

1

Create engagement

Associations must do more to assist us in getting engagement with attendees. We are getting almost no return on our investment.

2

Put us on the program

Let exhibitors present education during dedicated times where no other education is happening. And allow us to participate more in breakouts and panel discussions.

3

Build connections

If you give attendees the option to opt-out from our contacting them, many will take that option – which makes us question our participation.

4

More time and training

We need more time, communication, instruction and training for building our booths and working within each virtual platform to engage attendees.

5

Don't limit outreach

Don't limit the number of our outreaches to attendees based on sponsorship level. We pay to network and interact unlimitedly at the in-person conference.

Virtual exhibitors speak out: Part one

Top complaints from major virtual meetings

Learn how Ascend Media and JUNO can help you overcome these challenges and create events where exhibitors succeed.

Visit ascendmedia.com or contact us:

Blair Johnson

Chief Executive Officer

913-344-1401

bjohnson@ascendmedia.com

Eric Jacobson

Vice President of Media

913-344-1436

ejacobson@ascendmedia.com

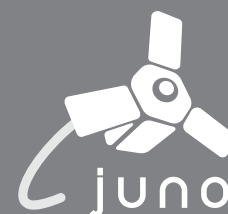
Tricia Walsh

Vice President of Media

913-344-1480

twalsh@ascendmedia.com

ascend.
media



6

Mandate essential info

Contact and profile information from attendees has not been very complete. Critical pieces of content should be mandated.

7

Keep attendance qualified

Qualified attendance can drop if virtual registration fees are dropped too low. Larger numbers of attendees don't necessarily mean more leads for us.

8

Don't limit media

Exhibitors should be able to put all types of media in booths. Allowing videos, for example, at just one sponsorship level seems punitive.

9

Open early

Let exhibitors reach out to attendees and set appointments before the event starts.

10

Choose agile platforms

The platforms need to be more agile so we can make updates to our booths at any time.

Virtual exhibitors speak out: Part two

Top complaints from major virtual meetings

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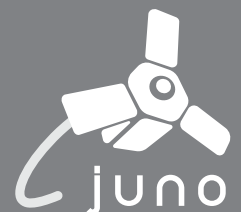
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media



Compiled from exhibitor survey results from several major virtual events.