

**Innovating for  
Tomorrow's Challenges**

May 11-14 | 2021

*Hosted by the ITEA Antelope Valley Chapters*

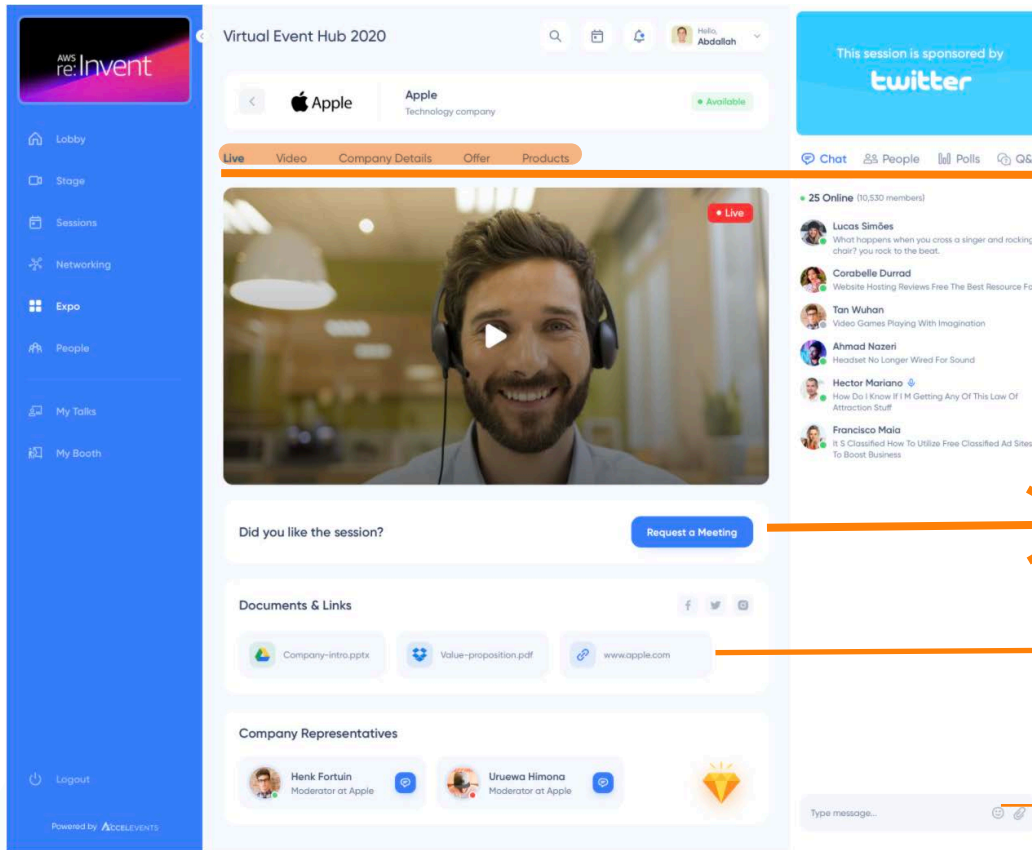
## The Benefits of Exhibiting at Virtual Events

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

### 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 workshop, they will be able to register after the event and have access to all presentations and content.
- **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 TIW 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.
- ❖ **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. However, you have UNLIMITED booth personnel.
- ❖ **Chat:** Chat in your booth or send a request for a private chat. All chat information will be available until June 30th.

## ADD ON:

- ❖ Premium listing: \$399 to upgrade to a larger booth and add a yellow "Premium" banner around the booth.

# EXHIBIT APPLICATION



## Exhibitor Information

Company/Organization Name

Mailing Address

City State Zip

Website Address E-Mail

### VIRTUAL BOOTH

- \$1000 Member
- \$1500 Non-Member

### ADD ON:

- \$399 Premium Listing

### 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: