* **What types of stands are there?**
There are two different options for stands, the standard and the deluxe, which have different features and different prices to reflect.
* **Is the Expo open 24 hours?**Yes, from Monday 22nd March at 8.30am until Friday 26th March at 4.00pm the Expo will be open.
* **Will there be webinars to watch throughout the week?**

Yes, each of the 5 Chambers will be delivering four webinars on their allocated day of the week at 9am, 11am, 1pm and 3pm for anyone to join and listen to.

* **Will I know how many people visited to my stand over the 5 days?**
For all exhibitors, anonymised data of numbers of visits a) to the show and b) to their stand, will be available.
In terms of actual visitor information, the following options are available:
For all stands, visitors will be able to contact the business via email, website and phone
For deluxe stands, there are additional opportunities to gather visitor info:
- a business card enquiry form, for people to leave their details
- a contact consent form if a visitor downloads a brochure and is happy for the business to contact them
- if they arrange to talk to someone via a zoom room
* **Will we receive a list of all visitors that register to attend the event and visit our stand?**

Due to GDPR, we will only know how many attendees have registered and visited or clicked on a stand. For other ways to gather visitor information, see question above.

* **What happens after I buy my stand? Do I have to build it?**

No, our partners will build your virtual stand. You will be sent a link to an online form to complete, which will ask for your choice of stand design plus items such as company logo, short description of business, pdfs, video links etc, as well as choice of colours for different panels on your chosen stand. This stand setup form has a ‘save and continue’ option.

* **Will it be possible to host live demos or webinars on our stand?**
You won’t be able to host anything live. With the Deluxe stand you can have a video link on your stand for people to click and view.
* **Where will the virtual expo be promoted?**The event will be promoted by all 5 Chambers across a variety of platforms including; social media channels, e-newsletters, magazines, newspapers, websites, via account managers/membership teams and at other webinars/events.
* **How do we man the stand? Do we need to have a member of staff on zoom permanently during the period?**If you want to have the zoom links open (deluxe stand only), for visitors to simply click on, then you will need staff members to be ‘there’ to let them in. You don’t have to be ‘on the stand’ unless you want to, but all you need to do for that is to log in and go to your stand – you will be told which stand you are on, and can let other people know about it, to encourage them to attend. You could also arrange times in advance with anyone intending to visit your stand during the show. You will also receive any emails or enquiries to your designated email inbox, so you can keep an eye on anything you might want to follow up
* **Do you have any evidence that the visitor numbers hoped for will ‘turn-up’ to a virtual expo?**At a smaller scale event in 2020 there were over 1000 visits to the show, There were nearly 10,000 page views (ie visits to stands and speaker sessions) and the average number of pages/stands/speaker sessions viewed per visitor was 11.
The more marketing and social media is done (not only by the exhibition organisers, but also by the exhibitors) the greater the level of interest.
Each exhibitor will receive an ‘I’m exhibiting’ logo to use in their own promotion.
* **What are the limits on things such as downloadable brochures?**

32MB.Some visitors may be using their mobiles, in which case they would not welcome trying to access such a large document.

* **With access to the event being 24/7, if I am exhibiting alone, during the ‘daytime’ hours, if I need to be out of office for a couple of hours, what happens regarding things such as the chat or video links? Is there a way of putting hours of availability?**

With regards to an exhibitor’s availability in general, one of the advantages of it being virtual is that you don’t need to be ‘on your stand’ all the time. If you have specific hours that you want to advertise, you can put this into the Marketing section of the stand setup form, and we’ll make sure it’s displayed appropriately on the stand. You can also indicate how you would like people to get in contact.