



## 2021 Virtual Exhibit Guidelines

When visitors click on your table in the exhibit hall, at the online Northern Virginia Expo, it will lead them directly into your personal exhibit space. What would you like them to find when they arrive?

Please complete the information below and include the requested items in an email to me **by DECEMBER 11, 2020**, to be present at the **launch on January 1**.

PLEASE TITLE YOUR EMAIL WITH **YOUR ORGANIZATION'S NAME – EXHIBIT INFORMATION** to simplify the process on our end.

### YOUR CONTACT INFORMATION

Company Name

Contact Name

Phone

Email

Social Media Links

Web Site Link

Blog

Other

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### YOUR BOOTH

If you participated as a virtual exhibitor in June 2020, please let us know your preference:

- ( ) Keep my booth as is for 2021
- ( ) Keep my booth – I will probably need to update materials sometime in 2021, however
- ( ) Keep my booth but I will send you some new exhibit materials to add to or replace what is currently there by December 11, 2020
- ( ) We will be completely updating our booth and will have all items to you by December 11, 2020

If you did not participate in the virtual expo previously, continue on to the next steps.

### YOUR WELCOME MESSAGE

Please include a written greeting, and ideally also a video greeting, as follows:

- A friendly **written** greeting/introduction with an appropriate professional photograph. Keep it to one brief paragraph in which you can give the visitor a sense of who you are and how you are equipped to help them in their quest for housing. We'd like this to be mandatory for each exhibitor, and in addition we suggest a video greeting as described below.
- A friendly **video** greeting/introduction you can record on your phone and email to me at [info@novahousingexpo.org](mailto:info@novahousingexpo.org). This is an opportunity to make a personal connection and let our visitors know a little about what sets you apart from your competition. If you'd like to send this separately to me right after recording, just make sure you put your company name and the word VIDEO in the subject line. We can use videos in any of these formats – and only these formats: 3GPP, AVI, FLV, MOV, MPEG4, MPEGPS, WebM and WMV. MPEG4 commonly uses the .mp4 file extension.

## **NEXT STEPS**

After completing, please rename this document with your company's name.

Please send the following files in one email with this document **no later than DECEMBER 11, 2020:**

THIS COMPLETED DOCUMENT NAMED FOR YOU.DOCX (REQUIRED)

Logo (REQUIRED)

Professional Photo (REQUIRED)

Written Greeting (REQUIRED)

Downloadable pdfs of materials you want visitors to have (up to 5)

Your video (you can send separately from your phone if you need to; just name it first and put your company name in the email subject line)

If you have a specific idea for your space that is not addressed here, please email Event Manager Laura Nickle at [info@novahousingexpo.org](mailto:info@novahousingexpo.org).