



VIRTUAL EXHIBITOR BOOTH SET-UP GUIDE AND BEST PRACTICES

Exhibitor Set-Up Introduction

This Exhibitor Booth set-up guide is a resource of details related to the set-up and management of your Sheep Week® exhibitor booth purchase. On behalf of everyone at the Wild Sheep Foundation, thank you for supporting Sheep Week 2021®. With your continued support we'll continue to put and keep wild sheep on the mountain®.

Please note this is a universal resource for all exhibitors and sponsors, so not all of this information may be relevant to your company's specific exhibiting goals. The information presented in this manual is current as of November 2020 and has been completed with the most recent information made available by the event platform provider. Should information be inconsistent with information found elsewhere or within the platform, please contact the WSF exhibits team to confirm or with any questions.

Included in Booth Purchase

Your Exhibitor Booth Package for Sheep Week® 2021 includes the following per your signed agreement:

- Booth available for access and engagement by registered attendees on the Sheep Week® virtual platform from 1/11/21 – 2/16/21
- Select from multiple virtual booth layout templates.
A few of these options are included below.
- Online booth design and set up
- Step-by-step booth set up instructions, video, and live help desk assistance
- Option to have more than one booth, and placement within various exhibit halls
- Booth creative archiving and storage for 2022

Designing your Virtual Booth

The Wild Sheep Foundation has partnered with the leading virtual event provider, to make designing and activating your booth intuitive and easy.

Once your Virtual Exhibitor Booth Contract is signed and executed, the primary booth contact listed on your contract will receive a confirmation email containing a link to the platform's "Self Service Booth Builder." This step by step platform will allow you to upload graphics and content across a variety of pre-selected booth templates, try and test various options, and enjoy complete control of your brand's booth presentation.

Here is a brief demo video:

[Booth Builder Demo Video](#)

If you have questions during the design process, you can email your WSF exhibitor contact or email: exhibitorhelp@wildsheepfoundation.org

Booth Functionality and Assets

Your virtual booth contains much of the functionality found on a typical website. Taking advantage of these capabilities will allow your brand to maximize your Sheep Week® investment and drive conversions with attendees.

Assets which can be displayed or disseminated via your exhibitor booth(s) include:

1. Booth images, graphics and banner support (.png, .pdf, .jpeg)
2. Content links to your website, social media pages, product landing pages, etc.
3. Upload document downloads for promotional pieces, pricelists, catalogs, and more (.pdf, Word, Excel, PowerPoint)
4. Upload video links (YouTube, Vimeo, Etc)
5. Contact information for brand representatives, customer support, etc. to converse with registered attendees during and post the event via chat and Zoom functions.

Gathering as many of these assets and having them in one folder before engaging the platform's "Self Service Booth Builder" will make for a smooth design process. And while some of the elements listed above (booth graphics) are dependent on the booth template you select, many of the other elements can be gathered in advance and used regardless of the booth template you select.

General Tips for Creatively Maximizing Your Booth Presence

Your booth is designed to provide significant exposure and engagement with Sheep Week® attendees. However, much of the engagement you can expect will be dependent on the level of activation you put into bringing your booth to life. Here are some general tips to help you get the most out of your investment.

1. Keep graphic elements clean and simple. Your imagery should be memorable and instantly position your brand in the minds of attendees.
2. You have the option to attach a URL to booth graphics, making them a live link. It is best to utilize this function to direct visitors for a specific engagement rather than just the home page of your website. Good examples would be a Show Special, a new product, or a featured hunt.
3. Messaging should be short and impactful. Keep copy short and large enough to remain legible in the overall booth layout for viewing on both home computers and mobile devices. The booth builder provides a preview feature allowing you to review your creative once uploaded to ensure it remains readable regardless of the device used by the attendee.
4. Maximize the use of available functionality. It's important at a digital event for exhibitors to provide as many touchpoints as possible to maintain engagement, given the lack of in-person opportunities. This includes any available video, downloadable brochures, catalogs and pricelists, and links to other digital properties owned by the exhibitor.
5. Develop show specials and clearly identify those specials in your booth creative to drive attendee engagement and sales during the event. Specials are most effective when they are clearly defined and align with the mountain hunting focused audience.
6. For significant product launches be sure to clearly promote and highlight your launch on the graphic spaces within your virtual booth. Include reference materials such as product videos, downloadable brochures or catalog collateral, etc. The more information you can provide attendees the better. And be sure to contact us to learn more about additional options for increasing exposure to Sheep Week attendees and Wild Sheep Foundation members.

Tips for Outfitters Exhibiting at Sheep Week 2021

4 of 5 Sheep Show® attendees have reported a primary motivation for attending the show is finding an outfitter and booking a hunt. Creatively separating your outfitting business is crucial to capture attention. The following tips will help maximize your online experience, lead captures, and conversions.

1. Utilize your booth graphics to firmly establish your outfitting area of focus and target species. Simple, impactful graphics are best.
2. Utilize show specials or featured hunts and promote them heavily within your booth creative. Attendees are in shopping mode at the convention. Entice them to engage in communication with clearly defined and competitive offers to reel them in.
3. Utilize content links to your website and direct downloads to answer as many questions as possible upfront. This includes hunt brochures, price lists, references, and other collateral you have available.
4. Promote your show specials and booth presence utilizing your own social platforms to help drive traffic and awareness during the Sheep Week® 2021 celebration.
5. You do have the option to staff your booth and engage with customers in real-time during exhibiting hours you set. The Sheep Week® platform allows for scheduled and open chats with attendees, along with the ability to engage in private zoom calls during the event. If you choose not to use this feature, attendees that do stop by your booth and view your materials are leads we will capture for you and send after the show for follow up. You also have the option to lead visitors to the Contact Us section of your website, by adding this feature under your Content Links.
6. WSF is currently working on DocuSign integration with exhibitor booths to allow outfitters to execute contracts with clients in real-time during Sheep Week® 2021. Utilizing this functionality will assist in booking clients during initial conversations.

