

Virtual Exhibit Booth Information and Guidelines

We have been looking at ways to extend the visibility period and expand presence to a wider audience, for those companies that exhibit at our annual Production Conference. We are now able to offer our exhibitors a “Virtual Exhibit Booth”. The virtual exhibit booth is accessible from our main PMCA website and at the association’s *Solution Finder* website to be launched later this fall. The virtual booth is similar to a live booth and provides an additional avenue of visibility to a targeted audience looking for answers to their production and processing challenges.

What is a Virtual Exhibit Booth?

The PMCA virtual booth floor plan will serve as the entry point to an interactive, online version of the production conference exhibit booths. Visitors to the virtual booth floor plan can select an exhibitor and will be directed to the corresponding virtual booth page. Visitors can search for an exhibitor by company name, booth number or category.

Content of a virtual booth

Basic listing information is taken from the exhibit application form and includes company name, booth number, corporate contact information and link to the company website. Virtual booth participants can then add any digital content generally acceptable for posting on a company website or presented in the live exhibit booth. Participants will be provided with a template for suggested content and the email address of the editor. Content can be updated at any time by sending an email to the editor.

Note: The content is managed by PMCA editors and PMCA reserves the right to refuse to publish content including links to third party websites deemed by the PMCA staff to be inappropriate.

Storage

Each virtual booth is allotted up to 20 MB of storage which may include items such as a logo, business cards, product images, photos, brochures, technical papers and links. Each page also features an announcements area for highlighting information such as a new product or attendance at a show. More than one item can be highlighted in the announcements area, as this section has a scrollable feature.

Video

Video files cannot be stored on the PMCA server but if they are available on a third-party hosting service such as YouTube or Vimeo they can be linked to the virtual booth.

Fees

The annual virtual booth fee is \$200. The virtual booth will be activated as soon possible following processing of the live booth exhibit form. Exhibitors that have chosen not to have a virtual booth will still be visible on the exhibit booth floor plan but without an active, virtual booth link.

Note: The previous year floor plan layout is cleared on or around September 15th. Those booths that have not been reserved by that date will show as available.

Visitor Tracking

Visitors to a virtual booth page will be asked to provide their “business card” type information to enter the booth, simulating a live interaction at a physical trade show. A minimal amount of data will be collected as to not discourage users. Virtual booth participants will be provided with periodic reports showing activity on their page and visitor contact information.

Promotion

PMCA is developing a virtual booth promotional program to help participants gain visibility through this program. Virtual booth participants will also be allocated a QR (quick response code) which can be used on promotional materials before, during and after the Production Conference. Participants may also use the PMCA virtual booth link on their own website and in promotional materials.

Other Notes

This program is expected to be expanded to all members in the future as part of their membership renewal whether or not they contract for a booth at the Production Conference.