



## **2022 NPRRW**

### **Virtual Tradeshow: A Step By Step Guide**

#### **Step 1: Registration**

Register for the Event: <https://www.pcap-sk.org/upcoming-events/nprrw-2022>

#### **Step 2: Access**

In mid-January, you will receive access to your Pheedloop Profile. We recommend testing your access and setting up your booth as soon as possible. There is a learning curve and there may be technical glitches. Having extra time will allow us to remedy any glitches.

#### **Step 3: Recommended Training**

Watch the PheedLoop Training Video for Exhibitors. The Trade Show will be in the “Exhibit Hall.” The ROI section or Live Video booths may not be applicable to your organization if you did not choose the upgrade option (check your tradeshow registration).

Watch: <https://pheedloop.com/more/virtual-exhibitor-training>

#### **Step 4: “Set-Up Your Booth”**

Booth Profile can include Logos, Banner Images (GIF or jpgs), links and contacts.

#### **Your “Booth” can have any of the following optional features:**

##### **Feature 1: Documents**

Feel free to upload documents, brochures or resources.

**Size Limit: 25 MB per file**

##### **Feature 2: Pre-recorded Video**

Upload a promotional video that will be visible on your own booth .Video can be a single MP4 file up to 100 MB (duration of video depends on resolution, usually 5 - 10 minutes of HD quality), typically 16:9 aspect ratio. Videos are displayed on loop and start muted.

You can upload a promotional video or create your own video according to the specifications above.

Having trouble?

IT Help: [support@Pheedloop.com](mailto:support@Pheedloop.com)

#### **Step 5: Trade Show**

Check out the latest NPRRW Event Schedule: <https://www.pcap-sk.org/upcoming-events/nprrw-2022>

We recommend that you are “At Your Booth” during designated Trade Show Sessions so you are available to reply to questions from NPRRW attendees. However, attendees can visit your booth throughout the week, send you messages that you can answer at your convenience or set up a time to meet for a discussion. Attendees will be able to ask you questions in the following way:

- Group Chat Box
- One-on-one chat box conversations with attendees.
- Live Video Feed with up to 25 attendees and screenshare (additional cost)

### **Step 6: Promoting Your Booth**

The NPRRW Planning Committee will be encouraging attendees to visit the trade show in a variety of ways. Virtual Exhibitors are welcomed and encouraged to promote individual booths on social media, or in the NPRRW Lobby or in session chats. Please feel free to use our social media templates or create your own.

### **Step 7: During the Event**

**The Trade Show is scheduled daily from Tuesday February 8<sup>th</sup> to Thursday February 10<sup>th</sup>:**

- **9:00am-9:30am**
- **12:20pm-1:20pm**

Multiple people can be at your “Booth” during the Trade Show Sessions. This may help you manage the chat box and respond to questions, as well as participate in live video presentations.

### **Gamification \*NEW\***

With the goal of creating more engagement and interaction during a virtual event, we will be offering gamification. Attendees will be incentivized with prizes to collect promo codes from each virtual exhibit booth.

For questions or information about the 2022 NPRRW Trade Show, please contact:

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