



Exhibitor Guide

We are so pleased that you will be joining us for the 2020 NAIS Online People of Color Conference! This guide is designed to help you have the best experience at our virtual event. Should you have any technical issues or questions during the event, please contact NAISsupport@360livemedia.com at any time.

Please note – the event is being broadcast in Eastern Time
[Use this site to easily convert to your own time zone](#)

Pre-Conference Preparation

- As an exhibitor, you receive one complimentary conference registration. We suggest you use this to attend sessions and network with attendees to make the most of the event.
- The complimentary conference registrant from your organization will be able to login to the platform beginning on Monday, November 23. The designated contact for this registration will receive an email with details about how to access the platform on that date.
- **IMPORTANT: Google Chrome is recommended for the best experience.** If you don't have Google Chrome, you can download it here: <https://www.google.com/chrome/>

Tips for Setting Up Your Exhibit Profile

- You should have already received an email from pocc20@event-emails.com with a direct link to update your exhibit profile. **Please ensure your company profile is complete by Tuesday, November 24 (this is the date all other attendees will be able to access the platform).**
- Add a video to let attendees know a bit more about who you are!
- Ideas for the Call to Action (CTA) Button:
 - **Connect with us:** include a URL to a scheduling tool such as Calendly so you can follow up with interested attendees
 - **Giveaway:** include a link to a lead generation form by enticing attendees to sign up for a great prize
 - **Let's talk!:** link to a Zoom room during networking breaks or other times when there is no conference programming so attendees can "pop-in" to meet you and ask questions.

Questions?

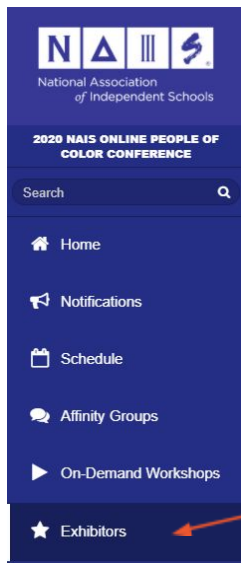
Before the event: contact tomlinson@nais.org.

During the event, contact NAISsupport@360livemedia.com.

- **NOTE:** you can update your profile throughout the event, so feel free to use the CTA for a Zoom room during breaks and a giveaway/lead generation form at all other times.
- There are no set “exhibit hours” so you do not need to have staff “stationed at your booth”. If you do plan to have a Zoom room open at various times during the event, you can list details about the hours your team is available in the description section of your profile.
- **NOTE:** this link mentioned above that allows you to set up your listing will only allow you to view the profile in edit mode. On Monday, November 23, the registered conference attendee from your company will be able to gain access to the platform and view your profile from the “attendee view”.

Communicating Your Presence / Connecting with Attendees

We know that one of the primary reasons this audience comes together is to network with each other, and we’ve made it very simple with chat rooms, a social feed, and the opportunity to schedule video chats.



The Left Navigation Menu is the way to access all information for the event. If you message clients/prospects prior to the event, you can remind them to click the Exhibitors navigation link to visit your profile.

Send Messages and Schedule Meetings

The person at your organization who is the registered attendee can visit the Attendees section to search for people. Click on their name to send them a message or schedule a meeting.

Questions?

Before the event: contact tomlinson@nais.org.

During the event, contact NAISsupport@360livemedia.com.