



EXHIBITOR PROSPECTUS

Virtually Everywhere
September 9 - 11, 2020
exhibit@ena.org

BECOME AN EXHIBITOR TODAY!

Interested in reserving exhibit space at EN20X? Get started by viewing the standard benefits that each exhibitor will receive when enrolled in the Virtual Xperience.

BASE EXHIBIT BENEFITS:



INVESTMENT LEVELS & BENEFITS

STANDARD & PREMIUM

Our Standard and Premium exhibit levels are built to replicate the value received from our EN20 in-person conference 10x10 and 10x20 booth exhibits. The Standard and Premium exhibit levels include all of the Base Exhibit Benefits, listed on page one, as well as the following additional benefits.



STANDARD AND PREMIUM EXHIBIT BENEFITS:

Standard Benefits Expanded:

- Number of exhibit reps per exhibit (includes full access to EN20X)
- Number of useful files or resources for exhibit visitors to view and download into their virtual briefcase

Post Event Data:

- Full list of all participants that visited your booth and downloaded assets along with record of the booth chats
- Post-Event all attendee list that includes Name, Title, Company, Physical Mailing Address, and email address for those attendees that "Opt-In" to communication from industry partners

Gamification

- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"
- Option to provide a prize (value of \$100-\$150) for the gamification feature. ENA will also provide prizes to promote attendee participation

STANDARD EXHIBIT 10X10 EQUIVALENT

PREMIUM EXHIBIT 10X20 EQUIVALENT

4

8

5

10

X

X

X

X

X

X

READY TO RESERVE YOUR STANDARD OR PREMIUM EXHIBIT?

Connect with [Kris King](#) today to discuss Standard and Premium Exhibits.

INVESTMENT LEVELS & BENEFITS

SILVER, GOLD, AND PLATINUM

Our Silver, Gold, and Platinum exhibit levels are built to replicate the value received from your total investment in our EN20 in-person conference. The Silver, Gold, and Platinum exhibit levels include all of the Base Exhibit Benefits, listed on page one, as well as the following additional benefits.

SILVER, GOLD, AND PLATINUM EXHIBIT BENEFITS:

Standard Benefits Expanded:

- Number of exhibit reps per exhibit (includes full access to EN20X)
- Number of useful files or resources for exhibit visitors to view and download into their virtual briefcase

Post Event Data:

- Full list of all participants that visited your booth and downloaded assets along with record of the booth chats
- Post-Event all attendee list that includes Name, Title, Company, Physical Mailing Address, and email address for those attendees that "Opt-In" to communication from industry partners

Gamification

- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"
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Branding & Visibility:

- Marquee Message
- Lobby Ad
- Ads throughout the event along with performance analytics
- Sponsorship Recognition on event website
- Social Media Recognition and Dedicated Posts

Content:

- Insights & Innovations Session
- Learning Lab Session

SILVER TOTAL INVESTMENT \$10,000	GOLD TOTAL INVESTMENT \$20,000	PLATINUM TOTAL INVESTMENT \$30,000
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10

15

20

20

25

30

X

X

X

X

X

X

X

X

X

X

X

X

1 per day

1 per day

10

15

20

X

X

X

5 posts

10 posts

X

X

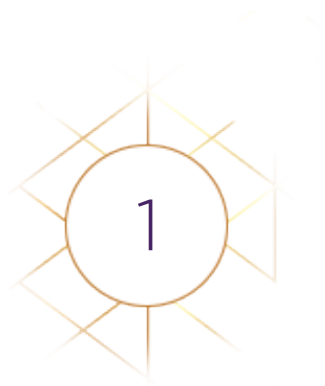
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VIRTUAL EXHIBIT PLANNING AT A GLANCE

Make the most of your EN20X experience by gathering content, training your team, and building your virtual exhibit ahead of the conference. Below you will find helpful recommendations and important dates that will help guide your journey to EN20X.



Gather Content

- Content is king! Take your time to ensure you feature the best, quality content for your booth
- Feature an array of content that includes video, whitepapers, datasheets, and brochures



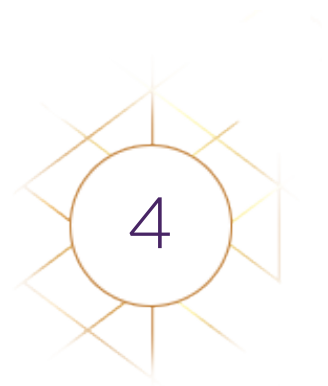
Build Your Exhibit

- Attend the live Exhibit Builder Training webinar on August 5. This webinar will be recorded and provided to exhibitors
- Exhibits can be built from August 5 - 26
- Please have your exhibit build out completed and all of your content uploaded by August 26



Live Day Staff

- Training for Live Day Booth Staff August 27
- Dedicated exhibitor hours:
September 9-10: 10-11:15, 3-4:15
September 11: 10-11:15
- Equip your booth with experts that can answer questions and facilitate the conversation via your booth's Live Chat



Post Engagement Days

- October 8 - Theme: Diversity and Inclusion
- November 5 - Theme: Resuscitation
- December 3 - Theme: Legal/Forensics

DO YOU HAVE QUESTIONS ABOUT EXHIBIT PLANNING?

Send your EN20X planning inquiries to exhibit@ena.org and our team will provide answers in a timely manner.

CONNECT WITH US TODAY!

Please contact us with any questions you may have about exhibit or sponsorship opportunities at EN20X. We look forward to seeing you this September!

GENERAL INQUIRIES REGARDING EN20X

exhibit@ena.org

COMPANIES INVESTING IN STANDARD AND PREMIUM EXHIBITS:



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COMPANIES INVESTING IN SILVER, GOLD, AND PLATINUM EXHIBITS:



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EXHIBIT MANAGEMENT & FULFILLMENT



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EN20X
a virtual xperience