



**1. What virtual platform are you using to host the virtual event?**

To provide an engaging and successful experience for all, MPF is partnering with Informa Markets & 6Connex to build a first-class virtual event. 6Connex offers state-of-the-art technology that will enhance the attendee/exhibitor experience and deliver increased ROI & engagement.

Features included are:

- Lobby
- Education theater
- Exhibit hall w/unique 3D booths
- Resource center
- Networking lounge
- New Product Zone
- Longevity Awards room
- Help desk
- Briefcase to collect/save exhibitor information
- Tracking & metrics
- Text & video chat
- Live & on-demand content

Informa Markets Production Team\*

- Sarah Muirhead; Informa Markets – [sarah.muirhead@farmprogress.com](mailto:sarah.muirhead@farmprogress.com)
- Krissa Welshans; Informa Markets – [krissa.welshans@farmprogress.com](mailto:krissa.welshans@farmprogress.com)

*\*The production team from Informa Markets will be emailing important information/deadlines regarding building your virtual booth. Please make sure you add their email addresses to your address book and/or safe senders list so that you do not miss any communications.*

**2. How does a virtual event compare to an in-person meeting?**

*A virtual event does not replace an in-person meeting. It does provide an opportunity to do things differently and extend your connections to those who otherwise wouldn't have been able to participate or who are new to the MPF show.*

*During this time apart, staying connected and communicating with customers is more important than ever. If you reframe your expectations and focus on what the customer needs are - both now and in the future - that will be your biggest ROI.*



### 3. What's my next step?

*\*Submit the following to Informa Markets by **Wednesday, March 24:***

- Your company logo as a jpg or png
- If you have a specific hex color request for your booth, please note that, otherwise they will do their best to match your booth color to your logo
- Your company website URL

*Please submit this information to:*

- Sarah Muirhead; Informa Markets – [sarah.muirhead@farmprogress.com](mailto:sarah.muirhead@farmprogress.com)
- Krissa Welshans; Informa Markets – [krissa.welshans@farmprogress.com](mailto:krissa.welshans@farmprogress.com)

### 4. When can I start building my booth?

*Informa Markets is in the process of building your virtual booths in the exhibit hall. Our goal is to have the booth building information (including a timeline) to you by April 1.*

### 5. Will there be training?

*Yes. Informa Markets will be hosting a booth building training session once the booth build process opens. Date/time still TBD.*

*In addition, MPF will be hosting weekly Zoom help sessions. Schedule below:*

- Thursday, April 15: 12:00 pm – 12:30 pm CT
- Thursday, April 22: 12:00 pm – 12:30 pm CT
- Thursday, April 29: 12:00 pm – 12:30 pm CT
- Thursday, May 6: 12:00 pm – 12:30 pm CT

*The Zoom link for the weekly help sessions is: <https://us02web.zoom.us/j/2478972605>  
(Don't worry – we will send out reminders with this link.)*

### 6. How many & what type of content pieces can I include in my booth?

*The number of content pieces you can download in your booth depends upon your booth size. See below:*

- 10' x 10' – 5 content pieces
- 10' x 20' – 6 content pieces
- 20' x 20' – 8 content pieces
- 20' x 30' or larger – 10 content pieces



Content pieces can include the following:

- Whitepapers
- Survey
- Video presentation
- Case study
- Video product demonstration
- Webinar
- PDF marketing material

**7. What time zone will the show be in?**

Central Standard Time

**8. Are there actual show hours?**

Yes. While the virtual show will be available to view 24-7, MPF is publicizing these days/hours that your company will want to be available in your booth:

May 18 – 12 pm – 4 pm

May 19 – 9 am – 5 pm

May 20 – 9 am – 5 pm

May 21 – 9 am – 12 pm

**9. Where can I find the overall show schedule?**

<https://midwestpoultry.com/schedule/>

**10. How do I connect with attendees?**

During the virtual event you are able to connect with attendees in the following ways.

- At the bottom of the screen, there will an “attendees” icon. You can click on this and see in real time who is attending and engage via live chat.
- When an attendee is visiting your booth, you’ll be able to see and engage with them via live or video chat function.



**11. Do I owe any additional booth fees?**

*NO. As long as you were a confirmed exhibitor prior to the announcement that the show was going 100% virtual, no additional fees are due. MPF is offering the virtual only event at 50% off the regular booth rate. When your company contracted for booth space, a 50% deposit was required so no additional fee will be collected. The “balance due” in your portal will be wiped out.*

**12. Do I receive any complimentary registrations?**

*Yes. The number of complimentary registrations you receive depends on the booth size you are contracted for (see below). Additional badges available for \$25/ea.*

- **10' x 10' booth:** three (3) complimentary registrations
- **10' x 20' booth:** six (6) complimentary registrations
- **20' x 20' booth:** twelve (12) complimentary registrations
- **20' x 30' booth:** fifteen (15) complimentary registrations
- **20' x 40' or larger:** eighteen (18) complimentary registrations

**13. How do I register my booth staff?**

*When you originally contracted for booth space w/MPF, you received a booth confirmation email. Within that email is a link to your company's exhibitor portal. In the portal there is a “Registration” tab in which to register all of your staff.*

**14. What if I can't find my booth confirmation email?**

*Please contact Teresa Sorenson at [tsorenson@midwestpoultry.com](mailto:tsorenson@midwestpoultry.com) and she'll be able to assist with your inquiry.*

**15. Can I register our customers?**

*Yes. If you would like to invite your customers and treat them to complimentary registration, you can register them within your company's exhibitor portal under “Registration”. Registration fee for customers is \$40/person.*

**16. Can I log in from my smartphone and what devices is it compatible with?**

*Yes, you can participate from your smartphone, tablet, desktop or laptop that is connected to the internet. We do recommend using the Chrome browser for best user experience. You will also get the best viewing on a desktop or laptop screen.*



**17. What are the technology requirements?**

*The minimum system requirements include:*

- 1024 x 768 screen resolution minimum
- 1.4 Mbps Internet connection minimum
- Allow flash
- Disable Pop Up Blockers
- Disconnect from a VPN (if possible)

**18. Can I attend the education sessions?**

*Yes. As long as you are registered, you will have access to the entire event (exhibit hall, education sessions, networking lounge, etc.)*

**19. Where can I find a list of speakers and presentations for the education session?**

*This will be available soon on our website – <https://midwestpoultry.com/schedule/>*

**20. How will I access the virtual event?**

*Each morning of the show you will receive an email with a link directly to the MPF Virtual Convention and Trade Show. You will click on the link and log-in using the email address you provided with your MPF registration.*

**21. Is there an opportunity to display a new product or service?**

*Yes. As an Exhibitor, for an additional fee of \$200, your company can highlight a new product or service in the “New Product/Service Zone”. Your company logo will link to additional information and attendees will be directed to your booth. To sign up, go to your company’s portal, select “Sponsorships”, scroll down and add the “New Product/Service Zone” to your cart.*

**22. I'd like to highlight my company/product in a news release. Do you have a media contact list?**

*Yes. Please request this list from Lara Durben – [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com).*

**23. Do you have any graphics and/or logos our companies can use for marketing?**

*Yes. You will find a link to download a number of different graphics files here - <https://midwestpoultry.com/exhibitors-2/planning-logistics/>*

*If you can't find what you are looking for, please contact Lara Durben – [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com), with your file specifications and she will be happy to assist.*



**24. My company is also a sponsor. What are my sponsorship benefits for the virtual event?**

*The link below includes all of the sponsorship levels and benefits:*

<https://midwestpoultry.com/wp-content/uploads/2021/03/Sponsorship-Benefits-by-Level.MPF2021.pdf>