



Digital Exhibit Booths Quick Guide

Virtual exhibit booths provide numerous ways for exhibitors to connect and engage with attendees and gain valuable exposure during the event. Using the available collaboration tools, exhibitors can create a memorable customized experience for anyone who visits.

11 Engagement Tools:

1. Company description/directory listing
2. Network through face-to-face video chats
3. Leverage resources, downloadable materials, and information links
4. Engage through images, finished visuals, and marketing materials
5. Schedule one-to-one appointments with attendees, or vice versa
6. Upload company representative/staff profiles and headshots
7. Host live sessions, demonstrations, and office hours
8. Upload a video, commercial, or sizzle reel
9. Provide special offers, discounts, or coupons
10. Have attendees submit digital business cards (a great lead generator)
11. Your staff can bring the exhibit to the attendees via video chat location

MarketPlace Open Hours:

Tuesday, Feb. 16	2:15 - 5:15 p.m. CST
Wednesday, Feb. 17	8:00 a.m. - 5:00 p.m. CST
Thursday, Feb. 18	8:00 a.m. - 3:30 p.m. CST

Exclusive MarketPlace Hours:

Tuesday, Feb. 16	2:15 - 4:00 p.m. CST
Wednesday, Feb. 17	8:00 - 9:00 a.m. CST 3:50 - 5:00 p.m. CST (MarketPlace social hour)
Thursday, Feb. 18	8:00 - 9:00 a.m. CST 11:00 a.m. - 1:00 p.m. CST (Baker Braindates)

*hours are subject to change without notice

Exhibit Booth Requirements Checklist

- **Company Name**
- **Logo**
 - submit all in .png format – transparent background
 - 400 pixels wide minimum
 - Logo #1 – Usage on Dark Backgrounds
 - Logo #2 – Usage on Light Backgrounds (outlined or dark in color)
 - Logo #3 – Narrow/Long Logo
 - Logo #4 – Simple + Square high-resolution .png or .eps file transparent background. The ideal ratio is 1:1.76.
- **Company Location:** City & State/Province
- **Company Description:** 500 characters max (Not including spaces)
- **Booth Representatives/Staff:** Name, Title, Phone, Email
- **Website URL**
- **Social handles:** Provide Links to connect to LinkedIn, Facebook, Twitter
- **Booth Contact:** Email address of the recipient
- **Set a Meeting:** Email address of the recipient
- **Resources:** Links to any content you would like attendees to access in your virtual exhibit. We recommend including up to six. Please have both the URL and the “display as” text documented in your upload.
 - Resource # 1 Example: [www.yourcompanywebsite.com/about us](http://www.yourcompanywebsite.com/about-us) & “Meet the Team”
 - Resource # 2
 - Resource # 3
 - Resource # 4
 - Resource # 5
 - Resource # 6
- **Video:** Provide a link to one hosted video approximately 5 minutes in length (Vimeo)
- **Image Gallery:** (Up to 6 images), PNG or JPEG, at web resolution level

EVENTLOGO HOME WELCOME SCHEDULE EXPLORE NETWORKING NEED HELP?

< EXHIBITORS

Egg Collective

NEW YORK, NY
www.eggcollective.com

Egg Collective is a New York-based design firm established in 2011 by Stephanie Beamer, Crystal Ellis, and Hillary Petrie.

Before Egg Collective was a company, it was an idea. Conceived of as a creative partnership synthesizing its founder's backgrounds in art, architecture, and woodworking, this notion evolved into an ethos: Materials are sacred and are imbued with infinite potential. The act of creation carries responsibility. Beauty has value, not merely for reasons of aesthetic gratification, but because the essential character of any object is defined by the circumstances of its creation.

[Request to Video Chat](#)
[Schedule a Meeting](#)
[Submit Your Business Card](#)

EGG COLLECTIVE WORKSHOPS

Register for small group workshops on different aspects of running a furniture design business and meet the team at Egg Collective!

Crafting a Unique Design
Monday, September 7, 2020
1:00 PM - 2:15 PM
3/8 Seats Available
[Register](#)

Sourcing Sustainable Materials
Monday, September 7, 2020
2:30 PM - 3:30 PM
6/8 Seats Available
[Full](#)

Marketing Your Product
Monday, September 7, 2020
3:45 PM - 4:15 PM
7/8 Seats Available
[Register](#)

Resources

[Company Website](#)
[Exhibitions](#)
[Workshop Series](#)
[Shop the Collection](#)
[Press](#)

Contact Our Representatives

Tawnee S. Brydebell
Director of Meetings
American Society of Baking

Amanda Gonzalez
Director, Member Relations
American Society of Baking

Gallery

*This is a sample visual. BakingTECH's 2021 MarketPlace is pending construction and will include a customized, branded design.

Exhibitor Booth Requirements Descriptions

Company logos: Your company logo will be the first thing an attendee will see. Make sure you are equipped with four different downloadable versions commonly asked for: Logo #1, for usage on dark backgrounds (.png format, transparent background, 400 pixels wide minimum); Logo #2, for usage on light backgrounds (outlined or dark in color); Logo #3, narrow/long logo; Logo #4, simple + square (high-resolution .png or .eps file, transparent background, ratio close to 1:1.76)

Company description: Provide up to 500 words. Description can include live web links to the company web address and/or any virtual retail opportunities attendees can visit.

Network through face-to-face video chats: Your exhibit booth provides attendees with “a request to video chat” button. By submitting your company’s email address, attendees will have direct face-to-face communication with you and your representatives.

Schedule a meeting: Your exhibit booth provides attendees with a “schedule a meeting” button. This will allow attendees to schedule one-to-one time with you and/or your representative team.

Digital business card: Valuable lead generator! Your exhibit booth provides attendees with a “submit your digital business card” button that allows attendees to leave their contact information. Post-show, all information is report-generated and distributed per show organizers.

Resources: The resources section is for links to any content you would like attendees to access in your virtual exhibit. It is recommended that you submit no more than six resources. Make sure your team is equipped to provide a URL for each resource you wish to add.

Example: www.yourcompanywebsite.com/aboutus & “Meet the Team”

Social media handles: Provide a direct look at your social media pages by providing up to 4 social media URL links. LinkedIn, Facebook, Instagram, and Twitter

Gallery images, finished visuals, and marketing materials: Wow the attendees with six action images on the exhibit booth landing page. Suggestions include, but are not limited to: daily schedule, fun team outing images, corporate pictures, finished

visuals, etc. All images submitted must be PNG or JPEG formats at web resolution level.

Enrollable Sessions: Host booth workshops, live sessions, demonstrations, and office hours.

Company video, commercial, or sizzle reel: Another chance to WOW the attendees. Provide a link to one hosted video approximately 5 minutes in length. Video links must be submitted in Vimeo or YouTube downloadable formats.

Booth special offers: The exhibit booth is your company’s space for the duration of the conference. Some fun suggestions to keep the attendees returning to your booth: provide discounts for products or services to attendees signed up for workshops, raffle drawings, gamification, and coupons for products and services.

Booth staff: Your exhibit booth page allows you to list up to four booth representatives. Booth representatives are the staff you will assign to your booth. When scheduling booth staff, be sure to submit his/her correct full name, title, email, and headshot. Headshot needs to be submitted in JPEG or PNG format.

Exhibit Booth Representatives / Staff Tips

- 1 Staff your booth:** Adequately staffing your booth empowers you to use all the booth functions to the fullest. We recommend that four people staff a booth. You will want to have enough staff to enable the use of the breakout rooms while maintaining a greeter.
- 2 Choose your location:** Your staff can bring the exhibit to the attendees via video chat location. Examples: if you have a piece of machinery you want to demonstrate, set up your video chat camera in your production plant, host a baking demonstration from your bakery, show your assembly line live. Take your camera anywhere and bring the exhibits to the attendees.
- 3 Be available:** If you are not in your exhibit and on your screen, you might miss that ONE important connection. You can continue to work throughout the day AND be available to those who stop by your booth.
- 4 Network:** There is a Networking directory on the event site (look at the navigation bar on the left of the event site). Use it. Make valuable connections by setting meetings in your booth or in your personal room.
- 5 Get help:** If you are spread thin, have a team member staff your booth while you continue to network. Your team member can call you to return to the exhibit booth any time. Remember: You can work and leave your screen open on another monitor. However, if you are not there when someone visits, the opportunity is lost.
- 6 Socialize:** Use the social stream as an additional form of exposure. Use the show hashtags and put the word out on Instagram, Facebook, Twitter and LinkedIn. Your social stream will pull to the social wall of the event. The social wall is available for viewing via the navigation bar.
- 7 Mystery Shopper:** Make your team aware there is a Mystery Shopper / Booth Hopper who will be stopping by the booth and providing feedback to the organizers. Greet everyone with love; you never know who visits you.
- 8 Testify / leave a photo:** Use the Testimonials / Photo Booth page to testify and leave an event photo of you or something surrounding the event. Screen shots work great.