



OCTOBER 1 & 2, 2020

Brain Injury Alliance of Utah

**2020 Family & Professionals Virtual Conference on
Brain Injury**

October 1 & 2, 2020

Virtual Conference Venue: Hopin

EXHIBITOR EXPO BOOTH INFORMATION

You are invited to host a booth for the exciting 2-day conference on brain injury. Attendees will visit your booth in the Expo area by clicking on your virtual booth. There will be an expo booth scavenger hunt for prizes given at the end of each day to further encourage booth visitation.

Booth content can be **pre-recorded to run all day**, OR you can have your **booth attended** by your team members in live sessions scheduled during the expo segments.

Booth Options:

Booth only: Includes booth set-up by organizer but no attendee tickets to conference sessions (i.e. expo attendance only for booth presenters): **\$100** donation to the Brain Injury Alliance of Utah. Significant discount over previous years!

Booth plus 5 conference registrations: Includes booth set-up by organizer and registration to expo and conference sessions for 5 attendees (CME/CEU credits available): **\$200** donation to the Brain Injury Alliance of Utah. Registrations valued at \$650 and booths costs are significantly discounted over previous years!

Large booth plus 10 conference registrations: Includes **large** booth set-up by organizer and registration to expo and conference sessions for 10 attendees (CME/CEU credits available): **\$400** donation to the Brain Injury Alliance of Utah. Large booths are more prominent in the Expo area. Registrations valued at \$1300 and booths are significantly discounted over previous years!

To set up your booth, we need:

- 1) Exhibitor Name (as you want it to appear to the visitors)
- 2) Exhibitor contract email (for visitors to contact you later)
- 3) Exhibitor Headline (catchy, short headline about you)
- 4) Logo file, this should be a square image with a 1:1 ratio
- 5) Background image file, this image should be rectangular 2:1 and the max upload size is 2MB
- 6) Text for the “about” section. This is 3-5 lines of text that provide information about who you are and what you do
- 7) Website link
- 8) Twitter link (optional)
- 9) Optional offering of discounts or promotions
- 10) What do you want your buttons to do? The button is a call to action where visitors to the booth click to register interest or go to your webpage. If the register interest, you will receive their contact information for subsequent follow up.
- 11) **Booth content**, can either be pre-recorded **OR** a live presenter.

Pre-recorded booth content: This is the information the visitor sees about you when they visit the booth. Pre-recorded video content works great! Several free formats are supported. The formats for the pre-recorded video can be:

Youtube <https://www.youtube.com/>

Vimeo video <https://vimeo.com/>

Wista <https://wistia.com/>

Google slides <https://www.google.com/slides/about/>

Live presenter: Presenter needs to be registered for conference (included in booth cost, will be sent registration link and instructions). Presenter will then moderate session to talk 1-1 or in small group to those who attend the booth. Pre-training and practice are provided upon request for no additional charge. (It is easy; we can show you in just about 15 minutes).

Times for live presenter at booth session:

October 1: 10:30AM-11:00AM; noon-1:30PM; 2:50-3:30PM

October 2: 10:00AM-10:30AM; 11:50AM-12:45PM; 2:25PM-3:00PM

Contact for more information and to set up your booth:

Candace.Floyd@hsc.utah.edu Or call leave a message/ text to 801-598-9013