Exhibit Booth

**What are the exhibit hall hours?**
Eastern Standard Time
Tuesday: 11:00am – 4:55pm
Wednesday: 11:00am – 4:55pm
Thursday: 11:00am – 4:45pm

**How do you know someone is visiting your booth?**

When a visitor to your booth enters your chat room, you will see they are in the chat room and you will hear an audio notification, assuming you are logged in as a booth rep.

You can then answer their questions or initiate a chat with them. You will then be able to begin an audio or video 1:1 chat with the visitor.

**What happens if no one is staffing the booth when a visitor comes by?**

Visitors can view all the materials you have uploaded to your booth, watch your videos, visit your links, etc. If no one is in your chat room, they can also leave you a message.

**Are group chats within the booth possible, or are all conversations one on one?**

Group chats are available with the text chat feature, while text audio and video chat is only available 1:1. Refer to the Chat Manual and Video.

**What can a Booth Rep do?**

Booth Reps will receive a unique login and password that is setup by the booth organizer. This will give them access to wait in the booth chat room for any visitors to their booth and engage with them in text, audio or video chats. The Booth Rep also has full access to the entire convention.

**How many booth reps can we have?**

Basic Package level is allowed 3 Booth Representatives
Gold Package level is allowed 7 Booth Representatives
Platinum Package level is allowed 10 Booth Representatives
Diamond Package is allowed 15 Booth Representatives
Premier Partner Package is allowed 20 Booth Representatives

**What is Matchmaking?**

Diamond and Platinum Packages will be matched with the needs of the Attendee’s desire for information on specific product/services to the Exhibitor’s capability of providing the answers and solutions. Attendees are asked “**What Products & Services will you look for during the NECA 2020 LIVE?**” (check all that apply). They not required to complete this information, however many do.
### Categories

<table>
<thead>
<tr>
<th>Back Up Power</th>
<th>Motors &amp; Motor Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxes &amp; Enclosures</td>
<td>Online &amp; Web Services</td>
</tr>
<tr>
<td>Building Automation &amp; Controls</td>
<td>Power Quality &amp; Distribution</td>
</tr>
<tr>
<td>Cabling</td>
<td>Power (Traditional)</td>
</tr>
<tr>
<td>Computer Hardware &amp; Equipment</td>
<td>Pre-Fabrication</td>
</tr>
<tr>
<td>Conduit, Raceway, Wireway</td>
<td>Safety Equipment &amp; Apparel</td>
</tr>
<tr>
<td>Connections &amp; Terminations</td>
<td>Security Equipment</td>
</tr>
<tr>
<td>Fire/Life Safety</td>
<td>Software: all types</td>
</tr>
<tr>
<td>Grounding &amp; Bonding</td>
<td>Solar Energy/PV</td>
</tr>
<tr>
<td>Lighting &amp; Lighting Controls</td>
<td>Switches &amp; Switch Gear</td>
</tr>
<tr>
<td>Low Voltage: Voice, Data, Video, Fiber Optics</td>
<td>Tools</td>
</tr>
<tr>
<td>Transmission &amp; Distribution Equipment</td>
<td></td>
</tr>
</tbody>
</table>

### Can I upload videos?

Yes, Gold, Platinum and Diamond packages may upload videos to their booth. vFairs supports MP4 file format. In order to link a video to a booth graphic, please upload the video to [http://neca.vfairs.com/upload](http://neca.vfairs.com/upload), copy the Vimeo link generated from here and add to any of the booth graphics you would like to use. In this way the video will be linked to the graphic as well as would play inside the platform.

You may also link the panel to any other website on which the video is being hosted in case you would prefer the video not be played within the platform but in a new tab/window.

Videos added in Step 4 of the booth setup form are housed in the Videos tab of the booth.

### Creating Your Exhibit Booth

#### How do I Set-Up our exhibit booth?

View the Booth Set-up video and the 6-step Booth set-up process. Based on your booth package, this link allows you to choose your booth template, upload graphics, documents, videos, links, documents, etc. to your booth. You can also provide the names of your booth reps.

When you are finished editing, make sure you submit your booth design to vFairs & exhibitsales@necanet.org for approval. IMPORTANT: You must follow the steps in order or the booth set-up will not be successful.
Take the time to review the video tutorial before you begin. Review the 6-Step Set-up Process document

How long will it take to see a draft of our booth design?

Once you have selected the images you want on your booth and uploaded them to vFairs, you can continue to upload documents and videos. Make sure you go to Step 7 and Submit to vFairs for Review/Approval/Publishing. Once submitted, vFairs will take about 3-5 days to finalize your booth and make all the links work properly. You will have the opportunity to replace or fix the images if you are not satisfied. Tip: We recommend that you take a screenshot of the booth you want to build and using your favorite graphics program, overlay the images you want to use in the booth. This will give you a good idea how things will look in the size, aspect ratio and resolution that will ultimately be displayed. It will also avoid multiple editing rounds.

What is the deadline to finish our booth?

NECA is requesting that all exhibitors finish designing their booths and uploading their materials by September 30th. This will give us plenty of time to test your site and prepare training materials for the week of September 30th. If you need to update an item after the 18th, that will be fine, but it should be 'mostly' complete.

What does it mean to have your booth done by September 30th?

By the September 30th deadline, the exhibitor is uploading their own images formatted correctly and all their docs/videos/links/etc. Exhibitors will have an opportunity to test their booth on Monday, October 4th with a live system. Things can be tweaked in your exhibit after that deadline, but the hope is that everyone will be working on it up until then and not wait until that final day.

Will we be able to Test our Booth?

Yes, NECA will have a “Test” day on Monday October 4th.

How do we drive traffic to our virtual exhibit?

Gamification is very popular and NECA will try send people to your booth if you are a sponsor of Play to Win. We will guarantee that your booth is a 'stop' if you participate.

You may also consider running your own contest, here are some ideas:

- Enter to win a gift card by initiating a chat (daily drawings)
- Enter to win a prize (Home security system, camera, book) initiating a chat
- Sign up to have something snail mailed
- Sign up for an interview or one-on-one training or demo
- Send us some more ideas to add to this list!

Please send out the FREE Admission Coupon to your customers and prospects. Add the code in your emails, and place it on your website. You also received some cool marketing tools that makes it easy to copy and paste into your emails, social media and website. Each exhibitor has been given a custom landing page so your customers know that you have invited them to NECA 2020 LIVE trade show for free. Here is the link to the FREE Coupon again.

Can we customize our booth or avatars?
You can have your booth background colors customized, refer to step 2
Unfortunately, you cannot change your avatar. Platinum & Diamond packages may change their avatars mail/female and ethnicity

Can we test our booth functionality before the meeting?

Exhibitors will be able to test their booth and make adjustments on Monday October 5th

Improving your Brand Awareness

Pre and Post Attendee List

NECA sells a Pre and Post Exhibitor Mailing list of the registered attendees. It is an w contains the name, title, company, address and phone #. No emails. The cost is $500 and can be ordered by completing the request form found here

Email Marketing Opportunity

Take advantage of NECA email marketing service that will allows Exhibitors to send an approved email to NECA 2020 Live convention registrants. The exhibiting company will send the requested email message to NECA Show Management in advance for approval. NECA will send your approved message to the registered attendees. It is your company’s opportunity to drive traffic to your virtual booth during NECA 2020 Live during the convention dates.

Showstoppers

Here is your opportunity to showcase your new product to be judged by EC Magazine experts. Your Showstopper must be available to the industry beginning October 1, 2020 -October 1, 2021. Complete the Showstopper Entry, upon acceptance you will receive instructions on how to upload full product description and photos. Judges will select the best of the best and awards will be given on Monday October 6th. Winners will receive an award and listed in the December issue of EC Magazine. All entries will be available on the website for one-year post convention. Price $350
Entry Deadline is Monday, Sept. 21, 2020.