Exhibitor Guide to Attendee Engagement

June 2021 (updated version)

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DEAR ISC 2021 DIGITAL SPONSOR OR EXHIBITOR,

This document will provide some guidance on how to utilize the functionalities of the ISC 2021 Digital event platform Swapcard and other exhibitor benefits to maximize attendee engagement with your content and your ROI on this event. The key to increasing attendee engagement and to generating those leads is to be proactive and to utilize all the networking capabilities of the event platform. **Don't wait for the attendees to reach out to you - make the first step!**

You will find many of the tips assembled in this document spread throughout the Exhibitor Manual as well, where appropriate.

If you have any questions, please contact our Exhibitor Support Team at exhibitor-support@isc-events.com.

BOOTH DESIGN

The first step to increase attendee engagement with your content is to customize your booth! Your ambition should be to design your booth to evoke emotion and curiosity, drawing attendees in. Make sure to provide an appropriate range of information, like you would at your physical booth, for a variety of target groups. Include resources that give any attendee a clear impression of your products and services. Make sure to employ photos, videos and text to inform the visitors of your booth, while piquing their interest in learning more. Our event platform Swapcard offers myriad ways to design your booth, depending on your level of participation.
Also, don't miss out on giving your products and services a special spotlight in the HPC Marketplace and to scout fresh talent by posting your career opportunities in the HPC Career Center!

WHEN TO BE PRESENT AND GENERATE LEADS

The ISC 2021 Digital event begins with two tutorial days (Thursday, June 24 and Friday, June 25), continues with the main conference days from Monday, June 28 to Wednesday, July 1, and ends with a workshop day on Thursday, July 2 (program-at-a-glance). Attendees will be explicitly encouraged to visit the event platform starting June 22. The event platform will stay available for registered attendees until the end of the year.
Virtual event research data shows that in the days leading up to a virtual trade show, attendees spend ample time exploring the platform and browsing exhibitors and their products. About 40% of leads are generated in this pre-event period, when attendees are not yet focused on attending conference sessions. We therefore highly recommend you capitalize on the interest attendees show before the rush of the live show by working your booth and your personal networks on June 23, 24 and 25.
Similarly, data shows that a high number of messages and requests from attendees to exhibitors is sent after the official event dates, meaning crucial business opportunities

provide themselves during this time period. In order to not miss out on these opportunities, we recommend checking in and monitoring incoming communication regularly even after the official event dates.

In short, exhibitors should be engaged and alert before, during and after the official event days to maximize their ROI.

BOOTH VISITS
Platinum, Gold and Silver sponsors can see a list of visitors to their virtual booth on the homepage of their Exhibitor Center, the back office of their virtual booth. Don't miss the opportunity to reach out to them and offer them a meeting or additional information on your products and services!

BOOTH CHAT – watch our webinar starting at 1:17 min!
Visitors of your booth will have the option to initiate a chat by sending a message in the booth chat box. The chat box will be enabled on June 23, until then it is not visible. Once enabled, the booth chat is available around the clock. To let visitors of your booth know when your team will be online to respond to their messages right away, please define your "business hours" in the respective field (new!) in the "Information" section of your virtual booth.

All of your team members will receive a notification in their personal inbox and can respond to the chat message. Once one team member has read the message, it will appear as "read" for all team members. If the message is received while your team is offline, you will NOT receive an email notification – so please log in to the event platform and check your incoming messages regularly.

The team member that responds to the initial chat message by the visitor of your booth has the option to exchange messages in writing or to start a video call and turn the chat into an impromptu meeting.

The contact information of all attendees who reached out to you via the booth chat box is downloadable as an Excel file in the "Team's Contacts" section of the Exhibitor Center.

BOOTH MEETINGS – watch our webinar starting at 13:30min!
Meeting slots are now enabled for June 23-25 and June 28-July 2. Visitors of your booth can see the meeting slots in the meetings section of your virtual booth and can request a meeting.

You can now also find a new field, "business hours" in the "Information" section of your virtual booth. Please enter the hours when your booth staff will be available for chatting and meetings here (you can update the field anytime). Visitors of your booth will see all predefined meeting slots and will be able to send you a meeting request for any of them. However, we will instruct them to pay attention to your business hours. If you receive a meeting request for a time slot that you cannot accommodate, please just reach out to the requester and propose an alternative meeting date and time.

Your team will receive the meeting request in the "meetings" section of the Exhibitor Center. Team members can assign the requested meeting to other team members or respond to the request themselves. The participants of the meeting will receive a reminder shortly before the meeting is supposed to start. They can either have a video or audio call or conduct the meeting as a text chat.

The contact information of all attendees who requested a meeting through the meetings section of your virtual booth is downloadable as an Excel file in the "Meetings" section of the Exhibitor Center. In addition, once the meeting has been confirmed, the contact data of the attendee who requested the meeting will also be downloadable as an Excel file in the "Team's Contacts" section of the Exhibitor Center.

You can define your personal availability under "My ISC Digital" → "My meetings". However, your personal availability does not affect your booth meeting slots in any way.

COMMUNITY - LIST OF REGISTERED ATTENDEES – watch our webinar starting at 32:40min!

In the "Community" section of the event you will see a list of all registered attendees of ISC 2021 Digital who haven't set their visibility to "invisible". On top of the list, you will see the category "AI matches". Attendees listed here were matched with you by the Swapcard AI, either because they share interests with you, or because they offer a product or service you are interested in, or because they have other similarities. You can also use the search and filter functionality to find attendees who are interested in a specific product or service, who reside in a certain country or who match other criteria relevant to you.

You can reach out to these relevant attendees by sending them a contact request or by initiating a meeting. The meetings can take place as a written chat or as a video call. You can also create group chats and video calls with multiple attendees at once.

The contact information of all attendees who confirmed your contact or meeting request is downloadable as an Excel file in the "Team's Contacts" section of the Exhibitor Center as well as under "My networking" in the "My Event" section of the event platform.

Please note: you need to be registered with any pass type to see the "Community" section of the event. You will NOT be able to see the "Community" section if you have Exhibitor Center access only.

SCHEDULE – watch our webinar starting at 40:40min!

We recommend you review the conference schedule and identify sessions that could be interesting to your target audience (aside from your own, of course). To identify sessions of interest, you can use the search and filter functionality. Once you have identified a session of interest, you can also look for recommendations by the Swapcard AI by referring to the "You may also like" section in the lower left-hand corner of the session detail view.

The Swapcard AI takes into consideration bookmarks of sessions when recommending attendees to connect with in the "Community" section of the event, so we recommend you bookmark sessions you think your target audience might be interested in.

Furthermore, you should have a look at who else bookmarked a session in the "Attendees" list of the detailed session view and reach out to them directly, by sending them a contact request or by initiating a meeting. The meetings can take place as a written chat or as a video call.

The contact information of all attendees who confirmed your contact or meeting request is downloadable as an Excel file in the "Team's Contacts" section of the Exhibitor Center as well as under "My networking" in the "My Event" section of the event platform.

Please note: you need to be registered to bookmark session and to see the attendees who bookmarked a session. Access to sessions depends on your pass type (program-at-ag-glance).

SESSION MATERIALS

If you have one or more speaking opportunities at ISC 2021 Digital, we recommend uploading a handout, a brochure with further information or the presentation slides (via stage 3 of the Linklings submission form) to increase the attendees' engagement with your talk.

SESSION CHAT

If you have one or more speaking opportunities at ISC 2021 Digital, we strongly encourage you to work the session chat, especially during the initial release time slot of your session. However, since your session will be available for on-demand viewing after its initial release, you should monitor the session chat regularly.

The session chat has three tabs:

1. "Chat" tab: anyone can post a message in this tab. Answers to the questions posted in the "Questions" tab will appear here.
2. "Questions" tab: anyone can post a question, other attendees can upvote it.
3. "Polls" tab: your speaker(s) can set up an opinion poll or quiz. They can define the questions (and in case of the quiz, the answers) as multiple or single choice and how long the poll or quiz should run (e.g. until the end of the session, for 5min, 24 hours…) and if and when the attendees should see the (correct) answers or not.

For detailed information about the session chat and the poll/quiz functionality, please refer to this user guide.

We recommend that your speaker (and/or other qualified staff members) utilize the session chat as a way to interact directly with the viewers of your session, e.g. by making themselves available for a live Q&A, by posing questions, polls or quizzes, by posting links to websites relevant to the presentation and/or by advertising your next upcoming sessions, your giveaways, your off-hour event and anything else you have planned for ISC 2021 Digital.

GROUP DISCUSSIONS

Platinum sponsors have the opportunity to host a group discussion. Attendees will find the group discussion in the "Forums" section of the event. In the group discussion, platinum sponsors can pose questions, solicit feedback, let their speakers answer follow-up questions to their presentations and much more. We strongly encourage that you monitor and maintain the conversation in the group discussion closely to maximize its benefit.

ATTENDEE CONTACT LIST (OPT-IN)

Reach out to attendees on the attendee contact list and let them know why they should visit your booth and engage with your content by sending your own e-blasts in the lead up to, during and after the event! All sponsors and Standard Exhibitors of ISC 2021 Digital receive access to the attendee contact list as part of their package. Light Exhibitors can purchase access to the list (please contact our sales team at sales@isc-events.com if interested).

NEWS UPDATES IN WEEKLY MAILINGS

Registered attendees will receive weekly updates with announcements and news around ISC 2021 Digital in the lead up to the event. All ISC 2021 Digital sponsors and Standard Exhibitors are invited to submit newsworthy content - e.g. a company announcement, a whitepaper download or a product demo video - for inclusion in these e-mailings.

SOCIAL MEDIA

All sponsors and exhibitors are strongly encouraged to promote their presence at ISC 2021 Digital on their own social media channels leading up to, during, and after the event. Please use the hashtags #ISC21 and #shapingtomorrow, and the sponsor badge provided in your order confirmation email (also downloadable here) and the ISC logo (downloadable here). Announce what you have planned for ISC 2021 Digital and mention how attendees can find or access the activities you are promoting. After the event, you could recap highlights of your presence. If you have speaking slots, remind your followers to watch your presentations on demand if they missed their initial release. The event platform will remain accessible until the end of the year.

In addition, the ISC marketing and communications team will promote the participation of ISC 2021 Digital Gold and Platinum sponsors on the ISC social media channels in the lead-up to the event. Our team will source newsworthy or intriguing highlights from the sponsors' ISC 2021 Digital content, such as their virtual booth, their speaking slots, their entries to the HPC Marketplace and HPC Career Center, giveaways etc. Gold and Platinum sponsors are also invited to provide additional content for publication on the ISC social media channels via email to exhibitor-support@isc-events.com. Please keep in mind that the content should be suitable for the publication on social media, i.e. it should be fun, entertaining or newsworthy. The ISC marketing and communications team reserves the right to reject or publish the provided content with editors' corrections if deemed necessary.

The social media promotion will take place between April and June 2021. There are no specific deadlines attached to this benefit, however, please provide shareable content as early as possible for maximum exposure.

OFF-HOUR EVENT

Host an Off-Hour Event that captivates your target audience during ISC 2021 Digital and make sure to promote it via social media, e-mailings to the attendee contact list, at your virtual booth and through personal outreach in the event platform. In addition, all sponsors of ISC 2021 Digital have the exclusive opportunity to list their off-hour event in the official ISC 2021 Digital schedule.

GIVE-AWAYS

Surprise your target audience with an attractive give-away - list it in the "Give-Aways" section of the event platform and promote it at your booth, in the session chat of your speaking opportunities, through social media, mailings to the attendee contact list, and personal outreach in the event platform.

PRESS CONTACT LIST AND VIRTUAL PRESS BOX

Finally, another way to generate interest in your content is by reaching out to the press. Accredited members of the press will be in attendance at the event. All exhibitors and sponsors of ISC 2021 Digital can search media representatives in the "Community" section of the event and find ISC 2021 Digital Media Partners in the "Exhibitors" section of the event.

Sponsors of ISC 2021 Digital will receive access to the press contact list with the contact information of all accredited members of the press. They also have the opportunity to upload press releases directly to the ISC website.

POST-EVENT FOLLOW-UP OPPORTUNITIES

If you took full advantage of the networking opportunities of the ISC 2021 Digital event platform, you should have generated promising leads at the end of the event. You can download the contact information of these leads as described above.

In addition, ISC will provide the following contact lists:

- attendee contact list (included in sponsor and Standard Exhibitor packages; Light Exhibitors can purchase this list)
- contacts of attendees who engaged with your booth content (included sponsor packages only, Standard Exhibitors and Light Exhibitors can purchase this list)
- contacts attendees who attended their speaking slots (included in Platinum and Gold Sponsorship packages only, all others can purchase this list)

(Please contact our sales team at sales@isc-events.com if you are interested in purchasing any of these lists).

These contact lists let you start and continue meaningful conversations with attendees even after the official event days! Increase the probability of attendees paying attention to your post-event follow-up by providing value to them, based on their interests (as shared as part of their attendee profile or as demonstrated by their behavior in the platform).