Q: How long is the platform open/available?
A: The “live” event will be August 11-13 but the platform will be available for 30 days following so attendees and exhibitors can re-visit at any point during that time to connect or view the session content.

Q: What can attendees expect to take place during this event?
A: • 27 unique presentations
• Live chat & video with fellow attendees in a secure, easy-to-use platform
• Virtual networking
• Live Q&A with presenters
• Digital Exhibit Hall with familiar experts attendees know and love!
• Access to all content 30 days after the event. Watch, or re-watch content at your leisure in the on-demand library
• Leadership Moments from AHRA leaders

Q: What is the attendee profile of this event?
A: As with an in-person event, AHRA attendees are directors, managers, supervisors, and radiology administrators who have been in their field on average more than 10 years. They work in hospitals and hospitals with outpatient imaging centers.

Q: What does a virtual exhibit display look like?
A: Attendees’ view “when they enter the exhibit hall” will look like this:

Main Exhibit Listing Page
Exhibits listed by total investment
Q: What can we put in our virtual exhibit?
A: Depending on the level of virtual exhibit you selected, the following will be included:

- Exhibitor Banner Image
- Exhibitor Logo Image
- Exhibitor Name, Description, Website, and Social Media
- Exhibitor Commercial video for Silver Supporters and above
- Exhibitor File Resources
  - No cap to the amount of files
  - All must link to an mp4 – not an actual mp4 file. You can link to a YouTube or FTP site which your company hosts.
- Exhibitor Video Resources
  - Company Representative to Live Chat with attendees
    - One-on-One chat feature; booth chat feature is via text chat only. Exhibitors will have the option to video chat attendees within the attendee list feature, outside of the booth.
    - Dashboard chat on booth page allows attendees to ask general questions and chat without having to click to a representative

Sample Screenshot
Q: What is the estimated number of attendee registrants?
A: We are planning towards 500-600 attendees

Q: What is the cost to registrants?
A: $250 for an AHRA Member or $325 for non-members. Members are also able to attend the exhibit hall only for free.

Q: How many registrations do we receive?
A: Your representative registrations are based on the package selected but range from 5-25.

Q: Will booth data be given to the exhibitors after the event?
A: Exhibitors will receive a post-show mailing list, like in the live event. Mailing lists include physical addresses only, no phone or email will be given.

Q: What information is tracked at an exhibitor's booth?
A: You will get a report of who clicked on your booth and who clicked on any of your links. Reports do not include the commercial video play as these autoplay upon entering, so a booth visit will equal a view. You will get the names of those who agreed to share their information and can reach out to them through the attendee list in the event platform to connect to them. The recipient will then get a desktop notification you have reached out. They can then log into the platform to contact you. Think of it like LinkedIn. You can connect with whoever you want!

Q: What is the attendee matchmaking feature?
A: The matchmaking tool in the platform will allow attendees and exhibitors to connect with each other based on common interests. The networking tool will recommend other participants to you based on shared profile interests. Messages may be sent to other users and they will receive a desktop notification that you have contacted them. You can then connect in the platform on video chat or text chat.

Q: Do you sell a comprehensive list of registered attendees? What information is provided about each attendee?
A: We do have a pre-show list available for rent. It will include physical mailing addresses for attendees only. AHRA does not release member or attendee email addresses. The list rental is available for $300.

Q: When is the deadline for the companies to submit a sponsorship order?
A: Ideally by July 8 so you have enough time to send in your content.
Q: When is the deadline to have all creative work uploaded and submitted for the virtual booth?
A: July 27

Q: Will we be able to view our listing before attendees see the platform?
A: Yes. The platform will go live August 4 for exhibitors to see their listings. You will have approximately one week to make any edits prior to the virtual event within the exhibitor portal.

Q: When is the deadline to have all pre-recorded sessions uploaded and submitted for the virtual booth?
A: July 15

Q: Do we pre-record and edit our presentation, or will we be connected to one of your staff?
A: You will pre-record yourself, but we will send you an instructional video on how to do it along with a tips/tricks sheet. Your company can also choose to hire AHRA’s AV/Production company, Bright AV, for any production needs.