Hand Therapy Through the Continuum of Care

Wisconsin Hand Experience 2021
presented by: University of Wisconsin-Milwaukee
College of Health Sciences Outreach Office
Exhibitor Benefits Overview

• Access to Attendees
  in mobile app & virtual desktop app

• Exhibitor Profile Page
  in mobile app & virtual desktop app

• Exhibitor Feature Session
  in mobile app & virtual desktop app

• Drawing for In-Person & Virtual Attendees to Encourage Engagement in Exhibitor Feature Sessions

• Custom Push Notification
  in mobile app & virtual desktop app

• In-Person Exhibitor Booth

• Video played at In-Person Event

• Pre-Event Benefits

• After Event Benefits
  in mobile app & virtual desktop app
Access to Attendees

- Exhibitors can create an Attendee account & message all (in-person and online) Attendees via the App or Desktop version
  - Attendee account shows up on both mobile and desktop version
- Exhibitors can also post on the main “Activity Stream” for the Event as well
  - The “Activity Stream” shows recent posts in the Mobile App & Desktop

Mobile Version Screenshots
Access to Attendees

Desktop Version Screenshot

Connect with Attendees via “Activity Stream”

Connect with Attendees via “Community”
Virtual Exhibitor Profile Page  Mobile Version Screenshots

- Logo
- Contact information
- Description that can include links & photos

Exhibitor Description with Heading photo and Links
Virtual Exhibitor Profile Page

- Logo
- Description that can include links & photos
- Contact information

Exhibitor Logo
Exhibitor Description with Heading photo and Links
Exhibitor Contact Info
Exhibitor Feature Session

- 5-10 min Video in a Break Session
  (Only 13 spots available and preferred timing on first-come, first-served basis)
- Embedded into the regular schedule
- This will be played live at the In-Person Event on a large screen
  (Only 13 spots available and preferred timing on first-come, first-served basis)
- Session Chat & Poll “check-in” included
- Links to your Exhibitor Profile Page
- Include Text, Images, Files & Links

Mobile Version Screenshots

- Poll “Check-in” drawing entry to encourage session participation

Exhibitor Feature Session listed in Main Schedule

Optional File Share

Exhibitor Profile Page
Exhibitor Feature Session

- Located in the Main Schedule
- 5-10 Video Embedded
- Connect with Attendees via Session Chat

Desktop Version Screenshots

Poll “Check in” for attendee drawing entry
WI Hand Drawing

• To enter an attendee must enter the “check-in” Poll
• Each unique poll “check-in” counts as an entry to drive attention to the Exhibitor Sessions
• Free WI Hand Registration for next year (one in-person attendee winner and one virtual attendee winner)
Custom Push Notification

- Each exhibitor can reserve one push notification. Exhibitor words will come after a general announcement for the event.
- This sends a notification to attendees phones & virtual attendees watching online.
- Character limit for an exhibitor notification is 100 symbols including spaces.
- Limited times and space available (first-come, first-served basis).

Example Text:

“We are starting in 5 mins. [insert exhibitor 100 symbol text here]”
Exhibitor In-Person Options

• In-Person Booth
• Extended In-Person Networking Time
  (Exhibits Open 11am-6pm Thursday and 7:40am-6:30pm Friday)

• 5-10 min video played during a break at the in-person event
  (first-come, first-served basis. Only 13 spots available)

• WI Hand Drawing for both In-person & virtual Attendees via Poll “Check-in”
Pre-Event

- Logo & link to website featured in Wisconsin Hand Emails
- Logo & link to website featured on the Wisconsin Hand Website
- Logo featured in our WI Hand “Event Page” in the Attendify App (the tool we are using as an event app for live stream & in-person event mobile app)
- Booth Space Reserved

- Virtual Exhibitor Profile Page on the Mobile/Desktop App
  (once confirmed as an exhibitor a form will be sent to you that will help us format the profile page for you)
- Exhibitor Feature Session in the Mobile/Desktop App and for Playing In-person
  (once confirmed as an exhibitor a form will be sent to you that will allow you to pick from time slots & information needed to publish this content for you prior to the event)
- Push Notification Reserved
  (once confirmed as an exhibitor a form will be sent to you that will allow you to pick from time slots & information needed to prepare this feature for you)
After Event

• Exhibitor Feature Video Session and Exhibitor Profile Page all available in App post-event

• If an exhibitor sets up an attendee account, then they will have access to message individual attendees after the event & post to Activity Stream

• Synchronous Virtual Meeting with Attendees after event
  • Can include details for a meeting in the Exhibitor Profile and/or Exhibitor Feature session with link to Zoom or virtual meeting day/time and link. (please include this information when submitting your form in the description section)
  • Can post about the event in the Activity Stream after the event
Next Steps

Fill out Agreement to Exhibit Form
send to nlh@uwm.edu & battagli@uwm.edu
We will then send a digital form for all the content needed
for the app. Cost is $400 and includes all in-person & virtual benefits.

Questions?

Contact Amanda Battaglia
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