ALA 2021 MIDWINTER VIRTUAL EXHIBITOR FAQS

1. When will Midwinter Virtual take place?

Access to the **Midwinter Virtual** platform opened in early November and will remain available online for 1 year. The link is https://www.eventscribe.com/2021/ALA-Midwinter/.

Dates for **Midwinter Virtual** Exhibits – January 22 – 25, 2021

2. What will the virtual event look like?

ALA's **Midwinter Virtual** will be an online event with education programming, special author events, virtual exhibits, and more. A virtual space to learn, grow, and stay connected to the library community.

The Virtual Exhibits will be a key component of **Midwinter Virtual**. Each virtual exhibitor will have an exhibit listing in the **Midwinter Virtual** Event Website / Conference Mobile App.

The Event Website is live at https://www.eventscribe.com/2021/ALA-Midwinter/.

The Mobile App will launch in January.

3. How does my company sign up to participate in the Virtual Exhibit Hall?

Exhibitors can sign up for a Virtual Exhibit Booth ($700) or an Upgraded Virtual Exhibit Booth ($1,800). See this page for details on what assets each level includes. Sponsorships opportunities are also available.

Complete the online application.

4. What will the Virtual Exhibit Booth include?

Virtual Exhibit Booth assets vary depending on participant level. View the Exhibitor/Sponsor Assets chart. Booths *may* include the following:

- Company Listing including company name, description, product/service categories
- Company logo
- Banner graphic
- Link to Company Website
- PDF file upload – up to 6
- Weblinks (to your website, videos, etc.) – up to 6
- Video file upload (limit 1)

- "Request Information" Button
- List Contact Info for up to 4 sales reps
- Social Media Links
- Lead Retrieval reporting
- Opportunity to participate in Swag-a-palooza (Giveaway program)

Please refer to [this page](#) for more details on the participating levels and their allocated assets. See an example of the booth listing assets [at this link](#).

5. How does my company's information get onto the Virtual Exhibit Hall website?

CadmiumCD is the vendor providing the virtual conference platform. Data for the Virtual Exhibit Hall will be entered through a series of assigned tasks in the **Midwinter Virtual** Exhibitor Service Center. (Link: https://www.conferenceharvester.com/harvester2expw/login.asp?EventKey=NKBNOCXO)

Your company will designate one person to be in charge of inputting your company's data in the Virtual Exhibitor Service Center. This person will receive an email invitation to log into the Virtual Exhibitor Service Center, where he or she will be guided through a set of tasks to input your company's details. These details may include but are not limited to the company name, description, product categories, logo, PDF handouts, and web links.

As you complete tasks, you will see a green check next to tasks that are complete. A red X indicates a task that still needs your attention.

Once a task is complete, you may go back in and make edits. For example, the Company Description & Category selections can be updated at any time.

Note: some tasks will be available at a later date. These include:

- Title/Product Showcase listings
- Meet the Authors program
- Exhibitor Session uploads

Content updates will automatically be reflected in the **Midwinter Virtual** Website and Mobile App.

6. Can more than one contact at my company be given access to the Virtual Exhibitor Service Center?

No. You can only have one administrative contact for each company who will be responsible for logging into the Virtual Exhibitor Service Center and completing the assigned tasks

7. Do I need to register my booth staff?

Exhibitor Registration to access the **Midwinter Virtual** website and mobile app can be accessed at this link: https://www.compusystems.com/servlet/AttendeeRegLoginServlet?evt_uid=486&site=EXH.

The primary booth contact has been sent an email with a link and password to log into the exhibitor portal. From there you can add booth staff, view and edit existing registrants, invite customers to attend the virtual event, and download the attendee list. Once you register your staff in the exhibitor

registration portal, they will receive a confirmation email with directions on how to log in to the virtual event, view the exhibits, attend sessions, etc.

Depending on your level of participation, you will receive complimentary virtual event registrations as follows:

- Bookshelf Listing – 1 complimentary **Midwinter Virtual** registration
- Artist Alley – 2 complimentary **Midwinter Virtual** registrations
- Standard, Upgraded, Silver, Gold, Platinum – 4 complimentary **Midwinter Virtual** registrations

Additional **Midwinter Virtual** event registrations will be charged at $100 per registrant.

For the virtual booths, exhibitors will be able to list contact information for up to 4 sales reps through the "Sales Team Member(s)" task in the Virtual Exhibitor Service Center. Those participating in Video Chat can enter their video chat availability in this task. *(Upgraded, Gold and Platinum exhibitors.)* Other than video chat, there is no "staffing" of booths as is done with a traditional expo. This task is separate from Exhibitor Registration.

8. What measurements and metrics will be available?

Each exhibitor can access the "Lead Retrieval Report" feature from their Virtual Exhibitor Service Center dashboard. After **Midwinter Virtual**, you can access data on the following:

- Booth Impressions - reports on total clicks, total requests (from the "Request Information" button on your online virtual booth), booth views, asset views.
- Attendee Summary Report - detailed Excel report on who viewed your booth, assets, and requested information.
- Information Requests Report - detailed Excel report on who submitted the "Request Information" button on your virtual listing.

Important Notes:

- This data is only reported on attendees who have "opted in" to share their contact information. Reports will not include attendees who have "opted out".
- The "Request Information" button on your virtual listing will send an email to the booth contact in the exhibitor's record. We cannot designate a different email to receive these inquiries. The booth contact will be responsible for distributing information requests within their company as needed.
- The "Prepare for Qualified Leads!" task has more details on the Request Information screen that will appear on your virtual booth listing.

See this link for **Sample Booth Metrics/Lead Retrieval Reports (.xls)**

9. What resources may an exhibitor upload?

Standard Level and above exhibitors will have the ability to upload up to 6 informative PDF files or resources for attendees to review. Add up to 6 weblinks to drive attendees to your most important sites. Showcase demos, case studies, webinars or any other creative videos of your choice to highlight your product or service offerings.

10. What is Swag-a-palooza, and how do we participate?

Librarians love swag! This is your spot to offer giveaways, e-galleys, special promotions, have drawings or contests, etc. The Swag-a-palooza button on your listing will link to a webpage developed by your company. Exhibitors are encouraged to get creative in developing their giveaway program. You may include a link to an external site your company creates (e.g. a survey, a web form) and a Swag-a-palooza giveaway button will be turned on for your listing. This is a great opportunity for your company to generate leads and increase traffic to your virtual booth.

The Swag-a-palooza program is available to all **Midwinter Virtual** Exhibitors.

11. What are the hours of the Virtual Exhibit Hall?

Attendees will be able to view the virtual exhibits at any time from the **Midwinter Virtual** website and mobile app. The published hours for the virtual exhibits are:
(All times are in the Central time zone)

Exhibit Hours

Friday, January 22	10:00am – 5:00pm (Exhibit Hall and Presentation Stages Open*)
Saturday, January 23	10:00am – 5:00pm
Sunday, January 24	10:00am – 5:00pm
Monday, January 25	10:00am – 3:00pm

* Exhibitor Sessions will be scheduled for the Expo Only day on Friday, January 22; then available on-demand for the remainder of **Midwinter Virtual**.

12. How are we able to brand our virtual booth?

Exhibitors can add their company logo, and banner graphic to increase the branding on their virtual exhibit booth.

All exhibitors can add their company logo to their listing through the "Upload Your Logo" task. Exhibitors above the Bookshelf Listing level will be assigned the "Upload Banner Graphic" and "Social Media Links" tasks to increase the branding on their virtual exhibit booth.

Standard and above level exhibitors will be assigned the "Introduction Video" task to communicate your message with an introduction or welcome video. (MP4 format, no larger than 200 mb.) Limit 1 per company.

See this link for an example of booth branding, or visit the ALA Virtual for additional examples.

13. Should our company develop a custom webpage that is geared toward Midwinter Virtual attendees?

Ideally, yes. Exhibitors are encouraged to create an experience where they can engage virtually with attendees. Incentivize visitors to your booth and website through newsletter sign-ups, product demos, show specials, and more.

14. What graphic and other specs do we need to be aware of?

There are a number of graphics and other elements that may be part of your virtual booth participation. These items include the following:

Company Logo
Vector logo files (.ai and .eps)
Your logo must have all text elements converted to outlines prior to uploading the logo and we strongly recommend uploading an RGB (color space) .eps logo. Text elements that are not converted to outlines will have their fonts substituted, changing your logo's appearance.

Virtual Booth Banner Graphics
1920 x 250px* JPEG or PNG image
*The banner needs to be 1920px long and can be between 150-300 pixels tall (250 pixels is recommended).
(Not available to Bookshelf Listings)

Introduction Video: (0:30-5:00; 200Mb or less) video and (optional) thumbnail image.
Video: The file needs to be a .mp4 video file and the file size can be up to 200Mb file size.
Thumbnail: You can (optionally) add a thumbnail for the video. This image will display prominently on your booth profile and is a great way to draw attention to it. The image can be a .png of a .jpg image file and needs to be 800 pixels wide.
(Not available to Bookshelf Listings or Artist Alley exhibitors)

Booth Representatives
Sales Team Members: Upload a photo to show on your company profile. This photo needs to be 400 pixels wide and 400 pixels high. If the photo you upload does not meet those requirements, the photo will have to be cropped.
(Not available to Bookshelf Listings)

Tip: if headshot is not available, you can use company logo.

Title/Product Showcase Hero Image
Hero images must be 600 px wide x 400 px tall and can be any of the following file formats: .jpg, .png, .gif

Title/Product Showcase Assets
One (1) 50mb (or less) Video File
Up to two (2) PDF Documents
Up to two (2) additional .png or .jpeg images

Digital Tote Bag
One PDF file, max .8 megabytes
(Available to Gold & Platinum level exhibitors)

Website Rotating Ad – Left Side Ad
280w x 280h .png file
Ad can link to external website.
(Available to Platinum level exhibitors)

Website Rotating Ad – Right Side Ad
320w x 1200h .png file
Ad can link to external website.
Animated GIF files are also supported.
(Available to Upgraded, Gold and Platinum level exhibitors)

Mobile App Rotating Sticky Banner
Submit 2 different file sizes of the same graphic - .jpg or .png format. Banners can link to external website.
1. 2,048 pixels wide x 300 pixels high
2. 1,536 pixels wide x 250 pixels high
(Available to Platinum level exhibitors)

15. How will the live video chat scheduling work?

If your virtual exhibit booth listing includes video chat capabilities *(Upgraded, Gold and Platinum level exhibitors)*, you will have a task assigned to enter video chat availability times for your sales reps.

An exhibitor **may have up to four representatives** assigned for live video chat at one time. Your company's designated contact may schedule sales representatives accordingly through the Virtual Exhibitor Service Center during the Virtual Expo Days on Friday, January 22 through Monday, January 25. Through the "Sales Team Member(s)" task, you can add an unlimited number of sales representatives to the list but only four representatives may be available at one time. Your designated contact will be able to post available hours for each representative. There is no limit on hours for the live video chat. You may use the live video chats for demos and share your screen.

Please note while you are on a video chat, any attendee may join that video.

Video chats will be set-up in an 1-1 configuration unless another configuration is requested (up to 10 participants.) *After you have entered your staff representatives*, please email Mary Oberman at moberman@heiexpo.com if you want to set up a configuration other than 1-1.

Tips:

- Add a sales rep's email or cell phone number In the "Video Chat Availability" field with copy similar to: "Also available by request… contact me at email@email.org, 312.123.4567 if you want to jump on a video chat."
- Use the video chat as you would a scheduled Zoom call, and offer product demonstrations at specific times.
- Attendees rarely drop in to video chats, as they would drop in to visit you in your booth at a physical event. It is important that you be proactive and invite attendees to scheduled booth demonstrations.

See this video for Video Chat – Features and Functionality:
https://vimeo.com/445217554/e460d01702

See this video on how to upload team members and launch video chats:
https://www.youtube.com/watch?v=YBpliksoIBw&feature=youtu.be

16. How do I submit the content for my 30-minute on-demand pre-recorded Exhibitor Session(s)?

Once an exhibitor has purchased an Exhibitor Session (as part of their exhibit package, or individually), they will then log in to the Exhibitor Session Submission Site at https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=LVEERLTK to select the stage for your Exhibitor Session.

New Users – click "Join Now" to begin your first submission. *Note: do not create duplicate accounts. All sessions can be submitted under one account.*

Returning users can log in or click on "Lost your access key?" to login.

Once logged in, "Click here to begin a new submission" for each Exhibitor Session you will be presenting.

Under "Exhibitor Session Category" you can choose to present from one of the following stages:

- Book Buzz Theater
- Chapter One Stage
- Diversity in Publishing Stage
- Front Porch Stage
- Graphic Novel/Gaming Stage
- PopTop Stage: Popular Topics, Every Day
- "Tech Talk" Stage
- ThinkFit @ ALA Health & Fitness Stage
- What's Cooking @ ALA Stage
- Exhibitor Education Session

Enter the "Session Details" and "Contacts" for each session.

Note: the details submitted here will be used in **Midwinter Virtual** marketing materials.

Be sure to "Save Submission" and "Submit" to finalize your entry.

Please submit your stage choice as soon as possible.

Once your Exhibitor Session stage selection has been confirmed by ALA Conference Services, you will be notified and given tasks to submit your presentation files. Please refer to the Presenter Resources page for tips and templates to assist as you pull your presentation content together. All Exhibitor Sessions **must** be captioned (open captioning) at the exhibitor's expense. Exhibitor Session presentation files will be due December 15.

File Specs:

Video file: .mp4 file, 2G or less

PowerPoint

Note: you can choose to upload a MP4 file and/or a Power Point file. Power Point files can include audio, or you can record audio for your Power Point file through a task in the Education harvester.

Captioning:

Open Captioning displays the captions permanently on the video for everyone to see.

Captioning Services

Chicago Hearing Society: https://chicagohearingsociety.org/

Rev: https://www.rev.com/

GoTranscript: https://gotranscript.com/

Scribie: https://scribie.com/

17. What if I am participating in an Exhibitor Spotlight or Book Buzz Bite Session?

Exhibitor Spotlight and Book Buzz Bite Sessions are coordinated by ALA Conference Services.

Contact Lina Zabaneh at lzabaneh@ala.org for details.

18. What other advertising and engagement opportunities are available?

Advertise in *Cognotes*, Focus on the Exhibits eblasts – details forthcoming

Review this page for additional engagement opportunities

19. What are the important deadlines to remember?

Deadline to select stage presentation for Exhibitor Sessions – October 23

Midwinter Virtual platform live – November 5

Exhibitor Session content submitted – December 15

Deadline to complete tasks to submit content in Virtual Exhibitor Service Center – refer to each task in the Virtual Exhibitor Service Center

20. Who can I call for help?

ALA Exhibits Management
Hall-Erickson, Inc.
Email: ala@heiexpo.com

Exhibit/Sponsorship Opportunities: Rich Widick: 630/929-7918; Zach Erickson: 630/929-7934

Invoice and Payment Services: Doris Brown: 630/929-7925

Virtual Exhibitor Service Center: Penny McQuality, pmcquality@heiexpo.com

CadmiumCD Virtual Exhibitor Service Center technical support:

support@cadmiumcd.com
Hours: 9 – 9 ET, Mon - Fri
Phone: (Direct) 410.638.9239
Phone: (Toll Free) 877.426.6323