Welcome Sponsors and Exhibitors!

Our presentation will begin momentarily.
Maximizing Outreach and Networking at the Tech Symposium for Success

www.ATCA.org/TechSymposium
2021 Tech Symposium

1. Introductions by ATCA
   Recording Meeting (Available On-demand)
   Slides will be made available
   Q&A Enabled
Tech Symposium Today’s Agenda

1. Planning for Success and creative Engagement Ideas
3. Additional Resources
4. Moving Forward
5. Q & A
You NEED to Plan For Success

• Make a list of who you want to see at Tech Symposium

• Use Your communication tools to send out your message
  • Use email to send out official invites
  • Make phone calls
  • Use Your Social Media
  • Link/Tag to ATCA’s Social media

@ATCA_now  @AirTrafficControlAssociation  Air Traffic Control Association (ATCA)
You NEED to Plan For Success (Cont’d)

- Prepare
  - Your elevator Speech/key message(s)
  - What is your Hook for engaging attendees?
    - Are you presenting?
    - Hosting a reception or other activity?
    - Conducting live demos in your booth?
    - Have you added gamification to your booth
  - Create in Advance email templates for invites, thank-yous for visiting, etc.
  - Review the Tech Attendee Roster and reach out to anyone you may have missed in your earlier outreach.
Raise the Game

• Build gaming into your booth.
• Can users test your product or solution?
• Can you encourage competition between users?
• Can you develop a series of trivia questions or puzzles for each visitor to your booth?
• Can you create a virtual Prize Wheel, have a Magician or Pinball machine in your virtual booth?
Many Ideas to Choose

- Virtual pub quizzes
- Pictionary
- Online bingo
- Family Feud/Jeopardy type game
- Guess Who? (use your company/product history)
Host a Social Media Contest

- One very effective way to get the absolute attention of your audience is through competition. Take advantage of this by hosting a social media contest.
- Other Options Include:
  - Sweepstakes
    - Launch Countdown
  - Polls and Upvotes
Push Notifications

• Limited in Number
• Highlight an activity
  You are hosting
• Viewed by everyone
  in event
Traits of a Successful Sponsor-Exhibitor

1. Be Proactive
2. Be Creative and Stand out from the pack
3. Outreach
4. Don’t be shy, put yourself out there during the event and meet new people and engage.
5. Don’t wait for them to come to you
Networking Pavilion & Exhibit Halls
Engagement & Networking

• Networking Tools Available:
  • Text Chat
  • Video Chat at Tables/Booths

• Engagement Tools Available
  • Your Guest Profile
  • Text Chat
  • White Board Presentation
Networking in the Networking Pavilion

- Use REMO CHAT feature for individual or Group, announcements, information
- Search for a person's name
Networking in the Networking Pavilion

Use REMO CHAT feature for individual or Group, announcements, information

Search for a person's name
Networking in the Exhibit Hall

• Use REMO CHAT feature for individual or Group, announcements, information
• Search for a person's name
Engage: Share Documents & Resources

5 ways you can share documents and resources

Within the Networking Pavilion and Exhibit Halls

• **Chat Function**: You can copy and paste URL links, upload attachments or images within our chat function to any private chat conversation or public/table chat group.

• **Whiteboard**: You can upload documents, media, links and videos to the whiteboards within the floor plan. Each table will have their own

• **Push Notifications**: Announce any key information or activity you would like broadcast to all attendees in the networking pavilion whiteboard to view.
Share Documents & Resources Cont’d

Within the ATM Resource Center

- **Your Sponsor-Exhibitor Profile:** Located in the ATM Resource Center includes company info, products, videos, pictures, etc. and 5 Action Buttons.

Within the Agenda Hub and Presentation areas

- **Sponsor Banner Ad:** Add resources such as links to the sponsor banners that are a part of your sponsorship.
Summary of Networking and Engagement Tools

- **Live video/audio communication** at each networking table and booth
- **Remo Profile** – your tool for communicating who you are to others
- **Table Chat** – Text chat and share information with the people at your table
- **Private Chat** – Text chat and share information 1-on-1
- **Public Chat** - Text chat and share information with everyone in your location
- **Push Notifications** (ask ATCA)
- “**Whiteboard**” is a tool to allow you to present information to people at your table or booth
- **Profile and Action Buttons:** Located in the ATM Resource Center
- **Banner Ads:** On the Hub Agenda and Presentation page
Helpful Resources

Basic Remo Video for Remo Event Attendee
https://www.youtube.com/watch?v=P01JxUBNU2Y&t=10s

How to Use the Chat Feature in REMO

How to Connect with Guests during a Remo Event

How to Update your Profile Picture

Profile Image (Picture) Specifications

How to Fill in your User Profile
Exhibit Hall Live Hours*

Monday, May 17, 2021
11:30 AM – 12:30 PM Exhibit Hall Live

Tuesday, May 18, 2021
2:00 – 3:00 PM Exhibit Hall Live

Wednesday, May 19, 2021
3:30 – 4:30 PM Exhibit Hall Live

Thursday, May 20, 2021
11 AM – 12:00 PM Exhibit Hall Live

Friday, May 21, 2021
10 – 11 AM Exhibit Hall Live

*The times above are the listed FOCUSED times for networking. The Exhibit Hall Live and the Networking Pavilion will be open for use daily from 9am to 5pm Daily Monday thru Thursday and 9am to 2pm on Friday.
<table>
<thead>
<tr>
<th>Date</th>
<th>Sponsor/Exhibitor Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 28, 2021</td>
<td>Sponsor/Exhibitor Contract Submission</td>
</tr>
<tr>
<td>April 28, 2021</td>
<td>Exhibitor Booth Set-Up Opens</td>
</tr>
<tr>
<td>May 9, 2021</td>
<td>Booth Build Completion</td>
</tr>
<tr>
<td>May 17, 2021</td>
<td>Tech Symposium Opens</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Wednesday, March 17</td>
<td>Sponsor Orientation</td>
</tr>
<tr>
<td>Wednesday, March 24</td>
<td>Detail Review of Sponsorships and their Benefits On-Demand</td>
</tr>
<tr>
<td>Wednesday, March 31</td>
<td>Best Practices- Setting up your Profile in the ATM Resource Center and Leveraging your Profile for Leads On-Demand</td>
</tr>
<tr>
<td>Wednesday, April 7</td>
<td>Review of the REMO Platform for Tech Symposium (Used for Networking Pavilion, Exhibit Hall Live, Roundtables, and Women in Aviation) On-Demand</td>
</tr>
<tr>
<td>Wednesday, April 14</td>
<td>Marketing for the Tech Symposium On-Demand</td>
</tr>
<tr>
<td>Wednesday, April 21</td>
<td>Maximizing Outreach and Networking at the Tech Symposium</td>
</tr>
<tr>
<td>Wednesday, April 28</td>
<td>Q &amp; A Open Session</td>
</tr>
<tr>
<td>Wednesday, May 5</td>
<td>The Basics: How to Log in and Making your Journey Smooth</td>
</tr>
<tr>
<td>Tuesday, May 11</td>
<td>Live DEMO of the ATM Resource Center and Exhibit Hall Live</td>
</tr>
</tbody>
</table>
Contact Rugger.Smith@atca.org to get started building your Marketing and Branding at the Tech Symposium today!

Get your organization noticed.
Connect members with your organization.
Present your best content for maximum engagement.

Contract Submission Deadline: April 28, 2021

Questions? For Further Information Contact:
Rugger.Smith@atca.org
Sandra.Strickland@atca.org
Deborah.Brice@atca.org