



Healthy indoors
magazine

Online Tradeshows 101

How to Effectively Engage
with Attendees in a Virtual
Event Environment.



Can Your Company Have Success at a Virtual Tradeshow?

This is uncharted territory for most businesses prior to 2020, but the answer is, "Yes!" The current volatile state of live events brings with it, new opportunities to connect with your desired audiences online.



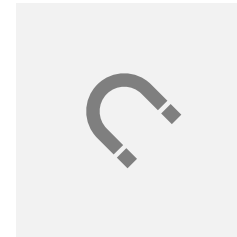
Paradigm Shift

Many live in-person events have been transitioned to online offerings or cancelled altogether. Seize the opportunity!



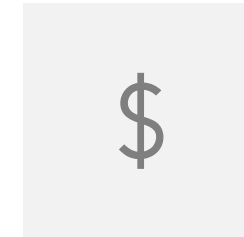
Challenges

While you can directly interact with attendees via video, you need to entice them to click into your virtual booth first.



CTA

Your Virtual Booth needs a strong Call to Action for attendees to get them to click. Use what will interest your desired prospects to engage with you.



Incentivize

Consider offering giveaways, discounts, or other exclusive offerings for attendees that click into your live meeting space or lead capture forms.



Educate

Provide useful information for the attendees, do live demonstrations, ask lots of questions, and be sure to follow up in a timely manner.

Think outside the box!

By incorporating live video meeting in your online exhibit booth, you can be virtually face-to-face with attendees. You can offer live group demonstrations, have one-on-one discussions, and share product information in real time.



A New Way

It is possible to actively engage your site's visitors without being in the same room.



Your Virtual Booth

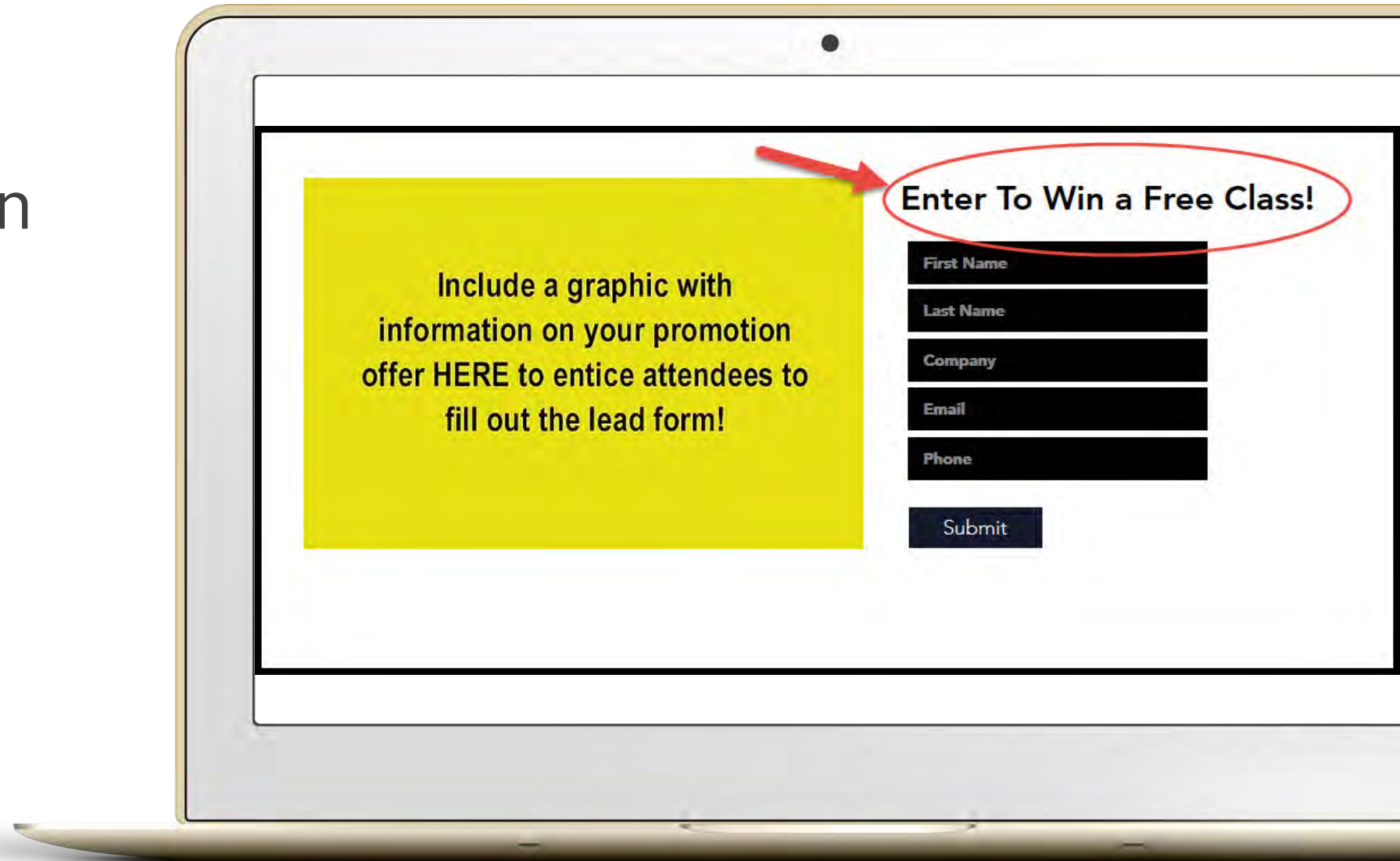
Some helpful tips for designing your Virtual Exhibit Booth.

Lead Capture Promotion

Entice Visitors to Enter Their Info on Your Form

Offer something of interest like:

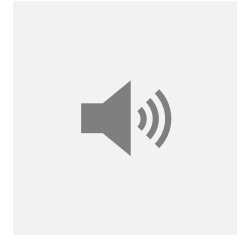
- Promotional giveaway
- Product/Service discount
- Exclusive membership
- Instructional video or PDF





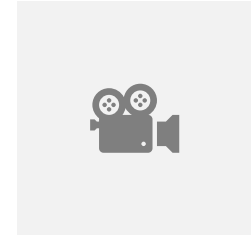
Hardware/Format Considerations

You have multiple options for creating your online exhibit space, from simple video meeting style, to free-standing demonstrations.



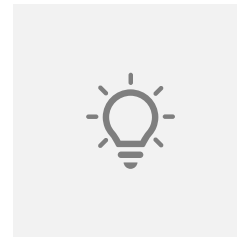
Sound

Your video will be judged by your audio.



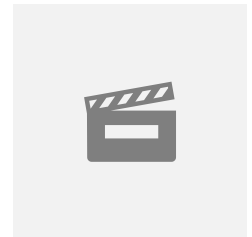
Video

Integrated cameras vs. external cameras.



Lighting

Good video requires proper lighting.



Backdrop

Desk close up vs. booth demonstrations.

Basic Hardware



Computer

Computer with stable internet connection (very important) for your main virtual booth video. Add additional computers for reps in remote locations.



Audio

Headset/microphone – Generally better than your computer’s built-in mic & speakers. Conference speaker/mics allow multiple presenters in your booth.



Video

Detachable webcams are a good option when mounted on tripods. Video cameras can provide better images but require additional hardware to connect.



Lighting

There are a variety of affordable prosumer video lights available. LEDs with 5600 K bulb temp (outdoor light) are preferred. Softboxes provide a less-harsh lighting look.



Backgrounds

Pick a location that provides the feel you’re looking for with your brand. Plain backgrounds work well, but you can also choose areas with texture.

Advanced Hardware



Video

Products like the Black Magic ATEM Mini HDMI allow you to have multiple cameras/video inputs and offer some pro switching capabilities for your production.



Backgrounds

Greenscreens are a good idea for virtual backgrounds (rather than digital-only applications in Zoom). They will require additional lighting.




Sound


Conference room speak/mics allow multiple people in a room to hear and speak to online attendees in a video chat. Anker PowerConf Bluetooth is a cost-effective option for this.




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Thank You

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- **Anker PowerConf Bluetooth Speakerphone with 6 Microphones, Enhanced Voice Pickup**

https://www.amazon.com/dp/B07ZNT7PRL/ref=twister_B08F7K1N9F?_encoding=UTF8&th=1



- **\$99.00**

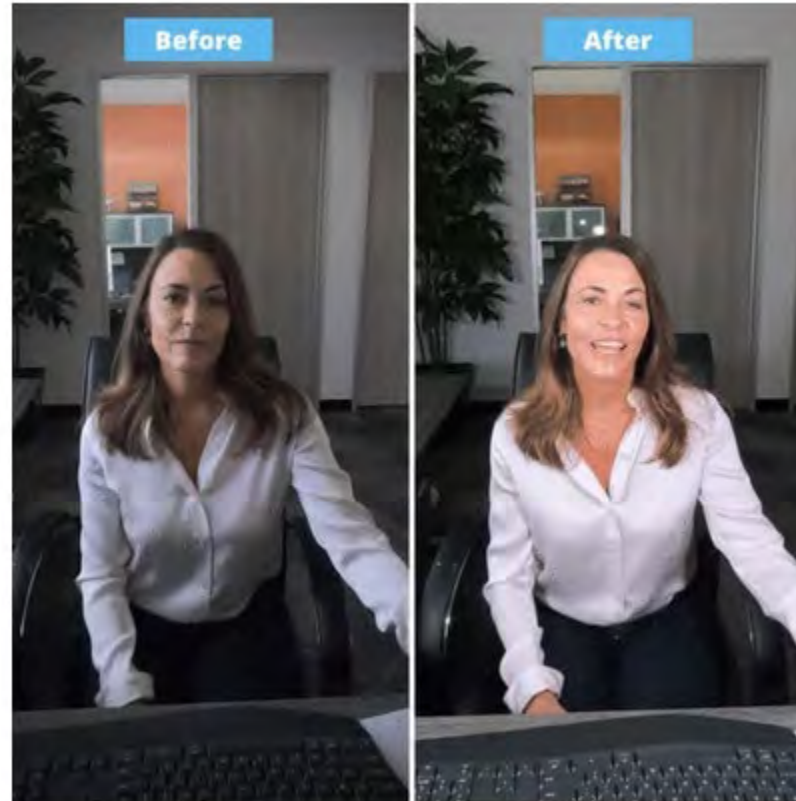
- **Logitech C920 Webcam**



Becoming difficult to find not backordered. There are numerous alternative stand-alone web cams. Look for one that is 1080 HD, plug-n-play with your computer's operating system, and has a 1/4-20 screw mount on it so you can mount it to a tripod.

\$99 - \$144

- LumeCube Mini



<https://lumecube.com/collections/streaming/products/video-conference-lighting-kit-for-remote-workers>

\$69.95 mini

\$99.95 GO

\$ 129.95 Bundle with GO & Tripod

- **Neewer 3 Packs Bi-color 660 LED Video Light with Stand and Softbox Kit: (3)3200-5600K CRI96+ Dimmable Light with U Bracket and Barndoor(3)Light Stand (3)Softbox for Studio Photography Video Shooting** https://www.amazon.com/Neewer-Packs-Bi-color-Video-Softbox/dp/B07WZKPTMX/ref=sr_1_21?dchild=1&keywords=led+softbox+video+light+kit&qid=1598459048&s=electronics&sr=1-21#customerReviews



\$318.99 - 3 lights with barndoors and soft boxes

\$219.99 – 2 lights

Impact Adjustable Mid-Range Tripod Boom Arm for Light Stand with 5 lb Capacity Sandbag and Extends to 60 Inches- Portable Light Stand Boom

https://www.amazon.com/Adjustable-Mid-Range-Capacity-Reflector-Photography/dp/B07T7ZQNBX/ref=sr_1_5?dchild=1&keywords=light+kit+boom+arm&qid=1598459413&s=electronics&sr=1-5

\$64.90

Neewer 13feet/390cm Two Way Rotatable Aluminum Adjustable Tripod Boom Light Stand with Sandbag for Studio Photography Video

https://www.amazon.com/Neewer-Rotatable-Aluminum-Adjustable-Photography/dp/B01CHQ8Z7Y/ref=rtpb_3/137-6983562-5078959?encoding=UTF8&pd_rd_i=B01CHQ8Z7Y&pd_rd_r=db9fcf1b-00ab-4c5a-880e-905e3dcd5f73&pd_rd_w=0nsms&pd_rd_wg=gHFqH&pf_rd_p=1060fc32-cc06-48f1-987d-6b74a57cd8f2&pf_rd_r=FXXYJWHG2W8MXM2FXTDV&psc=1&refRID=FXXYJWHG2W8MXM2FXTDV

\$79.90

- **Plantronics Blackwire C435 Headset/Mic**

https://pl.factoryoutletstore.com/cat/31798-48553/Plantronics-C435.html?cid=47771&chid=1&campaignid=166274666&adgroupid=7793569106&creative=142914893005&targetid=kwd-32822230946&matchtype=e&device=c&network=g&qclid=EAlalQobChMI9qOZ2qa56wIVUL7ACh1mzwMjEAAYASAAEgJDg_D_BwE



\$69.95

- **Blackmagic Design ATEM Mini HDMI Live Switcher**

https://www.amazon.com/Blackmagic-Design-ATEM-Mini-Switcher/dp/B07XZKRDLB/ref=sr_1_3?crid=TBPPMRLM5VYK&dchild=1&keywords=black+magic+atem+mini&qid=1598459983&s=electronics&prefix=Black+Magic%2Celectronics%2C232&sr=1-3



\$295 ATEM Mini

\$595 ATEM Mini Pro