



SMFM Virtual Exhibit FAQs

We understand that for many this will be your first experience of a virtual exhibition – it's new for us too!! We have put together some FAQs to help you. If you have any queries that are not answered here please contact us at events@smfm.org.

Please also take time to view the [Exhibitor Prospectus](#) for exhibit levels and their benefits.

How does a virtual exhibit hall work?

Welcome to SMFM's Virtual Exhibit Hall. Analogous to booths at scientific conferences, the pages on the Virtual Exhibit Hall (VEH) are a space where companies share information about their products and services, showcase their latest innovations, and connect with research collaborators and customers.

What is the schedule of the meeting?

The LIVE meeting is scheduled for January 25 – 30, 2021 and we encourage you to have staff ready to respond to inquiries during that time. The overall virtual meeting platform will be available January 4, 2021 through December 31, 2021. This includes exhibitor content, the content in your booth will be available and accessible all year long – a great benefit! Please view the meeting's [schedule-at-a-glance](#).

Are there dedicated exhibit hours?

Based on feedback from companies that have participated in virtual meeting's with dedicated exhibit hours, having staff 'on call' in the event an attendee happened by your booth is not the best return on investment. SMFM does not have 'dedicated' exhibit hours, however, contacting booth personnel will be available, by scheduling a virtual meeting, or by inquiring with an attendee's email address provided (virtual business card exchange).

What is the cost of a virtual booth at SMFM?

There are four levels of booth packages:

- Non-profit/Recruiter - \$2,500: 1 complimentary registration to the Annual Meeting Scientific Sessions
- Champion - \$3,500: 1 complimentary registration to the Annual Meeting's Scientific Sessions
- Premier - \$5,500: 4 complimentary registrations to the Annual Meeting's Scientific Sessions
- Legacy - \$7,500: 6 complimentary registrations to the Annual Meeting's Scientific Sessions

What is included in the booth? To see the benefits of each level, please see our [2021 virtual exhibit and sponsorship prospectus](#) pages 8 and 9.

Where can I find more details about the SMFM 2021 Virtual Meeting?

Please go to: <https://www.smfm.org/meetings/7-smfms-41st-annual-pregnancy-meeting>

Where you will find information such as schedule-at-a-glance, postgraduate course offerings and other meeting highlights.

What will the virtual meeting platform look like when it launches in January?

Below is a sneak peek of the virtual meeting's main page.

The screenshot displays the main page of the SMFM 2021 Virtual Annual Meeting. At the top, the title "SMFM 2021 VIRTUAL Annual Meeting" is prominently featured in a purple and white color scheme. Below the title is a search bar and a "Login" button. The page is organized into several sections:

- My Schedule:** A sidebar menu on the left lists various activities: Schedule, Posters, Virtual Exhibit Experience, Networking, Product Showcase, SMFM Program Committee, Annual Meeting Bulletin Board, Meeting Registration, and SMFM and General Meeting Info.
- PLENARY SESSIONS:** Thursday and Friday. Description: "Hear from SMFM Leaders and the top Oral Abstract Presenters".
- VIEW LIVE SESSIONS:** Every Day.
- ORAL CONCURRENT SESSIONS:** Thursday, Friday, and Saturday. Description: "Abstract Presentations".
- WELCOME FROM SMFM PRESIDENT:** Judette Louis, MD, MPH.
- MESSAGE FROM PROGRAM COMMITTEE CHAIR:** Cynthia Gyamfi-Bannerman, MD, MSc.
- POSTGRADUATE COURSES:** Monday, Tuesday, and Wednesday.
- POSTERS:** Thursday, Friday, and Saturday.
- SCIENTIFIC FORUMS:** Wednesday.

At the bottom of the page, there is a footer with the text: "Designed by CadmiumCD | Technical Support | Give Feedback" and "© Copyright 2020 CadmiumCD. All Rights Reserved." Social media icons for Facebook, Instagram, Twitter, YouTube, and LinkedIn are also present.

How do I apply for a booth?

Go to: <https://www.regexpo.com/ats/sm21/exhibitor/exhibitor/index.asp> and log on to your account if you know you have one. Your username is your email and all passwords have been reset to SMFM21. Once you are logged on, you may update your profile and password. If you don't have login information, no worries! Simply select the 'create a new account' icon and follow the instructions. You may select your level of booth and select any optional sponsorships. Once you have selected which level of booth you would like and/or sponsorships, you can pay by credit card or choose to be invoiced. SMFM will receive your application, review, and approve (or get back to you with any questions prior to approval). **Please keep in mind that the exhibit application system and the virtual exhibits hosting platform are two separate entities with different URLs and logon information.**

How do I setup my booth?

Once your booth is approved, we will add your company's information and the exhibit level you have chosen to the backend of our virtual exhibitor platform (CadmiumCD/Eventscribe). You will receive a welcome email from events@smfm.org with an access code and instructions and tasks for you to complete so your booth will look awesome! SMFM updates CadmiumCD once a week with new exhibitors so if you do not get your welcome email the moment your application is approved, don't panic! You will receive your welcome letter and access code within a week. With the CadmiumCD platform, only one individual can log in and make booth changes. Remember, your booth content will be available all through 2021 and, depending on which Level of exhibitor you choose, you can update your content throughout the year. Legacy level exhibitors can update their content through December 2021, Premier level exhibitors can update their content through June 2021, Champion level exhibitors can update their content through February 2021 and Non-profits/Recruiters can update their content through January 25, 2021.

What will the exhibitor navigation look like?

Below is a screenshot of what the exhibit navigation page from the meeting's home page. Attendees can search exhibitors by Company, Product Category, and Logo Wall. Legacy level exhibitors will be placed prominently on the logo wall.

The screenshot displays the SMFM 2021 Virtual Annual Meeting website. The main header features the event title "SMFM 2021 VIRTUAL Annual Meeting" in a large, bold font. Below the header is a navigation bar with a search bar and the user's name "Nneka S.". The main content area is divided into two columns. The left column contains a navigation menu with the following items: "My Schedule", "Schedule", "Posters", "Virtual Exhibit Experience", "Networking", "Product Showcase", "SMFM Program Committee", and "SMFM and General Meeting Info". A red box highlights the "Virtual Exhibit Experience" menu item, which has a dropdown menu open showing the following options: "Browse by Company", "Browse By Product Category", "Logo Wall", "SMFM Membership Booth", and "Foundation for SMFM Booth". The right column displays a list of sessions for Thursday, Jan 28. The sessions listed are: "10:00 AM - 10:30 AM EST: Program Chair Address/President's Address/Lifetime Achievement Awards/Special Presentation by Honorary Member", "10:30 AM - 12:30 PM EST: Oral Plenary Session I", and "12:45 PM - 1:00 PM EST: LB02 - Maternal and neonatal outcomes of pregnant patients with coronavirus disease 2019 (COVID-19): A multistate cohort". The footer of the website includes the text "Designed by CadmiumCD | Technical Support | Give Feedback" and "© Copyright 2020 CadmiumCD. All Rights Reserved | My Data".

What will my booth look like?

Depending on what exhibit level you choose, you can add your company description, links, giveaways. Here is a sneak peek at SMFM's virtual Booth.

o/boothlogowall.asp

Join SMFM | SMFM... Industry Symposiu... Sponsorship Oppor... How to Manage Po... Retired - Despair, Inc. 2021 front end reg... My AmeriSave - My... ATS - Event Ad

Favorite Like Print

Society for Maternal-Fetal Medicine

Company Details

Contact Info (2 representatives)

Resources (6 items)

What is a Maternal-Fetal Medicine (MFM) Subspecialist?

0:00 / 1:00

Society for Maternal-Fetal Medicine (SMFM)

Established in 1977, the Society for Maternal-Fetal Medicine (SMFM) is a non-profit, membership organization based in Washington, DC. With more than 5,000 physicians, scientists and women's health professionals around the world, the Society supports the clinical practice of maternal-fetal medicine by providing education, promoting research, and engaging in advocacy to optimize the health of high-risk pregnant women and their babies.

Member benefits include:

- Reduced registration fees for The Pregnancy Meeting™ and other educational opportunities
- Access to member resources including SMFM's publications, online lecture series, coding tips and archives
- Access to the American Journal of Obstetrics and Gynecology (AJOG Journal)
- Access to free online lectures, webinars and other educational opportunities through SMFM's Online Learning Management System
- Participation in SMFM's Mentor Match Program
- On-line access to career listings
- Access to the SMFM member-only Facebook group and much more!

Brochure Website Request Information Chat Now!

Feedback

How do exhibitors attain the meeting's attendee list or member list?

Depending on your exhibitor level, you are entitled to one or more uses of either the SMFM member list (physical addresses only) or the meeting's attendee list. For the meeting's attendee list, SMFM will include email addresses for attendee's provided the attendee has given us permission to do so. It is unlawful to provide an attendee's email address without their permission. If you will be using the list to do a direct mail/email promotion, SMFM will need to review your mail piece/email prior to your using the list. The list is provided at your request, so we can give you the most up-to-date information as possible. Once we have your request, turnaround time is 2-3 business days and lists are sent as Excel files. For additional information on using complimentary lists, please view our [list use information](#).

Do booth staff need to be online for the entire duration of the meeting?

No, booth staff do not need to be 'manning the booth' for the duration of the meeting but you probably want to have representatives ready to answer questions during the live part of the meeting (see [schedule at-a-glance](#)). Attendees will be able to reach out to you through your booth to initiate any discussion. You are in control of who and how to respond to inquiries. You can enter as many staff as you want to interface with attendees, but only four (4) reps can chat (**Legacy Level video chat only**) at one time. Your booth administrator may supply the name, email address, and headshot for

each booth rep to show those items to attendees. Additional info (title, etc.) can be provided if you wish to add those details.

When will the Annual Meeting page be open to the public?

The virtual Annual Meeting site will launch on January 4 on <https://www.eventscribe.com/2021/SMFM21/> and attendees and potential attendees will be able to browse the site, including the exhibits, at that time so we encourage you to apply to exhibit and get started right away. Remember, your content will live on this page through December 2021!

Thanks for checking our exhibitor FAQs. If there is a question that we have not addressed here, please contact us at events@smfm.org and thank you for participating at SMFM's first virtual Annual Meeting!

