2021 Virtual Joint Conference:

T&E Support to Prototyping and Experimentation

February 1–4 | 2021

A collaboration between the 21st Annual ITEA Systems of Systems Workshop and the 19th Annual Directed Energy T&E Conference

The Benefits of
Exhibiting at Virtual Events

Don't miss your opportunity to exhibit! Commercial, academic, and government exhibits will play an integral part in this Conference. We'll put you in the right place at the right time. Increase your visibility, network with key players, and show your support and commitment to the industry and community!

Why Exhibit at the Virtual Event?

- **Connect with more attendees**
  - ❖ A virtual event allows attendees that in the past were unable to attend due to travel costs to participate.
  - ❖ A virtual event allows attendees to pop into and out of it at will, and to access content on their own time and from locations of their choosing.
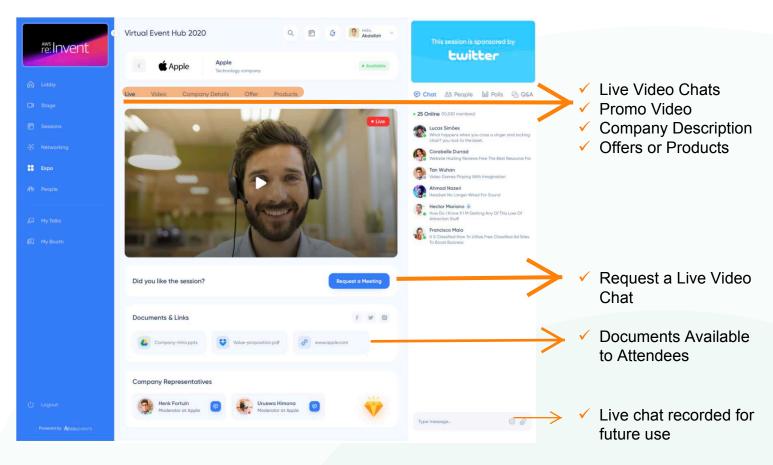
- **Share Diverse & Engaging Content**
  - ❖ Provide rich digital collateral like videos, product photos, discount coupons & videos to help attendees learn about your offerings.
  - ❖ Attendees can download and save your data sheets and marketing collateral to their device so they can reference it later on.
  - ❖ Engage attendees using text, audio and video chat. Chat with attendees and collect valuable contact information or schedule a live video chat or demo.

- **Collect Valuable Information**
  - ❖ Download all your leads! Any attendees that visits your booth and chats with you or downloads any material will be recorded as a lead. You can export their contact information after the show.
  - ❖ Have access to other information such as how many clicks on your booth, how many documents downloaded and how many views by unique users.

- ✓ Live Video Chats
- ✓ Promo Video
- ✓ Company Description
- ✓ Offers or Products

- ✓ Request a Live Video Chat

- ✓ Documents Available to Attendees

- ✓ Live chat recorded for future use

INCLUDED IN BOOTH:

❖ **Live Stream:** Have a live video chat with attendees real-time.

❖ **Promo Video URL**: Share a pre-recorded video with attendees visiting your booth. Common options are a company overview, a product demo, or a recording of a previously hosted live session.

❖ **Company Description**: Add a description of your company/organization. Who are you? What do you provide?

❖ **Offer Link:** In the Offer area, add a special deal, discount, or reward for booth visitors.

❖ **Products:** Add pictures of products with description.

❖ **Social Links:** Include links to your social media so that interested attendees can stay up to date with your organization.

❖ **Documents Available to Attendees:** Provide any resources for attendees visiting your booth to view & download. Files here must be a PDF, DOC, DOCX, or DOCXX format. File size can be up to 10mb and up to 20 files.

❖ **Company representatives:** Booth price includes 2 representatives per booth.

❖ **Chat:** Chat in your booth or send a request for a private chat.