

A full-fledged virtual event is an uncharted territory, and even with that, change is a constant. Here are 21 questions we suggest you ask the association or show organizer before you sign a contract for virtual exhibiting.

What is included in the price of the 'virtual' space?

What platform will be used for the virtual show floor—and will there be any technical support to help me create a virtual exhibit to showcase my brand effectively?

What will I be able to create in that space to promote my products and services, as well as my brand?

What types of files will I be able to upload?

What networking opportunities are planned?

Will there be a live chat so I can communicate with visitors one on one? Alternatively, will there be a messaging app?

What traffic builders are planned to increase traffic to the virtual exhibit hall?

How many days will the show last?

Will there be dedicated exhibit hours?

Will I receive a list of registrants as well as attendees?

Will I receive a report of all visitors to my exhibit?

What types of reports will be available after the show, for instance, an audit?

Are you providing any additional tools to help me measure my ROI?

Will 24/7 technical support be available in case there are transmission problems?

What sponsorship opportunities are available?

Will there be off-site sponsorship opportunities such as post-show surveys, updates to the schedule, or banners on the show website?

What opportunities will there be for sponsored content, such as product theaters or highlighted sessions?

How long will the show site be available online?

Will exhibiting at this virtual event help accrue priority points for future live exhibits?

Are there any barriers to entry for exhibitors at this event?

Is my investment protected in case of emergency or cancellation?  
(Read the fine print!)

Need help - or an advocate? Call us.

We have been producing virtual exhibits since the pandemic mandated them. Well, even before that. We can help!

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