



## The Benefits of Exhibiting at Virtual Events

*Don't miss the chance to get your message out to over 300 attendees who will gather for the first-ever VIRTUAL Cybersecurity Workshop.*

### Why Exhibit at the Virtual Event?

#### ■ Connect with more attendees

- ❖ A virtual event allows attendees that in the past were unable to attend due to travel costs to participate.
- ❖ A virtual event allows attendees to pop into and out of it at will, and to access content on their own time and from locations of their choosing.
- ❖ If attendees are unable to attend the week of the conference, they will be able to register after the event for access.

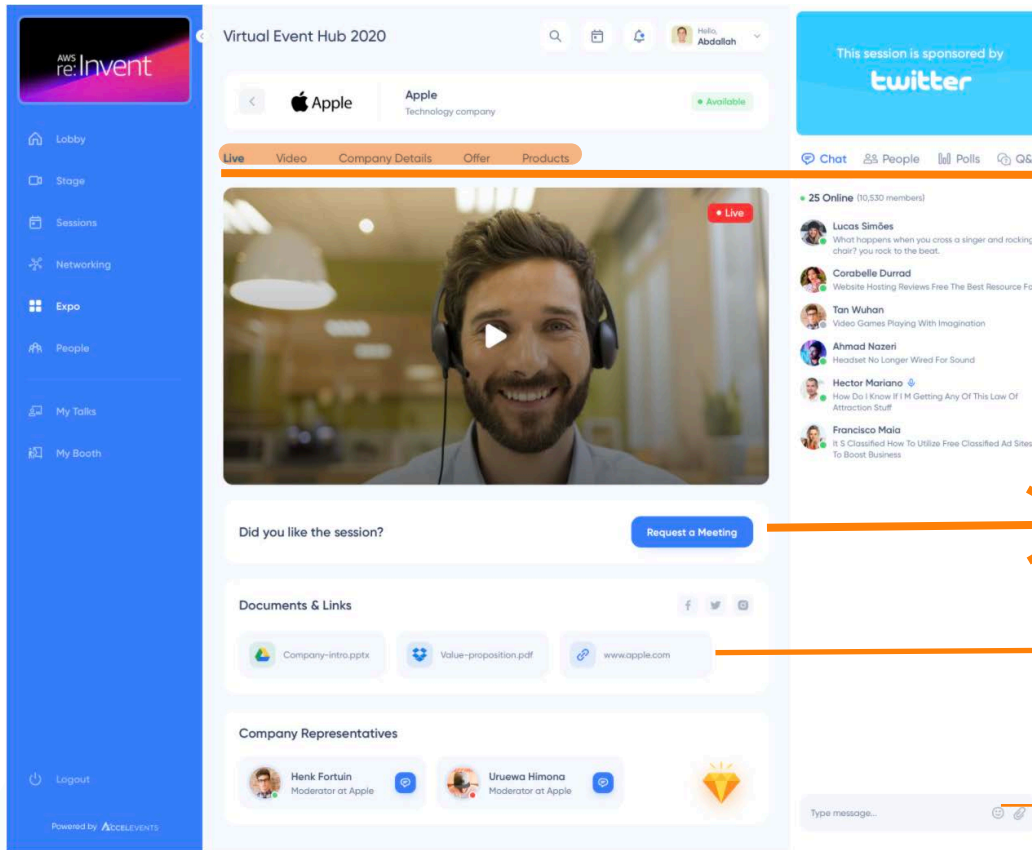
#### ■ Share Diverse & Engaging Content

- ❖ Provide rich digital collateral like videos, product photos, discount coupons & videos to help attendees learn about your offerings.
- ❖ Attendees can download and save your data sheets and marketing collateral to their device so they can reference it later on.
- ❖ Engage attendees using text, audio and video chat. Chat with attendees and collect valuable contact information or schedule a live video chat or demo.

#### ■ Collect Valuable Information

- ❖ Download all your leads! Any attendees that visits your booth and chats with you or downloads any material will be recorded as a lead. You can export their contact information after the show.
- ❖ Have access to other information such as how many clicks on your booth, how many documents downloaded and how many views by unique users.

**Come be part of the first ever  
Virtual Cybersecurity Workshop!**



- ✓ Live Video Chats
- ✓ Promo Video
- ✓ Company Description
- ✓ Offers or Products

- ✓ Request a Live Video Chat

- ✓ Documents Available to Attendees

- ✓ Live chat recorded for future use

## INCLUDED IN BOOTH:

- ❖ **Live Stream:** Have a live video chat with attendees real-time. Use your own zoom meeting link or purchase one for additional cost.
- ❖ **Promo Video URL:** Share a pre-recorded video with attendees visiting your booth. Common options are a company overview, a product demo, or a recording of a previously hosted live session.
- ❖ **Company Description:** Add a description of your company/organization. Who are you? What do you provide?
- ❖ **Offer Link:** In the Offer area, add a special deal, discount, or reward for booth visitors.
- ❖ **Products:** Add pictures of products with description.
- ❖ **Social Links:** Include links to your social media so that interested attendees can stay up to date with your organization.
- ❖ **Documents Available to Attendees:** Provide any resources for attendees visiting your booth to view & download. Files here must be a PDF, DOC, DOCX, or DOCXX format. File size can be up to 10mb and up to 20 files.
- ❖ **Company representatives:** Booth price includes 2 representatives per booth.
- ❖ **Chat:** Chat in your booth or send a request for a private chat. All chat information will be available until October 31st.

## ADD ONS:

- ❖ Premium listing: \$399 to upgrade to a larger booth and add a yellow "Premium" banner around the booth.
- ❖ Zoomlink: \$99 per day/ per booth for hosted zoom link. (at cost)

# EXHIBIT APPLICATION



## Exhibitor Information

Company/Organization Name

Mailing Address

City State Zip

Website Address E-Mail

## VIRTUAL BOOTH

\$800

## ADD ONS:

\$399 Premium Listing

\$99 Zoom Link

## Booth Personnel

(Note: Tutorial Registrations are a separate fee)

Name Title

Mailing Address

City State Zip

Organization E-Mail Phone

Name Title

Mailing Address

City State Zip

Organization E-Mail Phone

## Payment Information

- Check [pay to ITEA ]
- Visa
- Mastercard
- American Express
- Discover

Total \$

Card Number Exp. Date Security #

Cardholder's Name [please print]

Cardholder's Signature

*Agreement | Exhibitor agrees to abide by the Exhibitor Terms and Conditions as specified by the ITEA Exhibit Application and in the Exhibitor Service Kit if booth is included in sponsorship.*

Printed Name

Signature Date

Title

**Confirmation will be sent to you upon processing of full payment or generation of invoice.**

**Return signed contract and payment to:**  
International Test & Evaluation Association  
11350 Random Hills Rd., Suite 800  
Fairfax, VA 22030-6044  
Office: 703-631-6220

OR E-mail to:  
**Lena@itea.org** [For the security of your data, do not email credit card information. You may call the office to pay by phone.]

ITEA USE ONLY

Date Received:

CK Number: