* What is the ROI for me?
  + Cost effective
    - Only requires a computer or mobile phone with internet to manage your virtual booth as well as for attendees to view your booth on the tradeshow floor!
  + Increased opportunities
    - Attendees are able to attendee the virtual conference from anywhere in the world on their own time. No missed opportunities on attendees too tired to get to your booth in the back corner.
  + Lead retrieval data
    - No losing business cards or business notebook with potential lead names that you are not able to remember the face to the name.
    - Sponsors/Exhibitors admins have access download the lead retrieval lists in real-time within your profile.
* How will we be able to obtain leads without the live tradeshow floor to meet with people face to face and collect business cards?
  + Tons of lead retrieval opportunities! Even better than in person.
    - Virtual lead retrieval for attendees to request more information.
    - As noted in previous question, no more lost business cards or handwritten notes in your notebook that are not legible to read post conference.
    - Sponsors/Exhibitors admins have access download the leads list in real-time within their profile.
    - Date and time stamps of visits by attendees and access to view the attendees profile for their contact information with profile pictures to put a face to the name!
* How are we able to market our company without a booth setup?
  + Robust profiles for each sponsor and exhibitor are customized with logo, description, contact information, and virtual lead retrieval for attendees to request more information.
  + You will be given access to edit your organization details according to what the meeting planner sets as editable.
    - Able to upload URL links, YouTube videos, and any files i.e. PDF marketing collateral for an attendee to easily access.
* What will we do for entertainment to keep attendees interested in staying on our virtual booth profile?
  + You are able to create and add polls/surveys! These will keep the attendees engaged and interactive while visiting your virtual booth.
  + Able to view the real-time data received from attendees answering the custom polls/surveys.
* How will attendees know whom our staff representative are with us not being able to stand at our booths with our name tags?
  + You are able to highlight your staff
    - Your company’s attendee profiles will be displayed on your sponsor or exhibitor page for effortless communication.
* How am I able to market my company without the in person banner space opportunities?
  + The virtual tradeshow floor is easy to navigate for the attendees to efficiently scrolling through and eliminate booths being overlooked.
  + Sponsorship opportunities for your company throughout the virtual event website. You are able to have your profile highlighted for all attendees to view instead of having the one booth on the tradeshow floor not prominent.
    - Robust Sponsor Profiles
    - Rotating Banner Ads
    - Sponsored Emails to Attendees
    - Sponsored Sessions (Live or Pre Recorded)
    - Home Page Sponsor Banners and videos