Expo Booths

The Hopin Expo area enables you to showcase your products and programs to your audience.

What to consider when planning your expo booth:

1. **Live stream, pre-recorded video, or both?** Your virtual expo booth can feature a live stream video chat/screen share or a pre-recorded video. Moderators can also toggle between the two options and, for example, only staff the live video chat during breaks and networking sessions.

2. **Call to action?** Your virtual expo booth includes a prominent, clickable button that will either send you the viewer’s email address or redirect them to a webpage of your choosing. You get to decide.

3. **Add an Event Offer?** Your virtual expo booth includes the option to highlight a special offer. You can call out your existing nonprofit pricing program or offer a custom discount for attendees.

### Staffing your expo booth

Moderators can go on-screen at any time by clicking the “Share Audio/Video” button. For attendees to join you, all they have to do is press the “Request to Share Audio/Video” button.

### Fallback Provider

If you need a break or are done for the day, use the Fallback provider to display a video or public Google Slidedeck in your absence.

### Expo booth features

The right sidebar of your expo booth includes four useful features:

- **Booth:** A panel including your logo, company description, and custom call to action button.

- **Chat:** An exclusive chat room for viewers of the expo booth.

- **People:** A list of all people registered for the conference. You can use this tab to find the Hopin profile of anyone you’ve interacted or connected with. You can also try to message them directly.

- **Q&A:** A place for your booth visitors to submit questions. You can respond in a reply, or on screen.

### What your Attendees experience:

Upon entering the booth, they can view your fallback content or immediately interact with you. Chat, Polls, People, Q&A, and any integrations you have added to the booth can be selected in the top right. Your visitors can view your social links, and claim an offer, or register their interest depending on how your call to action button is set.