

Purdue Veterinary Conference Virtual Exhibitor Booth Information

After signing up for your booth, you will be given access to your booth through a link to your company's personal page in the Whova app. The following steps highlight what you'll see on your desktop when you access the link to set up your exhibitor page.

The screen shot below illustrates how to add promotional offers or giveaways (red circled section). The mobile view shows you how it appears when viewed on a mobile device. There is no requirement to offer promotions or giveaways, this is simply a tool to create interaction with attendees.

The page also includes a section where exhibitors can upload live stream links or recorded videos that will be accessible by registrants who view their page (blue circled section). For example, an exhibitor could use this feature to link to recorded video content (promotional videos, product demonstrations, etc.).

Alternately, exhibitors could also use the live stream feature to set up times to interact with directly conference attendees. For example, exhibitors could offer a product Q&A during a conference break, or offer a live demo of a product where they could show off the product and answer questions during the live stream.

Purdue Veterinary Conference Booth Demo

Promotional Offers

Promotion Type:
Please select your promotion type

Promotion details:
e.g., Enter to win THE BIG SHORT on Digital HD and the Apple Watch. Winner chosen on Tuesday, Sept, 17th at noon!

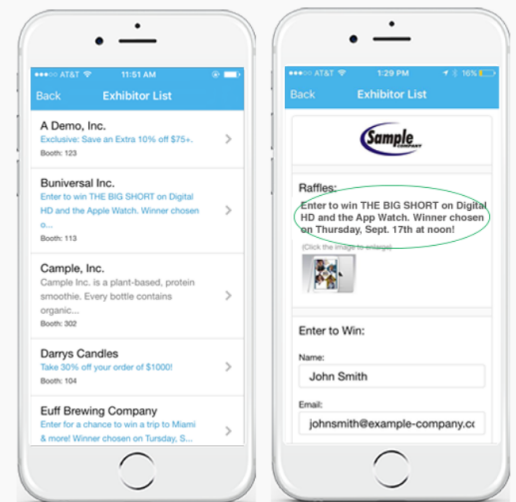
Images
You can upload up to 5 images
[Upload Image](#)

Virtual Booth Access

Live Stream URL:
https://

Stream Time: 2020-09-22 12:00 AM - 2020-09-26 11:59 PM
Timezone: (GMT-0500) United States ()

Recorded Video URL:
https://



Example Exhibitor List in the app

Frequently Asked Questions

What are the benefits of providing promotions in Whova?


The new feature provides another way for you to engage with attendees and gain more leads. You can attract more visitors to your booth even before the event starts.

What information do I need to provide?

Currently we support two types of promotional information: Raffles/giveaways and coupons. For raffles/giveaways, you will need to provide a description and simple rules if you have any. For coupons, in addition to the description, you will also need to provide the coupon image.

This section allows you to edit your company's contact information, logo, and description.

Company Information



Phone Number:
765-494-0611

Website:
<https://www.purdue.edu/vet/conference/>

Address:
625 Harrison St, Lynn 2121. West Lafayette, IN 47907

Company Description:
The annual conference offers continuing education credits for the entire veterinary team! Select from tracks focusing on small animal, professional development, ruminant, swine, equine, shelter medicine, and topics of interest for veterinary nurses. General education sessions will be conducted in a live, synchronous format but will

[Change Logo](#)

Primary Contact

Purdue Veterinary Conference Booth Demo (ahbrown@purdue.edu)

Booth Staff

You can invite any additional staff that will be at the booth collecting leads in the Whova app.


Do I have to participate? What if I don't have any promotions?
No, you don't have to participate. If you don't have any promotions, you will still be listed as a regular exhibitor in the app.

How do I know who requested and received my promotion information? How can I announce the winners?
During and after the event, we will send you a summary of attendees who have signed up for your promotional activities. With this list, you can easily contact and message them in the Whova app.

Here's a screen shot of what the exhibitor page would look like on the desktop view of Whova. You can see how this company uploaded product videos and also included a coupon for their product for conference attendees.

Hide Exhibitors

Godiboa



Godiboa
Virtual Booth 103


info@godiboa.com 352-223-4244 http://godiboa.com Lisa Wang Virtual Booth 103

Sign up for deals and offers

Godiboa is a worldwide leader in premium chocolates with over 500 retail stores. It is known for their unique recipes of rich chocolate and fillings, delivering unparalleled quality.

Coupon

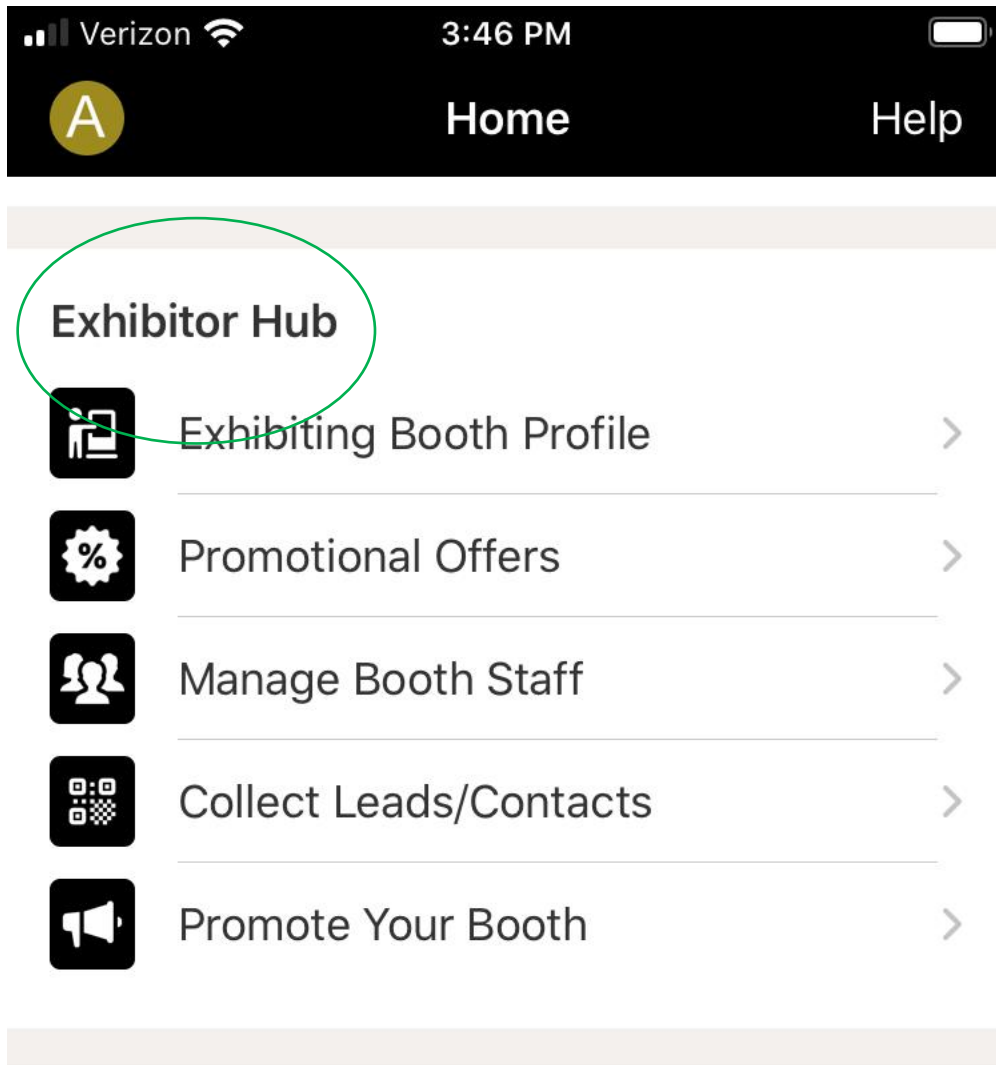
50% off only until the end of this event! Visit Godiboa's booth and enjoy our premium chocolate.



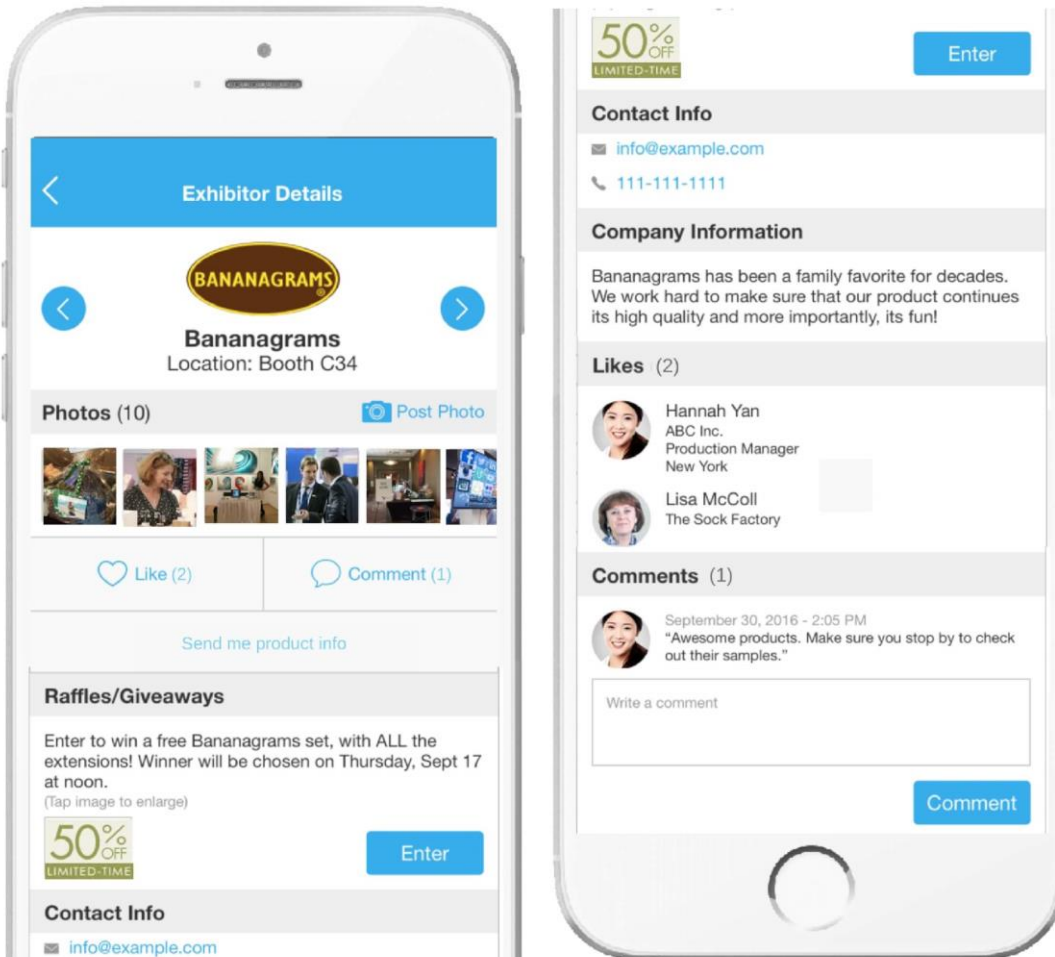
Redeem Coupon

Using Whova on Mobile Devices:

Once your page is set up, you can utilize Whova on your mobile device to manage your booth. From the home screen within the conference page in the app, you can use the Exhibitor Hub to interact with your page. You can manage your booth profile, see who is signing up for promotional offers, collect leads, and add booth staff. Your company can also use the “promote your booth” feature to promote your participation in the conference on social media.



Example of an exhibitor page on the mobile app view.



Attendees can see product lines using photos/video, access company contact info, request product info, enter for raffles/giveaways, and comment on the page.

Helpful Q&A's

What content can be supported?

- **Can it be downloadable?** Some content can be downloaded such as pictures. Videos are not downloadable.
- **Can we include links that go to other content?** Exhibitors can place a URL link to a certain website in the exhibitor description.
- **What about content that is fully interactive with a game included?** At the moment, no games are able to be included. The only option available would be if you linked to a separate website that housed the game.
- **Can video content be played on this platform?** Exhibitors are able to put a link to a live stream or recorded video URL in their profile.

What is provided in terms of lead retrieval?

- To capture leads/ attendee information, there will be a section on each exhibitor profile titled "Sign up for deals and offerings." Attendees can click on this if they are interested in the exhibitor and when they do so, the attendee will have to provide their contact information (i.e. name, email, phone #).
- Another option is exhibitors are able to create promotions, such as raffles, coupons, and giveaways, which will appear on their profile. When an attendee "claims the coupon" on the exhibitor profile, they have to provide their name and email address.
- For both "Sign up for deals and offerings" and Promotions, exhibitors will be able to access this list of attendees on the app (Home Page > Exhibitor Hub > Collect Lead/Contacts > Export).

Is there a "Chat" feature so that attendees can connect with company representatives?

- On the web app link, when attendees click into an exhibitor profile, there will be a text chat box on the side of the exhibitor profile that is accessible to all.
- On the mobile app, there is a comment section.
- The exhibitor profile will also show who the main point of contact is for the booth and attendees can personal message them via the app. Exhibitors are also able to put a live stream link on their profile so if they want to host a presentation or meet-up, they can.