EXHIBITOR FAQ'S

Where can I go to make edits/ upload materials to my Virtual Booth?
You can make edits to your Virtual Booth at any time before the event by logging into the Online Booth Builder. Please try to have your Exhibit as ready as possible by Monday, June 13th as sometimes edits will take 24 hours to take effect.

How can I preview my Virtual Exhibit?
You can see a preview of how Attendees will view your Virtual Exhibit by clicking the blue "Preview Current Listing" button when you are logged into the Online Booth Builder. Please note that your Exhibit will not be "live" for Attendees to view until the first morning of the event.

Where can I find all of the specs and upload instructions for my Virtual Booth materials/ image's?
When you are logged into the Online Booth Builder you can find all specs and upload instructions listed below each item for your convenience.

I am unable to edit the contact info for the "Send Email Message" button – how can I do this?
If you would like this changed please email Susana Cabral.

What should I add under "Company Survey External Link?"
You can use this area to add an optional Survey URL (ex. SurveyMonkey link) if you'd like to collect research data, etc. You could also use it for a Booth Contest (ex. Fill out our survey for a chance to win) or even a sample giveaway.

What should I add under "Company Schedule Meeting External Link?"
You can use this area to add an optional link to your Company's Meeting Scheduler so that Attendees can book future meetings with members of your team (ex. a Calendly meeting scheduler).

What should I add under "Company Video Meeting Room External Link?" Isn't there already a 'Built-In' Booth Chat?

The 'built-in' booth chat feature that will be available on live event days is a text chat only. You also have the option to add in your Company's own Video Meeting Room link if you prefer to have face-to-face meetings (ex. your Company's personal Zoom room URL). If you do choose to provide this link you'll need to make sure a staff member is available in the Video Meeting Room during show hours.

How can I make one of my video's "featured" in my Virtual Exhibit?

If you would like one of your video's to appear front and centre in your Exhibit, simply select the "Featured" button beside the entered video URL. If you'd rather have a Featured Image placed here, you can upload the image under the Main Image/ Ad tab.

How can I make my Virtual Exhibit stand out?

Try to include resources that give Attendees a clear picture of your products and services. Upload plenty of visual collateral, text, photos, and interactive videos that inform attendees, while piquing their interest in learning more. You can also add categories so that you are easily searchable, and customize your booth to reflect your logo and branding by changing the banner + button colour.

How can I run my own Booth Contest?

All Exhibitors will be automatically entered into the Pri-Med Canada Passport Contest which will increase traffic to your booth, but you are also welcome to run your own Booth Contest as well. There are several ways you can do this within your booth, one being a social media contest. Add all of your social media links to the apropriate areas and simply add the copy/ rules of your contest into your Company Description – or, you can also add a poster image for it under the "Promotions/Contests" tab (ex. Follow us on Instagram and use hashtag #PMC2022 for a chance to win). Another great example is adding in a Survey link (ex. SurveyMonkey) and encouraging Attendees to participate for a chance to win a prize or take home a sample.

Where can I register my Exhibit Staff and how many can I register?

Please register all of your Exhibit Staff HERE before the Friday, June 10th deadline. You can register up to 15 staff members. Don't forget to register a badge for yourself!

How do I login to the event website on the live event days?
All registered Exhibit staff will be sent an email the week before the event with their unique login information and detailed instructions for accessing the live booth chat feature, as well as the live presentations.

What are the Show Hours?
Exhibit staff should be available from 9:30am to 4:45pm each day of the event and should be present to manage the live chat during break times as this is when attendees will be encouraged to browse the Virtual Exhibits. You can find the full detailed agenda on our website at https://www.pri-med.ca/canada/virtual/program/

Where can I view all of my Virtual Exhibit stats?
You'll be able to view all of your Virtual Exhibit stats (including booth clicks, website and social media clicks, video views, brochure downloads, product views, booth chats, etc.) in real-time throughout the event using the Exhibitor login that we'll email to you before the event. Instructions for viewing these Stats will be included in the email.

Where can I download the Lead Retrieval list?
If you have purchased the Lead Retrieval add-on, the main booth contact will have access to send themselves the full leads lists right from the Exhibit Stat tab. Instructions will be sent along with the Exhibitor login information. If you have not yet purchased Lead Retrieval but would like to, please reach out to Maureen Graf to add this to your Exhibitor package.

I've read through all the instructions/ FAQ's and I still have questions about how to build my Virtual Exhibit.
We put together this handy Booth Builder Video to help guide you, but if you still have questions please reach out to Susana Cabral.

Will there be Exhibitor support during the live event?
If you have any questions at any point throughout the event you can use the handy LiveChat widget in the bottom right corner of our website to chat with a Customer Service Representative.