Get the most of your Exhibitor stand at the INS

**Mission:** lead generation, lead capture & visibility 🚀

Immersive networking experience at our virtual conference through an event and matchmaking platform, powered by AI

**Here's everything you need to know 😊**
Price & features

EXHIBITOR STAND

Member price: 900€
Non-member price: 1.200€

This document will give you all the details and features included in the Exhibitor stand.

You can also check this video that will explain all the features:
https://www.youtube.com/watch?v=4NsOLjiTvIQ

FEATURES INCLUDED

- Listed in the “Exhibitor list” on the platform
- Exhibitor page with generic information
- Logo displayed on your Company page
- Add a header (it can be video or image), a promo ad on your page and design your personal background
- Add links to documents (report, brochure, newsletter...)
- Display up to 8 products/services of your company page and in a dedicated “Marketplace” section on the platform
- 30 minutes product presentation + live Q&A in our event programme
- Sponsor a chatroom
- Share news in the “Newsfeed” section on the platform
- Live chat box displayed on your page
- List your team members and their available times for video meetings
- Collect the data of the people you connect with
- Access your personal “exhibitor portal” with analytics
- Receive the nominative data of who viewed and bookmarked your page or products
Features included in your exhibitor stand
Exhibitor list + Exhibitor page with generic information

Visibility

Your company appears in the exhibitor list and has a dedicated page.

In practice

- Your company is part of the exhibitor list.
- Your company has a dedicated page on the event platform. This page includes generic information such as the name, description, topics/business endeavors, expertise, products, downloadable documents, members of your staff.
- Attendees browse through the exhibitor list, select specific filters to narrow the list down according to their interests and needs, consult exhibitor pages and bookmark their favorite companies, products...
- During the event, you can access to the number of people who viewed your company page and the number of people who bookmarked your company.

Statistics

After the event, EDANA will provide you with the nominative data of the people who bookmarked your stand, your products...
Exhibitor page - brand your company

Visibility

Your company page includes your company logo + a header image or video of your choice

In practice

Attendees consult your exhibitor page, which showcases different degrees of information. While a "logo only" offers limited information on a company's expertise, a header image can be used to visually showcase a product or an innovation, a sale or discount for instance. A video allows you to highlight your services, a successful partnership and a product demo.
Exhibitor page - Showcase your expertise through the event marketplace and additional documents

### Visibility

You can present products and Sales or Marketing documents on your company page and generate meetings from buyers.

- Similarly to adding more square meters to your physical booth to gain visibility and showcase more products, you can add items to your exhibitor page (products, services, job offers, news and more).

- You can also add links to any document (Sales or Marketing presentations, technical sheet, product specifications, etc.).

- You can create 8 products/services and provide specific information for each one (e.g.: price, color, collection, technical requirements, stock, etc.).

- You can download 3 news about your company which will be displayed in the “Newsfeed” section on the platform.

- If you are giving a presentation or a product presentation, these sessions will be displayed on your page.

- Attendees browse through your offerings, bookmark items, view and download a document, request a meeting with you and/or directly chat with you to get more information.

### In practice

- [Image: Champion your products and Sales or Marketing documents on your company page and generate meetings from buyers.]

- [Image: Similarly to adding more square meters to your physical booth to gain visibility and showcase more products, you can add items to your exhibitor page (products, services, job offers, news and more).]

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- [Image: Attendees browse through your offerings, bookmark items, view and download a document, request a meeting with you and/or directly chat with you to get more information.]
Exhibitor page - Your background & your promo ad

Visibility
Show your company identity by adding a background

Showcase a product, a service or an innovation with an ad displayed on your page

In practice
Add a background and an ad to highlight your brand identity and a product or service of your choice

Background image
Advert
Give a product presentation followed by a live Q&A

Visibility

Run your own product presentation + live Q&A in our event program to showcase your expertise, a product demo, discuss industry trends, position yourself as an industry leader, share a return on experience of a successful partnership and more.

In practice

- Your logo is highlighted on your session(s). When an attendee clicks on your logo, they are redirected to your company page.

- Your sessions appears on your dedicated exhibitor page. When an attendee clicks on the session, they are redirected to the session page.

- You have access to the list of attendees who register for your session and can target potential prospects in advance.

- During your session, you can be active in the chat box to answer questions and target the attendees who are very active to set up a meeting with them.

- After the show, we send you the data of the attendees who viewed your session.
Sponsor a chatroom

Visibility

Sponsor a chatroom, define the topic and interact with people who are interested in this topic or have a need for your solution.

In practice

You can use this public forum to position yourself as a leader in a specific topic and share your vision.
Your team will be able to host the forum, share articles or case studies of successful partnerships and schedule calls with leads.
You collect the data and messages of attendees who have interacted in the chatroom.
Digital lead generation
and networking services
Inbound leads – attendees chat directly with you through a live chat displayed on your company page

In practice

On your exhibitor page, a “Talk to (company name)” live chat enables attendees to privately ask information and questions. A sales representative can answer via message, directly launch a call with the attendee or schedule a meeting between the attendee and the appropriate sales representative.
Inbound leads – receive inbound connection and meeting requests from attendees

In practice

Your exhibitor page lists your team members and their available times for meetings.

Before and during the event, attendees can request a meeting with your company or with a team member. For each request, you are notified via a popup message, push notification and an email.

On your Exhibitor Portal (a collaborative interface for your company and team), you can edit your availability, view the requested appointments and assign them to the appropriate sales representatives.

You can export all of your team’s appointments into an Excel file.
Outbound leads – access the attendees list, receive personalized suggestion of qualified leads & request a connection / meeting with them

In practice

You have access to the list of registered attendees before, during and after the event.

You can search via the search bar, tags, filters to narrow your research.
Artificial intelligence suggests the most relevant attendees for you to meet (according to your profile, your search criteria and your actions in the platform).

You can target and pre-qualify the attendees you want to meet ahead of time and request to have an appointment with them at the event.

Whether the request is accepted or declined, you are notified via a push notification and an email.

On your Exhibitor Portal (a collaborative interface for your company and team), you can edit your availability, see the different appointment requests and assign them to the appropriate sales representatives.
You can export all of your team’s appointments in an Excel file.
Lead capture – collect the data of the people you met
(profile, score, tags, notes, contact details, etc...)

In practice

After a contact is made (whether through a confirmed connection request or a confirmed meeting request), you access the attendee’s contact information (on top of their profile info).

For each contact, you add a score (out of 5) and tags & notes to contextualize your meeting.
Lead capture – collect the data of the people you met
(profile, score, tags, notes, contact details, etc...)

In practice

You can access your Exhibitor Portal (a collaborative interface for your company and team) at any time to measure the ROI of your event and the efficiency of your sales representatives. You can see the number of contacts made, as well as access their profiles, contact details, notes added to contextualize the meeting and scoring.

You can export your new contacts (and qualified prospects!) into an Excel file.
In practice

On your Exhibitor Portal, the “Analytics” tab displays dashboards allowing you to easily measure the event’s ROI and the efficiency of your sales representatives.

Visible on the dashboard: number of leads, number of leads for every score, average scoring, source of leads (connection, meeting, scan) and the inbound versus outbound ratio.

To go further, you export the detailed analytics into an Excel file with every contact’s profile, contact details, scoring, tags & notes.