

# ANNUAL CONVENTION & EXPO

## WHAT TO EXPECT AT THE LEAGUE'S VIRTUAL EXPO

A virtual expo gives you the opportunity to meet qualified leads and reconnect with customers - all with the added flexibility of a virtual environment. The virtual platform, PheedLoop, is an easy-to-navigate virtual hub for attendees to network, view live and recorded sessions and quickly click into the expo hall. No hotel, airfare or other travel expenses, just you highlighting what's new and how it will benefit Wisconsin's credit unions. **See you on September 7-10!**

**unconventional**  
sept 7-10

## 3D EXPO HALL WITH AVATARS



## YOUR VIRTUAL BOOTH

- The League will offer training for booth setup
- Upload your company's:
  - Logos
  - Videos (about your company/product, demos, testimonials/ case studies, best practices and more)
  - Collateral downloads (sales sheets, white papers, images, case studies and more)
  - Contact info

# 2021 The League Convention

## INTERACT WITH ATTENDEES

- We'll drive traffic to the expo hall through gamification and other incentives
- Invite customers/prospects to a one-on-one video meeting.
- Live video booth – up to 25 people can join your live video booth at a time. Do a demo, host a Q&A session or present your latest product
- No trick-or-treaters, just qualified leads
- Live chat feature with visitors to your booth

## CAPTURE LEADS

- Lead retrieval is included (\$99+ value)
- Booth analytics - learn what attendees are interested in. See what they've downloaded and easily capture contact information through lead retrieval.

