

# 2021 VIRTUAL TRI-COUNTY HEALTH SYMPOSIUM

“Partnerships for Advancing Health Equity”



## VIRTUAL EXHIBITOR GUIDE

### WELCOME

We are so happy to have you with us at the 2021 Tri-County Health Symposium. This year's Tri-County Health Symposium will take place virtually on Nov. 4, 2021. As we explore the impact of partnerships on the pathway to health equity in our region, we are excited for participants to learn and network with colleagues. The virtual conference platform being used is called the Meeting Center and will allow you to engage with attendees in a variety of ways. We are very excited to be offering a virtual Exhibitor Hall. You will receive an email with a link to the virtual conference platform. This guide will help you navigate this year's symposium exhibitor area to share information and resources from your organization with the participants.

### AGENDA

You can view the abbreviated [here](#) and download the detailed agenda [here](#).

### VIRTUAL CONFERENCE PLATFORM

The virtual conference platform being used is called the Meeting Center, and will allow participants to interact with other participants, presenters, and exhibitors. As we get a little closer to the date of the event, you will receive an email from [HTCsupport@tuw.org](mailto:HTCsupport@tuw.org) with **your individual login information**.

This information is unique to you so please do not share your email\*. Once you receive the email, you are welcome to log in any time before the event to check out the platform and make sure everything works. If you do not receive the email, please first check your spam folder. If you still cannot find it, please email [HTCsupport@tuw.org](mailto:HTCsupport@tuw.org).

Please note: To minimize the chance of technical issues (if accessing from work), please let your IT department know ahead of time.

### YOUR VIRTUAL EXHIBITOR BOOTH

*\*If more than one person from your organization indicated they wanted to share info, only one of you will receive the log in information. If it was sent to the wrong person, please let us know and we can make that change and send the correct representative the log in information. If several of you will be creating the booth, share/forward the credential to those who will be in charge of the booth.*

As a vendor/exhibitor, you will have your own “Booth”.

- The virtual booth is customizable.
- At your booth you can provide downloadable materials, videos, as well as chat options and/or a live virtual attendant.
- Conversations can be instant, by email contact form or simply be a link to your website. Virtual booth exhibitors can host live discussions or provide videos.
  - If you have someone who will be monitoring the booth throughout the Symposium, the attendee can engage directly using Zoom, WebEx, etc. or can engage with live Chat.

→ In addition to providing live participant/vendor engagement tools, video and downloadable resources can be provided to attendees while they visit a booth.

## NAVIGATING THE PLATFORM

EXHIBITOR HALL (sample pic) – Participants can click on any of the vendors in the hall.



## SAMPLE EXHIBITOR BOOTH



Once you will receive an email from [HTCsupport@tuw.org](mailto:HTCsupport@tuw.org) with your personalized link you can log in anytime to customize your booth, add materials, videos, etc.

→ When you log in, you will get see the “Symposium” lobby. At the bottom right, there is an icon named “Exhibitor Tools” that you can click to create your booth.

- You will see the Booth Report screen first, that will provide a lot of information for you during and after the Symposium.
- Across the top is a menu label “BOOTH”. When you click that your booth will come on screen and you will be able to customize it, add materials, videos, etc.
  - You will also see the menu items to set up the engagement level with participant by using the BOOTH MONITOR/CHAT button
  - You can add resources, brochures, etc. using the RESOURCES button etc.
  - When you want to put your booth in the Exhibitor Hall, click “Booth Enabled” at the top right.
    - **ONCE ENABLED THE BOOTH IS LIVE** for participants who log in to view prior to the symposium as well as during the event.
    - **Participants will receive their log in credentials one week prior to the start of the Symposium (October 28<sup>th</sup>)**