

THE ASSEMBLY SHOW

A VIRTUAL EVENT

OCTOBER 27–28, 2020
theassemblyshow.com

Exhibitor and Sponsor FAQ

Q-1. WHY ARE WE EXTENDING THE EVENT ONLINE?

As of July 6th, Illinois still has large gathering restrictions as well companies continuing to have corporate travel restrictions. We also are keeping in mind those individuals who might still be hesitant to travel to a live event. With this in mind, we feel that converting the live event to the virtual world will benefit all exhibitors and sponsors.

Q-2. WHAT WILL I, AS AN EXHIBITOR, RECEIVE ONLINE?

- Company name
- Hyperlinked logo
- Contact information
- Company description
- Social media links
- Inclusion on interactive floorplan
- PDF located in Brochure Library
- Product video located in Video Library
- Your company logo on The ASSEMBLY Show website
- Product category listing
- Network matching with attendee interests
- Schedule meetings and message attendees
- On-demand access and exposure through June 2021
- Opportunity to email attendees Pre and Post-Show by request through BNP Media

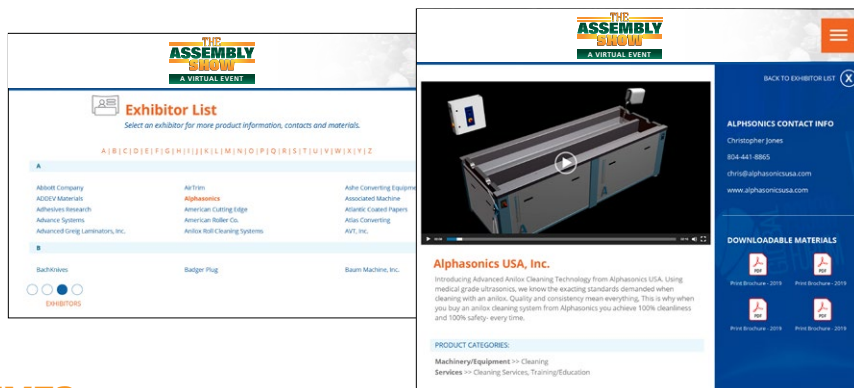
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Q-3. WHAT WILL MY VIRTUAL BOOTH LOOK LIKE?

Here is an example of a sample booth within the virtual event platform.



Q-4. WHAT LEADS WILL I RECEIVE?

- All virtual exhibitors and sponsors will have the opportunity to email attendees Pre and Post-Show via email request process through BNP Media.
- Ability to view attendee name, company, interests and job title from online portal
- Individual session sponsors will receive full lead package and roster of those that attended their sponsored session.

Q-5. WHAT WILL THE VIRTUAL ENVIRONMENT LOOK LIKE?

- [Check out this demonstration video](#) for a quick guide to the virtual platform, or contact your sales manager for login credentials to get an exclusive preview of the virtual space before we officially open it to attendees.

Attendee Promotion Details

Q-6. WHEN WILL YOU START MARKETING TO ATTENDEES?

- We will start marketing the online platform and registration beginning in July 2020

Q-7. WHEN CAN ATTENDEES ACCESS THE ACTUAL ONLINE PORTAL?

- August 2020

Q-8. HOW LONG WILL THE ONLINE PORTAL REMAIN OPEN FOR ATTENDEES?

- Through June 2021

CONTACT YOUR SALES MANAGER FOR ADDITIONAL DETAILS

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