Frequently Asked Questions (FAQ) for Building a Virtual Exhibit Booth

Thank you for your support of GCSG as we have had to pivot from our perennially successful in-person events to what we hope will be a just as successful virtual event! We have collected answers to a number of questions we've received in the past few days in hopes that they will assist all our exhibitors in building the best booth possible. Another resource for getting your questions answered is to go to www.mygcsg.com, select Learning Hub; Available Courses & Resources and then filter by Conference Training. This will bring up a number of different training resources specific to working in Communique.

Q: What time zone is the event being held in?
A: The core events were planned to occur between 10 AM & 1 PM Eastern Daylight Time (EDT) in order to allow for participation across as many different time zones as possible. The times listed on the Programs & Resources page of the website reflect this time zone (EDT). We have posted an updated PDF agenda on the website that lists the time of each event in EDT, Pacific Daylight Time (PDT) and British Summer Time (BST).

Q: How, when and in what form will we be able to access the analytics for our exhibit booth?
A: Communique will be providing a training on September 10th at 2 PM to give you an overview of the booth analytics. This session will be recorded and the recording posted to the website later that same day.

Q: Do people have to be registered for the GCSG 2020 Global Virtual Conference in order to access our exhibit booth?
A: Yes, other than the designers/builders, the booth will only be accessible during the conference (September 21 – 25, 2020) and will only be accessible to registered attendees.

Q: We want to offer a prize at our booth, how will the prize draw be managed?
A: There are a few options that can be used for selecting prize winners. For collecting names, we suggest that you have a graphic image of the giveaway in your booth with a 'click action' that will take them to a location on your website to enter their information – the virtual version of dropping a business card in a fishbowl. You can then select the winner from those entries. If you plan to announce the winner, you can:

1. Run a broadcast message in your booth with the winners name
2. Invite everyone back for a live draw at a certain time
3. E-mail the winner directly

If you want us to announce your winner, we can:

1. Run a broadcast message that can be seen by all conference attendees
2. Announce the winner during our last session of the conference (Friday afternoon) in the auditorium.

You just need to let us know that you are giving away a prize and your preference for how we announce the winner.

Q: I'd like to be able to e-mail the delegates in advance in order to set up appointments at my exhibit booth. Will you be providing a delegate list?

A: As we do with the in-person conferences, we will be sharing the delegate list (name, company & position – no e-mail addresses) the day before the start of the conference (Sunday, September 20th). Once the conference starts and you are logged into the platform, you will have the ability to see who else is currently logged into the conference. You will be able to initiate a chat or e-mail that person. You will have this ability not only when the person is in your booth but in all of the session rooms within the platform (although we ask that you respect the efforts of our speakers/facilitators and allow everyone to focus on the topic).