



Virtual Exhibition – General Information

The ASCIA 2021 Conference will feature a Virtual Exhibition, which will be accessible through the online platform, and open from 10.00-15.30 AEST from Wednesday 1st to Friday 3rd September 2021.

Whilst you will still liaise directly with ASCIA for the Conference exhibition and sponsorship agreements, the virtual exhibition will be managed by the ICMSA Team. ASCIA has been working with ICMSA since 2006 as our Professional Conference Organisers, and they are experienced in hosting virtual and hybrid events.

The ASCIA 2021 Conference Virtual Exhibition will be displayed in a 3D format with exhibitor-sponsor logos grouped in hierarchy, ensuring increased exposure for sponsors with higher investments.

Once a delegate clicks into a specific exhibitor-sponsor they can be greeted by:

- Videos (such as a product demo, disease awareness or general 'corporate' promotion).
- Logos, branding, mission and descriptions.
- Supporting documents such as brochures that are easily downloadable for delegates.

Within the exhibition booth of each exhibitor-sponsor, delegates have options and opportunities to connect with exhibitors live via chat or request a live meeting. Exhibitor-sponsors can be easily seen and they can connect with each other for any internal dialog required to manage the logistics.

Return on investment will be provided to exhibitors-sponsors via analytics on the connections made.

Example of the 3D virtual exhibition:



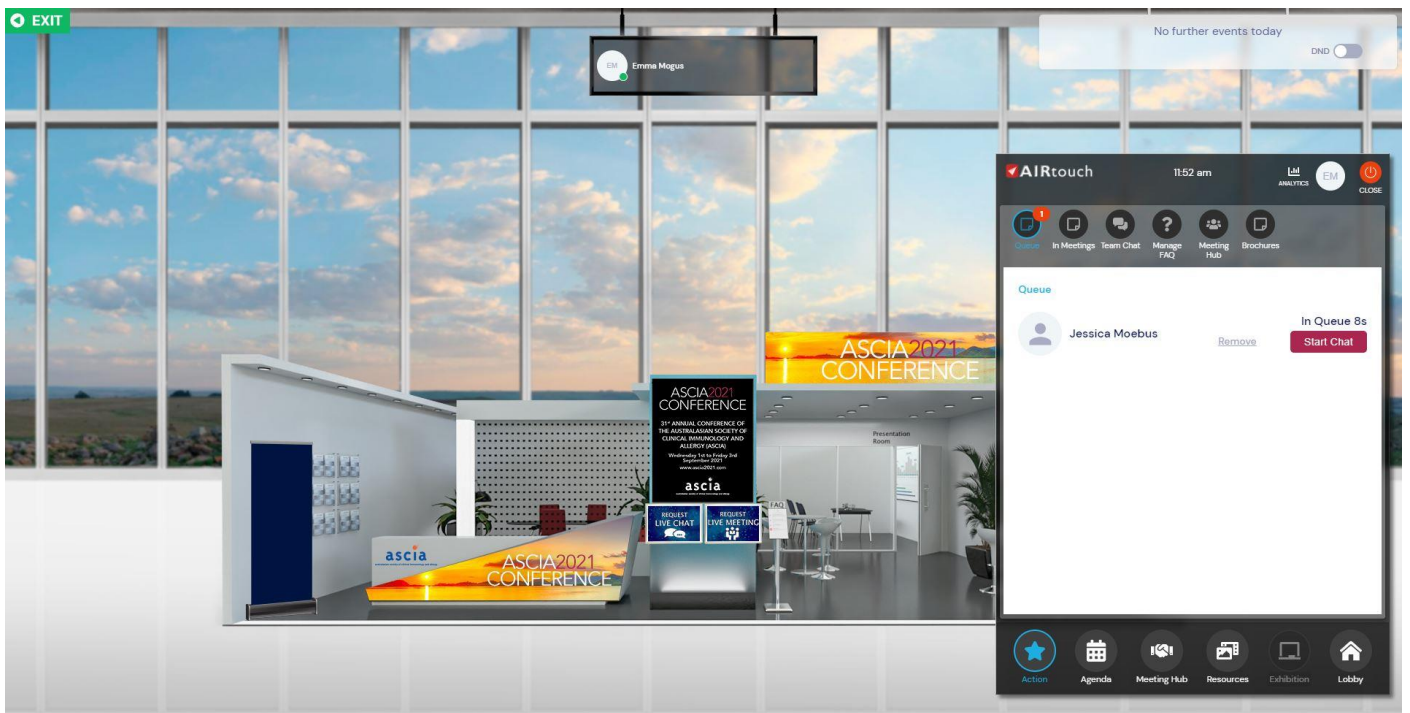


Example of the exhibition booth:



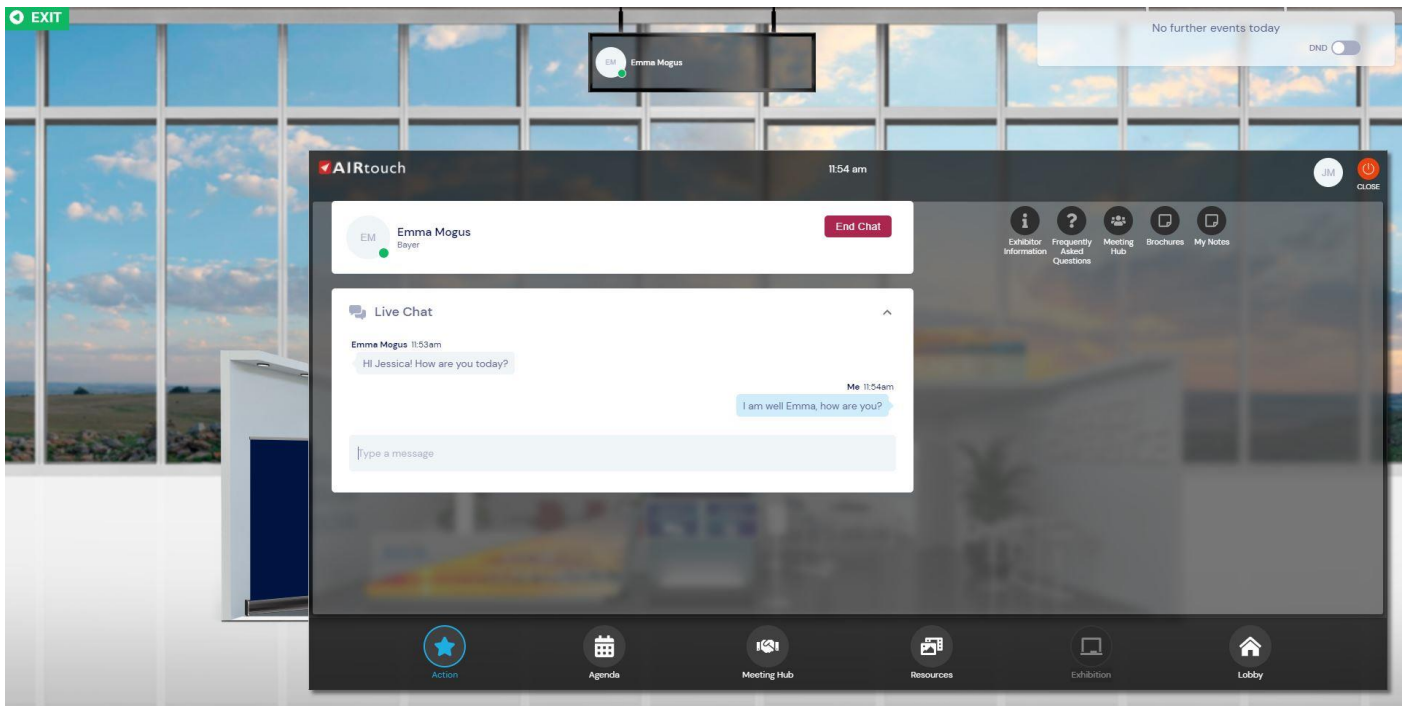
Example of the meeting request queue from an exhibitor perspective:

Once a delegate clicks on 'Request Live Chat', it will appear in the bottom left hand corner.





Example of a delegate and exhibitor chat from delegate view:



Example of a delegate and exhibitor chat from exhibitor view:

