

Exhibitor Detail Page Best Practices



Tips & Tricks for an engaging virtual event experience on Online Event Pro.

Exhibitor Detail Page: Create a Unique Experience for Attendees

All features listed are not available in all virtual exhibit packages; see Exhibitor Prospectus for details of each package

- **Hero Image:** This is a great opportunity to create call to action for attendees. Be creative. Are you hosting a giveaway? This is a great placement for promotion.
- **Company Details:** Be specific. What problem can you solve for a potential prospect?
- **Website Address:** Drive leads to a specific website. Are you hosting a giveaway? Creating a microsite is a great way to capture leads.
- **Social Links:** Along with adding your social links, make sure to provide live updates on all platforms to further your reach and engagement.
- **Videos:** Add informative and engaging content for your page visitors and prospects. Be creative. You can create an introduction to your team, highlight your services or industry expertise.
- **PDFs:** Share valuable resources that leave potential prospects wanting more. Make sure to include appropriate company contacts on your PDFs. These can be whitepapers, brochures or giveaway information.
- **Product Categories:** Make it easy for attendees and potential prospects to find you. Make sure to select the appropriate product categories for your company.

Meetings: Making Meaningful Connections

- To make sure you are set up to take meetings as an exhibitor, complete registration information fully and note that you are exhibitor booth staff (where applicable).
- Spend time on your virtual exhibit – add images, a description, and event-specific metadata to help your virtual exhibit appear across the platform and in searches.

Content Engagements: Drive Attendees to Your Virtual Exhibit

- If you are hosting a sponsored session, make sure attendees know you have a virtual exhibit they can visit.