SMFM Virtual Exhibit FAQs

We understand that for many this will be your first experience of a virtual exhibition – it is 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 does the virtual meeting platform look like?
The virtual Annual Meeting site launched on January 4, 2021. We encourage you to stop by and take a look at https://www.eventscribe.com/2021/SMFM21/.

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.
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.

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.

When will the Annual Meeting page be open to the public? 
The virtual Annual Meeting site launched on January 4, 2021 at https://www.eventscribe.com/2021/SMFM21/ and both attendees and public are able to browse the site, including the exhibits. Thus, we encourage you to apply to exhibit and get started right away. Remember, your content will live on this page through December 2021!
Engagement

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 email, the “Request Information” button on your booth, or via an in-platform text message.

Legacy Level exhibitors have the additional option to video chat with attendees. 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.

Does the virtual platform have a text message option?
Yes! The CadmiumCD platform, eventScribe Live, allows attendees to message one another. As an exhibitor, you also receive a certain number of Annual Meeting registrations for your colleagues. As a meeting registrant, you are able to navigate the site as a meeting attendee. Thus, you have access to the attendee Message Board feature, an option that you can use instead of, or in addition to, emailing attendees on an individual basis. To see this feature in action, please view our guide.

What is the “Request Information” Button and how does it work?
At every exhibitor level, virtual booths come with a “Request Information” button. This feature allows booth visitors to contact exhibitors with questions or requests and triggers an email to the booth admin contact, the individual who has CadmiumCD Exhibitor Portal access. To see this feature in action, please click here to view our guide.

What information does the Lead Retrieval Report contain?
Lead Retrieval Reports will be accessible in your CadmiumCD Exhibitor Portal on January 25, 2021. Want to know what to expect? Click here to see!

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!
Exhibitor Lead Retrieval FAQs

Below is a list of the most commonly asked questions from Exhibitors in relation to Lead Retrieval.

**How do I access the Lead Retrieval Report?**
The Lead Retrieval report will appear above the tasks list in the Exhibitor page. The report will not be visible until the conference organizer sets the report to appear. Lead Retrieval must have been purchased prior to the event.

**What kind of data is in the Lead Retrieval Report?**
You will be able to see the attendees names who clicked into the booth, who has favorited or liked your booth, the attendee’s organization, how many times each user viewed your booth and assets, and the users who requested information.
Can I export the Lead Retrieval Report?
Yes! The report can be exported to an excel spreadsheet. You may choose to export the Information Request report or the Attendee Summary Report.

What is the difference between the Attendee Summary report and the Information Request report?
The attendee summary report will include the exact same information as the digitalized report. The Information Request report will provide the attendee name and contact information so you can follow up with the users who would like more information about your product or booth.

### Attendee Summary

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<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
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<td>Booth Views</td>
<td>Asset Views</td>
<td>Information Requests</td>
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### Information Request

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