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Nov. 30 - Dec. 4, 2020

Exhibitor Essentials

BUILDINGS WEEK

Brought to You Virtually By



Exhibitor Essentials #2 - Building your Virtual Booth

Dear Exhibitor,

Not sure where to find your Virtual Booth? Questions about how to upload images? Want to understand our Virtual Platform better? We've got you covered!

Access your Virtual Booth

You can gain access to your Virtual Booth starting October 19, 2020. An email will be sent to you (The Main Booth Contact) allowing you access to the platform so you can start building your Virtual Booth. If you do not receive the email, check your spam folder and contact us at buildingsweek.operations@informa.com.

To get started on building out your Virtual Booth, reference the videos and FAQs linked below.

Please note that your Virtual Booth Colleagues, registered in MicroSpec, will not gain access until November 23, 2020.

Introducing Feathr



We're excited to introduce you to Feathr, a marketing tool which allows you to promote your participation in Buildings Week through the creation of personalized marketing tools. We've created all the marketing materials on your dashboard to promote your participation for you. You will receive an email from Feathr on Wednesday, October 21 with the link to your personalized dashboard.

From your Dashboard you can:

- View and share the link to your personalized landing page or post it on social media
- Send or download a custom-made email promoting your presence at the event
- Download your banners to place on your website or social media

Special promotion: on November 20, 2020, we are coordinating a **Buildings Week Social Media Push**. You can help! Using the hashtag #BuildingsWeek and the tools in your dashboard, share to your social media accounts on November 20. The more people sharing that day the better. It will make the hashtag trend in the systems, allowing us to attract even more leads to the event for you.

If you don't receive your details from Feathr, you can email them directly at clientservices@feathr.co. Let them know you're with Buildings Week and your name or company name, and they will respond as quickly as they can.

Virtual Booth How To's



Buildings Week has amazing networking capabilities and useful tools to help increase your visibility at the event. As this may be the first time some of our Exhibitors are using this platform, we've put together some amazing resources for you.

On our Virtual Booth How To Page you can review our [FAQs](#) as well as [How To Videos](#).

Some highlights are:

- Setting up your Virtual Booth and Adding Products
- How to Network and Manage Meetings
- Managing your Team
- Viewing your Analytics and Exporting Leads

Don't forget, you'll be getting access to your Virtual Booth starting **October 19, 2020**.

Exhibitor Webinars



So you've checked out our How To Videos and FAQs but you still have some questions about Buildings Week? No problem, we've got you covered.

Starting October 29, 2020 you can attend our weekly **LIVE** Exhibitor Webinars. We will be going over FAQs, Exhibitor Tips and Tricks and answering your questions, *live*. To sign up, click the button below.

Exhibitor Webinars

As mentioned above, please reach out with any questions you may have. We are here to help!

Warm Regards,
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If you do not wish to receive further information about **Buildings Week** please [click here](#).
Alternatively, to contact our data services team to have your details updated or removed entirely from our database please phone +1 480-281-6094 or email events@informacanada.com.

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