



Virtual Rally Exhibitor Information

Rally 2021 will be hosted on the Cadence event platform. Cadence’s fresh look, use of imagery, networking and engagement features, intuitive participant experience and their ability to respond to customer needs will elevate your virtual Rally experience.

You will receive complimentary virtual exhibit space to showcase your services, successes, stories and products to a targeted audience. You can build your own virtual booth with your logo, photos/videos, contact information, create polls, schedule appointments and virtual group demos/discussions and much more! Promote your organization to attendees during the virtual networking opportunities and make valuable personal contacts while strengthening existing relationships.

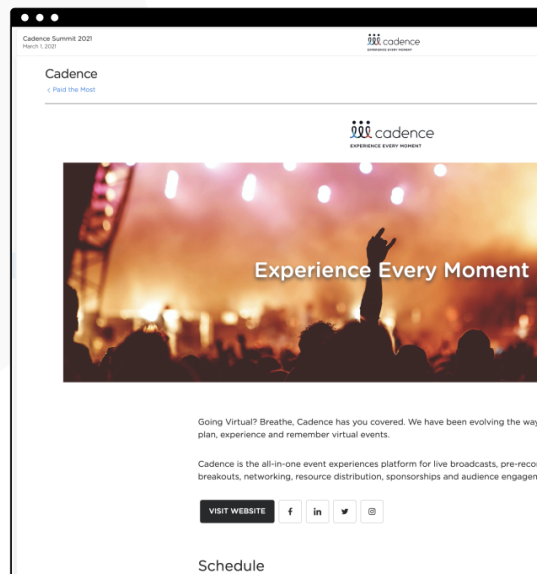
Exhibiting Features

Brand Showroom

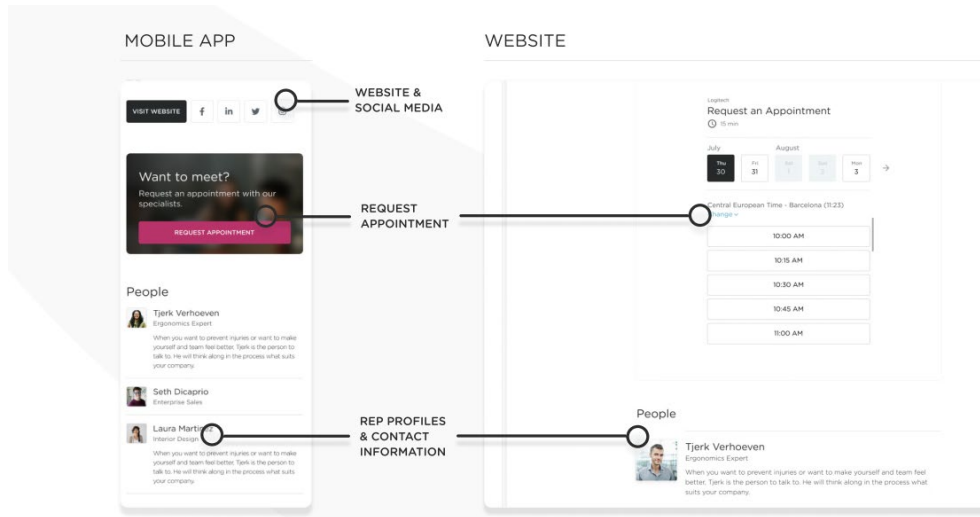
As a sponsor of an event powered by Cadence, you have the ability to create a unique company page/ virtual booth. It can be built out by the event organizer and you, the sponsor/vendor/partner.

Company pages can include:

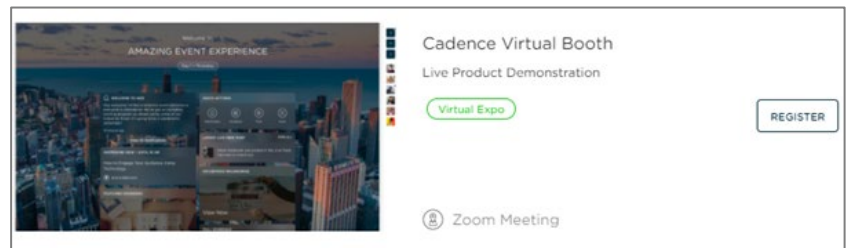
- **Branding:** logo, header image, tagline/slogan, inline video (*coming soon*)
- **Schedule items**
- **Points of contact within the company**
- **Messaging channels**
- **Materials:** promo/training videos, brochures, presentations, podcasts, surveys
- **Request an Appointment feature**
- **Real-time visitor count** (*coming soon*)



Attendees are invited to chat 1:1 with exhibitors at any time pre-, post- and during Rally:



Specific breaks will be scheduled during the 3-day event for an exhibitor showcase where you may schedule virtual demos or group discussions.



The platform will open approximately three weeks prior to Rally for exhibitors and will remain available indefinitely. Educational content will be available on-demand until March 1, 2022. You will also have access to easy to understand, real-time reporting.

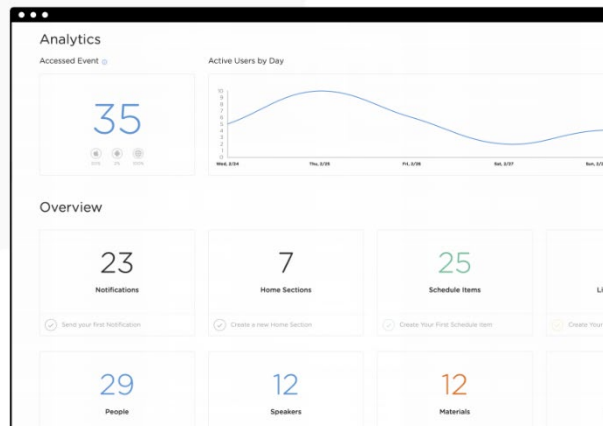
Return on Investment— Here you come!



One of the best parts about company pages is the reporting analytics. This is a great, tangible resource to see your return on investment. Plus you will have all of your leads' names & emails in one spot.

In the analytics dashboard, you can see how many people:

- Visited your company's page
- Clicked links
- Joined conversations
- Made appointments
- Consumed the resources



Exhibitor Fees

Exhibiting is a complimentary benefit offered in thanks for sponsorship.

Build your Exhibit Space

Alliance staff is available to assist you with building your virtual booth/profile. Please confirm with Lindsay Blair by **September 13** if you plan to utilize your virtual exhibit space.

QUESTIONS?

Contact Lindsay Blair | 646-696-8237 | lblair@lta.org