

Test Instrumentation Workshop – Virtual and Reimagined

The workshop, a week long technical exchange of T&E professionals will also incorporate an interactive Exhibit Hall for your company to showcase your newest capabilities.

ITEA invested in a versatile and robust online platform that will include:

- ◆ Video product demonstrations;
- ◆ Live chat features;
- ◆ Networking lounges; and
- ◆ Extensive analytics

Attendees will participate virtually from the comfort and safety of their home or office. We may not be able to gather in person, but nothing stops us from connecting through innovation.

Why Exhibit Virtually at TIW 2021?



Access to the T&E Community

- ◆ It's been a long year and the T&E community is ready to participate and join their colleagues virtually.
- ◆ Decision makers will be actively seeking out solutions and the technologies you are offering.
- ◆ ITEA has lowered registration fees to allow for more T&E professionals and leaders to attend.
- ◆ The meeting's virtual format will offer attendees an efficient way to learn about your products and services.

Cost Savings

Your company will in travel costs, booth fees and shipping charges. As an added plus booth fees are reduced!

Continued Visibility

Exposure to your products and services will not end when the workshop is over – our virtual Exhibit Hall will remain active for 30 days after the workshop ends which allows you more time for interactions and connection with potential customers.

The screenshot displays the QinetiQ virtual exhibit hall interface for the 37th International Test and Evaluation Symposium. The interface is divided into several sections:

- Navigation Menu (Left):** Includes options like Lobby, Main Stage, Tech Sessions, Networking, Lounges, Expo, People, My Talks, and My Booth.
- Main Content Area:** Features a video player with the QinetiQ logo and the tagline "Enhancing operational effectiveness, creating advantage". Below the video is a "Request a follow-up meeting" button.
- Documents & Links:** A section containing various PDF documents and links, such as "QinetiQ Website: T&E home page", "UK MOD and QinetiQ Website: LTPA", and "OverviewQinetiQTE.pdf".
- Company Representatives:** A section displaying contact cards for Cathy O'Carroll, Leo Hergenroeder (VP Business Development), and Ade Britton.
- Chat Window (Right):** A chat interface showing messages from Ade Britton, Steve Gordon, Gary Summons, and Cathy O'Carroll, discussing the exhibit and requesting meetings.

Screenshot is example only.

Interactive Roundtables

Invite guests to join you for a conversation on a selected topic. Attendees are able to participate in open conversations with their peers and you as the exhibitor. Interact with attendees and showcase your product/service to potential customers.

Participate in a Vendor Innovation Session

Showcase your expertise by participating in an approved vendor innovation session. This 20-minute session will:

- ◆ Position yourself as a leader in your field
- ◆ Elevate and raise brand awareness and preference to your company brand

Focused Networking

A virtual meeting can make networking more accessible than at an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging and impromptu conversations at the click of a button.

Effective Lead Generation

The virtual meeting platform will provide robust analytics. You will know exactly who you're speaking with and how best to follow up with them. The online platform will provide you with analytics to understand which of your products or services caught attendee's interest and how long they spent reviewing your materials. This will allow you to conduct more informed follow up after the Exhibit Hall closes.

[View virtual booth information](#)