

Leonard Cohen Hall



TRADESHOW INFORMATION CALL

LOGISTICS

1. This session will be recorded and shared
2. Please mute yourself during the presentation to allow for a clean recording
3. You can share your questions in the chat, or ask them yourselves during the Q&A session by unmuting yourselves
4. Q&A will not be recorded to allow you to freely ask your questions

AGENDA

1. What is included?
2. Virtual Tradeshow Booth Setup
3. Timeline
4. Venue
5. Important Notes
6. Exhibitor Tips
7. Q&A

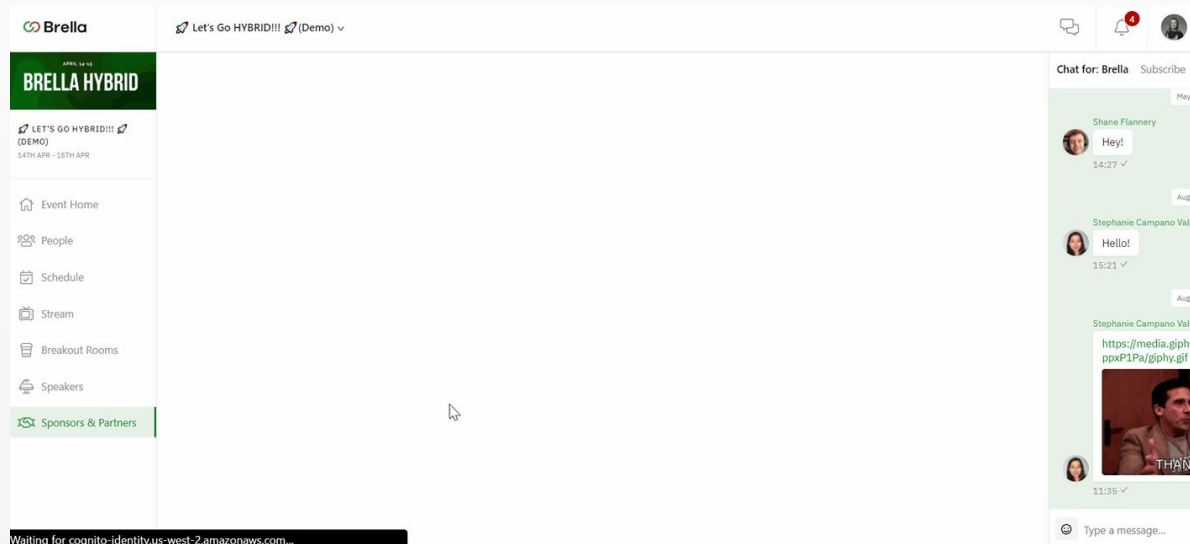
WHAT IS INCLUDED?

- 6' long x 30" wide table
- a black table cloth
- two chairs
- Virtual booth in the Conference mobile app (upload files (demo videos, product catalogues, etc.), connect to conference attendees before the event and manage leads.



VIRTUAL BOOTH - BRELLA

- Easily kick off your sales process before the day of the event
- Provide easy access to product documents, generate and manage your leads
- Scan your booth visitor **QR Codes** for follow up and post-event reporting
- Enhance your sales and engagement experience with the virtual booth



VIRTUAL BOOTH - BRELLA


- [Walk through articles](#) about setting up and managing the virtual tradeshow booth
- [Walk through video](#) about the virtual booth

[Virtual Booth](#) [Representatives](#) [1:1 Meetings](#) [Traffic Analytics](#)

Booth Details ⓘ

* Company name:

Subtitle (69 / 75):

* Logo: 


✓ Recommended ratio 1:1 (200x200px)
✓ JPEG and PNG formats are preferred


Industry:

Website:

Facebook:

Preview booth

**Brella**
Boost Your Virtual Experience! You Can't Have More Than 75 Characters
[Website](#) [Facebook](#) [LinkedIn](#) [Twitter](#)



Brella Networking Platform at TMRE Connect Las Vegas

Watch later Share

TIMELINE

The **Tradeshow** will be open on **both days** of the conference.

DAY 1: November 9th

7:45 to 8.30 am	Tradeshow registration open
7:45 to 10:30 am	Tradeshow booth setup
8:30 - 11:00 am	Breakfast and Opening Session at the Conference (you're invited to join us)
11 am to 12 pm	Tradeshow is open
11:45 am - 1:30 pm	Industry Lunch (you're invited to join us, Tradeshow will be closed during this time)
1:30 - 5pm	Tradeshow is open

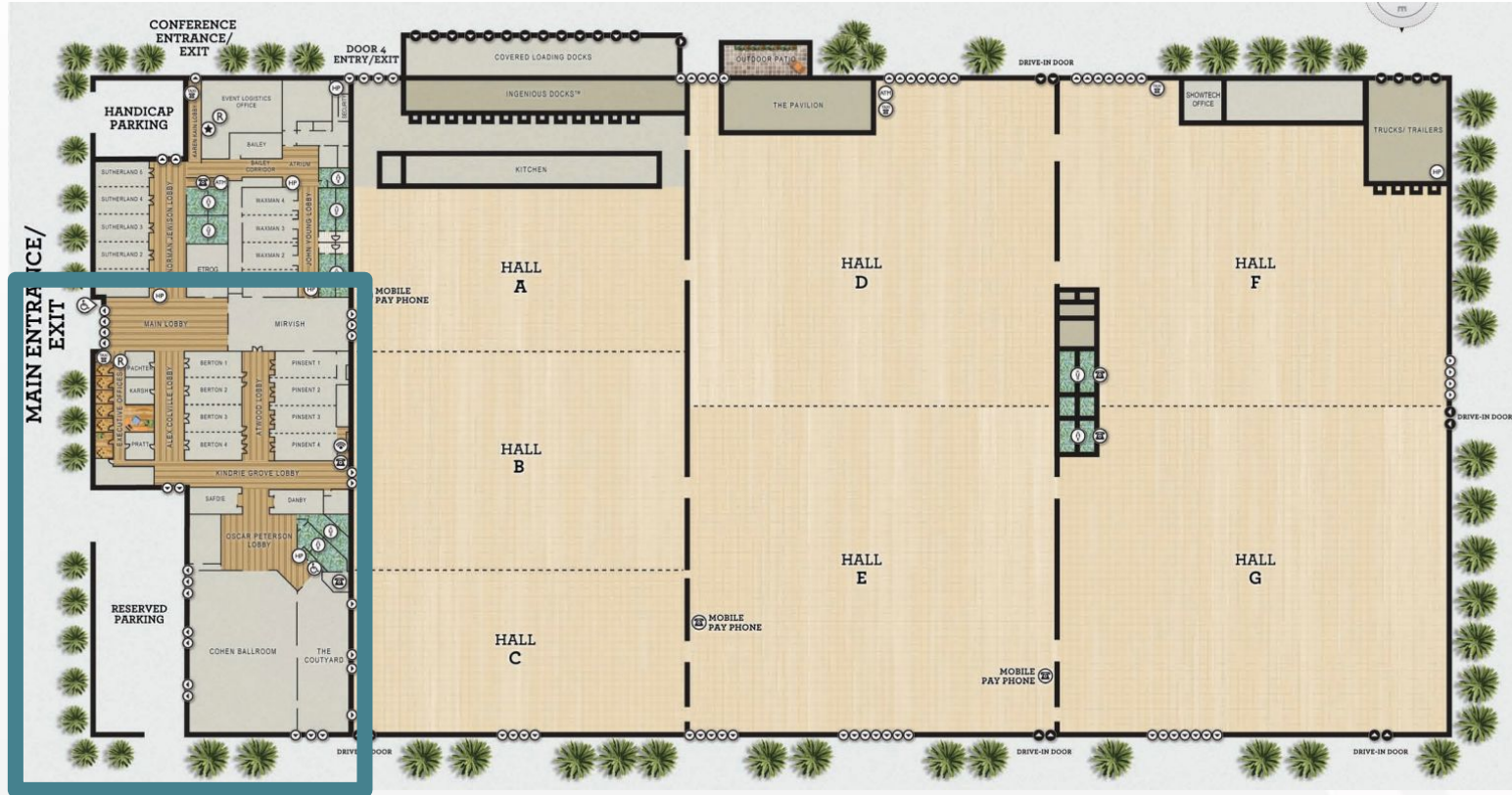
TIMELINE

DAY 2 - November 10th

8:30 - 10:30 am	Breakfast with Brands (you're invited to join us, Tradeshow will be closed during this time)
10.30 am to 12.30 pm	Tradeshow is open!
12:30 - 3:00 pm	Awards Lunch (you're invited to join us, Tradeshow will be closed during this time)
3:00 pm	Take down booth

VENUE

The **Tradeshow** will be in the **Berton** and **Pinsent Rooms**.



VENUE

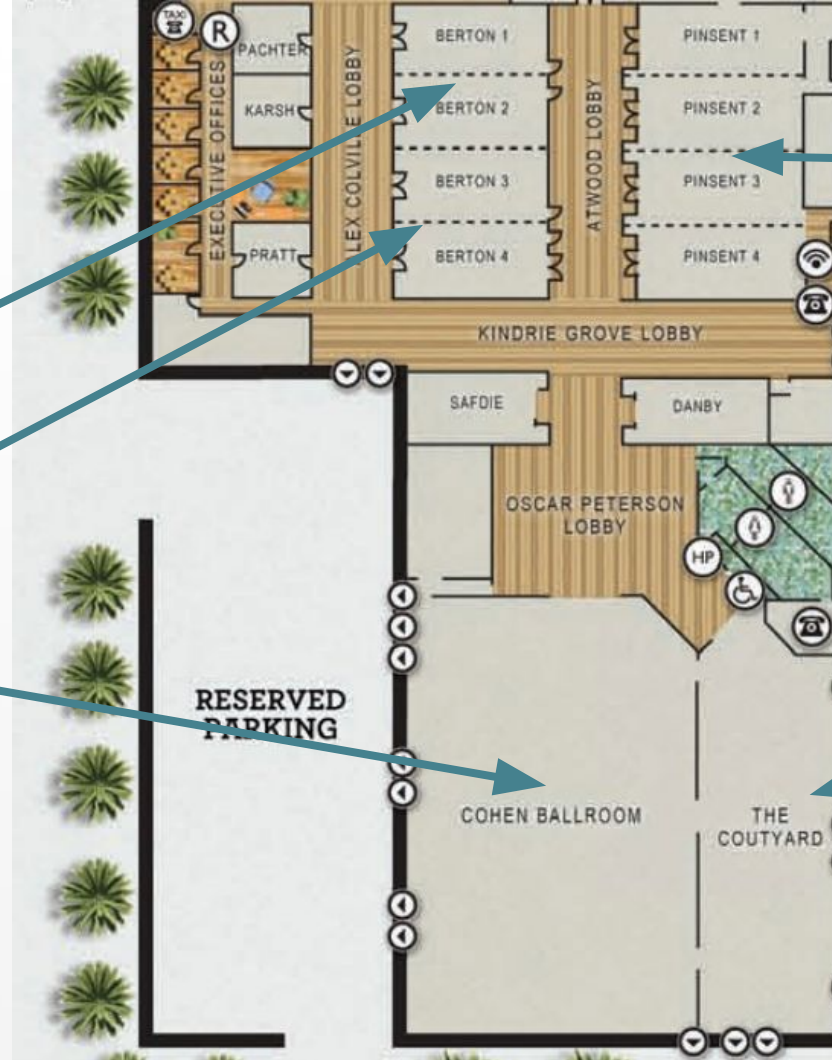
Breakout Sessions
(Berton 1 & 2)

Tradeshow
(Berton 3 & 4)

Main Sessions
(Cohen Ballroom)

Tradeshow
(Pinsent 1-4)

Meals
(The Courtyard)



VENUE

Route for Exhibitors

Route for Heavy Items

MAIN ENTRANCE/
EXIT

CONFERENCE
ENTRANCE/
EXIT

DOOR 4
ENTRY/EXIT

HANDICAP
PARKING

EVENT LOGISTICS
OFFICE

BAILEY

SAILEY CORRIDOR

ATRIUM

SUTHERLAND 6

SUTHERLAND 4

SUTHERLAND 3

SUTHERLAND 2

SUTHERLAND 1

ETROG

WAXMAN 4

WAXMAN 3

WAXMAN 2

WAXMAN 1

JOHN YOUNG LOBBY

MAIN LOBBY

MIRVISH

MOBILE
PAY PHONE

EXECUTIVE OFFICES

KARSH

PRATT

BERTON 1

BERTON 2

BERTON 3

BERTON 4

STIRWOOD LOBBY

PINDENT 1

PINDENT 2

PINDENT 3

PINDENT 4

KINDIE GRO... LOBBY

IMPORTANT NOTES

- **Latex products are strictly prohibited from the Tradeshow & our Conference due to a safety concern.** Please do not use balloons, erasers, rubber household gloves, medical gloves, rubber balls, bandages (adhesives), rubber bands etc. Please check labels to make sure products do not contain latex. Do not assume hypoallergenic products are latex free.
- Due to venue restrictions, we are unable to allow you to ship anything to the event venue. Check with your hotel if shipments can be sent there.
- If you have any heavy items, please let us know ASAP.



EXHIBITOR TIPS:

Brand yourself early

Let your social media followers and your community know that you'll be exhibiting at WBE Canada's 2022 National Conference. Share sneak peeks into the type of information an attendee will have access to during the trade show. Remember to tag us so we can reshare your content!

Know your audience

Are corporate representatives your key target? Ensure that your booth showcases your products and services that will be of interest to corporations. Do your research on the companies attending the conference.

Utilize your booth

Make sure you have a variety of collateral pieces in hand. Include resources that give any attendees that enter a clear picture of your products and services.

EXHIBITOR TIPS:

Ask the right questions - If an attendee has reached your booth that means there was something that caught their attention. Use this to your benefit. In conversations with them, ask open-ended questions that help you understand their needs. These conversation-starters also help you quickly qualify (or disqualify) them as leads, giving you the information you want right away.

After the Trade Show - Follow up with attendees who visited your booth or had conversations with you. Take time and do your research when sending them a follow-up email. Let them know that you care about their interest in your product with a thoughtful outreach. These strategic differences set you apart from other exhibitors and strengthen your connection to attendees.



Q&A

Questions about Registration, Tickets, Conference Sessions, Conference Mobile App and Tradeshow

Email Events Team at events@wbecanada.ca