

Virtual Exhibition

FAQs for Exhibitors

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1. The Kick-off for VE

1.1 What are the main advantages of the virtual event?

The key advantages of the VE are:

- Ecology contributor by reducing the carbon footprint
- No impact from unexpected events like Coronavirus
- Huge cost savings: No travel, No hotels, No shipments
- High flexibility: during the exhibition, if required, the booth content could be changed to attract more visitors
- Digital marketing tools such AI matchmaking, analysis of statistics and of user 's experience

VE is a highly efficient and cost-effective way to monitor your company's market, to develop new opportunities and new technical partnerships

1.2 What is the difference with a physical booth?

The virtual booth provides you with more options than a physical booth or can be a complement to the physical one. The best utility of virtual booth is to reach into the most numbers of captive visitors of the same products/services in a single place without involving substantial travel cost, manpower, time and other constraints. It lets you collect more leads from all around the world. An excellent option for your digital strategies!

1.3 What is the Exhibitor Manual?

The Exhibitor Manual is the document, which contains general and technical information related to participation in the Virtual Exhibition. It includes, contact information, description of the booths and related features, description of the Exhibitor interface and general technical rules, services provided by Must and general information about participating in the exhibition.

1.4 Where can I find the Exhibitor Manual?

After your inscription, you will receive the user manual link with your Exhibitor information package.

1.5 How do I have access to the leads I get?

Every exhibitor has access to an online content management tool through the Exhibitor Interface Dashboard, which Must will provide to you to manage your booth and participation to the Virtual Exhibition. You can check in real time the contact information of the visitors of your booth.

1.6 How do I know about the feature, prices Virtual Exhibition platform before ordering the booth?

You can ask for Demo to get a preview. In Must website you will get the link and submit 'Ask for Demo'.

2. My Booth & My Ownership

2.1 How can I book a booth?

When you visit the Must Virtual Exhibition page, you will find the link 'Apply as Exhibitor' for different categories of Booth as exhibitor (Elite, Platinum, Gold). The link comprises of registration page (self-explanatory form).

2.2 Can I choose my booth location?

It is conventionally as "first come first served" basis. Must will allocate the Exhibitor a logo place in the Main Hall in accordance with the nature of exhibits or in manner they deem fit in the categories.

2.3 What are the Exhibitors' benefits?

Besides enjoying 360 degree full visibility on motion of your showcased products and services, interested visitors can chat with your representatives or can book a meeting with Exhibitor. The post exhibition data analytics will be provided with elaborated details of the visitors, who have visited your booth with click events and time spend analysis.

2.4 How many people I assign to manage the booth during the exhibition?

For VE management during the exhibition: It will depend on what you want to achieve in term of interactivity with visitors. If you want to make sure to interact with all the visitors: i.e. if you want to achieve anytime and anywhere with your visitors, you need to provide 24 hours support. You could limit the interaction to your office hours only. It is up to your decision and will also depend on your visitor number.

2.5 Where can I find the Exhibition dates and schedules?

The current exhibition dates and schedule can be found on the Virtual Exhibition Link of Must website.

2.6 How can I have meetings with visitors?

Once you enter into your booth, you can find Live interface to see the present visitors who are in your booth. You can then contact them through Must to invite them for a meeting or to connect with them.

2.7 Can I refuse a meeting request?

As the invitation is sent through calendar, hence you can accept or decline the meeting request as per your wish.

2.8 Who will attend the Virtual Exhibition?

The Virtual Exhibition is open to all companies Worldwide and their employees to visit for free.

2.9 How can I manage the goodies?

You can manage and dispatch your selected goodies to your target visitor by yourselves or by Must collaboration. Details are provided with the exhibitor dashboard. Exhibitor will get a list of requests of goodies claimed after the exhibition.

2.10 Can I limit the goodies to specific people or specific number?

Yes you can restrict it by your company policy.

2.11 Who I contact for technical support?

You will need to click on technical support from your dashboard.

English: technicalsupport-ve-en@net-must.com

Chinese : technicalsupport-ve-cn@net-must.com

Russian: technicalsupport-ve-ru@net-must.com

Spanish: technicalsupport-ve-sp@net-must.com

German: technicalsupport-ve-de@net-must.com

2.12 I am personalizing my own booth, when do I need to submit my files and to whom?

You will be able to personalize your booth by uploading all your contents through the Exhibitor's interface. No need to send your files to anybody. You have a full control of your booth.

2.13 Do you recommend graphic designers?

You can use your designer. Our Artistic Director-Delphine Schawartz, can also help you and provide advice for exhibition.

Email: delphine schwartz- delphine.schwartz@net-must.com

3 Need to Promote your Booth?... Tips & Tricks

3.1 How can I promote my booth before the exhibition?

There are few ways that you can promote your booth before the exhibition.

- Platinum sponsors will enjoy the facility of presenting big logo with links and they are inserted in our main contents like videos, websites, demo. Gold sponsors can display medium size logo on the map/first picture in the website.
- You can use the attendee list to reach out to prospective customers and existing clients through email.
- Take to social media and announce to people that you'll be in the event.
- Help market the event, Must will appreciate it, and might even share your social media posts.
- Start conversations on social media using the event hashtag to engage prospective attendees and promote the event.
- Provide worthwhile resources for attendees. Share blog posts, tips, and videos with useful information about the event and about what you will present in that event.

3.2 How can I promote my booth during the exhibition?

Several tools are available:

- You can put advertisement on the Ad panel for the visitors or any other advertising panels in the Virtual Exhibition. You can put your message about the latest innovation of your company, fix calendar and time to join chat with trending topics.
- You can invite your customers and partners
- You can organize games with Jojo robots on your booth and award the winners

3.3 How can I invite my customers to the Virtual Exhibition?

After registration you can provide your existing customer list to Marcom of Must, an automated group e-mail stating your registration and invitation to join can be sent to them.

3.4 How can I (Exhibitor) interact with the visitors?

Once the attendees are at your booth, they can download your documentation, watch the videos, leave you messages, schedule a meeting and chat with you through the Instant Messaging tool. Attendees can also get goodies and participate to games organized in your booth.

3.5 Will I need to be connected and paying attention to the screen all the time?

Not at all. During the live days, you just need to have the event open and when a new visitor wants to speak with you, you will be notified by chat window.

3.6 How I will ensure my booth location for best visibility ?

You can make it more visible with a Platinum booth. Do your good digital marketing campaign and invite your customers.

4. Can I help you ?

4.1 As an exhibitor, can I attend conference sessions ?

Yes, you can attend all of them. All your employees can be visitors and attend the conferences as well.

4.2 How do I enter a virtual booth?

There are a couple of ways how you can enter a virtual booth. From the main entrance click on the Enter, and it will show you an Exhibition Main Hall, which consists of a number of booths, with the logo of the exhibitor. You need to click on the logo of a particular exhibitor to enter its virtual booth. You may also enter a virtual booth by clicking on Exhibitor's Directory.

4.3 What is Virtual Exhibition Main Hall?

There are two views through which you can see the main hall. One is a 3D show floor image of the main hall with each exhibitor having their own booth and logo. The second option is to click on the Exhibitor's Directory view of all listed exhibitors.

4.4 What is a Forum?

Forum is a live discussion and chat room, where Must will broadcast opening and closing ceremony, round-table discussion conducted by the moderator with selective visitors or guests of similar interests as per pre-scheduled time on a specific topic. Specialized moderator will conduct chat session in chat room, where any visitor can join. In the Forum, you have also the Press Kiosk with all Press Releases.

4.5 If I want to book more than one booth at a time what will be my registration fees?

Same prices are mentioned in Booth Price list.

4.6 How many ways can I pay?

You can pay 3 different ways. Credit card, Pay pal & Banking transfer.

4.7 Will I receive notification that my order has been placed? If so, when?

Immediate after completion of payment process, if the process is done successfully, auto generated mail will be sent to the registered email.

4.8 I'm having issues while processing my card payment online, what should I do?

You can change and pay with bank transfer or send us an email to let us know the type of error that you received.

4.9 How long will it take to have my invoice processed?

You will receive it by auto-generated mail containing your invoice details.

4.10 When will I be assigned a booth?

Initial booth assignments process will be start on May 2020., After purchasing the booth, you will be entered into dashboard, you will see the booth nos. for exhibit/sponsorship/Ads.

4.11 How do I register my booth?

You will be receiving information about registration once the registration opens in May 2020.

4.12 How do I find out what's included in my stand package?

Preliminary information you will get from VE page in MUST website. After booking the specific category of the booth (Gold, Platinum, Elite), you will be able to know about all the technical details.

5 Your Experience : Post VE

5.1 What is Business Matchmaking?

Finding a business partner is now as easy as swiping on a dating app. AI is at the heart of our matchmaking solution that brings companies of a same ecosystem together to business success. It will help companies to build and foster new partnerships and create value by collaborating on innovation.

5.2 How exhibitors will contact with the potential customer during post exhibition?

Exhibitors will receive access to all the visitors visited their booth.

5.3 What are other components of visitors will be available for exhibitors?

Data analysis reports of your booth for each day of visitors , segmentation by country, by market, as well as time spent at your booth, interaction details and location reports will be provided exclusively for you.

5.4 What are MUST Awards?

Yes we have some attractive Appreciation and awards for our exhibitors and visitors. On the basis of most visited booth, best innovation, start-up innovation, which will be decided by jury members.