

NAILBA 39 ENGAGE



**EXHIBITOR
GUIDE**

MAXIMIZING YOUR EXHIBIT



THANK YOU FOR BEING A NAILBA 39: ENGAGE EXHIBITOR!

To begin, click the “set up your booth” link included in the email you received from vFairs. From there, follow the prompts to complete your profile (add images, links, videos, and more). For more information on how to set up your booth, please visit the instructional video provided by vFairs.

STANDARD BOOTHS INCLUDE:

- Choice of booth template
- Booth name
- Company profile
- Contact name
- Contact email
- Logo
- Booth graphics (sizes depend on selected template)
- Content links (i.e., website, social media, etc)
- Document downloads
- Videos (URL)
- Booth reps
- Appointment-setting with attendees

BOOTH UPGRADES:

- Custom booth template
- Custom booth avatar
- Second booth located in VIP exhibit hall
- Sponsorship opportunities driving attendees to your booth



Contact Pam Sheehan for
upgrade pricing and information.
psheehan@nailba.org

EXHIBITOR DEADLINES

- Booth must be completed for review by NAILBA no later than October 26, 2020
- Final edits and updates to booth are due November 2, 2020
- NAILBA 39: Engage begins November 19, 2020



MAXIMIZING YOUR EXHIBIT



EXHIBITOR HOURS

The exhibit hall will be open and accessible throughout the event from November 19, 2020 - February 24, 2021. The Exhibit hours are a good time to have your booth reps available to attendees for scheduled meetings and walk ins. Please send your booth reps' names and email addresses to swells@nailba.org so that we can set up your meeting calendar.

Meetings scheduled outside the exhibit hours should be hosted outside the vFairs platform. We recommend adding a "contact us" page for meetings outside of these hours.

- **November 19, 2020** - 10:00am-3:00pm
- **November 24, 2020** - 10:00am-3:00pm
- **December 16, 2020** - 10:00am-3:00pm
- **December 17, 2020** - 10:00am-3:00pm
- **January 13, 2021** - 10:00am-3:00pm
- **January 27, 2021** - 10:00am-3:00pm
- **February 10, 2021** - 11:00am- 2:00pm
- **February 24, 2021** - 11:00am- 2:00pm

FREQUENTLY ASKED QUESTIONS



HOW WILL WE INTERACT WITH ATTENDEES?

We have a chat feature inside every booth, as well as the option to set meeting appointments.

ARE WE ABLE TO RUN CONTESTS & PROMOTIONS ON SITE?

The platform does not offer gamification embedded in the booth, but you can add a link to your booth to an outside app.

CAN WE PROMOTE OUR SOCIAL MEDIA CHANNELS?

You can add your social media profiles as external links on content tabs bar.

HOW DOES THE MEETING SCHEDULING WORK?

Attendees will schedule meetings within your booth, to be held during "Exhibitor hours". Please email Shara Wells at swells@nailba.org to set up your booth reps and meeting calendar.

HOW CAN ATTENDEES INTERACT WITH A SALESPERSON?

Attendees need to enter a booth's chat area first to interact with online booth reps. Booth reps need to be present in order to field live chats.

WHAT HAPPENS IF ALL REPS ARE ENGAGING WITH OTHER ATTENDEES?

Attendees can leave messages in the public and private chat areas, but will not get a "busy" message. Booth reps can add a note on top of their chatroom indicating that all associates are busy.

IS LIVE VIDEO CHAT AVAILABLE?

Live chat is available one-on-one in the private chat area. This feature does not support screen sharing.

WHAT GRAPHIC FORMAT(S) ARE REQUIRED?

Booth banners should be .png or .jpg.

CAN WE POST VIDEO TO OUR BOOTH?

Yes, there is a tab available in the booth for video.

CAN WE CHANGE OUR GRAPHICS?

You can update your graphics to go live on the next live day of NAILBA 39: Engage.

IS THERE A DEMO BOOTH TO REVIEW?

Please see a demo for a booth [here](#). You can visit the NAILBA booth to see an example of all booth capabilities (coming soon).

WHO CAN I CONTACT FOR SUPPORT?

vFairs

Romaisa Usman Khan
romaisa@vfairs.com

NAILBA

Shara Wells
swells@nailba.org
703.884.1525

WHEN WILL WE RECEIVE THE ATTENDEE LIST?

You will receive the attendee list three times. The first list will be sent during the first week in November, the second at the end of December, and the final list will be sent when the event concludes (after February 24).