Exhibitor Experience Guide

Making the most of your virtual booth

1. **Understand your options**
   The following capabilities are available through the Hubb platform:
   a. Manage your virtual booth presence yourself
   b. Add logos, descriptions, videos, PDFs, and links
   c. Meet with attendees in your virtual room
   d. Engage with attendees via dedicated chat
   e. Access reports on attendee actions, including joining sponsored sessions, accessing linked resources in the virtual booth, and interacting with exhibitor reps

2. **Display your Company**
   Use a high-quality logo image to brand your booth. The logo will be among the first things visitors see when they land on your page.

3. **Share who you are**
   Make sure you include an “About” section that explains who you are and what you do. Tailor the message to the Quantum audience, and showcase the Quantum-related products, services, and projects available through your company.

4. **Personalize your booth**
   Make your virtual presence attractive and appealing to visitors. Use a mix of images, video, and resources to provide a great experience. Booths with images, video, and clickable links receive more engagement than those without these elements.

5. **Add images of what you’re promoting**
   Tell a story through the use of images. If you have multiple products/services, create images with clear descriptions.

6. **Host activities in your booth**
   A great benefit of being a QCE exhibitor/supporter is that the Computer Society will help promote demos, presentations, and networking events you host in your virtual booth.
   a. Demos
   b. Presentations
   c. Birds of a Feather
   Submit your planned activities [via this form](#) and we will ensure that they are added to the schedule for exhibitor attendees.

7. **Start Planning Now**
   Quantum Week is your time to shine! Start planning your assets and activities now. You will be invited to an advance demonstration of Hubb, which will provide you an overview of how to access, use, and manage your virtual booth.
Attract Traffic to Your Booth

A benefit to all Quantum Week supporters is the promotion of their virtual booths. Your booth activities will be listed in the exhibitor program, promoted on social media, and promoted to attendees via email in accordance with your sponsorship level.

8. **Spread the word about your virtual booth**
   Tell attendees about your event participation and create a buzz about your booth. Let them know what they’ll be getting when they visit your booth.

9. **Collect Leads**
   Attracting a visitor to your booth doesn’t necessarily convert to a lead. While we can provide information about opt-in attendees to your booth (attendees who registered and consented to sharing their information with supporters) we are unable to share information from attendees who did NOT opt-in. Therefore, we encourage you to do the following:
   a. Ask for consent to follow-up with attendees who visit your booth by requesting their email address
   b. Add a lead magnet to your page (link to a high-value resource such as a report and require registration for access)

10. **Schedule Meetings**
    Add your preferred meeting scheduling link to your booth (e.g., Calendly) so that visitors to your booth during off hours may schedule one-on-one meetings with you.

11. **Special Offers**
    Don’t keep what you do or have to offer a secret. Depending on your objectives, consider providing a special offer to attendees, if it’s applicable to your business.