Best practices

Your virtual event exhibitor guide

Freeman
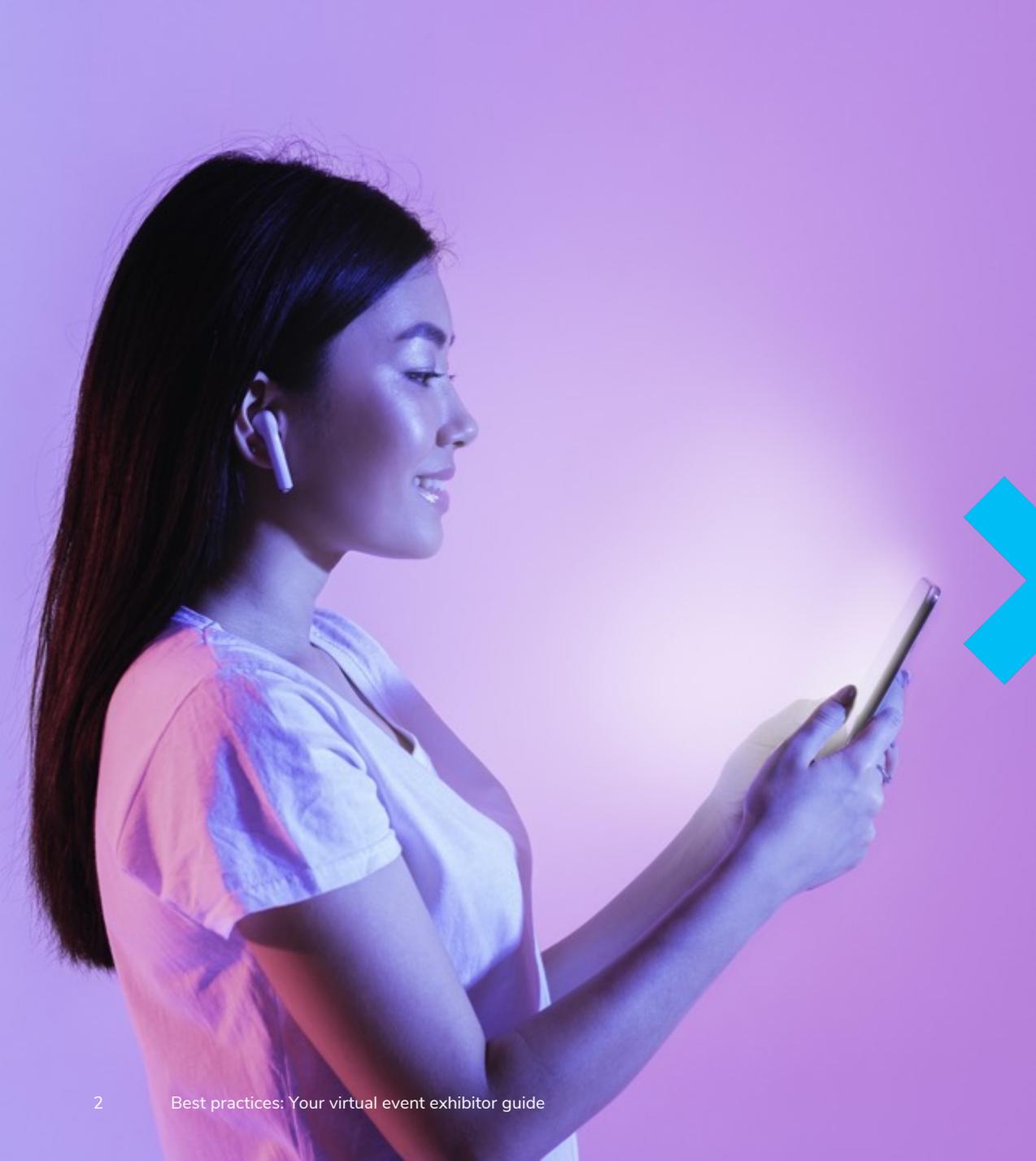
Hello!

This platform guide includes best practices and tips to help you get the most out of your virtual event and exhibit experience. We're excited you're here!

To make finding specific information quick and easy, we've grouped the information into three categories: pre-, during, and post-event. If you have questions that are not covered here, please reach out to us any time.

Have a great show!

Freeman

Set-up

Networking

• Set up your organization's profile before the event starts and be sure to have a bio and photo! This detail will make you more approachable for attendees.

• Maximize your virtual space to make the most impact:

  • Refer to your prospectus to know what kind of meetings are available to you and your exhibitor/ sponsor tier, such as how many meetings you can schedule, and what the time limit is for your showcases.

  • Designate and introduce specific people from your team that attendees can connect with.

  • List your active hours so attendees know when they can connect with you (and then your team can plan accordingly).

Freeman

Set-up

Lennd

- To ensure all of your assets appear correctly and beautifully, please submit all collateral on time to avoid issues with the QA process.

- Remember, the "Preview" is not an exact representation of what your page will look like on the actual event site. The preview function does not show the event's design, branding, or colors. Use this function to simply review your copy and make sure links and videos are working properly.

- For how-to's on using Lennd, visit the guide.

Freeman

Set-up

Registration

Register as soon as you can and ensure the registration lists you as a booth representative.

Log-in

Verify your login credentials as soon as you have them.

Freeman

Engagement

Pre-event marketing emails

Did you know? Pre-event email outreach is the #1 driver of virtual exhibitor engagement. So let your customers know your organization will be at the event and where they can find you!
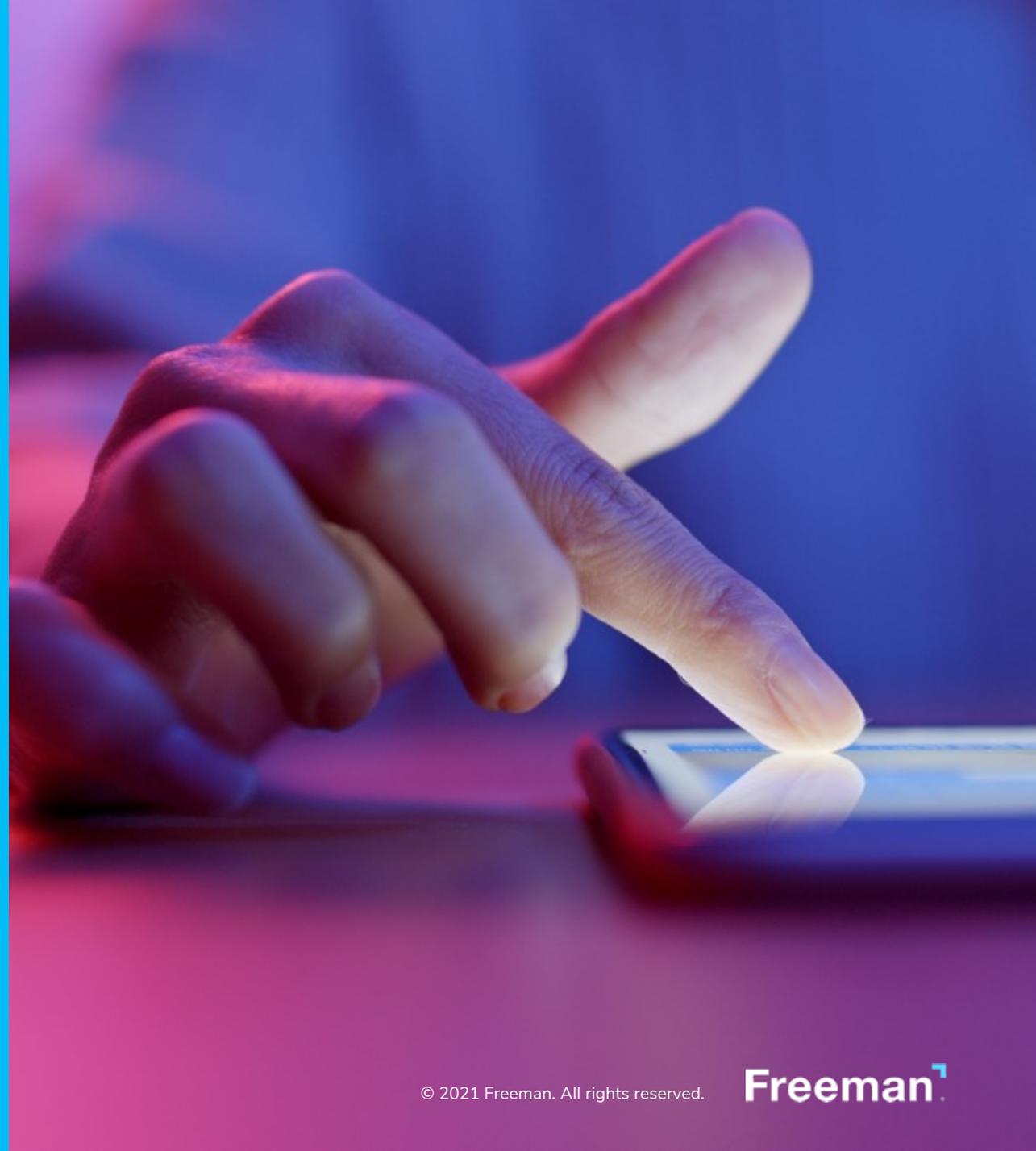
Freeman

Pre-event

Getting Help

Help is just an email away! You can reach our Freeman digital exhibitor support team at: DigitalExhibitorSupport@Freemanco.com.

Best practices: Your virtual event exhibitor guide

Get ready

Prepare your event space

- Make yourself comfortable and remember you don't have to always be sitting down.

- Come prepared and make sure everything you might need (water, snacks, notes, etc.) is easily accessible.

Freeman
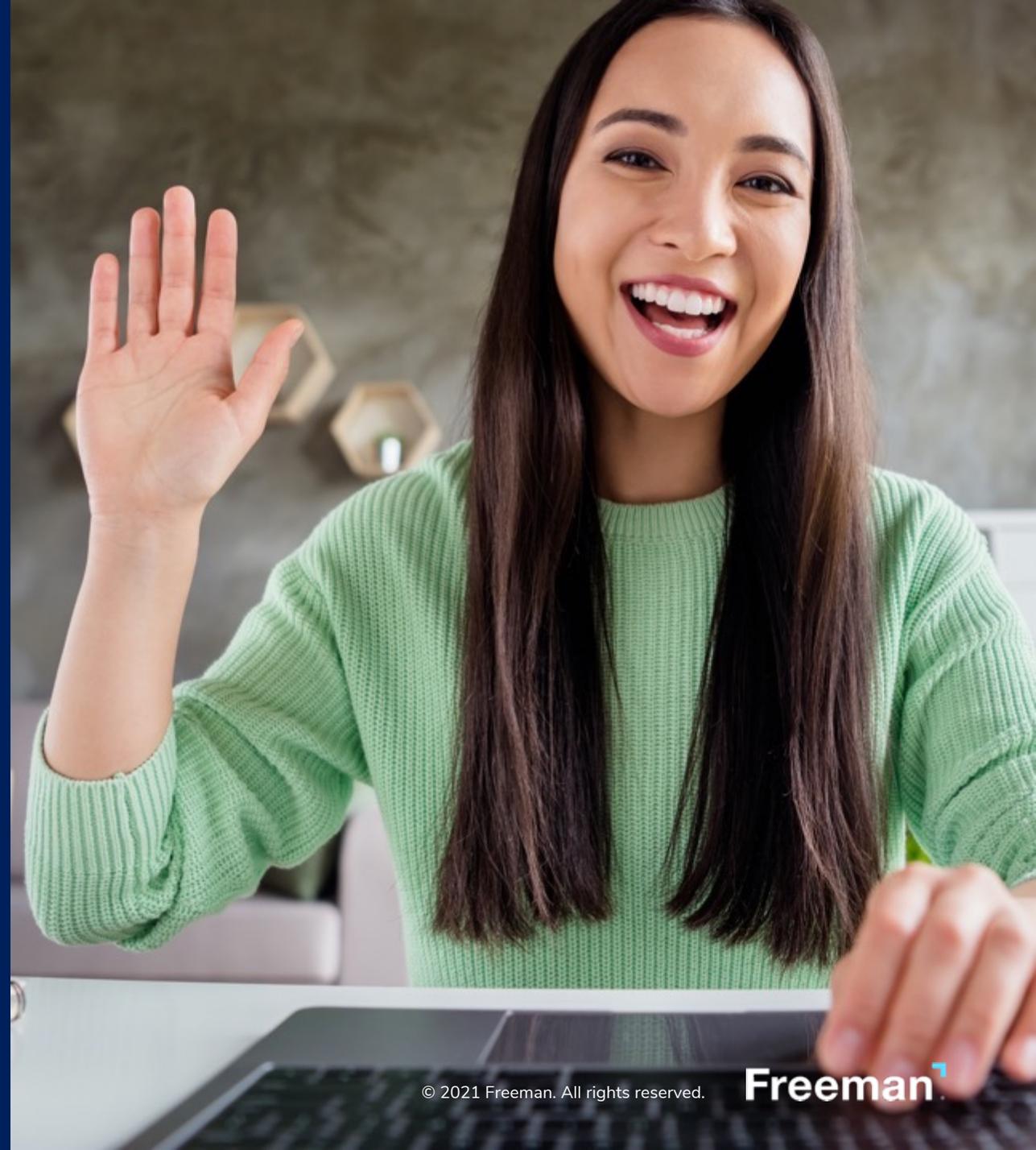
During event

Get ready

Check your connectivity

Ensure that your device(s) are charged and connected to WiFi. A strong internet connection provides the best virtual experience possible.

Note: If you typically use a VPN, make sure you are not using it while accessing the event as it could disable certain features.

Freeman
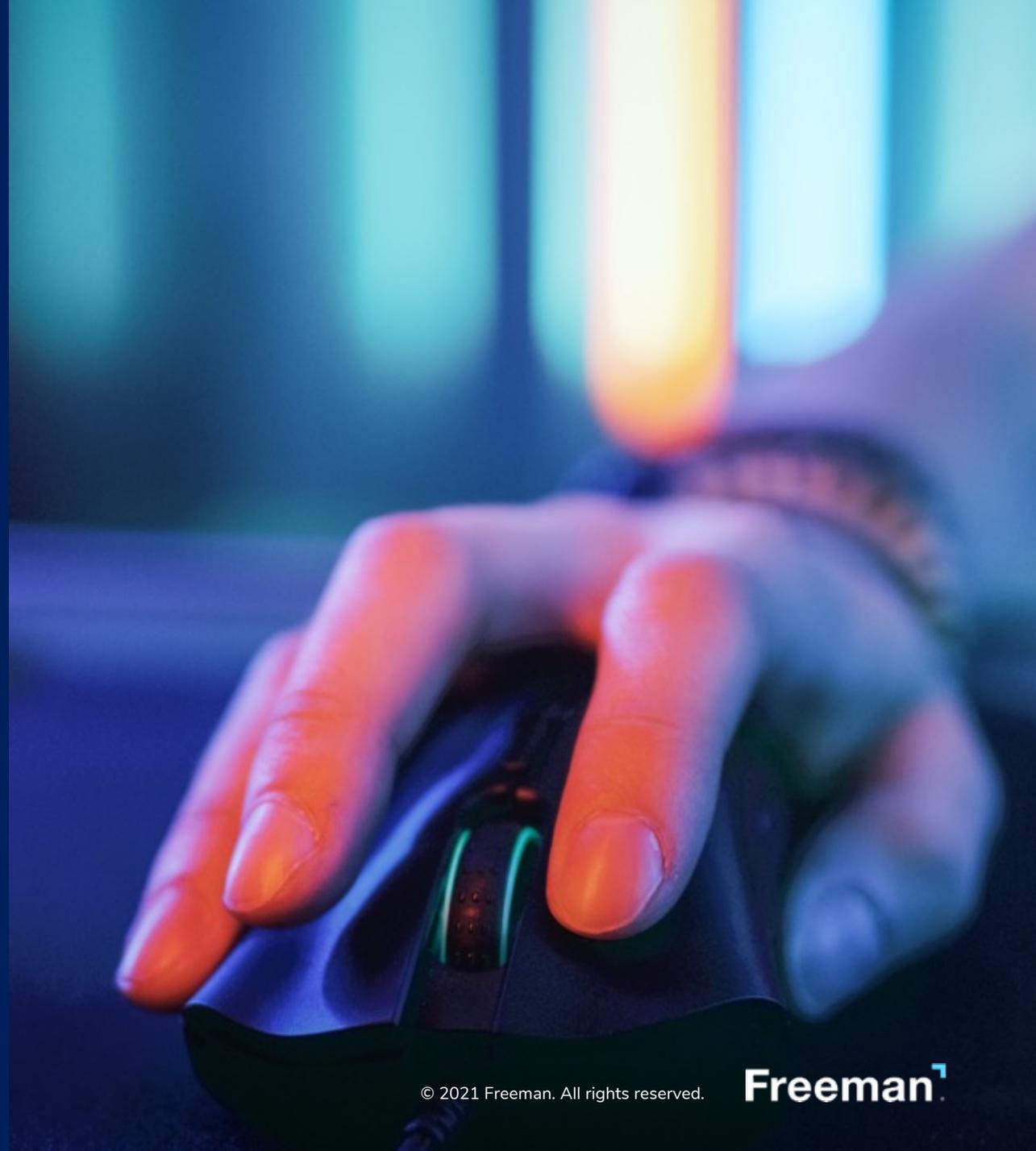
Get ready

Log in and tech check

Test your sound and video quality as well as any other technology or equipment being used.

Freeman

Engagement

Networking

- Connecting virtually is obviously different from in-person events, so your outreach needs to be different too. Be sure to actively reach out to attendees in multiple ways for more and better interaction.

- Spend time creating your company profile — include images and a description to help your profile appear across the platform and in searches.

- Familiarize yourself with the networking module, "Schedule a Meeting" functionality, and how to connect directly with attendees.

Freeman
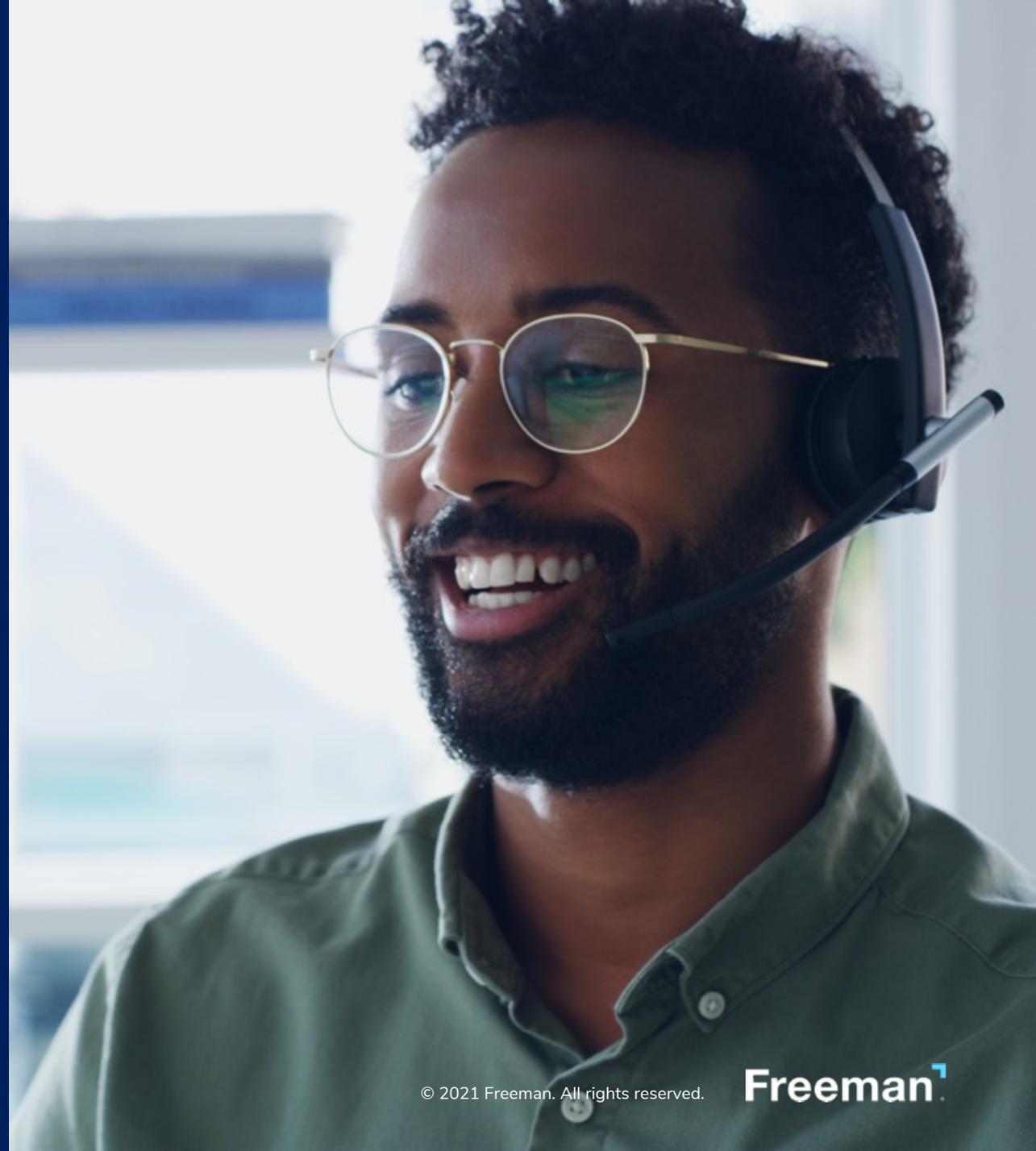
Engagement

Networking (cont.)

- Use the appropriate type of meeting:

    - 1:1 chat meetings: You can schedule a certain time for a chat meeting or start a chat at any time.

    - Video meetings: You can have a 1:1 video call or a group video call with up to 50 people.

Freeman

Engagement

Social media

Share your news! Promote your presence across social media using your preferred platforms and include the event hashtags. We recommend LinkedIn, Facebook, and Twitter.

Freeman

Engagement

Chat

- Use the chat feature to actively reach out to attendees.

- Chat interaction ideas:

    - Offer a welcome message! Let people know you're online and available.

    - Post a new message each day.

    - Drop a business card.

    - Include general notes

Freeman

Getting help

Chatbot, FAQ, virtual support portal

We are here to help! There are several ways to get assistance or find an answer to a question. First, check the FAQ page. During the event, if your question is more specific or in regards to platform access/setup you can use the Virtual Support Portal located in the footer.

If your virtual event has a chatbot, this is a great place to ask questions! Simply click on the chatbot and type your question.

Freeman

Networking Post-event

- Meetings cannot be saved, but if there are chat conversations you want to keep or reference again, just copy and paste the exchanges to a word or note doc.

Note: Save your selected chats as soon as you can so it's not lost when the chat closes after the event.

Freeman

Technology preparedness

Watch the video

Optimal connections

- Use wired internet connection if possible.
- Otherwise, sit in the same room as your router.
- Disconnect other devices.
- Disconnect from VPN.

  Tip: Bandwidth is important. Try to make sure no one is watching YouTube while you're presenting!

Camera ready

- Look and feel your best!
- Choose a clean, neutral background and clean up clutter or anything you don't want visible to your audience!
- Use good lighting — natural light if possible.
- Avoid bright light sources behind you.
- Adjust your camera to eye level and be centered in the frame.

  Tip: stack books or a box under your laptop to raise your camera.

- Consider a webcam with a built-in light ring.
- Avoid wearing all black, white, or stripes — these don't translate well onscreen.

Sound

- When you are not speaking, be sure to mute to reduce background noise (and remember to un-mute when you're about to speak!)
- Avoid using the default microphone on your laptop, computer, or phone — headphones are recommended to avoid echos.
- Test your microphone and sound well in advance.
- Manage interruptions and distracting background noise to ensure everyone can hear you.

  Tip: silence your phone and turn off screen notifications.

Freeman

Additional on-screen tips

- Don't forget about your mobile audience! Avoid making your text too small, too light, or too dense.

- Keep content on slides simple and to the point — shoot for one idea per slide.

- Use graphics and imagery for visual interest.

- Smile and show your enthusiasm — it's contagious!

- When possible, interact with the audience so it's more like a conversation versus a presentation.

- Remember to conclude with your call to action.

- Rehearse, rehearse, rehearse and test, test, test!

Freeman

Thank you.

Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

Freeman

Visit us at freeman.com or contact us at freeman.com/contact.