

## INATS® 2020 Virtual Expo FAQ's as of 5/29/2020

**WHAT IS IT?** Due to the Corona Virus, we were forced to cancel this year's show at the Crowne Plaza. We want to keep the INATS energy flowing and are offering a Virtual Expo June 26-28, 2020. Each participant will have their own page on the show site. On your page will be links to your video, photos and copy you provide.

**WHO'S INVITED?** We have invited recent INATS **Exhibitors, Speakers, Authors and Musicians** to have Virtual Booths, Seminars, and Book/Deck/Music Presentations on the site.

Fill out the brief form on the main page to get things started. You will get a response from Robert Griffith of VR Immersive Marketing with your next steps. Please reply to ALL when responding so the entire team is kept in the email chain.

**Buyers** who have attended in the past 3 years will receive a login and password prior to the show. Look for an email the first week of June. For new buyers and those we haven't seen in a while, go to the ATTEND page and click the link to the registration form.

**WHAT'S THE PRICE?** **There is no charge!** Robert and his team at VR Immersive Marketing are generously offering their time on all the technical aspects to make this possible.

**WHAT DO I NEED TO SEND IN?**

### EVERYONE

- Headshot and or Logo Image you would like to use
- A write up about yourself or your company. Minimum 100 words ~ Maximum 500 words
- Please provide all your website links, social links, and contact information

### VIRTUAL BOOTHS

- A Video or Slideshow with a voiceover about your company and product highlights. Please create and share with us VIA Google Drive (Share to [robertg@vrmarketing.com](mailto:robertg@vrmarketing.com)) Should be under 5 minutes. More about Videos below.
- Up to 3 images of Products you would like to feature, with their names, price, and SHORT description.

### VIRTUAL BOOK/DECK/MUSIC Promo

- A Video or Slideshow with a voiceover about your company and product highlights. Please create and share with us VIA Google Drive (Share to [robertg@vrmarketing.com](mailto:robertg@vrmarketing.com)) Should be under 15 minutes. More about Videos below.
- Up to 3 images with matching Downloadable Content to link them to. Include a Title and a SHORT description

## SEMINARS

- A Video of your seminar. Please create and share with us VIA Google Drive (Share to robertg@vrimarketing.com) Should be under 30 minutes. More about Videos below.
- Up to 3 images with matching Downloadable Content to link them to. Include a Title and a SHORT description

WHAT'S THE DEADLINE? Please sign up as soon as possible as a lot of work goes on in the background. You have until **June 15<sup>th</sup>** to get all of your materials in.

When people come to the virtual show site, we want to emulate the experience of coming to INATS. They will be able to explore virtual booths, watch seminars and speakers, and maybe an online meet and greet. For authors and musicians, where they would normally do book signings to meet stores and buyers, they will have a chance to introduce themselves and their work in a video.

## MORE ABOUT THE VIDEOS

Many of you have already worked with filming with your smart phones. That's a great way to start.

We cannot accept Youtube videos. We require a video shared via Google Drive, preferably recorded just for this show. For example, you record a brief Hi Hello video and Intro your prerecorded content, and then upload BOTH videos to Google Drive and share it to us. We will combine to create your page's video.

If a voiceover with a photo or slide show is better for you, that's also possible on your phone, tablet, or computer.