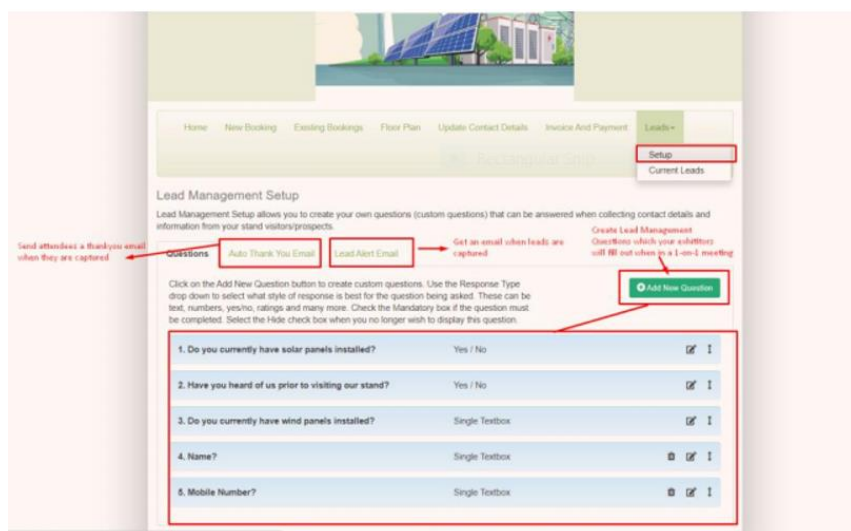


Lead Management: This allows you to set up a short survey for all delegates to answer when connecting with an exhibitor via video call or live chat. This information is recorded and can be exported via Data Analytic function on the platform or from the Exhibition Portal. Lead Management can be set up, via the Exhibition Portal. Images of the process are included for you below.

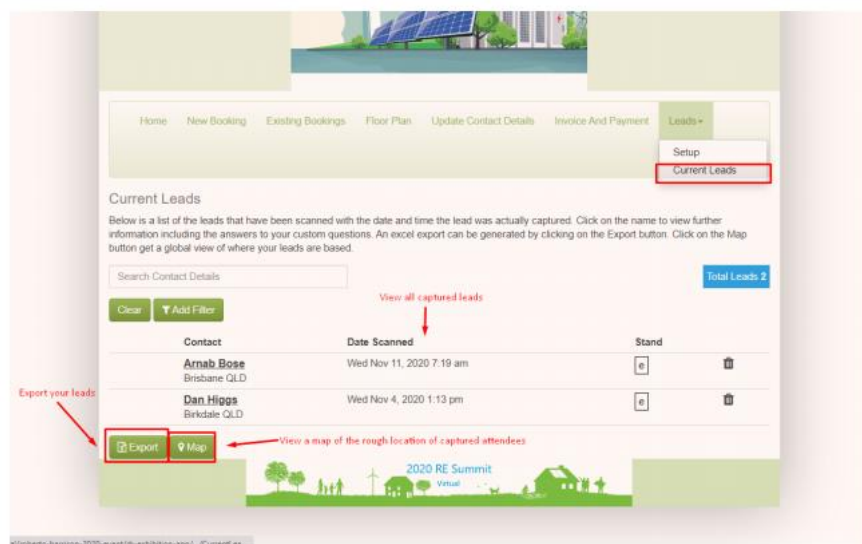
Setting up your questions



Capture delegate information



Review the results



Meeting Hub

This is the virtual conference platform chat room. Take the time to seek out connections in the Meeting Hub, whether by video, online chat or message options.

Virtual Networking Functions

Make sure to attend for the chance to connect with delegates in a relaxed environment. These will be live during the scheduled leads breaks in the program.

Pre – Meeting Preparation

Your virtual staff still need to be registered and, as with an on-site meeting, they need to be fully prepared to connect with delegates and make the most of the conference and networking experience. Virtual meetings are still quite new and as with every industry exhibition, the more pro-active your team are, when meeting delegates as well as the inclusion of excellent marketing collateral, the better your return on investment.

Do allow time to check your stand. Ten days before the meeting, you will be sent log-in details, allowing you to review how your virtual stand looks.

GET YOUR VIRTUAL EXHIBITION STAFF READY

I'm an exhibiting delegate, what does that mean for me?

We have updated your registration to a virtual exhibition registration, and your accommodation booking and social function attendance has been cancelled. Our team will be in touch with your group contact to discuss the delivery and set-up of your virtual exhibition space, and how that will work

Will my registration be discounted?

Yes, we will transfer your on-site registration to a virtual registration and refund you the difference in cost. If you paid by credit card, the difference will be refunded to the credit card used during your registration. If you paid by direct credit, our team will be in touch to obtain your bank details to facilitate that process.

What if I need to cancel my exhibitor registration entirely?

All cancellations or registration changes must be made in writing to the Conference Managers at fiona@outshine.co.nz

If you do not wish to attend the conference virtually, and wish to cancel your registration, we have updated our cancellation policy by extending the date. Cancellations made prior to Sunday October 3, 2021 will be refunded less, NZ\$100.00 to cover administration costs. No registration refunds for full cancellations will be made after this date.

I booked accommodation, and/or social functions. Will these be refunded?

Accommodation booked via the registration process, at the Conference Hotels, has been cancelled on your behalf. The Conference Hotel have not charged any cancellation fees. All social functions will be cancelled without penalty. If you paid for a partner ticket, this will be refunded to you as well.

What if I still want to come to Christchurch and use my accommodation?

If you have booked via the registration process, we do need to cancel it because of our contractual obligations. However, you are welcome to contact the individual hotels directly and make a booking.

When will my refund be processed?

Your registration will be refunded within 30 days. If you paid by credit card during registration, the difference will be refunded to the same card used. If you paid by direct credit, we will arrange for the amount to be refunded to your bank account once we receive that information from you.

Will the scientific program stay the same?

It is guaranteed that things will look different to conferences people are used to. There is also a likelihood that some of our presenters may not be able to present and the program may change at short notice. We would appreciate people bear with us as we negotiate these new challenges, and check the website regularly for the program changes.

What is a virtual meeting?

A true virtual meeting is an interactive experience, rather than a webinar. You will receive pre-meeting information to help you navigate the specialised online platform. You will need to set aside time on the meeting dates as if you were attending in person.

What will I need to attend the online (virtual) meeting?

A laptop or computer, with high-speed broadband, is recommended, a quiet room and a sense of adventure! Google chrome is the recommended browser for the software, so ensure you have loaded this before the meeting – full instructions and much more information will be sent to our online (virtual) attendees.

Will I have access to the talks on-demand after the meeting?

Yes, the talks will be available until January 31, 2022 for all attendees. As an online (virtual) attendee your login access will remain accessible until that time.

Social Media

Post activities and highlights prior to and during the conference via the following social media platforms

Twitter: NZ ASM [#NZASM21](https://twitter.com/NZ_ASM), **NZSA** @NZSA, and **ANZCA** @ANZCA

Facebook: NZATS <https://www.facebook.com/Nzatsinc>, **NZSA**

<https://www.facebook.com/thenzsa> and **ANZCA** <https://www.facebook.com/ANZCA1992>.

Event Stream

Event Stream is the virtual ASM social media function. Even if you are not a regular social media user, EventStream is an easy and targeted way for you to post engagement activities for delegates and increase your brand awareness.

I am still unsure, what should I do?

This is a stressful and upsetting time for many people. We acknowledge this and if people have major concerns or worries they should get in touch the conference managers at jill@outshine.co.nz. We will do our best to assist however we can.