



VIRTUAL TRADE SHOW FAQ

LEARN MORE ABOUT THE VIRTUAL TRADE SHOW CAPABILITIES:

Please visit [PheedLoop - Virtual Exhibitor Training](#)

[Click Here](#)

WHAT IS A VIRTUAL TRADE SHOW BOOTH?

In its basic form the virtual booth is the same as a physical booth in that it provides an area for you and your staff to provide information about your company and products and network with Conference attendees. Virtual booths allow you to present the following information and functionality, at a minimum, to conference attendees:

- Company Information
- Social Media info
- Logos
- Promotional videos
- Chat function to chat with attendees
- Notification when attendees are visiting your booth in real time
- One on one video chat with attendees
- Files/downloads that you would like to provide to attendees with lead capture

Additionally Trade-show attendees have the option to purchase the Lead Retrieval and Video Booth Add-on to provide for more interaction.

WHAT IS LEAD RETRIEVAL?

Lead retrieval is a feature that is designed to help exhibitors capture contact information from attendees on-site or virtually. On-site, they would use the PheedLoop mobile app on an Android or iOS device to scan a QR code (generated via PheedLoop as well) and virtually attendees would submit a request for information in a variety of ways. For hybrid events, both on-site and virtual leads are combined in one easy to access interface inside the exhibitor's private portal.

HOW DOES LEAD RETRIEVAL WORK FOR A VIRTUAL EVENT?

Exhibitor lead retrieval enables the ability for attendees visiting their booth to send requests for information with a single click. Doing so populates the exhibiting organization's list of captured leads with that attendee's contact information along with any optional notes the attendee submits and is available for exhibitors to download at any time via their private exhibitor portals from the Lead Retrieval section.

Requesting information, from the attendee's perspective, can be done by clicking on a button in the list of exhibitors in the virtual exhibit hall, clicking a large sticky banner on the exhibitor's profile itself, or attempting to download the exhibitor's files (which you, as the event organizer can configure to protect so that only attendees who submit their lead information will receive access to found under the Exhibitors > Settings in your dashboard, File Download Lead Capture setting). If the attendee has any files uploaded to their profile (accomplished in the virtual event portal under their Account section), they can optionally include those files in their requests as well, a powerful feature for career fairs in particular where attendees may be submitting resumes to exhibitors/employers.

WHAT IS A LIVE VIDEO BOOTH?

The live video booth is a powerful feature that transforms an exhibitor's virtual booth from a static experience to one which allows them to host a live meeting at their booth. Even without this feature, they can still host private one-on-one video meetings and attach pre-recorded video content to their booths, but live video booths allow them to host a large number of people in public demos, questions/answers, and truly mimic the face-to-face instant availability exhibitors are so used to. Up to 25 people can join a live video booth at any given time, and it supports both video and screen sharing. No additional plugins or downloads required, it's built right into PheedLoop and leverages the PheedLoop Meet video conferencing platform.

Attendees simply click on an exhibitor's "Join Live" button, which allows them to select their audio/video devices, and join the group meeting at the booth itself. Just like on-site exhibit hall hours, you as the event organizer can set when live video booths are available for attendees and exhibitors to participate in by setting the Enable Video Booths option under General > Virtual in your PheedLoop dashboard.

TRADE SHOW PRICING

VIRTUAL TRADE SHOW BOOTH	\$500
<ul style="list-style-type: none">• Basic booth functionality• 2 company representatives allowed in booth• Full conference registration for representatives	
VIRTUAL TRADE SHOW BOOTH C/W LEAD RETRIEVAL + VIDEO BOOTH	\$1000
<ul style="list-style-type: none">• Basic booth functionality• 5 company representatives allowed in booth• Full conference registration for representatives• Lead Retrieval• Video booth for up to 25 people	
LEAD RETRIEVAL + VIDEO BOOTH ADD-ON	\$125
ADDITIONAL REPRESENTATIVES IN BOOTH	\$50
<ul style="list-style-type: none">• Conference registration not included	