

ITEA is excited to bring you the 2021 Joint Conference on T&E Support to Prototyping & Experimentation – virtually, and re-imagined! This conference is a collaboration between ITEA and the Directed Energy Professional Society. The partnership with DEPS allows for high energy laser and high-power microwave experimentation to be an integral component of our technical program and permits us to hold both limited distribution and classified sessions on all T&E topics.

In addition to Key plenary speakers, panel discussions, and technical sessions it will also include a virtual Exhibit Hall, with many opportunities for your company to showcase your technologies and services.

This web/browser-based platform will include video product demonstrations, live chat features, networking lounges, and extensive analytics available to all exhibitors. This virtual workshop will allow attendees to be able to participate virtually from the comfort and safety of their home or office. We may not be able to gather in person, but nothing stops connection and innovation.

## **Become an Exhibitor**



## **Access to the T&E and Directed Energy Community**

By going virtual, the Joint Conference is accessible more than ever to the these communities. Lowered registration rate, will allow for even more registrations. The meeting's virtual format will offer attendees an efficient way to learn about your products and services.

## **Cost Savings**

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with professionals and decision makers who are actively seeking information and solutions.

## Continued Visibility

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

The screenshot displays the QinetiQ virtual exhibit hall interface. At the top, it identifies the event as the "37th International Test and Evaluation Symposium" and includes a user profile for "Hello, Lena". The main navigation menu on the left lists options such as "Lobby", "Main Stage", "Tech Sessions", "Networking", "Lounges", "Expo", "People", "My Talks", and "My Booth". The central 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. The "Documents & Links" section contains a grid of document thumbnails, including "QinetiQ Website: T&E home page", "UK MOD and QinetiQ Website: LTPA", "OverviewQinetiQTE.pdf", "DigitalTETrendsThoughtLeadership.pdf", "NextGenerationTETThoughtLeadership.pdf", "TheValueandRoleofTETestBedsThoughtLeadership.pdf", "TargetSystemsBrochure.pdf", "HammerheadProductSheet.pdf", "BansheeNGProductSheet.pdf", "RattlerProductSheet.pdf", and "2020ITEAPresentationCHarveyDigitalThreadAndTwinsInDefenceThroughLensOfTandE.pdf". The "Company Representatives" section at the bottom shows profiles for Cathy O'Carroll, Leo Hergenroeder (VP Business Development), and Ade Britton. On the right, a chat window titled "QinetiQ" displays a list of messages from attendees, including Ade Britton, Steve Gordon, Gary Summons, and Cathy O'Carroll, with timestamps ranging from 09/16/2020 to 09/18/2020.

Screenshot is example only.

## 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](#)

If you would like to become an exhibitor please contact [Lena@itea.org](mailto:Lena@itea.org)