

HOST 2020 Exhibitor Information

On this page, you will find answers to all of your frequently asked questions concerning what you will receive, what is being requested from you, information about the exhibition, and who to contact. We are excited to have your support for the conference and look forward to a great event.

Unless otherwise instructed, please send all deliverables to ADRAQUEZ@COMPUTER.ORG.

Sponsorship Package Deliverables	Gold	Silver	Exhibitor	Material Deadline
Digital Give-away Drive traffic to your exhibit rooms with giveaways! Let us know what giveaways you want to distribute – gift cards, discounts, etc. and we’ll promote it to conference attendees.	X	X	X	NOV 2
5-minute sponsored presentation Submit your 5-minute video to the Virtual Conference Platform. Instructions coming soon!	X		X	
Product Highlight Email Pre/Post Show (this will be sent to attendees before and after the conference) – Photo 250x250px jpg, 25-character title, 50-word description about company/products/services, and URL	X		X	
Video presentation before keynote Submit your 1-minute video to the Virtual Conference Platform. Instructions coming soon!	X			
Virtual Rooms Sponsored virtual room to conduct meetings, hold presentations, and play videos. No information to submit.	X		X	N/A
Featured topic-based networking event in your exhibit room Generate interest in your room by hosting a Birds of a Feather session. Submit your topic via email. (Non-exclusive)	X		X	NOV 2
Dedicated Landing Page – Landing pages will be part of the virtual conference platform and exhibitors. Submission instructions coming soon!	X		X	NOV 2
Dedicated Email Blast – Sent to opt-in HOST registrants prior to event	X			NOV 2

Complimentary Registrations Registration instructions will be emailed to each supporter. All registrants will receive complete access to the IEEE HOST conference. If you have any questions please let me know.	X	X	X	PROVIDED
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Planned Exhibitor and Supporter Activities

Tuesday, December 8

Exhibitor Presentations – 1:45 PM – 2:30 PM PT

Birds of a Feather – 3:15 PM – 3:45 PM PT

Exhibits – 3:45 PM – 5:00 PM PT

Wednesday, December 9

Exhibitor Presentations – 12:45 PM – 1:30 PM PT

Birds of a Feather – 3:15 PM – 3:45 PM PT

Exhibits – 3:45 PM – 5:00 PM PT

Thursday, December 10

Exhibitor and Supporter Networking Event – 4:15 PM – 5:30 PM PT

Birds of a Feather (BoF for short)

Birds of a Feather are networking events that attract attendees based on topic. You may select a topic and host a Birds of a Feather session in your exhibit room during the designated times. This event will be promoted to conference attendees.

Virtual platform details

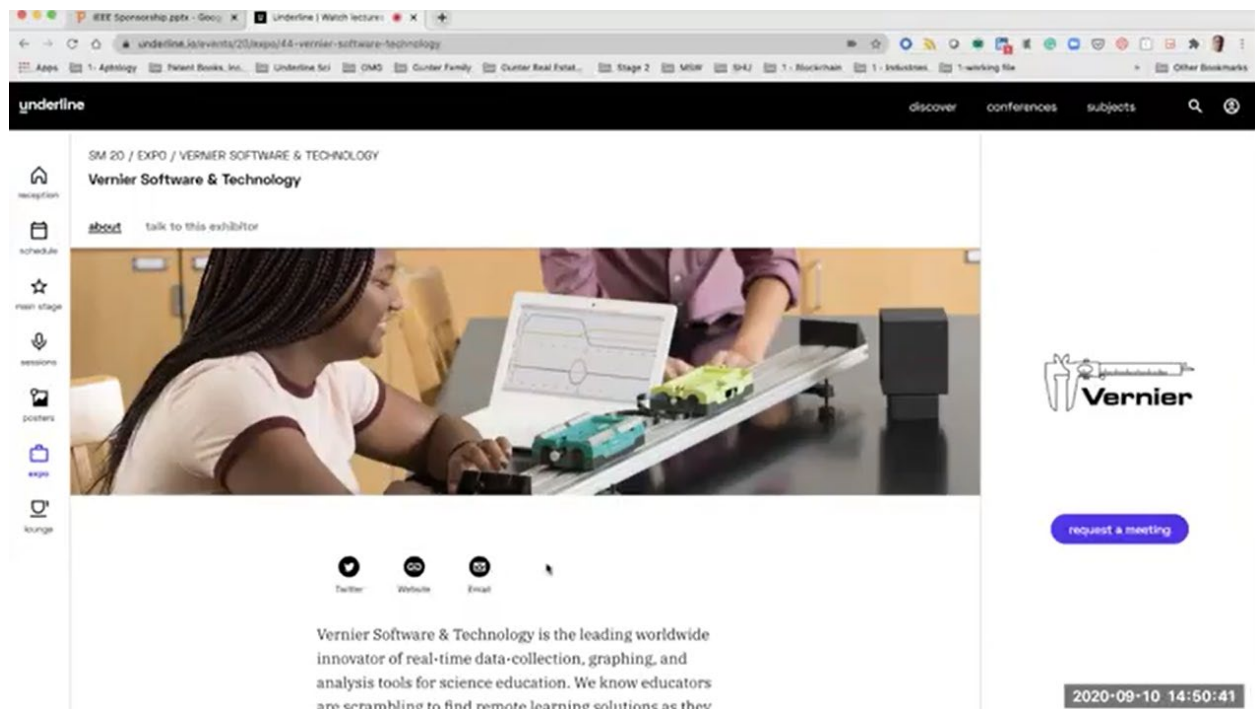
The virtual platform that IEEE HOST 2020 will be using is Underline. Specific details regarding the virtual conference platform, including the instructions for setting up exhibitor landing pages, will be provided in the coming weeks. Virtual rooms are very similar to Zoom rooms and are accessible via your landing page. You may have conversations with visitors and/or display presentations and videos while the room is staffed. When the room is not staffed, it will not be accessible from your landing page.

HOST Virtual Landing Page

Your landing page will include the following sections/features:

- About section
- Overview section
- Videos
- Attendees will be able to request meetings with you.
- Add social media, website, and email links.
- Add PDFs and other documents you'd like attendees to access

Sample Image:



Attendees will be able to access exhibitor landing pages, which then link to the virtual rooms, from the Expo menu and the IEEE HOST Virtual Event home page.

Other Frequently Asked Questions

- *How are the different booths going to be positioned in a menu bar?*
 - Supporters and exhibitors will be displayed on a menu that is accessible from the IEEE HOST Virtual Event page and from an “Exhibits” page. The participating companies will be listed in top-down order starting at the highest sponsorship level, e.g. Gold, then Exhibitor.
- *When can exhibits be open?*
 - Exhibit rooms may remain open throughout all hours of the conference. Dedicated exhibit hours are scheduled throughout the week.
- *Are any mechanisms for 1:1 chats or VOIP discussions available?*

- No. Each exhibitor landing page will link to an exhibit room. When the room is staffed, attendees may speak to the person staffing the room. If there is no one in the room, attendees will not have the option to “enter”. There is a meeting request button, which attendees can fill out. That will trigger an email to a designated booth contact. You can then communicate directly with the submitter to schedule a time to talk during or after the conference at a time that is mutually convenient. Rooms can facilitate up to 100 visitors, but up to 16 will have video. However, there are ways to add Zoom links to the page, if you have a Zoom room and would like to break out for private conversations.
- *When should we expect to have access and train/test?*
 - Content for your company’s online presence will need to be submitted via the IEEE HOST Virtual Platform exhibit submission form. Refer to the IEEE HOST Virtual Platform set-up document for more details. All content is due Nov. 2. Your assets will then be added to your virtual landing page, with the expectation that you will be able to view and test it during the week of Nov. 30.
- *How many videos can we embed?*
 - There is no limit to the videos you can embed. However, they will appear as a thumbnail in a list. Visitors will need to scroll down to see the inclusive list.
- *How many assets can be added?*
 - There is no limit to the number of assets that can be added. However, they will appear in a list.
- *Do we get full contact information from everyone who comes to the booth?*
 - No. The IEEE HOST Virtual Platform doesn’t have the capability of providing this reporting. During the event, you will be able to see the names of the people who visit your booth while it is staffed.
- *Do we know exactly what each person does in the booth? E.g. Who downloaded papers, watched a video, etc.?*
 - No. The IEEE HOST Virtual Platform doesn’t have this reporting functionality, so we won’t be able to provide information about who downloads what. We will be able to share how many people visit the page, in general.

Contacts

For any questions concerning sponsorship packages and pricing:

- **Regan Pickett**, IEEE Computer Society — r.pickett@computer.org
- **Georgann Carter**, IEEE Computer Society — gcarter@computer.org

For questions regarding sponsor deliverables, deadlines, registration, and general information:

- **Amir Draquez**, IEEE Computer Society — adraquez@computer.org