

How do I set up my profile/booth?

Exhibitors will receive a link a few weeks prior to the event that will take them to Whova where they can set up their own profile and/or booth.

What platform are you using?

We will be using a virtual platform called Whova. Whova is an all-inclusive platform that provides both an app and desktops version that work the same. It is set up like a community where participants can create detailed profiles and connect easily with other attendees and exhibitors/sponsors. Exhibitors and sponsors will receive a link to create their own profile and set up their virtual “booth.” Within your booth you can include features such as pictures, logos, posters, videos, live streams, demos, coupons, offers, advertisements, and raffles. You can also connect with the community of participants at any time or set up a live meeting or specific “office hours.” We plan to release the Whova platform to all participants about a week prior to the meeting so folks can create their profiles and begin connecting with other attendees and exhibitors.

There are no breaks in the agenda. How will people visit display? Will there be specific times for displays?

The web app and mobile app will be launched in advance of the conference. Attendees can enter Whova at any time to set up their profiles and begin looking at the sponsor profiles and exhibitor booths. This will also be open for several weeks after the event. Not all attendees will join each presentation and some are pre-recorded allowing more time for them to navigate around the sponsors and exhibitors.

Will multiple people be able come to the virtual display at one time?

Yes!

Will attendee be identified when entering the display?

Only if they click on an “offers/deals/info” link on your profile/booth will you know. If they do, you will immediately be notified and you can follow up with the attendee via private message or group chat.

Do we only set up 1-1 conversations?

You can up private messages or you can do group chats and Q&A

Will the organization plan to encourage and structure display participation?

Yes! We will do this in advance of the conference through marketing on our website, emails, and social media. Additionally, our emcee will take time before and in-between sessions to highlight sponsors and exhibitors and encourage/remind attendees to check them out. SCANA/NCANA will encourage attendees to explore the virtual exhibits by promoting them through Social Media, having an in-app “game”, and keeping the exhibit pages active after the event ends.

Will you share any metrics about display attendance or reviews of displays?

Yes, you will not only receive a list of attendees but exhibitors will have a lead generation button on their end and can export a list at any time.