BEFORE THE EVENT

PRESHOW ATTENDEE MAILING LIST

The Preshow Attendee Mailing List is included with Booth Levels 6 and Custom and available for purchase to exhibitors at all other booth levels. The list is for a one-time use only and will be available 30 days prior to the event. ASTRO does require completion of the Preshow Attendee Mailing List Form and approval of your mailer prior to the list being sent. The list will include the following information for attendees who registered in advance:

- Name
- Professional Suffix
- Title
- Organization
- Mailing Address
- Occupation
- Primary Employer

DURING THE EVENT

CONTACT CARD

The Contact Card is visible for each attendee who visits your booth. You will be able to view basic profile information as well as activity for attendees, such as number of booth visits, which booth representative the attendee chatted with and notes. In addition, you can add an attendee to your Watch List for easy follow-up.

✅ Name

✅ Title

✅ Organization

Attendee Card   ✕

Bob Michaels
Exxon - Staff Engineer

✉ Send an email   ⭐ Remove from Watch List

Booth Visits: 1

Chatting with: -

Chatted with: Susan Jane

Note

Susan Jane   08/25/2016 02:38 pm
Bob is very interested in Software.

Type here to add a note

Download Notes   Submit

DURING THE EVENT

BOOTH ADMIN DASHBOARD

Throughout the 30-day event period, all exhibitors will have access to their own Booth Admin Dashboard. This dashboard features the following information in a tab view:

Attendees
View all attendees within the exhibitor's booth in real-time. You can access attendee profile details, LinkedIn information and actively chat with the attendee.

Rep Chat
Enables booth reps to privately chat with each other.

Watch List
Save an attendee to your Watch List for future follow-up.

Chat History
Quick access to all booth rep chats.

Chat Queue
Attendee can click to be placed into a queue. Available booth reps can respond to attendees waiting in the Chat Queue with a private 1:1 chat.

Rep Checklist
A handy checklist that can be populated by the exhibitor with tips and other helpful info for booth reps.
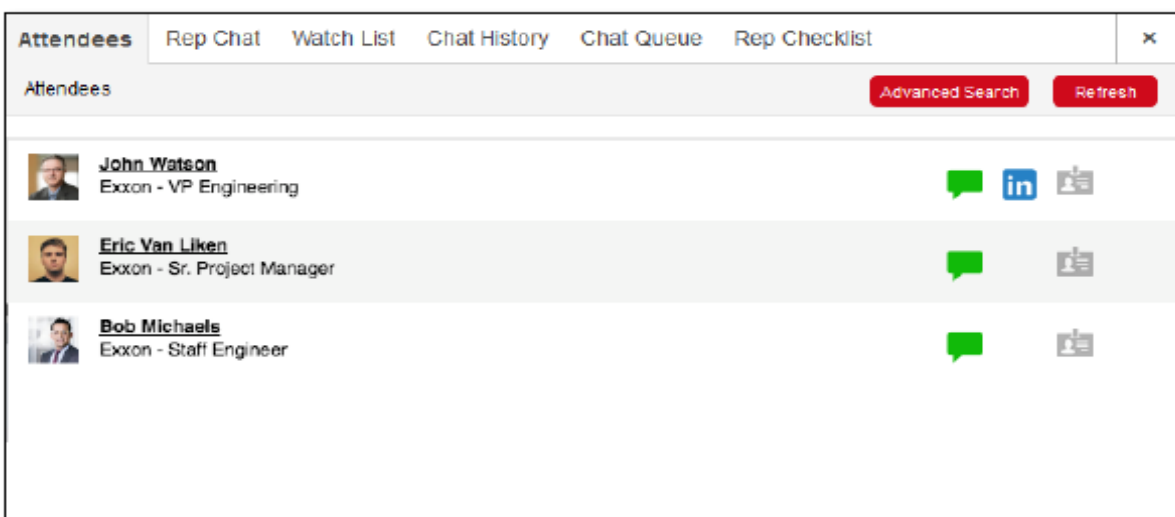
DURING THE EVENT

BOOTH ADMIN DASHBOARD FEATURES

ATTENDEES TAB: One view of all attendees within the room; access to profile details, LinkedIn, chat

ATTENDEE CARD Capture activity for attendees, including booth visits, rep chats, and take notes.

WATCH LIST TAB: An easy way to save attendees for follow up or tracking by individual reps or the whole team.

SAMPLE REP CHECKLIST

Thank you for joining us at Virtual FutureCast 2019 and welcome to your event booth! We're geared up for a great day filled with captivating presentations, industry insights and unique solutions to help our attendees power their people with a fresh approach to employee benefits, HR and technology.

Here are a few tips to help you make the most of your event experience:

Timing: The Virtual FutureCast platform will be open from Noon–4:30 pm (EST), so please ensure there is someone at your booth during this timeframe who is qualified to respond to questions, hold conversations and discuss your solution. There are scheduled breaks throughout the day during which you may experience higher than normal activity in your booth, as attendees are encouraged to use the time between sessions to visit the booths and explore the platform.

The breaks will take place during the following times, but please be aware that at any time during the conference, attendees may engage in a chat:

Session Breaks:

- 1:30-1:45 pm
- 2:45-3:00 pm
- 4:05-4:30 pm or until users are logged off.

Chats: To view chats specific to your booth, select the Public Group Chat button in the top right corner of the booth. Once inside the group chat, you will be able to view comments from attendees regarding your product or solution. When responding to questions, make sure to "tag" attendees by name so they know you are answering their specific question. To "tag" an attendee, type "@" symbol and then attendee name: "@insertname"

Example: @BobSmith thank you for your question! Then continue with your unique response.

Attendees: You can view who is currently in your booth in the Rep Dashboard. Open this in the top right hand corner of the booth and select the Attendee tab. You may need to click the green Refresh version to see an updated list.

Rep Chat: This feature provides the ability for individuals working the same booth to communicate privately with each other. Your team can use this function to discuss response strategies and question details prior to responding without your messages being viewed by attendees. You can access the Rep Chat by clicking on the Rep Dashboard button in the top right hand corner of the booth and select the Rep Chat tab.

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DURING THE EVENT

BOOTH ACTIVITY REPORT
(Booth Levels 3-6 and Custom)

Exhibitors with a booth level 3 and above will receive a daily booth activity report for each day the Exhibit Hall is open from Friday, October 23 – Thursday, October 29. **Data will be provided in aggregate and will not include any identifiable information such as attendee name and contact information.** The daily booth activity report will include the following information:

- Booth Entry Details

- Content Views by Content Item

- Click Actions

AFTER THE EVENT

POSTSHOW ATTENDEE MAILING LIST[1] *(All Booth Levels)*	STANDARD POSTSHOW LEAD REPORT[2] *(Booth Levels 1-5)*	ENHANCED POSTSHOW LEAD REPORT[2] *(Booth Levels 6 and Custom)*
✓ Name	✓ Name	✓ Name
✓ Professional Suffix	✓ Professional Suffix	✓ Professional Suffix
✓ Title	✓ Title	✓ Title
✓ Organization	✓ Organization	✓ Organization
✓ Mailing Address	✓ Mailing Address	✓ Mailing Address
✓ Occupation	✓ Phone	✓ Phone
✓ Primary Employer	✓ Email	✓ Email
✓ Registration Type	✓ Registration Type	✓ Registration Type
	✓ Occupation	✓ Occupation
	✓ Primary Employer	✓ Primary Employer
	✓ Disease Site Specialties	✓ Disease Site Specialties
	✓ Generation	✓ Generation
		✓ Attendee Booth Activity Analytics[3]

[3]Includes booth entry details, duration of time on platform, click actions and content viewed.

[1]Mailing list to be provided 30 days after the event with signed license agreement and ASTRO approval of mailer.

[2]Attendee information will only be included if attendee provided consent to share this information during the registration process. Lead reports will be sent on or about November 13 and again on or about December 15.