

AAID Exhibitor FAQ

- **What happens to the content after the event closes?**

Content will stay live for 1 year after the conference, with lead retrieval on. There will be a link from the AAID homepage to the conference site. Attendees can view all content on the annual site during this time.

- **What networking opportunities will you offer?**

Video Chats/ Rooms

- **What types of reports will be generated using your chosen platform?**

- **Lead Retrieval report**, the total number of clicks, Total requests, and will have all the impressions listed in alphabetical order.
- **The Attendee Summary** excel document will include the following information:
 - Attendee name, Position, Organization, Email address, Office phone, Cell phone, Booth views, Asset views, Information requests (*based on what each individual attendee agrees to share with exhibitors*)
- **The Information Request** excel document will include the following information:
 - Request date, Company, Booth, First name, Last name, Request comments, Position, Organization, Email address, Office phone, Cell phone (*based on what each individual attendee agrees to share with exhibitors*)

- **Exhibit hall hours?**

- 2-3pm ET / 8pm-9pm ET Wednesday
- 2-3pm ET Thursday (no afternoon because of ePoster reception)
- 2-3pm ET / 8pm-9pm ET Friday
- 8am-9am ET / 2pm-3pm ET Sat

These times listed are when there are no other programs happening and our emcee will be directing attendees to our exhibitors. Please note that our attendees can access the virtual experience 24/7, it may be beneficial to have 1 sales rep available for attendees throughout the whole day.

The Virtual Experience program hours are 10am ET - 9pm ET, Wednesday – Friday.

And 9am ET – 3pm ET, Saturday.

Hours subject to change based on final length of livestream schedule.

- **How many exhibit personnel per virtual booth?**

Up to 4 personnel.

- **How will speaker sessions be presented?**

A mix of live and on-demand videos.

On demand content will be scheduled 10am to 2pmET, Wednesday - Friday

Main podium will stream live from 3pm to 8pmET, Wednesday – Friday

Main podium will stream live from 9am to 2pmET, Saturday **times are subject to change**

- **When is the deadline for uploading marketing deliverables for the virtual booth?**

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October 28, 2020. Two weeks before the conference starts. All steps and specs for customizing your virtual booth will be in the Exhibitor Portal. This is user friendly, but Eli is here to help as well!

- **What is the updated cancellation policy?**

Date written cancellation received by AAID and amount retained

On or before August 28, 2020: Full Refund

August 29 to September 6, 2020: 50% of total booth rental, \$200 cancellation fee

September 7 to September 18, 2020: 75% of total booth rental, \$200 cancellation fee

After September 18, 2020: 100% of total booth rental

- **What sponsorship and branding opportunities are available to me?**

Please see the Virtual Prospectus for sponsorship opportunities. If you have any questions, please reach out to Jill at jill@aaid.com

- **Who is your host company?**

Cadmium.

- **What is driving attendees to the Virtual Expo Hall?**

Main page button, social media, push notifications, and designated exhibit time every day of the conference. Exact marketing strategies TBD.

- **Is the virtual exhibit hall only accessible to AAID conference attendees?**

No, anyone visiting the site will be able to access the virtual booths. Some functions (request information, video chat, etc.) are only available for attendees. But anyone can see your content, PDFs, and weblinks.

- **Can exhibitors link from the virtual platform to their own website or company platform?**

Yes! Virtual booths have both PDFs and weblinks, these can be used how you like.

- **What is Product Showcase?**

A place to show off products you know our Dentists would love! This page can be found from your virtual booth or in the left-hand navigation. A picture and description of the product will appear on the page. You can also include brochures, videos, tool kits, website links, case studies, webinars, and more. This is very adaptable to each company and to your needs. At the bottom of the page there are links to other products your company has in the showcase, there is no limit to the number of products you can showcase. There is a view count and a request info button for lead retrieval.

- **What is Exhibitor Education?**

An on-demand education session. These can be any length you wish. Include PDFs, a handout, and slides & audio. Your logo and a 'visit sponsor' button will also be on this page. Lead retrieval is also available. These sessions can only be accessed by attendees.

Exhibitors can easily record these through the exhibitor portal. The presenter will go through slides and record the audio.