

## Questions and Answers from the Zoom Call

Question	Answer(s)
Can the booth be customized to offer the items that the specific vendor has available? For example, if a company does not have an intro video, could that part be removed for that booth?	Yes, you can customize the booth with the items you want to offer.
Will we be setting up our own booth on the platform or are we providing the information and documents to the HMPS team to set up the virtual booth?	This can be dependent on your sponsorship level. For most exhibitors, we will be setting up your booth for you based on a 'checklist' of features for you to choose from.
How does the exhibitor update their booth? Is there a user interface? If not, how much lead time is needed to submit updates?	Booths would be updated by MCI, so the exhibitors would need to send us their changes during the review week for implementation. Ideally, we would like to have the information for the booths 3-4 weeks before the event starts.
When will we begin to have access to this platform to upload materials and get comfortable with the features?	This is dependent on exhibitor/sponsorship level, for most exhibitors, we will be uploading/building your booth for you. We would provide a 'check list' and content collection process to receive your specific items and features.
Where will other sponsors be featured? Those that may not have an exhibit booth?	Sponsors without booths will be represented in other rooms i.e. lobby, session rooms, etc. and we can place a link directly to your website.
Are there set exhibitor times, like at an in-person conference?	This will be set by you- the conference will have specific "live time" and your company can choose to schedule your representatives to be online during those times
How will the exhibit hall look with dozens of booths? Thinking of the UX for an attendee, will an attendee have the ability to filter booths by a desired service?	We are working out details. We may have different "rooms" for vendors based on they type of service they provide (e.g. CRM, ad agency, branding etc.) Or we may do a "leaderboard" type display.
What happens if an exhibitor provides services across different categories? Would the booth be visible in multiple exhibit halls?	We can create "doorways' or short cuts from one room, to your booth. This gives the feel that your booth is located in many rooms. We can also do this in reverse, providing doorways from your booth to another room if you are sponsoring items in other rooms. We'll follow up as customization details are worked out.
Will the breakout sessions be pre-recorded or live?	They will be pre-recorded.
Will the speaking sessions over the 3 day period be on-demand or follow a live schedule?	They will be on-demand following the live schedule for the full 90 days
Does the platform's 90 days start on Aug 18? Or will it be open prior to the event starting?	Yes, platform's 90 days does start on Aug 18th. The event will be accessible until November 17, 2020.
What information is required on an attendee's registration card? i.e. email, organization, title, etc.	Standard requirements are first and last name and email. We can also provide information from registration such as company, company title, city, state.

Will we receive an attendee's contact information when they engage with our booth? Or is this more generic information like Bob Smith downloaded "x"?	During the conference, you will see generic information from the attendee's "Badge". However, with reporting, this is determined by regulations preset by the Forum's data privacy regulations.
How would external vendor profiles and ratings be integrated? My vendor directory, MarTech.Health, partners with this conference for this information.	This could be represented via a pdf of contact information that could be downloaded from the Representative card in your booth
Are you using a matchmaking or networking platform for your event?	We do not have a match making platform.
The chats at booths appear to be all text-based, without any audio or video options. Do you have any success metrics to share about the effectiveness of or sponsor satisfaction with text-based chat in virtual booths?	We do not have satisfaction statistics on this at this time. if you'd like to include face to face chat options, we recommend utilizing a zoom account and we can link the account to your booth so that you can invite attendees to chat face-to-face
Can a unique link be added to each exhibitor?	Yes, each booth has a unique link
Are you providing some kind of promotion to get the attendees to visit the booths? I am worried that the conference attendees would just tune in to the sessions and not find it necessary to visit the exhibit hall...	Yes, we can use the leaderboard to provide prizes/points, enticing attendees to visit the booths.
Could there be topic specific break outs - similar to the live networking breakfasts or lunches?	These are options we are exploring for networking, along with others.
Will you still be doing the Prize Passport?	Yes
Can an exhibitor talk to booth visitors via voice or video chat - or just text?	The platform has several ways for the attendees and exhibitors to connect via chat, but we can also post zoom or other 3 party application links the exhibitor prefers to accommodate video chat.
Can exhibitors schedule follow-up appointments to booth visitors via the conference interface?	There is not a "meeting scheduler" within the platform, though you can make notes in the watch list which downloads to a csv file at the click of a button
Can an exhibitor feed visitor interactions into their CRM, or connect via Zapier?	The watch list is the easiest way to collect leads and it does download into a csv file that can be uploaded into any CRM.
Will there be unique URLs for each conference session? Something an exhibitor could link to directly and promote before the conference.	Yes, direct links to specific areas within the platform can be shared. The user must be logged into the platform for those links to work. For promoting prior to the conference, exhibitors could share links to session descriptions on the Forum website.
We store videos on AWS - do you accept that link as well?	Any URL is accepted - we can also utilize raw MP4s
<b>THE FOLLOWING QUESTIONS WERE ANSWERED LIVE IN SESSION. BRIEF RESPONSES FOR SOME ARE PROVIDED BELOW, AND FULL RESPONSES CAN BE HEARD ON THE RECORDING.</b>	
Are you changing the attendee registration fee to encourage attendance, and reflect virtual vs in-person?	We are lowering attendee registration fees. The new fee structure will be released soon.

You've mentioned that we will receive a check list and info about the content collection process, and what our exhibitor/sponsorship level allows. When will we receive this information?	By June 26
Will our exhibitor price change due to this being virtual?	Exhibitor fees will remain the same. We have added benefits, though. Exhibitors will now receive 4 waived passes per booth for their staff and 4 to give away to executives from healthcare provider organizations. Additionally, attendees can interact with your booth for 90 days and more metrics can be provided post-event.
They can save videos as well? And how long do they have access to this information	Videos can be saved. Access to the platform is for 90 days following the event.
How many Exhibitors are you allowing for in the virtual Exhibit Hall?	We are not limiting the number and hope that all of you will return.
How will the exhibit hall look with dozens of booths? Thinking of the UX for an attendee, will an attendee have the ability to filter booths by a desired service?	We are working out details. We may have different "rooms" for vendors based on they type of service they provide (e.g. CRM, ad agency, branding etc.)
Can you click through to a video interface as if you're at the booth personally?	Yes
Can we post podcasts in our booth as well as videos?	Yes
Will attendees be able to access the conference from their mobile devices?	Yes
Will we be able to see the list of attendees for a specific session?	Yes, unless an attendee opts out of sharing their information.
Will we get email addresses after the conference for everyone who visited?	Yes, unless an attendee specifically opts out of sharing their email address.
Will we still be getting an attendee list that we can market to prior to the event?	Yes.
What kind of virtual networking events will be part of the overall conference?	Many options are being considered. These might include sponsored networking breakfasts or lunches, a group chat built around scheduled entertainment, cooking demonstrations, to name a few.
Are there links/doors from meeting rooms/sessions to the exhibit hall that might be pre-filtered to exhibitors relevant to that session? "Find exhibitors providing these services" button	Answered live
Can you explain the swag bag?	Answered live
Going back to the booth; can you tell us what the attendee sees? Do they see a picture of the rep? Also, if the reps are busy, does this notify the attendee when the rep clicks on their name?	Answered live
How many links are we allowed to have in our booth? In the beginning you mentioned four; 1) brochures/downloads, 2) book a demo, 3) join a webinar, and 4) chat to the team.	Answered live
Do you have an initial schedule/hours for the live dates?	Answered live
Can you talk a bit about your attendee marketing program given the new virtual format?	Answered live