

THE PREMIER FALL VIRTUAL HOME EVENT



2020 CONNECTICUT
Better Home Show
VIRTUAL EDITION

NOVEMBER 1, 2020 | 10AM - 4PM

SERVING ALL OF CONNECTICUT

Why Virtual?

We live, socialize, work and shop through a world of screens. More so now than ever. Event professionals are eager to tap into the advances in virtual trade show software in order to help business owners **meet consumers where they can always be found** — with their phones, tablets, and computers. Adding a virtual showroom to your marketing strategy can increase brand awareness and drive ready-to-buy consumers directly to your virtual door.



Expand Your Audience



Increase Web + Store Traffic



Gain Data-driven Marketing Insights



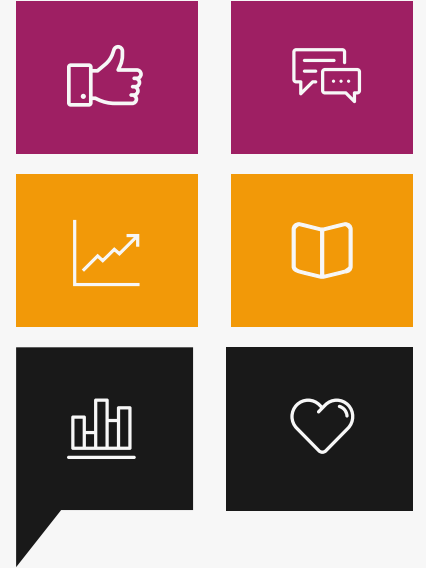
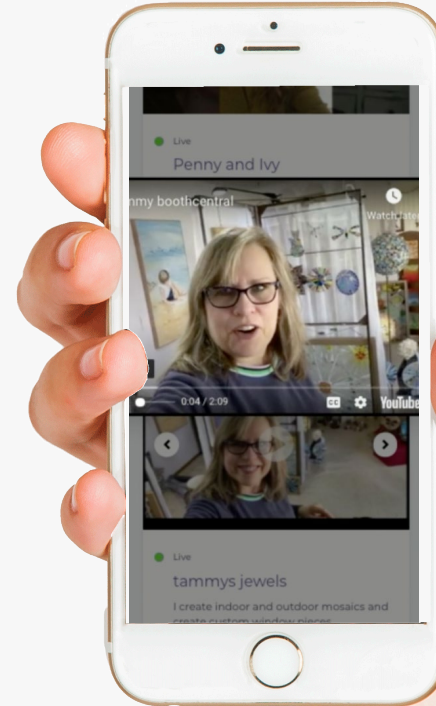
Interact With Booth Visitors



Distribute Content Easily



Refresh Your CRM



Advantages + Benefits



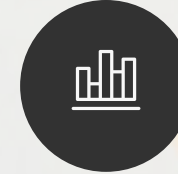
Expand Your Audience

It's hard to beat an event that happens from the comfort of home. Virtual events eliminate the need for consumers to travel, which widens the attendee base past the proximity to the arena.



Increase Web + Store Traffic

Virtual events seamlessly direct customers right to your website or store with the click of a button. And because your booth will stay up for 90 days after the event, enjoy the residual SEO boost.



Gain Data-driven Marketing Insights

Learn about every shopper who shows up at your booth. With advanced reporting and analytic tools, you can tailor your marketing efforts to make the most out of each virtual experience.



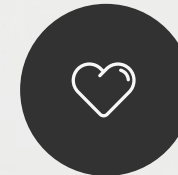
Interact With Booth Visitors

Just because you're not in a physical space doesn't mean you will miss out on talking with potential buyers. Your booth space will have chat and video capabilities so you can keep conversations alive.



Distribute Content Easily

Make brand data, product information, and special offers easily accessible to all booth visitors.



Refresh Your CRM

Virtual events allow vendors to add fresh leads to their sales funnel in order to nurture potential brand loyalty.

Virtual Show Marketing **Beyond the Arena**



Virtual events bring attendees who are not bound by geography.

32%

Source: U.S. Census Bureau

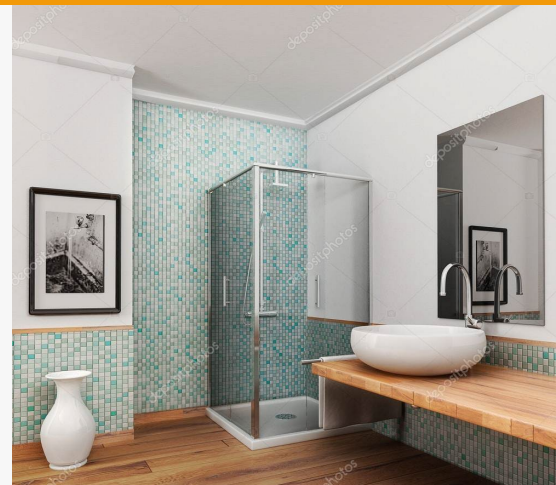
Increase in Online Shopping from Q1 to Q2 in 2020

In the last few months, online shopping sales have increased, and it's no surprise. Online shopping alleviates the need for ready-to-buy consumers to travel, stand in line, and battle the crowds. Our virtual home event will help you meet shoppers where they are — online, in the comfort of home.



Targeted Marketing Campaign

Show Management Associates deploys multiple online and physical marketing campaigns leading up to the event to potential shoppers across the entire state of Connecticut. Sponsors and Exhibitors will benefit from event page social media exposure, website presence, and vendor spotlight targeted marketing.



Your virtual booth will stay online, available to shoppers, for 90 days after the event.

Ways to Participate

Exhibitor + Sponsor

Exhibitor

One Tile Listing: \$295

- 1 Virtual Booth
- 5 Promotional Images
- 1 Video
- Description of Business
- Website/Shop Link
- Video Chat Capabilities
- 90-day listing on virtual show floor
- Inclusion within CT Better Home Show's Virtual Event Marketing Campaigns (web + social)
- Booth Central Onboarding Packet

Sponsor

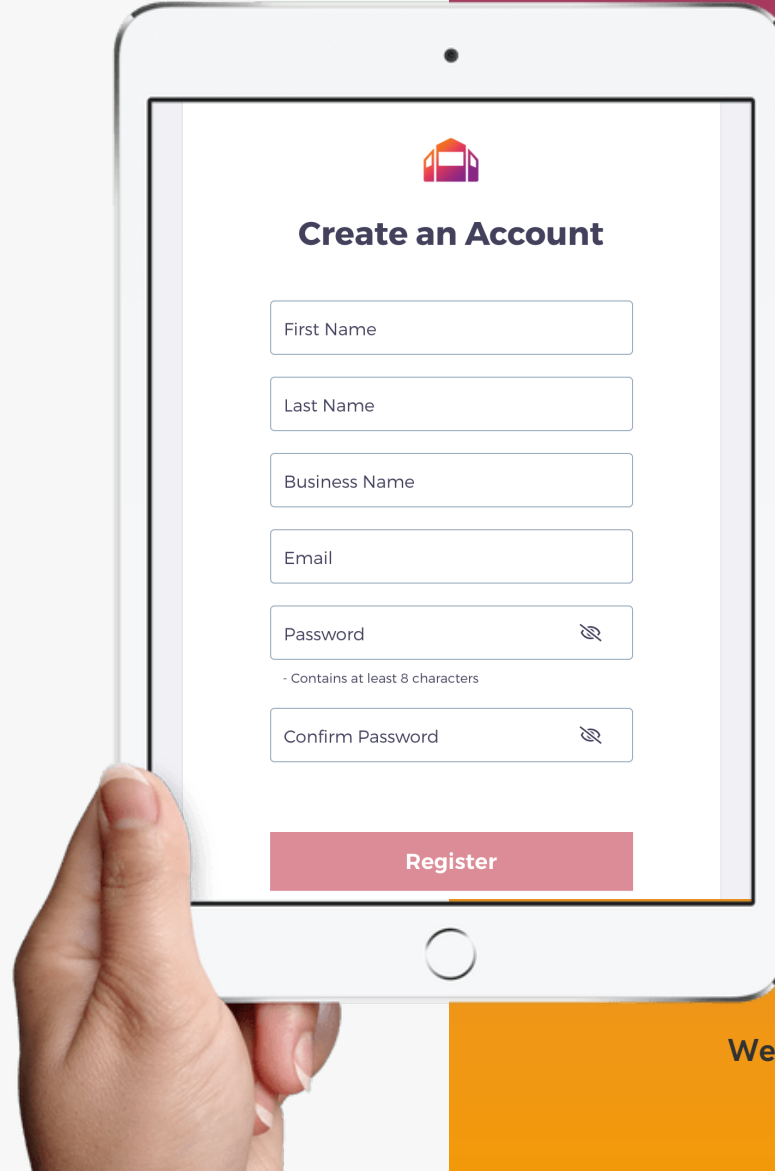
Two Tile Listings: \$595

- 2 Virtual Booths | 2 Priority Locations
- Premium placement on Event Page
- Second Tile on Sponsorship Page
- Company Logo + Promotional Banner Advertisement
- 2X perks listed for Exhibitor Package (images, video, business description, website/shop link, video chat capabilities, 90-day listing, inclusion within CT Better Home Show's Virtual Event Marketing Campaigns)
- Booth Central Onboarding Packet

Simple Booth Set-up

We've partnered with Booth Central for the 2020 Connecticut Better Home Show Virtual Edition. Setting up an account is easy, and you only have to do it once, no matter how many virtual events you participate in.

[Watch Tutorial](#)



1

Create a vendor account at
<https://my.boothcentral.com/v/signup>

2

Sign up as an Exhibitor or Sponsor for the
[2020 Virtual Connecticut Better Home Show.](#)

3

Upload company information
(video, images, web address)

Need a Virtual Hand?

We'd be happy to assist you with your booth set up. Fees start at \$99. Ask your sales representative for more information.

Features of the Booth Central Virtual Platform

Booth Central provides easy ways to connect with your customers.

Simple Platform

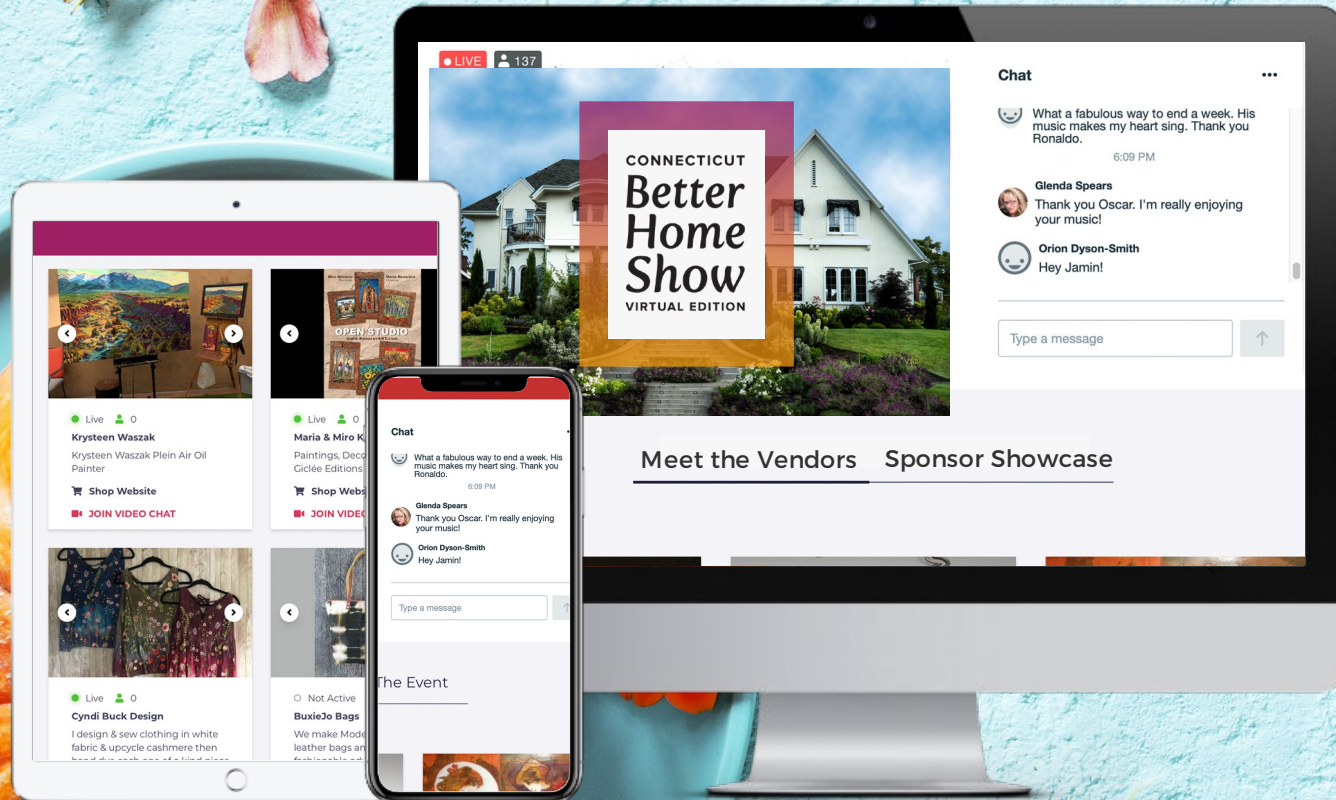
There is no need to download any programs or software. Vendors can manage their booths with their BoothCentral login information, and attendees simply visit a website after registering for the event.

Live Event Support

BoothCentral provides a support concierge for every event. This means you'll have a live person, located in America, to help the host, vendors and attendees during the course of the event. With just one click, your BoothCentral expert will provide technical support.

Secure Payment

Booth Central use Stripe to handle online payments so you know your payment information is super safe (never stored on our server).



Frequently Asked Questions

How do attendees find me?

With Booth Central's easy "show room" layout, it's easy for shoppers to see all vendors. Remember, choosing a beautiful visual for your main booth photo can attract more shoppers to your booth.

Do I need to be active at my booth the entire time?

It's always a good idea to be available for the whole event, but if something needs your attention, just change your availability. Shoppers will still be able to access your product photos and website while you're away.

Do I need to set up a booth like at an in-person event?

It's a great idea to have products to show, but simple is better. A live-chat web video is often best when the presenter is close up and in a quiet, brightly-lit space.

When will show analytics be available?

Following the event, analytics will be shared within 5-7 business days of the virtual event.

Do I need specific equipment or devices to run a successful booth?

Nope! Just your mobile device or laptop. Booth Central takes care of the rest by providing an easy to access virtual space, with nothing to download.

What if I'm not tech savvy?

We'd be happy to assist you with your booth set up. Fees start at \$99. Ask your sales representative for more information.

Secure your virtual space today.

CONNECTICUT
Better Home Show
VIRTUAL EDITION

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SERVING ALL OF CONNECTICUT

Fairfield County

Hartford County

Litchfield County

Middlesex County

New Haven County

New London County

Tolland County

Windham County

