Virtual Career Fair Information

Dear Career Fair Exhibitor,

We are excited your organization is joining us as we take the AMS 101st Annual Meeting Virtual as a part of the Career Resource and Graduate School Fair! The live virtual event will take place January 9-11, 2021. Please direct this document to the person(s) in charge of your virtual exhibitor profile.

The information in this document is intended to help you prepare for success and to guide you through the Career Resource and Graduate School Fair - Virtual Event Experience, powered by eventPower.

There will be a quick video demo on the Virtual Exhibit Hall to provide a brief overview of how to obtain the most out of your virtual experience. Please let us know if you have any additional questions at exhibits@ametsoc.org.

Best regards,

Jenn Rosen
AMS Sr. Manager of Exhibits

Virtual Career Resource and Graduate School Fair

This event's virtual opportunities include the following amenities:

- Company/Institution logo
- Company/Institution description
- Company/Institution website link
- Supplemental Content Uploads:
    - 3 pdfs
    - 1 video
- Real-time chat capabilities, via text and video
- Ability to request meetings
- Lead reporting and analytics on attendees visiting your virtual table
- Recognition on AMS's website
- Complimentary exhibit staff badges (4) to be entered in Exhibitor's Corner. Additional badges can be purchased for $50 each.

See AMS website for complete details

Virtual Event Schedule

Saturday, January 9, 2021 | 4:00-5:30 p.m. *
Monday, January 11, 2021 |5:00-6:30 p.m. *

To ensure the most out of your virtual experience, please be available during these Virtual Exhibit Hall dedicated hours.

*Please note all times listed for the AMS 101st Annual Meeting and related events are Eastern Standard Time (EST)

Your Portal

Please be sure to review the information already uploaded into your exhibitor portal and make any necessary updates. To make the most of your virtual exhibit, make sure to add all additional content available to you at your package level.

- **Exhibitor Information tab**
  - Company Name *(pre-loaded from Exhibitor's Corner)*
  - Website Address
  - Company Overview *(pre-loaded from Exhibitor's Corner)*
  - Areas of Interest Filter
  - Marketing Contact - (*preloaded if you added one to Exhibitor's Corner*) will be published on your virtual exhibit page. This is the POC you want attendees to have before, during and after the Meeting.
- **Logo tab** *.eps or .ai forma*t
- **Primary Contact** *(pre-loaded from Exhibitor's Corner)*
  - Your primary contact is the person AMS will reach out to for logistics regarding the virtual exhibit. This is the "Exhibitor Kit" contact you entered on our application or in Exhibitor's Corner. Feel free to add a second contact for logistical communications here as well.

- **Product Marketing tab**
  - This tab is the dedicated area where you'll upload your videos, pdfs, images and flyers for attendees to download. Please ensure you upload each product marketing item one-by-one. (limit: 3 pdfs & 1 video)

Please have all tabs in your exhibitor portal completed by Monday, December 28th.

Product Marketing Specifications

As mentioned above, your virtual exhibit includes the opportunity to upload videos and digital PDFs for attendees to view and download while visiting your booth. Below are the specifications for your materials.

- Upload Video Requirements:
  - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
  - Max File Size: 20MB
  - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD)
- Link Video Requirements:
  - If your video is already hosted on a web-based platform, simply provide the link to the video. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
  - Videos hosted on other platforms will be made available via a link.
- PDF Document Requirements:
  - File Types: .pdf only
  - Max File Size: 10MB

Frequently Asked Questions

How do I register table/booth staff for the event?

All booth staff should be registered through Exhibitor's Corner. This is the link you received confirming your application for the event.

How many people can we register as booth/table staff?

You receive 4 complimentary registrations with your Career Fair table registration. You can purchase additional staff registrations for $50 each by adding them individuals in Exhibitor's Corner. AMS will invoice you after the event for these charges.

When will our staff gain access to the platform?

All Career Fair registered staff will receive an email with access to the platform on Saturday morning, 9 January. The event will not begin until 4:00 p.m. (EST) on Saturday, so this will allow time for staff to log on and familiarize themselves with the functionality of the Career Fair space. The Career Fair Hall will only be active on the platform through Monday night, 11 January.

How will we be able to interact with those visiting our table?

There are 2 main ways to interact within the platform: text chat and video chat.
When entering the virtual table space, you will see there is a Join Booth Chat button at the top of the page. This is an open (public) chat that will be open to anyone entering the space and has no limit to how many can join at a time. This is a great spot chat generally about your organization to the larger group. When someone (or a few someones) have specific questions, you can start a more private chat. The private chats can range from 1:1 to 1:4 (or have a 5 person max). Please note that the "Booth Chat" (public) option is text chat only, no video.

If you break off to a private chat, you have the option for text of video chat. The same 5 person maximum will apply to video chat.

Do you have any training or tips available for our staff before the event begins?
Yes! Please click here to view a few sample slides with more details on this functionality as well as other helpful information. We also have a short video you can reference as well. Note these slides and video show an exhibit booth, but the functionality and layout is the same for the Career Fair table spaces.

How do we add/edit staff to the "Chat with Us" listing in our space?
Just click on the "Manage Booth Staff" link just below. There you will see a list of all the staff connected to your space. Use the toggle next to their name to active (or deactivate) from the "Chat with Us" listing.

Why do some of the Staff listed have photos and some do not?
When logging into the platform we encourage all staff and attendees to edit their individual profiles. If your staffer chooses to add a photo, it will show when they appear in your staff list. This is not required, but we encourage you to have your staff add a photo.

How can we get the analytics on who has visited our space?
All registered staff will see a link toward the bottom of the navigation menu (on the left-hand side of the platform) that says "Exhibitor Statistics". Click on this link at any time to see the analytics being collected in your space. There are reports that you can download at any time. *Please be sure to download that report at the close of the event on Monday evening.*

Contact Information

If you have any questions or changes, please contact:
exhibits@ametsoc.org.