

# What to Expect as an Exhibitor

## Welcome

We're delighted to welcome you as an exhibitor at Safe States 2025 Injury and Violence Prevention Annual Conference.

## Social Media Badge



**Option 1:** We're proud to exhibit at the #SafeStates25 Virtual Annual Conference! Stop by our virtual booth to learn how we're supporting injury and violence prevention across the country.

Register today, we are eager to connect! <https://www.safestates.org/AnnualConference>

**Option 2:** [Organization Name] is excited to support #SafeStates25! Visit our booth to learn about our latest innovations in injury and violence prevention. Let's connect! Register today, we are eager to connect! <https://www.safestates.org/AnnualConference>

**Option 3:** Join us at #SafeStates25 to explore tools and resources shaping the future of injury and violence prevention. Proud to be an exhibitor at this year's virtual event!

Register today, we hope you stop by! <https://www.safestates.org/AnnualConference>

## Conference Layout

### At a Gance:

Conference presentations start at 11:00 AM EST

We will be using zoom for attendees to move from exhibitor to exhibitor.

- Breaks >20 mins will be designated time to visit with exhibitors

- [10 minute breaks after each 30 minute segment](#)

For more information visit: <https://www.safestates.org/>

## Exhibitor Virtual Meet-up Time Slots

### Tuesday

<b>Brass Ring Communications</b>	Tuesday, September 9th at 1:50 PM EST – 2:00 PM EST
<b>PSA Worldwide</b>	Tuesday, September 9th at 12:20 PM EST – 12:30 PM EST
<b>Children's Safety Network</b>	Tuesday, September 9th at 12:30 PM EST – 12:40 PM EST
<b>American Trauma Society</b>	Tuesday, September 9th at 2:00 PM EST – 2:10 PM EST

### Wednesday

<b>Mecklenburg Safe Communities</b>	Wednesday, September 10th at 1:50 PM EST - 2:00 PM EST
<b>Safe Kids</b>	Wednesday, September 10th at 10:30 AM EST - 10:40 AM EST
<b>Columbia University Medical Center</b>	Wednesday, September 10th at 10:40 AM EST - 10:50 AM EST
<b>Savir</b>	Wednesday, September 10th at 12:15 PM EST - 12:25 PM EST
<b>Prevention.mil</b>	Wednesday, September 10th at 2:00 PM EST – 2:10 PM EST

## Thursday

<b>University of Michigan Injury Prevention Center</b>	Thursday, September 11th at 1:00 PM EST – 1:10 PM EST
<b>Baby Safety Alliance</b>	Thursday, September 11th at 1:10 PM EST – 1:20 PM EST

## Gamification Feature

Please note that our conference this year will include an exhibitor gamification feature.

The gamification will allow you to interact more personally and individually with conference attendees while they work to score points and earn a prize.

We would like all exhibitors who are hosting virtual meetups to participate, and we ask you to let us know by August 15th if you will not.

## Gamification “Keyword” Game

We are asking all Exhibitors to participate in the "Keyword Game" during this year's conference! As attendees engage with you, your job is simple.

### How to Interact:

You will be informed of your keyword or phrase on the morning of your virtual meet-up by email from Nancy Jackson or Eva Bland.

Close to the end of or at the end of your virtual meet-up time slot, give all attendees the given keyword or phrase.

The keyword can be either featured on slides or verbally shared.

Get ready to have fun and engage with attendees!

All “keyword” sentence entries for attendees must be submitted by 3:00 PM EST on Thursday, September 11th. Winners will be notified and announced through Safe States communications.

## How to Prepare

### Exhibitors, Upload and Self-manage Your Info through Whova's Online Portal

Here's the information WE entered:

- Company Name
- Main Contact: The main contact will be the person you reach out to for the exhibitor booth setup, registration, and other info.
  - Email
  - Full name (please only first & last - no credentials)
  - Lead Booth Staff
  - Additional Booth Staff
  - Company Logo
- **Please do not change your email address, or if you have to, please email Safe States!**

Here's the information YOU need to enter:

- Slogan
- Company Description
- Website
- Address
- Phone Number
- Company Email
- Live Product Demo
- Video
- Handouts (Max. 2 Documents with 10MB File Size Limit.

## Exhibitor Profile Setup

- To maximize your ROI, fill out your booth profile on Whova, our official event platform.
- Craft a compelling presentation of your company and products to attract more visitors to your booth.

In particular, we highly recommend: Upload a video or brochures showcasing your offerings

### **Schedule live info sessions/demos**

- Provide coupons, giveaways, and raffles to boost lead generation
- Take just 3 minutes to fill out your online booth profile in the Exhibitor Portal—a hub for managing your exhibitor digital booth, staff, and leads. Attendees will see your booth profile on the Whova app, so make it stand out!
- Finalize exhibitor Profile by Wednesday, September 3, 2025
  - Upload resources, videos, logos, and any other content you want to share with attendees
  - Ensure the correct staff members are tagged to your virtual booth
  - Advertisements for the day and time of your meet-up

### **Whova Guide**

For additional guidance on how to use the event app, you can also access the [Whova Guide for Exhibitors](#).

### **Logging In**

- Make sure your camera, network, and microphone work.
- Once you click into the session on the web portal, you may select whether you want to join from Zoom's app, or join in Whova
- If you choose to join in Whova, we will be notified to promote you as an exhibitor, and you can start presenting inside the Whova app without opening the Zoom app

### **Exhibitor Tips**

#### **Scheduling**

We encourage you to interact with participants in a manner respectful of the Conference agenda. Please do not schedule virtual events or meetings during sessions.

#### **Format**

- We will be using zoom.

### Lead Retrieval Tutorial for Exhibitors and Sponsors

As an exhibitor or sponsor, do you want to generate more leads at trade shows, expos, and conferences? If your event is using the Whova event app, you can use Whova’s free Lead Retrieval solutions to drive booth traffic, connect with high quality leads and create more business opportunities.

### Best practices

1. Practice makes perfect.
2. Fill out your exhibitor profile so attendees can engage.
3. Ensure your Zoom technology is up to date!
4. Be prepared to be seen and heard during your exhibitor introduction. Put your pitch together.
5. Prepare for your attendees during your Virtual Meet-up Slot.

### Virtual Timeline

Activity	Dates
Exhibitors sent Whova Information	
Exhibitor Call	August 18th
Cancellation Deadline (if you cancel after this date, you take on all costs of the conference)	
	September 3rd
Gamification Password	The morning of your virtual meet-up by email from Nancy Jackson or Eva Bland.

**For additional help please feel free to email:**

[sponsors.exhibitors@safestates.org](mailto:sponsors.exhibitors@safestates.org)

[nancy.jackson@safestates.org](mailto:nancy.jackson@safestates.org)