



GENERAL EVENT INFORMATION

EVENT DATE & TIME

Tuesday, May 18, 2021

10:00 am – 5:00 pm ET

**Times subject to change*

All sessions take place in Eastern Time. Please refer to the on-line program for the most up to date times and sessions.

VIRTUAL EXHIBIT HALL SCHEDULE

Tuesday, May 18, 2021

10:00 am – 5:00 pm ET

The event platform is live for Exhibitors on **May 4th**. Attendees will have access to your booth as of **May 11th**. They can view the videos and brochures that you display. The chat feature will only work during the actual event times.

VIRTUAL BOOTH TECHNICAL REQUIREMENTS

1. Desktop computer or laptop
2. Webcam or camera
3. Hard-wired, high-speed internet connection
4. Google Chrome, Firefox, Edge, Opera, or Safari
5. Headphones with a mic (not required but recommended for optimum sound quality)

It is also recommended that you close any other programs or windows when participating in the Virtual Event to minimize lag time and delays.



THE EXHIBITOR PORTAL

To build your Virtual Booth, please start here on the [Exhibitor Listing Form](#)

This page will open. The first time you log in start with Option 1 at the bottom of the left-hand side of the page.



1 Start 2 Company Details 3 Listing Info 4 Thank you

Welcome to the Exhibitor Listing Form for iTech Spring 2021

Welcome to the Vendor Directory Management System for iTech Canada Virtual Spring 2021.

Don't miss out on the opportunity to connect with potential clients before the conference.

We have uploaded the basics on your behalf including:

- Company name
- Website

Complete your listing by adding the following:

- Company description (use as many key words as possible)
- Social media links
- Videos (youtube or vimeo links)
- Promotions and new product details
- Product Showcase
- Designated email to contact form
- Category Tags

INSTRUCTIONS

- Please start by selecting one of the 2 options below.
- If this is your first time using this new system to manage your listing, select Option 1
- If you are returning to make changes to your listing, select Option 2

<p>i Option 1: First Time Here? Please select your company name and then continue</p> <p>--Please Select--</p> <p>Continue</p>	<p>i Option 2: Returning to View or Add? Please select your company name and enter your company password</p> <p>--Please Select--</p> <p>Company Password</p> <p>Continue</p>
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We will have your basic company information in our system once your contract is signed and paid. Choose your company's name from the dropdown list. Hit continue. Then choose your password and make a note of it and follow the prompts. You'll need your password when you return to make changes. Choose Option 2 when returning.



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From the DETAILS page, update your company information if anything has changed. Be sure to click on the green save button as you make EACH change.



✓ Start ✓ Company Details ③ Listing Info ④ Thank you

Exhibitor List Directory Profile

Manage Your Listing

Please review and update your company information below. **Once your changes have been made be sure to click the Save Changes button.**

Save Changes

Preview Current Listing

Company Name: Unity Event Solutions

Details

Links

Videos

Documents

Promotions

New Products

Product Showcase

You can update your company description, logo (jpg/png/gif at 300px wide and less than 1mb), select a booth theme color, and select your primary industry categories.

Company Categories: Technology - AI (Artificial Intelligence), Technology - Application, Technology - Backup, Technology - Data Management

Company Logo (jpg/png/gif at 300px wide and less than 1mb)

Add/Modify your company logo. Use a jpg/png/gif file under 1mb.



Booth Color

Check here to use a custom booth theme color, and select your color below. Choose a darker color. The text color that appears on top of your theme color is white.



Company Categories:

Tag your Products/Services

4 Selected

Next, you will click on each of the tabs: LINKS; VIDEOS; DOCUMENTS; PROMOTIONS; NEW PRODUCTS; PRODUCT SHOWCASE. Add the most information that you would like to be displayed.

Your virtual booth is an extension of your brand. There are numerous features that you can include to make your booth stand out and be noticed. Click on the PREVIEW button at any time to see how your booth looks to the attendees.

You can add and/or update at any time.



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Basic company information: Company Logo, Address, Phone Number, Website and Social Media Links.

Company profile: This is an overview of your company

Welcome video message/commercial: Upload must be from *YouTube* or *Vimeo*

Documents: You can upload documents, brochures, flyers to a limit of 10 (depending on your sponsor level)

Custom color: Use your logo color or color of your choice on the bars on your booth. Follow the prompts to put in your exact color.

Promotions/giveaways: Upload your promotions, prizes, etc. By doing so, your prizes will be promoted on our prize giveaway page as well. We encourage you to use survey monkey or create your own ballot on your web site to capture data. This will allow you to do prize giveaways, contests, etc.

Product Videos: Must be from YouTube or Vimeo. We recommend 30 second videos.

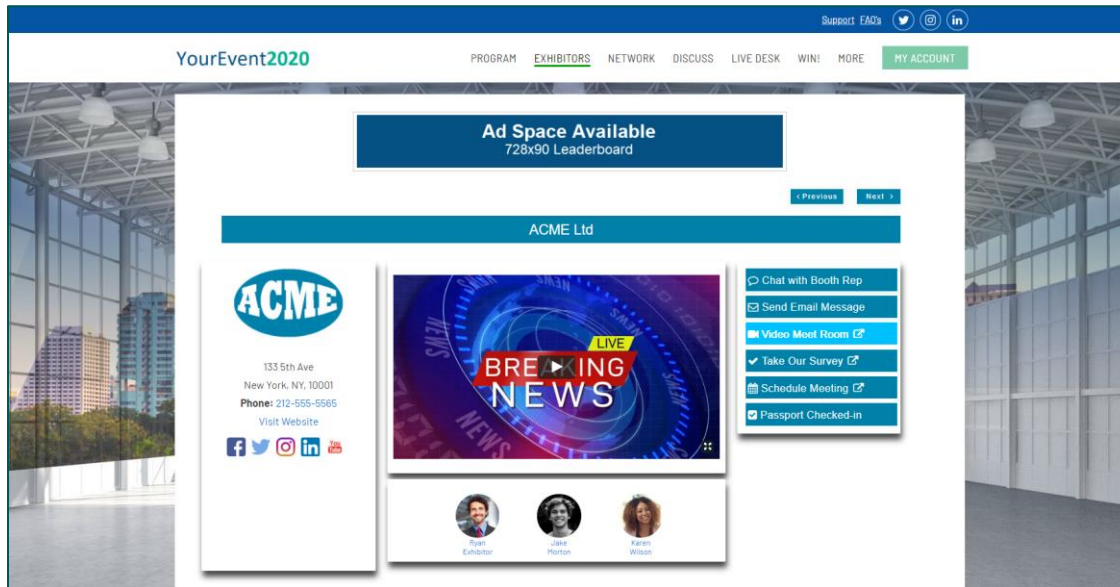
Schedule a meeting: You can schedule meetings with potential clients from your booth.

Optional Survey: You can add a survey link in the Exhibitor Profile portal. We recommend using *Survey Monkey* for any ballots you may want to include in your booth.

Exhibitor Staff Registration: There is no limit to how many booth representatives you can have in your virtual booth. You can provide this link to them to register themselves [Exhibitor Staff Registration](#)

When the event platform is live for Exhibitors on **May 4th**, each registered booth representative will receive an email with their personal login information so they can personalize their profile. We will send further information at that time.

PREVIEW YOUR VIRTUAL BOOTH – IT SHOULD LOOK SOMETHING LIKE THIS



ADDITIONAL FEATURES – NEW THIS YEAR

We have a wide variety of proactive features that will allow you to reach out to the attendees.

Show Promotions – this will allow you to promote products. Attendees can click on the icons for more information. This can be used for giveaways, etc.



Start Company Details Listing Info Thank you

Exhibitor List Directory Profile

Manage Your Listing

Please review and update your company information below. **Once your changes have been made be sure to click the Save Changes button.**

[Save Changes](#) [Preview Current Listing](#)

Company Name: Unity Event Solutions

[Details](#) [Links](#) [Videos](#) [Documents](#) [Promotions](#) [New Products](#) [Product Showcase](#)

You can add Show Promotions to your booth. Each listing can have an image (jpg/png/gif at 300px wide and less than 1mb), description, and an external link. If you want items displayed in a certain order, add 1, 2, 3 or a, b, c before each description and it will automatically put them in that order.

[Add New](#)

You can add a maximum of: 10

Image	Description
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Network & Connect – this will allow you to search who is on the virtual show floor.
<https://virtual.itechconference.ca/networking/> (active on May 18th. Subject to CASL regulations).

Discussion Rooms <https://virtual.itechconference.ca/discussions/> (active on May 18th).
Start a discussion or follow along. Filter by topic, presentation, tags, etc.

Social Share Images: <https://www.itechconference.ca/spring/share-images.html> Tweet all about it. Use these images to spread the word. An excellent way to drive booth traffic, announce prizes, demonstrations that are about to start, etc. Use **#iTechSPRING**, **@itechconference**

[PRESENTATION PORTAL FOR UPLOAD \(DUE ASAP\)](#)

Click [here](#) to add your presentations and the speakers for your presentations. We ask that you have all of this uploaded ASAP as we need to build all of our marketing materials surrounding the content, speakers and Booth features.

ADVERTISING SPECIFICATIONS

Leaderboard ads - (728 x 90) pixels
Pop-up ads – (600 x 400)
Big box ad – (300x500)
Ticker Tape – (1080x80)
Videos: Should be from YouTube or Vimeo

See your contract for your particular ad size requirements. If you are interested in additional advertising, contact Christine Palamoudian cpalamoudian@macgregorcom.com for details. **Deadline for scheduling advertising spots is April 27**



[EXHIBITOR FAQ's](#)

How many booth representatives can I have in my virtual booth? – There is no limit.

What if I am not available to chat? – Please follow this [video](#) about how to disable the chat button when not available.

Do I get transcripts of my booth chat? – Yes, transcripts are available under “My Account” on your dashboard.

How can I get sales leads? – Every time an attendee clicks on a link in your booth (ie: downloads brochures, website, product demos, etc.) your dashboard will have a record of this. It is updated as it happens. We also recommend you have a survey or ballot available to capture more leads.

I have prizes to give away. What do I do? - You can add that to your booth setup. There is a tab for promotional materials.

I want to update some information in my virtual booth, but the show is already on. What do I do? - You can upload anything in your booth at your convenience through your Exhibitor Portal.

Is there a mobile app for this conference? This virtual conference is meant to be managed via a web site on a desk-top computer. We don't have a mobile version.

How do I arrange for pop-up ads, advertising, or sponsorship? - We highly recommend additional advertising and sponsorship in order to drive traffic to your booth. Please contact Christine Palamoudian cpalamoudian@macgregorcom.com for details. **Deadline for scheduling advertising spots is April 27**

Do I have to put a video on the front of the virtual page, or can I add a jpeg? – You can only have a featured video.

How long is my booth seen on the website? - The iTech Spring Virtual Conference is available On-Demand until **July 18th**. Although you won't be in your virtual booth after the event, attendees can still gain access to your brochures and information and you still have access to the dashboard until that time.

Can competitors see my information in my booth? – Yes, the booths are open to attendees, speakers, and other exhibitors.

Is my sponsored webinar/symposia available On-Demand? - Yes, providing you agree, it will be available On-Demand for **8 weeks** after the event.



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EVENT PERSONNEL:

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