SC20 VIRTUAL EXHIBIT HALL FAQS

Exhibitor Frequently Asked Questions

1. When will Virtual SC take place?

- Access to the SC20 Virtual Event platform opens November 1 and will be available for at least 6 months.
- Tutorials will run November 9 – 10
- Workshops will run November 11 – 13
- Early Career Program will run November 12 – 13
- Dates for SC20 Conference Program content and presentation – November 16 – 19, 2020
- Dates for SC20 Virtual Exhibits – November 17 – 19, 2020

2. What will the virtual event look like?

With the transition to a virtual format, the SC20 conference platform will include a virtual conference exhibition space. Each virtual exhibitor will have an exhibit listing in the SC20 Virtual Event Website / Conference Mobile App with company name, description, and more. Exhibitors have the opportunity to enhance their listing with logos, presentations, downloadable materials, contact information, and more.

3. How does my company sign up to participate in the Virtual Exhibit Hall?

Exhibitors that paid at least 20% of their SC20 commitment will be included in SC20 Virtual at the Basic Level and will have an exhibit listing in the SC20 Virtual Event Website / Conference Mobile App with company name, description, and more.

Participants have the opportunity to upgrade their SC20 Virtual Presence (Video Upload, Chats, Product Showcases, Banner Ads, 30-Minute Booth Sessions, and more).

See this page for details on what is included in your Basic Listing as well as all of the upgrade opportunities that are available.

Complete the online application.

4. What will the Virtual Exhibit Booth include?

Virtual Exhibit Booth assets vary depending on participant level. Booths may include the following:

- Company Name Listed in Exhibitor List
- Company Description
- Favorite Button
- Tweet This Exhibitor
- Like Button on Exhibitor Listing
- Website Link
- Category Listing
- Measurement and Metrics
- "Request Information" Button
- Giveaway Button
- Company Logo on Listing Page
- Resources – load up to 6 PDF files
- Resources – link up to 6 Weblinks
- Video File Upload (mp4 format, no larger than 200 mb.)
- Banner Graphic on Exhibitor Listing
- Contact Information on Landing Page (up to 4)
- Social Media Links
- Off Hours Exhibitor Events on SC20 Virtual Platform
- Video Chat (up to 4)

Please refer to [this page](#) for more details on the participating levels and their allocated assets. To upgrade your participation, complete the [online application](#).

5. How does my company's information get onto the Virtual Exhibit Hall website?

CadmiumCD is the vendor providing the virtual conference platform. Data for the Virtual Exhibit Hall will be entered through a series of assigned tasks in the SC20 Virtual Exhibitor Service Center.

Your company will designate one person to be in charge of inputting your company's data in the Virtual Exhibitor Service Center. This person will receive an email invitation to log into the Virtual Exhibitor Service Center, where he or she will be guided through a set of tasks to input your company's details. These details may include but are not limited to the company name, description, product categories, logo, PDF handouts, and web links.

See [SC20 Virtual Exhibitor Service Center FAQs](#) for details on working in the Virtual Exhibitor Service Center.

6. Do I need to "register" my booth staff?

Exhibitors do not need to register their booth staff as they would have for a traditional in-person expo. The only staff that needs to be "registered" are those companies listing contact information on the landing page / participating in video chat. These companies will be assigned a task in the Virtual Exhibitor Service Center to register staff for video chat participation. *(Champion, Spotlight, and Premium level exhibitors.)*

Other than video chat, there is no "staffing" of booths as is done with a traditional expo. Exhibitors who want to participate as an attendee can register on the SC20 Registration site.

Categories for registration include: (1) Tech Program, (2) Tutorials, (3) Workshops and (4) Exhibits. Registering for Exhibits (XO) is at no charge and includes:

- Awards Ceremony (Thu)
- Birds of a Feather (Tue–Wed)
- Exhibitor Forum (Tue–Thu)
- Exhibits (Tue–Thu)
- Invited Talks (Tue–Thu)
- Job Fair
- Keynote (Mon)
- More Than HPC Plenary (Mon)
- Posters Display (Tue-Thu)

7. What measurements and metrics will be available?

Each exhibitor can access the "Lead Retrieval Report" feature from their Virtual Exhibitor Service Center dashboard. After SC20 Virtual, you can access data on the following:

- Booth Impressions - reports on total clicks, total requests (from the "Request Information" button on your online virtual booth), booth views, asset views.
- Attendee Summary Report - detailed Excel report on who viewed your booth, assets, and requested information.
  Note: this data is only reported on attendees who have "opted in" to share their contact information. Will not include attendees who have "opted out".
- Information Requests Report - detailed Excel report on who submitted the "Request Information" button on your virtual listing.

8. How will the live video chat scheduling work?

An exhibitor **may have up to four representatives** assigned for live video chat at one time. Participating companies will be assigned a task in the Virtual Exhibitor Service Center to register staff for video chat participation. *(Champion, Spotlight, and Premium level exhibitors.)*

Your company's designated contact may schedule sales representatives accordingly through the Virtual Exhibitor Service Center during the Virtual Expo Days on Tuesday, November 17 through Thursday, November 19. You can add an unlimited number of sales representatives to the list but only 4 representatives may be available at one time. Your designated contact will be able to post available hours for each representative. There is no limit on hours for the live video chat. You may use the live video chats for demos and share your screen.

Please note while you are on a video chat, any attendee may join that video.

Video chats will be set-up in a 1-1 configuration unless another configuration is requested (up to 10 participants.)

9. What resources may an exhibitor upload?

You will have the ability to upload up to 6 informative PDF files or resources for attendees to review. Add up to 6 weblinks to drive them to your most important sites. Showcase demos, case studies, webinars or any other creative videos of your choice to highlight your product or service offerings. (Not available for "Basic" level.)

Communicate your message with an introduction or welcome video. (MP4 format, no larger than 200 mb.) Limit 1 per company. *(Champion, Spotlight, and Premium level exhibitors.)*

10. How do we participate in the giveaway program?

Exhibitors are encouraged to get creative in developing their giveaway program. You may include a link to an external site your company creates (e.g. a survey, a web form) and a giveaway button will be turned on for your listing. This is a great opportunity for your company to generate leads and increase traffic to your virtual booth.

11. What are the hours of the Virtual Exhibit Hall?

The official exhibit dates are Tuesday-Thursday, November 17-19, 2020.

Virtual Booth Hours (Eastern Time)

Tuesday, November 17   10:00 am – 5:00 pm

Wednesday, November 18   10:00 am – 5:00 pm

Thursday, November 19   10:00 am – 3:00 pm

12. How are we able to brand our virtual booth?

All exhibitors above the basic level can add their company logo to their listing. Champion, Spotlight and Premium exhibitors can add banner graphics to increase the branding on their virtual exhibit booth.

13. Should our company develop a custom webpage that is geared toward SC20 attendees?

Ideally, yes. Exhibitors are encouraged to create an experience where they can engage virtually with attendees. Incentivize visitors to your booth and website through newsletter sign-ups, product demos, show specials, and more.

14. What are the important deadlines to remember?

Deadline to complete tasks to submit content in Virtual Exhibitor Service Center – October 19

Booth Session content submitted in Education Harvester – October 19
(Champion and Spotlight levels)

SC20 Virtual platform live – November 1

15. Who can I call for help?

SC20 Exhibits Management
Hall-Erickson, Inc.
Email: sc@heiexpo.com

Exhibit/Sponsorship Opportunities: Greg Andruch, gandruch@heiexpo.com

Virtual Conference Software Platform, tvickery@heiexpo.com

Invoice and Payment Services: Madeline Wilke, mwilke@heiexpo.com

Virtual Exhibitor Service Center: Penny McQuality, pmcquality@heiexpo.com

CadmiumCD Virtual Exhibitor Service Center technical support:

support@cadmiumcd.com
Hours: 9 – 9 ET, Mon - Fri
Phone: (Direct) 410.638.9239
Phone: (Toll Free) 877.426.6323

Take a moment to review the FAQs and contact us for answers to any additional questions:

SC20 Exhibits Management
Hall-Erickson, Inc.
Phone: 630.434.7779
Email: sc@heiexpo.com

Additional FAQs about the SC20 Virtual Event can be found here.