



SPE INTERNATIONAL POLYOLEFINS CONFERENCE

A FORUM FOR NEW IDEAS AND INNOVATION

2021 Virtual Exhibitor Booths

Register to be an Exhibitor at https://whova.com/portal/registration/sopei_202102/

Contact Kevin Alexander for more information about being an Exhibitor at the 2021 and 2022 SPE International Polyolefins Conference kevin@kwatech.com

The 2021 SPE International Polyolefins Conference will be an **ALL VIRTUAL CONFERENCE** using the [Award Winning Whova software Platform](#). The Conference will consist of 10 streamed Plenary talks (with live questions and answer sessions) and 2 live streamed panel discussions on Feb 23-24, 2021. There will also be 14+ tracks and 84+ papers (Technical Papers, Tutorial, student posters, and a new product showcase) which can be viewed On-Demand, like Netflix. Technical papers will be available for viewing two weeks before the conference and 6 months after the conference. There will be live questions and answers sessions with the authors each afternoon of the conference. Authors will be posting their slide decks and video recordings of their talks on the conference website. In addition there will be Virtual Exhibitor Booths, live conversation with company representatives in the Virtual Exhibitor Booths, a passport contest for the Exhibitor Booths, virtual networking (texting, meet-ups, and opportunity for video conferencing), and a photo contests.

All Exhibitors will fill out their profile and setup their own Exhibitor Booth. The Exhibitor Booth will include the logo, optional short video, optional brochures, and links to company website. Live conversations with conference attendees who visit the Exhibitor Booth are even possible.

Exhibitors can broaden their exposure in the conference by also choosing to participate as a Sponsor. Multiple sponsorship levels (Platinum, Gold, Silver, and Bronze) are available allowing Exhibitors to maximize their presence while staying within their advertising budget. Go to <https://spe-stx.org/international-polyolefins-conference-2/> or contact Richard Keeler (richardk@kisuma.com) for additional information.

Virtual Exhibitor Booth (\$1,000)

- 1) Exhibitors who buy a booth in 2021 will receive a **10% discount on a booth at the 2022 SPE International Polyolefins Conference** and the **option to pick their location for the 2022 conference** (first come, first serve).
- 2) Virtual Exhibit Booth: This platform gives Exhibitors the ability to promote their company in several ways. Booths can feature company logos, video, product literature, links to other sites, and the ability to communicate with attendees in real-time.
- 3) Automatic Lead Retrieval: A comprehensive summary of the statistics and contact information for booth attendees is available for each Exhibitor.
- 4) Participation in Passport Contest: To encourage attendee interaction with our exhibitors, the conference will be hosting a give-a-way contest where attendees can receive prizes for visiting exhibitor booths.
- 5) **6 Free Conference Registrations:** Booth personnel are required to be registered for the conference. More registrations can be purchased to give away to customers. A block of 10 costs \$250 but more can be purchased. Contact Janell Helton (jdhelton@comcast.net).
- 6) Exhibitors can submit a 3 minute video with an abstract and slide deck describing a new product to the "**New Product Showcase**" **Track** of the On-Demand technical papers.
- 7) Exposure on South Texas Section Website (<https://spe-stx.org/international-polyolefins-conference-2/>)
- 8) Exhibitors can use Whova software platform for the conference to gain real-time insights of the booth visitors and use that information to nurture the relationship. For example, exhibitors can conveniently explore event participants' SmartProfiles including their public information (e.g. affiliations, titles, professional backgrounds, social links, pictures, recent Tweets, etc.), and send out in-app messages to qualified leads, set up personal meetings, and exchange e-business cards through the app. They can further

promote their brands or special promotions through the public bulletin board, in-app messages, and Twitter outlet on the Whova app.

For more information

YouTube description of the Whova platform

<https://www.youtube.com/watch?v=hEjYxUdYgSs&t=14s>

Whova Exhibitor Guide <https://whova.com/pages/whova-app-exhibitor-guide/>

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Sequence of Events for Becoming an Exhibitor:

- 1) Register at https://whova.com/portal/registration/sopei_202102/
- 2) You will receive confirmation that you Registered as an Exhibitor
- 3) You will later receive a e-mail with a link to **your Exhibitor Portal** where you can fill out your Exhibitor profile and information (save that link).
- 4) You will receive another e-mail with the coupon discount coupon code which you can use or give out to people so 6 people can register for the conference for free. The discount coupon code will stop working after 6 free registrations is reached. Staff working in the Virtual Exhibitor booth must be registered for the conference first before you can designate them to be a staff person working in the booth. Thus you may want to use some of the free registrations (using the discount coupon code) to register your employees who will be working in the virtual booth. Contact **Janell Helton** if you need to buy more discount coupons (jdhelton@comcast.net).