



**UTC TELECOM
& TECHNOLOGY**
VIRTUAL EVENT
AUG 18-SEPT 4, 2020

UTC VIRTUAL TELECOM & TECHNOLOGY EXHIBITOR FAQs

Is the booth space we already purchased for Providence automatically transferred to the UTC Virtual Telecom & Technology 2020?

Yes.

What does a virtual exhibit booth cost?

The cost of a basic booth is the same as a 10x10 booth you would have received in Providence; \$3200 for a member, and \$5,200 for non-members (if you purchased a booth at a special onsite rate in 2019 for 2020, that rate would roll over to the virtual event.)

What if we had a larger booth or want a higher presence at the virtual event?

UTC will provide a series of enhanced opportunities at different exhibit/sponsorship levels both on the Virtual T & T 2020 platform and in other direct marketing and promotional programs. Please contact Cheryl Stratos, UTC Sales Associate, at 703-926-5615 for more information.

Are new virtual booths available? How can we reserve a booth?

Yes. In this new high-traffic environment, many additional companies are reserving booths. Please contact Cheryl Stratos, UTC Sales Associate, at 703-926-5615 for more information.

How long will our virtual booth be available online?

Access will be open to all 2020 exhibitors and attendees from the August 18 launch until November 1, 2020. This does not mean you need to be available to “man” your booth during this entire time – the virtual format gives everyone electronic access to your information, and you’ll be contacted via email by interested parties throughout the conference dates. More specific information on this to come!

How do exhibitors interact with attendees virtually?

This event offers the ability to network 24-7! You can chat with attendees or exhibitors who are online at the same time as you. Or, you can send a message to any other attendee or exhibitor staff on the system. UTC NetWorks annual conference site will be a tool that exhibitors can use to connect with utility delegates: <https://network.utc.org/communities/community-home?CommunityKey=9744f4e2-7bab-410d-98c3-b65f93d903cf>. We will make the site live once the event is launched.

How will booth leads be tracked?

Exhibitors and sponsors at different levels will have access to a variety of data and metrics about the use of the site. For specific information about what’s available to different levels of sponsorship, please contact Cheryl Stratos, UTC Sales Associate, at 703-926-5615 for more information.



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Will live education sessions be available to view after the fact?

Yes. Many, if not all, education sessions will be available on-demand until November 1, 2020.

Are there set hours for the live event?

A variety of live events are planned for August 18 -September 4. We are exploring the best times of the day to attract various target customers in different locations, and what content is most appealing. **For show dates, go to:**

<https://s23.a2zinc.net/clients/UTC/2020/Public/sessions.aspx?ID=194&sortMenu=112000>

Can exhibitors get an “attendee list” before the live event?

Yes, just as with our in-person events.

What search functions will be available on the site for attendees to find our company?

We are exploring all opportunities to create the best user experience to help individuals find exhibitors and content of most interest. We will share these tools with exhibitors as they become available.

Can a live demo be shown in our booth?

Yes. Live events inside an exhibit booth are offered at higher sponsorship levels.

How many of our staff can join our virtual exhibit booth?

Depending on your booth package, the number of exhibitor attendees is assigned under your booth benefits package.

What is the process and timeline to create a virtual booth?

We will work with all exhibitors to provide details and options for setting up a booth.

Can we have a co-exhibitor in our booth?

Co-exhibitors will be handled in the same way as the in-person event. Only one company can be listed as the exhibitor in a single booth. If partner companies both want listings as exhibitors, a higher exhibit fee is charged as if moving to a 10x20 booth.

After the virtual event in September, will exhibitors be able to update their booths with new information?

Yes. All exhibitors can modify or add information to their booths through November 1, 2020.

Will participation in UTC Virtual Telecom & Technology 2020 still earn my priority points for 2021?

Yes.



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Will there be online tech support?

Yes.

What if we already have a contract with Freeman or other vendors?

Please contact Freeman or any other vendors directly. UTC has communicated these changes to all of our vendors associated with the Providence event.

Can we cancel our booth for 2020 and transfer what we've paid to UTC 2021 in Portland, OR?

We are asking all current exhibitors to review the plans and development of the 2020 platform before making that decision. If, after your review you'd still like to pursue a refund, we prefer to move your funds over to an existing UTC marketing option or UTC Telecom & Technology 2021 in Portland, OR. This is to help defer costs already incurred by UTC. Please contact Cheryl Stratos, UTC Sales Associate, at 703-926-5615 for more information.

Are follow-up webcasts for exhibitors offered as we plan the August 18 – September 4 event?

Yes.

If we have questions, who on the UTC team should we contact?

For exhibitor policy, pricing, marketing options, and financial questions, please contact UTC Sales Associates Cheryl Stratos at 703-926-5615 or Erin Alexander at 910-209-1516.

Is there anything else we should know?

Yes! Although virtual events are a new concept for many, they have been utilized for years and offer an efficient and effective way of reaching a broader audience. They're fun and informative and introduce you to new contacts – just like an in-person event! UTC is dedicated to making the UTC Virtual Telecom and Technology 2020 a success and our staff is putting a tremendous amount of effort into making sure it meets and exceeds our events in the past. We look forward to your participation and appreciate your support.