

DXC

69th Annual Denver X-ray Conference



Virtual Exhibit INFORMATION

Exhibit Booth in DXC Event App - \$1,000

Do not miss your opportunity to be included in Virtual DXC 2020! Your virtual exhibit booth includes company name, logo, contact information, website, company description, uploaded photos, optional raffle, giveaway, or promo, one login for a company representative, a pre-recorded video advertisement (up to 30 minutes), and the ability to set up live video conference meetings with attendees. All exhibit booth information, along with conference content, will be available to attendees and exhibitors through 31 August 2020! Participating attendee profiles can be found in the Attendee tab in the event app. On 7 August an electronic version of the attendee list will be emailed to the company representative.

Attendee Engagement/Interaction – attendees will be able to:

- Visit virtual exhibit booth from 3 – 31 August
- Watch your pre-recorded video presentation
- Enter your raffle, giveaway or promo
- Like or comment on your exhibit booth to let you know if they want to be contacted
- Share contact information with exhibit personnel or other attendees

Company Representative Capabilities:

- Gain full access to all conference content, i.e. workshops, sessions, e-posters, community board, etc.
- Set up your exhibitor profile via a link sent by DXC Staff, and make edits anytime directly from the mobile or desktop app
- Set up video conference calls with attendees, and respond to comments or messages, directly in the app
- Explore attendee profiles and engage with them via postings on the community board, private in-app messages, group chats, or suggesting a video-chat meeting time.

The screenshot shows the 'Details' page for an exhibitor booth in the DXC Event App. At the top, there are navigation tabs for 'Exhibitors' and 'Details'. Below this, the text 'Attendee View of Exhibit Booth' is displayed in red, followed by the DXC logo and the event name '69th Annual Denver X-ray Conference'. The booth name 'Test Company #1' is centered. There is a 'Photos (2)' section with a 'Post Photo' button and two example images. Below the photos are 'Like' and 'Comment (2)' buttons, and a link to 'Sign up for deals & offerings'. A 'Raffle' section follows, with a description: 'Great place to offer a raffle, giveaway, or coupon to draw people to your booth! (Tap image to enlarge)'. There is a 'Wacky Giveaway' icon and an 'Enter Raffle' button. The 'Contact Info' section shows an email 'sjennings@icdd.com' and the name 'Stephanie Jennings'. The 'Company Information' section contains a placeholder text: 'This is a great place to include your company description that usually goes into the DXC Program.' The 'Comments (2)' section shows two comments from Stephanie Jennings: 'Testing steph. Please contact me.' and 'Yes, do you have a question?'. At the bottom, there is a text input field labeled 'Write a comment'.

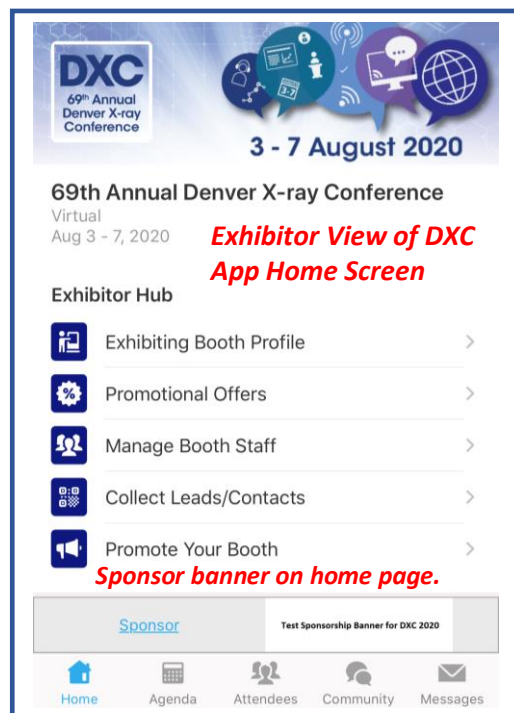
Additional Sponsorship Opportunities *(for participating exhibit companies only)*

Banner Ad on Event App - \$450

Take advantage of the only opportunity to advertise to all registered DXC attendees through the whole month of August! Your banner ad will rotate at the bottom of the home page, at the end of the agenda screen, and at the end of the profile screen. When the banner is clicked, it will take the attendee to the assigned URL. You will be provided with the number of impressions at the conclusion of conference (31 August). Recommended image dimensions: 700px x 210px (Max 1000px x 1000px).

Logo on DXC Website with link to company URL - \$300

Company logo on the [DXC website](#), linked to your company's web site—60h x 120w placed at the sideline of homepage.



All DXC Exhibit Booths and Sponsorships can be purchased in the [ICDD E-store](#).

During checkout you will be asked for your primary exhibit contact information, this does not have to be your one included staff member. Stephanie Jennings will contact you with more information on how to setup your booth and sponsorship, your booth staff member can be assigned then.

Exhibitor Code of Conduct

All postings in the Whova App will be monitored, please be respectful and refrain from commenting on any competitor postings. Please use the community board for its intended purpose and not as a virtual exhibit booth. Excessive commercialism is discouraged and will be removed at the discretion of the Organizing Committee.

For any questions regarding DXC Virtual Exhibit Space or Sponsorship Opportunities, please contact Stephanie Jennings - sjennings@icdd.com.

No refunds will be given after the purchase of a Virtual Exhibit Booth or Sponsorship.



Frequently Asked Questions:

- 1. Is this just an event app – or will there be an opportunity for individuals to visit a virtual booth through a live chat function?** It is an event app, but they have an exhibit hall section. The app that we found is very similar to the Guidebook app we have used for the past few years, but even better! Exhibitors will be able to set up their own exhibit booth in the app. We will input basic information and then send you a link to set up your booth. You will be taken to a webpage that will allow you to add a logo, promo offers, a live stream and/or pre-recorded video link, company information (email, address, phone number, and description). The livestream link is compatible with many different hosts, i.e. Zoom, WebEx, etc. You can put a link in there and set up a time that people could meet you on a call.
- 2. It looks like there will be an opportunity for a “group chat” – but that has to be initiated by the exhibitor?** There are many ways to communicate with attendees in the app, i.e. the community board, private messaging, and a group chat feature. Your booth staff member(s) will be able to post in the community board to try to get people to visit their exhibit booth, or privately respond to a comment that an attendee made in your booth. In-booth comments are visible to everyone, but it is a good way to start a conversation that will continue via private message, group chat, video call, or email. Your booth staff member will have an attendee profile as well, so attendees can initiate a conversation also.
- 3. Will more than 1 person from the exhibiting company be able to utilize the conference app?** One staff member is included with your booth fee. Others will need to register for the conference and then be added on as booth staff. They will be able to have the same capabilities in the exhibit booth.
- 4. Will the exhibitor be able to upload brochures, data sheets, etc...** At this point, you are not able to upload PDF documents. The app is hoping to add that feature in June. You are able to upload photos, so you could add a photo of your brochure or ad to your exhibit booth that way.
- 5. How does the contact information exchange component work?** There is an Attendees tab in the app; here you will be able to see all registered attendees, including exhibit booth staff. We are going to ask all attendees to fill out their attendee profile when they sign in for the first time. An attendee will be able to input interests, affiliation, education, location, biography, and other categories. When viewing a profile, you will have the opportunity to open a chat with someone, suggest a meeting time via video chat, take private notes, and exchange contact information. All attendee contact information is private until they approve it to be exchanged in the app. All exhibit staff and attendees can request contact information from other attendees.
- 6. Will the exhibitor have rights to the electronic participant list; and will we be able to use it to promote to attendees?** Yes, we will send out an electronic copy of the attendee list on 7 August to the listed company representative.
- 7. If someone visits our virtual booth space – will we receive a list of those individuals?** Unfortunately, we are not able to track who visits your booth in the app.