

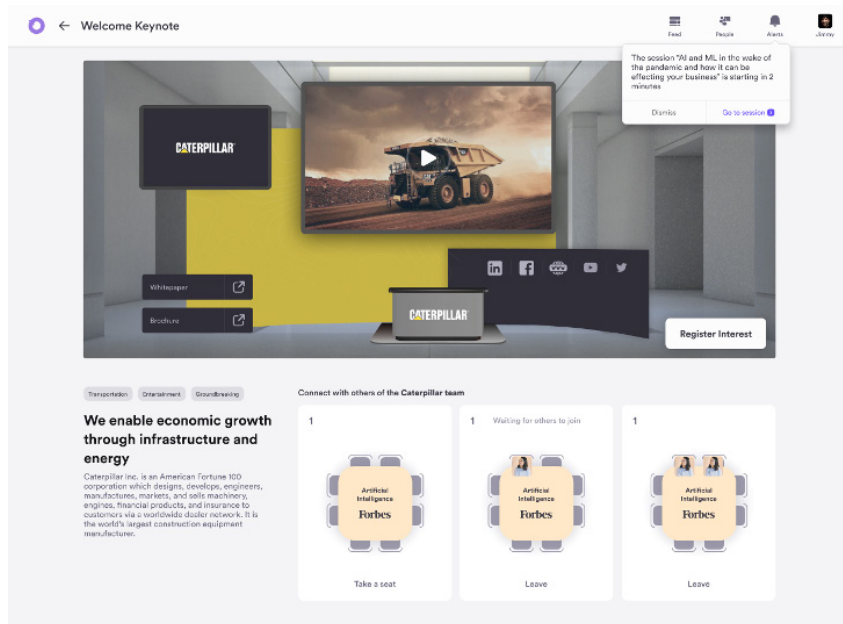
HAND invites you to showcase your organization at the Virtual Housing Expo! This portion of the conference will take place from 9am-5pm. Please review the information below to ensure you have a successful expo experience.

**Exhibitors are strongly encouraged to have expo booths set up no later than two weeks before the conference, so that the team can troubleshoot any issues or questions.**

Information will be provided by the HAND team with your login information in addition to additional training resources on how to set up a virtual booth in the platform. Each Exhibitor will be allowed up to (2) booth hosts. Please direct any questions to the production team at [jazmyn@co-smith.com](mailto:jazmyn@co-smith.com).

### Exhibitor Benefits

- 1:1 Video conferencing with attendees
- Option to schedule live video meetings or walk-up meetings
- Attendee analytics (number of visitors, how long they stayed, contact info, etc.)
- Opportunity to showcase products, services and brand
- Customized booth (background image, videos, links)
- Upload marketing materials (up to 5 resources per booth)
- “Interest” Button: Prospects can click on this button and provide an email address to know more about the booth product/service.
- Within your booth, host your own social lounges where you can interact directly with attendees! Create tables (optional), each designated to a different product, service or topic, or offer a table exclusively for client services and support.





# Exhibitor Features & Guidelines

## June 25, 2021 | 9 AM – 5PM

### Exhibitor Virtual Booth Features

- Booth logo (**Dimension:** 400px x 96px, **File format:** jpeg or png, **Maximum file size:** 500 kb)
- Booth banner/background image (**Dimension:** 2100 px x 668px, **File format:** jpeg or png, **Maximum file size:** up to 10 MB)
- Option to upload Videos (Facebook, YouTube, Vimeo, etc.) (**Up to 5 videos:** MP4, **Maximum file size:** up to 1000 MB)
- Option to add booth descriptions that share additional details and entice guests to visit (Short: 80 characters max, Long: 300 characters max)
- Links to your social media profiles and website

### How to Access & Set Up Your Exhibitor Booth

1. Register for HAND's Annual Meeting & Housing Expo via HAND's website. Once you indicate that your team would like to reserve an Expo booth and you've been confirmed as an exhibitor by the HAND team, the Events Team will send a booth invitation link to the email provided during registration.

**Underwriters & Sponsors:** Please note, your registrations will be managed by the Events team who will reach out to you with your booth invitation link.

2. Please check your inbox and find the booth invitation link. Click on the "Setup Booth on Airmeet" button, and you will be directed to the platform's page.
3. Click on the "Go to Booth" button and enter the same email address where the link was sent and click "Continue".
4. You will be asked for a 6-digit verification code immediately after step 3 has been completed. Check your email inbox to find the verification code. Enter the code and click "Continue".
5. Enter your name, create a password, and click on the "Sign up" button.
6. Now, enter your attendee card information and click "Continue". Once done, it will show that the registration is complete.
7. If not automatically directed to your booth, then click on the "Go to Booth" Button.
8. Give camera and mic permissions.
9. Test your camera and microphone, once ready click on "Enter Venue".
10. You will be directly led to your booth. Now you can edit or set up your booth by clicking on the "Edit Booth Details" button.