



AUDITCON 2020 VIRTUAL EDITION EXHIBITS

To complement the virtual educational program, AuditCon Virtual Edition will offer the opportunity for participants to explore information on our partners who serve the auditing community through a virtual exhibit hall. Please find below detailed information on exhibiting virtually at AuditCon 2020.

BOOTH PRICING & INFORMATION

Exhibit Dates: Sept. 14-17, 2020 – full schedule can be found on the website [here](#).

\$1,000 for Virtual Exhibit*

Each booth includes one full conference registration

Each virtual exhibit booth receives a profile to house your information as noted below. Each profile includes your bio, contact information, and logo and can be fully customized with web links, PDFs, videos and more.

Deadline: August 28, 2020

**Nonprofit discounts available, please contact Caitlin Arnold (carnold@kellencompany.com).*

BOOTH PROFILE CUSTOMIZATIONS:

Booth Banner - You can display a horizontal banner across the top edge/header of your virtual exhibit booth to make it stand out more. You can use this space to feature your company name and logo, or highlight a product, service, program, etc.

Web Links - You can add up to (3) three web links for attendees to click on in your virtual exhibit booth.

PDF Links - You can add up to (3) three PDF documents to share with attendees in your virtual booth (i.e. product information, flyer, paper, etc.).

Video - You are able to upload a video that will display in your virtual exhibit booth. The file size of the video cannot exceed 250 MB.

Trivia Card - Yes, the trusty trivia card can still be done virtually! Attendees can complete a trivia card to be entered to win ACUA Prizes. Each company has the opportunity to provide a trivia question about their company or products that attendees can answer by visiting their booth. Questions and answers should be provided to Caitlin Arnold (carnold@kellencompany.com) by August 28th to be included on the trivia card.

Lead Retrieval - You will have the ability to obtain reports for attendee impression tracking. You will be able to see who visited your booth, as well as who engaged with other elements inside your booth such as clicking on the PDF's. Additionally, there is also a Request Information button that attendees can click on to contact you and share their information and questions.

Video Chat with Attendees – You can have up to four representatives, each with their own video chat, who can engage with attendees. A video chat is a virtual face-to-face interaction between two or more people. The exhibitor will have the ability to choose how many people they want to allow in each video chat, whether it be a 1-on-1 conversation or open to up to 15 attendees at a time. You can use the video chat as a mechanism to answer questions, engage in discussions, or provide information. Video chat will be available during break times on each day, to see a program of times please click [here](#). If you choose to participate in video chat representatives should be available during these times.

Giveaway Button - You can choose to have a giveaway at your booth, similar to what would be done in-person if you were to collect attendee 'business cards' and then choose a winner at the end of the conference. The giveaway button is a customizable button at the bottom of the virtual booth that attendees can click to go to a commercial "giveaway" page of the exhibitors' choosing (i.e. fill out a form, complete a survey, watch a video and then enter your info, etc. for a chance to win). Each exhibitor is responsible for managing their own giveaway process.

**To purchase an exhibit booth visit: acua.org/Events/AuditCon2020/Exhibitors-and-Sponsors
Questions? Contact Caitlin Arnold - 913-222-8622 or carnold@kellencompany.com.**