



Dear Friends --

Many of you have enquired about what exhibit personnel should be doing during the “power hours” of the trade show each day -- **1pm-4pm on Wednesday and Thursday, December 9th and 10th, and between 1pm and 3pm on Friday, December 11th**. Of course, like any trade show, your staff is free to “roam” and look at other booths, view general session presentations and search for other attendees who have registered.

As far as ways to communicate and to be available for attendees, there are **three mechanisms** to consider:

- The **FIRST WAY** to reach out to participants is through our NETWORKING tab at the top of each page. Clicking on this tab will open up a directory of attendees and other exhibitors/sponsors, listed by name, title and company. Each person you find will have a “REQUEST MEETING” box near their name, and anyone can request a meeting at any time during and after the event.
- The **SECOND WAY** for your staff to meet attendees is through your virtual booth. In each virtual booth, there is an icon that says **1:1 VIDEO**.



This icon is for attendees to activate should they want to meet with your exhibit personnel in a virtual room. It is recommended that you have at least one person from your virtual booth logged in the the 1:1 VIDEO “room” during the trade show “power hours”. You can even assign staff to 1-hour booth duty rotations during the event, but you want to make sure someone is ready to accept a meeting during this time period.

To log into the 1:1 VIDEO room, all your staff has to do is click on the 1:1 VIDEO icon and keep the “window” open on one’s desktop, just like you can do with Zoom or

other webcast platform. Keeping the room “open” enables attendees to have an immediate video meeting with that person on your staff.

- The **THIRD WAY** for exhibitor staff to meet with attendees is through the **MEET LATER** icon within each virtual booth.



This icon activates a directory of your booth personnel and opens a form that enables the attendee or exhibitor to have a meeting with as many as 20 participants, selected from your directory. Should your staff want to have a meeting with more than 2 people, whoever initiates the meeting schedule simply has to ADD PARTICIPANTS. Once the meeting time is set up, all that person has to do is SUBMIT the request, and each participant will receive an email alerting them to join the meeting at the designated time.

We have chosen this event platform to be very simple to use, and we encourage each of your staff to take the time to upload a profile image when they register so the attendees can see them when their name appears in the NETWORKING DIRECTORY. Also, please don't forget that within the NETWORKING DIRECTORY (remember to look for the Tab at the top of the page to open the Directory), there is a “Live” (many-to-many) CHAT and “Direct” (1:1) CHAT mechanism. Your staff can chat with anyone or everyone during the virtual event.

We hope this gives you some guidance about ways to maximize your booth staffing times. Please let us know if you have any further questions about your virtual booth.

If you have any questions about these communications devices, please feel free to contact me at kwhitacre@phoenixmedianet.com

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