

## **2021 NCECA VIRTUAL BOOTH SPACES utilizing VFAIRS PLATFORM**

Each business, institution, or nonprofit entity serving the ceramic arts and education will be provided with up to 10 conference passes with individual membership and a virtual Booth Space in the Exhibition Halls. Each Booth Space features a graphic booth module that serves as the “entrance” to conference participants. The visual surface of each Booth Space includes multiple graphic frames that will accept static or dynamic graphic files or embedded video files.

Booth Spaces also provide exhibitors with the ability to:

- Link to external websites to inform about your business, institution, or nonprofit entity
- Upload & share static images and pre-recorded videos
- Upload documents to share with participants who can collect these items in personal virtual “swag bags”
- Use the in-platform live text chat feature
- Use the in-platform scheduling feature that enables you to plan live chats with conference participants
- Link your own Zoom account through which you can share programming and schedule interactive video communications with visitors.

### **PREPARING TO SHARE YOUR BUSINESS, INSTITUTION, or NONPROFIT VIA A BOOTH**

In addition to this extensive set of features, vFairs has a well-developed back end interface with easy to follow guidelines and directions. NCECA went farther still and has included vFairs managed services to assist enterprise organizers with their booth preparation and implementation. We invite you to watch this [video](#) and [explore the back end interface](#) to learn about the system. Any work done through the back end interface link included in this document will not be saved. It is for demonstration purposes only.

**vFairs technicians will also be available to provide managed services and assist exhibition organizers with their Virtual Booth implementation.**

NCECA is meeting with the vFairs team on a weekly basis to prepare and build out the conference platform. Ceramic art related businesses, institutions, and nonprofits might want to begin preparing for their booth build outs by preparing the following

1. Images to share in the booth frames: logos, sample products, etc. (see booth layout options)
2. Set up or prepare to dedicate an existing Zoom account to be used in coordination with your Virtual Booth.
3. Determine how you will document and share products and services. Options:
  - Prepare a list of links to website and any files on YouTube sharing information
  - Static images
  - Video sequence of static images
  - Video tour of your physical location
  - Video documentation/ demonstrations using your products

## **CONTEXTUAL EXPERIENCES & VIDEO CONNECTIONS**

The vFairs platform will link to videos that you upload to Vimeo or YouTube, so consider formatting your videos to display well in those platforms. Artist demonstrations of products, tools, and equipment have historically been of interest to vendors and conference participants. If you wish to reach out to artists or your team members to provide these experiences on the virtual platform, you can do this by linking to pre-recorded videos hosted on YouTube or Vimeo. Alternatively, live sessions could also be presented via Zoom link.

### **ACTUAL TIME-IN THE BOOTH SPACE**

We are not requiring people to be present for specific hours during the online conference. We will provide a specific schedule of all the conference events in the coming weeks and we encourage you to consider both your capacity as a business and the conference schedule when you think about when and how to be present in the Booth Space. Much like when we are in-person, successful spaces have engaging activities, content, and people. You might consider using the in-platform scheduling feature to share with conference participants when someone will be live in the Booth Space.

### **HOST AN EVENING VIRTUAL RECEPTION**

Booth Space operators on the vFairs platform may host an evening virtual meet and greet. You might consider having your members of your team participate in a Q&A via your Zoom feature in your Booth Space. Having a team member or partnering artist speak about your company, institution, or nonprofit entity, the history, mission, or special initiatives and promotions could also take place.

### **TIMELINE**

**ASAP:** Let us know if you want to participate with a Virtual Booth space.

**Thursday, February 10:** Prepare images and digital materials to upload once the Booth Space build out is ready. You will receive an email from vFairs with a dedicated link to **your** booth set up form.

**BY Thursday, February 25:** Upload images and digital materials on the vFairs platform.