Welcome to the AHRA 2020 Virtual Annual Meeting
August 11-13

Dear AHRA Exhibitor:

Thank you very much for continuing to support AHRA and joining us at the 2020 Virtual Annual Meeting.

Please read this Exhibitor Service Manual carefully, as it contains all the information you will need to plan your virtual exhibit booth. The Service Manual is designed to help you have a successful and hassle-free experience at AHRA 2020. AHRA will be using MeetingPlay as our virtual platform provider.

If you have any questions that have not been covered in this Service Manual, please feel free to contact me at any time. My contact information is at the bottom of this page.

Once again, thank you for participating in AHRA’s 2020 Virtual Meeting!

Sincerely,

Elizabeth Davis, CEM
AHRA Exhibits Department

P: 703-964-1242
E: ahraexhibits@conferencemanagers.com
Important Dates

July 22, 2020  Exhibitor Admin gains access to Virtual Platform

July 22, 2020  On-demand videos due for Gold and above

July 29, 2020  Virtual exhibit listing built for AHRA to review

August 4, 2020  Exhibitor staff and customer registration deadline

August 4, 2020  Exhibitor access to view listing layout from attendee side

August 11-13, 2020  AHRA 2020 Virtual
Annual Meeting Schedule

All times are EDT

Tuesday, August 11, 2020
10:00 AM-11:00 AM: Breakout Sessions (3 offerings)
11:00 AM-11:15 AM: Break
11:15 AM-12:15 PM: Breakout Sessions (3 offerings)
12:15 PM-12:45 PM: Break
12:45 PM-01:45 PM: Exhibitor Symposium
01:45 PM-02:45 PM: Exhibit Hall & Matchmaking
   *during this time Exhibit personnel should be in their virtual booth to meet and greet attendees
02:45 PM-04:00 PM: Opening Ceremony & Keynote
04:00 PM-04:30 PM: Flash Sessions and Break
04:30 PM-05:30 PM: Breakout Sessions (3 offerings)
05:30 PM-06:30 PM: New Member/First-Time Attendee Meet-Up

Wednesday, August 12, 2020
10:00 AM-11:00 AM: Breakout Sessions (3 offerings)
11:00 AM-11:15 AM: Break
11:15 AM-12:15 PM: Breakout Sessions (3 offerings)
12:15 PM-12:45 PM: Break
01:45 PM-02:45 PM: Exhibit Hall & Matchmaking
   *during this time Exhibit personnel should be in their virtual booth to meet and greet attendees
02:45 PM-04:00 PM: Keynote: Forecasting Change in a Rapidly Evolving World
04:00 PM-04:15 PM: Break
04:15 PM-05:15 PM: Breakout Sessions (3 offerings)
05:15 PM-06:15 PM: Exhibitor Symposium
06:15 PM-07:15 PM: CRA Meet-Up

Thursday, August 13, 2020
10:00 AM-11:00 AM: Breakout Sessions (3 offerings)
11:00 AM-11:15 AM: Break
11:15 AM-12:15 PM: Breakout Sessions (3 offerings)
12:15 PM-12:45 PM: Break
12:45 PM-01:45 PM: Exhibitor Symposium
01:45 PM-02:45 PM: Exhibit Hall & Matchmaking
   *during this time Exhibit personnel should be in their virtual booth to meet and greet attendees
02:45 PM-03:45 PM: Breakout Sessions (3 offerings)
03:45 PM-04:15 PM: Flash Sessions and Break
04:15 PM-05:30 PM: Closing Keynote: Eating the "Stress Elephant" One Bite at a Time
05:30 PM-06:45 PM: Networking

Schedule is subject to change. Attendees have access to view materials for 30 days post AHRA 2020 Virtual.
Exhibitor Personnel Registration

DEADLINE: AUGUST 4

You must register your booth staff who will be participating in the AHRA 2020 Virtual Annual Meeting.

Exhibitor registrations include access to the Virtual exhibit hall and main conference educational sessions (CE credit NOT included - booth staffers who would like to earn CE credits must register as a regular conference attendee at www.ahra.org).

Please follow this link to register your booth staff:
https://ww2.eventrebels.com/er/Exhibitor/Login.jsp?ActivityID=32648

IMPORTANT NOTE: All registrants must be registered using their own unique email. This will be their login to access the virtual event. NO DUPLICATE EMAILS ALLOWED. As the administrator of your company’s virtual booth, you will receive login information and instructions on how to set up your company’s virtual booth in a separate email on or around July 22. Your registered booth personnel will receive separate emails to their registered email address with information on how to access the virtual event on or around August 4.

Number of registrations is dependent on the virtual booth you selected. If you need additional registrations above your allotment, you may purchase additional registrations by visiting www.ahra.org.

Registrations included with virtual package

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15</td>
<td>25</td>
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</tbody>
</table>

For registration questions, please email AHRAREg@conferenceManagers.com
# What is Included with the Booth

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Virtual Exhibition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Conference attendee insights</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Post-Conference attendee engagement insights</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to participate in attendee gamification</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ability to post multi-media (i.e. videos) in booth</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ability to post handouts (i.e. brochures, white papers) in booth</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Access to list of attendees during event and searchable profiles</td>
<td>X</td>
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<tr>
<td>Ability to live chat (chat text box) with attendees within the booth platform</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ability to video chat with attendees within the attendee platform</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Access to attendee matchmaking based on registration demographics</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Real time sales leads</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Gift registrations for personnel or customers to attend sessions (No CEs)</td>
<td>5</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>Priority Points towards 2021 booth selection</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Logo, link, and description available in virtual exhibit hall</td>
<td>150 Word Description</td>
<td>250 Word Description</td>
<td>350 Word Description</td>
</tr>
</tbody>
</table>
Virtual Platform

AHRA has selected MeetingPlay to be the virtual platform provider. All attendees and exhibit staff will have access to view the exhibitor information throughout the virtual meeting and for 30 days following. *We strongly encourage that you staff your virtual booth each day, August 11-13, from 1:45-2:45 PM EDT as this is the dedicated exhibit hall time.* Attendees may visit your booth outside of these times and we suggest that you check in once or twice a day in addition to these dedicated hours to follow up on any messages you may have missed.

Each exhibitor will be provided with a link to access MeetingPlay’s Exhibitor Portal on or around July 22. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in this service kit. If, in the sole opinion of Show Management, any virtual exhibit fails to conform to the guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the virtual event.

**Login:**

The MeetingPlay exhibitor portal will allow your company to upload all content related to your booth for the event.

When ready, an email will be sent to you with a link to access the portal, along with your company’s password.

Click the link in the email, select your company from the drop down, and enter the password provided in the email to proceed.
Overview:

Once you have logged into MeetingPlay you will be able to set up your virtual details from the overview tab.

- **Update how the name of your company displays**

- **Add URL links**
  - All urls must have http or https in front
  - Add a url label, which will be the name of the button the attendee clicks to visit that URL (ie – Customer Testimonials).

- **Thumbnail image** – 200px by 200px. The thumbnail will display on the list view of the attendee’s favorited sponsors

- **Content** – This is an overview or description of your company. It will display in the overview section of your booth.
Virtual Exhibit Layout:

Exhibitors will be listed alphabetically by their level of participation. Below is a sample of what the listing will look like.

Exhibitors must provide: Logo: 400px wide by 275px tall – JPG or PNG.

Exhibitor Name, Exhibitor Description: displays first 100 characters
Exhibitor Company Page:

Commercial Videos (available to Silver and higher)

May have multiple commercials – if so, they will loop together. Sort order can be set to select the order videos are played.

Video file must be mp.4 and hosted on your own server or an external video hosting platform (ex. Vimeo or YouTube)

Videos play as soon as an attendee enters your booth.
Navigation tabs for attendees to click through your company listing.

The “About” tab displays the company description and external website links. You may post up to five website links.

The “Representatives” tab displays each company representatives you have registered. They are listed alphabetically by last name. Representatives will have the ability to upload profile pictures. Anyone you have registered as a rep will appear in this list and are searchable by attendees. Attendees can click on a name found here and text chat with them. A green dot will appear next to the name if the rep is online, like Facebook. If you are not available when an attendee chats with you, a desktop notification will be sent to you letting you know you have missed a message.

The “Special Offers” tab displays products and/or exclusive offers to attendees. Content can include: title/name, description, external link, JPG or PNG image. For best viewing, 4 product/offers max is recommended.

The “Downloads” tab is where you will upload any white papers, product info, sales flyers etc. for attendees to download. Supported file types are PDF, DOC, PPT, and JPG with a maximum size per file is 10MB. Files are uploaded in the portal via the Assets/Files tab. Files that have already been uploaded are visible at the bottom of the page and can be edited or removed. You can also drag and drop the files to change the order they display on the page.

On-demand videos: Gold level and above exhibitors are invited to provide one educational video, NO CEs available, to be placed in the attendee on-demand video library. Files are due July 22. Videos should not be longer that 25 minutes. Eligible companies will receive a dropbox file link and uploading instructions.

All sponsorship specifications outside of this service kit will be sent to the booth contact as listed on the virtual exhibit application by July 10.
**Sales Leads:**

Exhibitors will be able to pull their own sales leads anytime during the event dates and up to 30 post event. Exhibitors will get the information of the attendees who clicked into their listing as the attendee wished to share. Attendees do have the opportunity to opt out of sharing their information. Reports will show who downloaded files and clicked links.

**Competitors:**

AHRA requests that all companies act in a manner that is respectful to all participating companies. AHRA cannot police who views, clicks on materials, or otherwise engages in your booth. For a current list of exhibitors please view the listing here: [http://www.ahra.org/AHRA/AHRA_Conferences/Upcoming_Events/Annual_Meeting/AHRA/AnnualMeeting/AHRA_2020_Virtual_Meeting_Exhibit_and_Sponsor_Opportunities.aspx](http://www.ahra.org/AHRA/AHRA_Conferences/Upcoming_Events/Annual_Meeting/AHRA/AnnualMeeting/AHRA_2020_Virtual_Meeting_Exhibit_and_Sponsor_Opportunities.aspx). It is recommended that you do not post items that are proprietary or that you do want to share with competitors. You may video chat with attendees, privately, for up to 10 minutes at a time by clicking on the attendee name found in the “Attendee List,” allowing