



THE PREMIER SPRING
VIRTUAL WOMEN'S EVENT

2021
Women's
Better Living EXPO
CONNECTICUT

APRIL 24, 2021
10AM - 2PM

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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



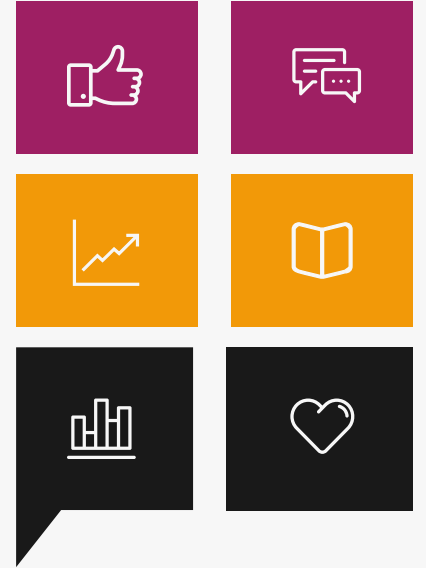
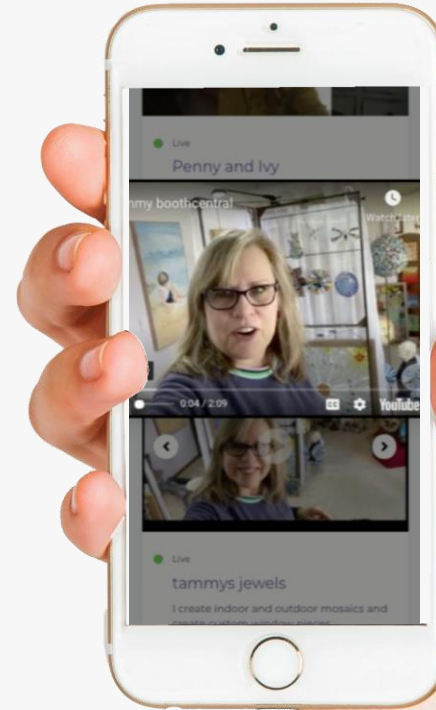
Interact With
Booth Visitors



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.



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.



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 60 days after the event, enjoy the residual SEO boost.



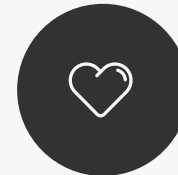
Distribute Content Easily

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



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.



Refresh Your CRM

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

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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 Q4 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 women's 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 60 days after the event.

Ways to Participate

Exhibitor + Sponsor

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Exhibitor | Vendor Tile

One Tile Listing: \$265

- 1 Virtual Booth | Vendor Tile
- 5 Promotional Images
- 1 Video (in vendor tile)
- Description of Business
- Website/Shop Link
- Video Chat Capabilities | 10 Max
- Post-show 60-day listing

Sponsor | Vendor Tile

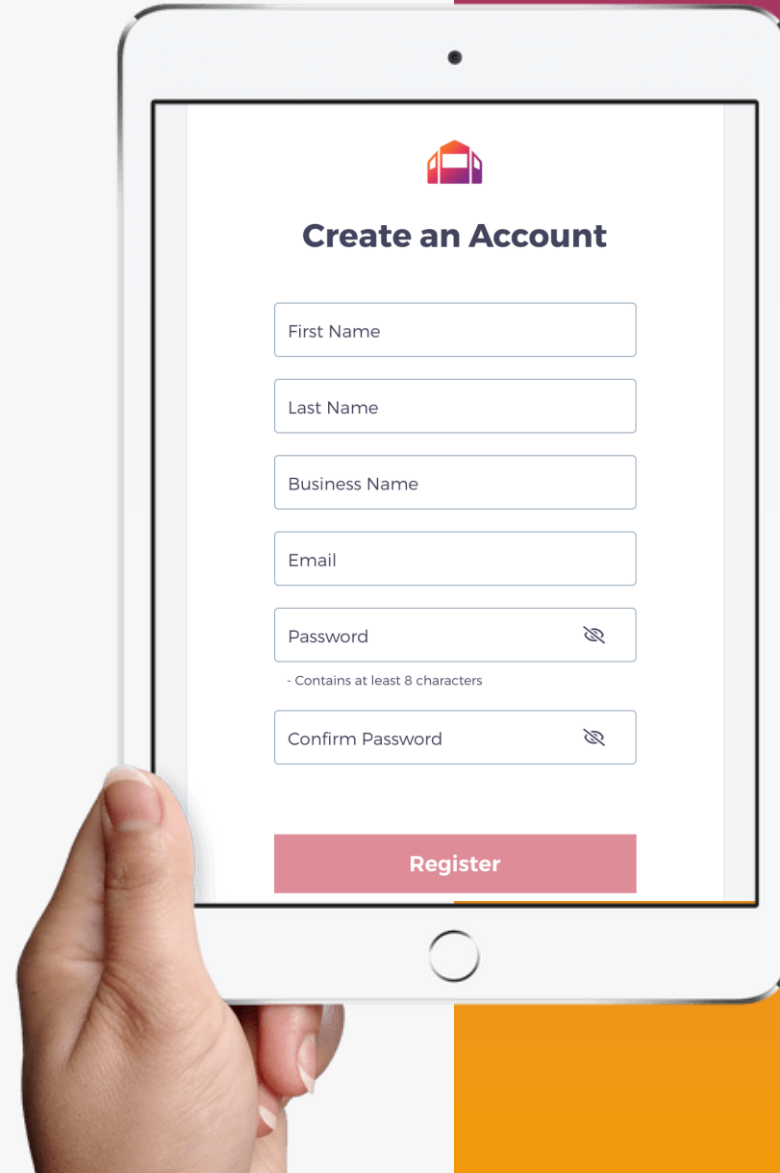
One Tile Listing: \$565

- 1 Virtual Booth | Priority Location
- Company Logo + Promotional Video Advertisement in Event Programming
- Perks listed for Exhibitor Package (5 images, 1 video, business description, website/shop link, video chat capabilities, post-show 60-day listing)
- Inclusion within Women's Better Living Expo Connecticut's Virtual Event Marketing Campaigns
- Access to Attendee Lists Post Show

Simple Booth Set-up

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

Sign up as an Exhibitor or Sponsor by visiting:

[2021 Virtual Women's Better Living Expo](#)

— OR —

Complete the attached exhibitor contract and return to your sales representative.

2

Set up Virtual Booth with company info, video and images.

Need a Virtual Hand?

We'd be happy to assist you with your booth set up. Fees start at \$89. 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

Complete the virtual booth application. Submit with payment info. Once your application is processed, you'll be approved.



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?

Show Management Associates would be happy to assist you with your booth set up. Fees start at \$89. Ask your sales representative for more information.

Secure your virtual space today.

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Hartford County
Litchfield County
Middlesex County
New Haven County
New London County
Tolland County
Windham County

