VIRTUAL CONFERENCE

38th International Test and Evaluation Symposium

Evolution of T&E in an Age of Rapid Technological Change

September 13–15 | 2021

The Benefits of

Exhibiting at Virtual Events

Don't miss your opportunity to exhibit! Commercial, academic, and government exhibits will play an integral part in this Conference. We'll put you in the right place at the right time. Increase your visibility, network with key players, and show your support and commitment to the industry and community!

Why Exhibit at the Virtual Event?

Connect with more attendees

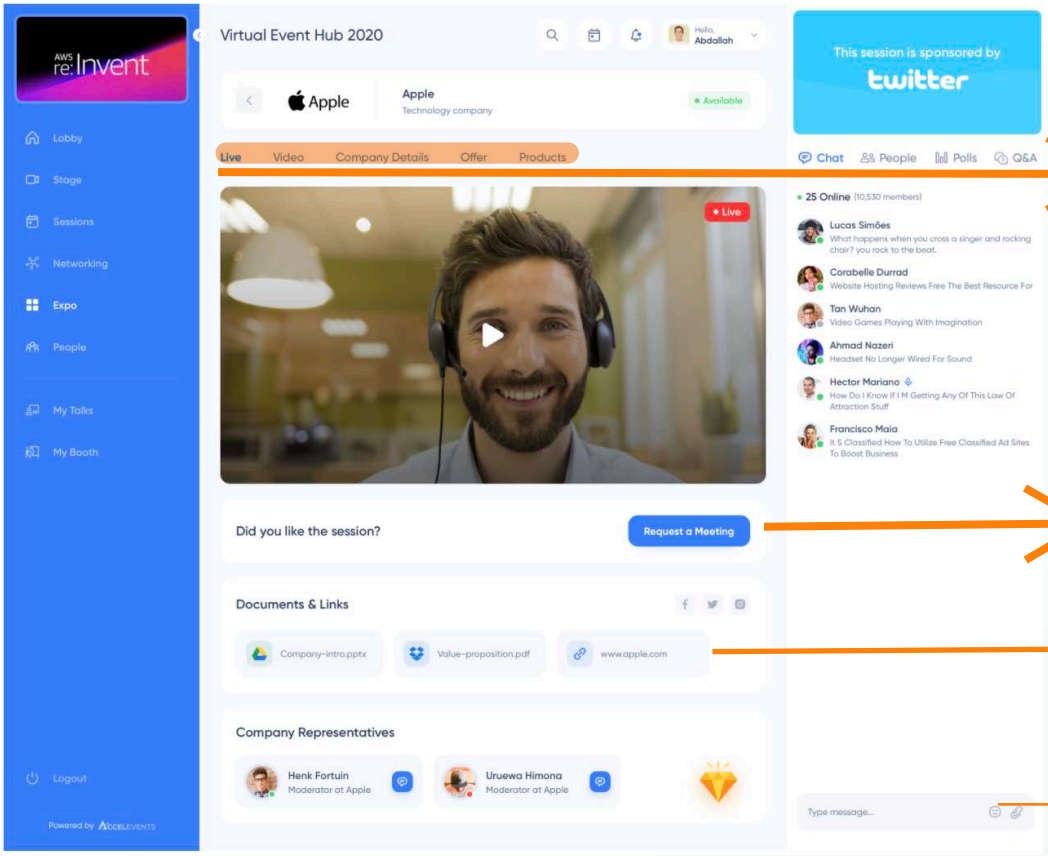
- A virtual event allows attendees that in the past were unable to attend due to travel costs to participate.
- A virtual event allows attendees to pop into and out of it at will, and to access content on their own time and from locations of their choosing.
- If attendees are unable to attend the week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



- ✓ 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 October 31st.

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:**