

Tier 2 – \$2,995

Booth Features

- ✓ 1 Large Screen
- ✓ 2 Small Screens
- ✓ 1 Information Kiosk
- ✓ 2 Lollipop Stands
- ✓ 1 Logo
- ✓ Up to 2 Rep Avatars from Grid
- ✓ Customizable Booth Trim Color

- ✓ Standard template with additional upgrades
 - 1 Additional Customizable Avatar
 - 1 Booth Introduction Video
 - 1 Instrument
 - 1 Table or Pedestal
 - 1 Specialty Item (balloons, dogs, beach ball, etc)
 - 1 Additional Lollipop Stands with a CTA, Promo, Give-away

- ✓ Up to 4 Booth Reps
 - Rep Chat
 - Video Chat
 - Booth Rep Dashboard

Gamification

- ✓ 200 Visitation Points

Detailed Lead Reporting

- ✓ Real-Time access for Booth Reps within their Rep Dashboard to download reports including: Chat History, Watch List, Notes on Attendees
- ✓ Full Booth Reporting provided at end of Live Expo including: Booth Visits, Booth Content Views, Downloads, Click-actions



OVERVIEW OF BOOTH DESIGN ELEMENTS AND INFORMATION

- A.** Booth Navigation
- B.** Booth Name
- C.** Booth logo
- D.** Booth Kiosk Menu
 - About Us
 - Literature
 - Web Links
 - Videos
 - Up to 4 line items of text can be accommodated. Each line item can have 1 click-state: Open a video, a URL link, a PDF document, or a content window with a list of assets.
- E.** Screens, Large or Small:
 - Static image or Animated GIF
 - Each screen can have 1 click-state: Open a video, a URL, a PDF, or a content window with a list of assets.
- F.** Booth Rep Images
- G.** Booth Rep Chat
 - 1 click-state to contact a booth representative.
- H.** Social media options:
 - Facebook, Twitter, LinkedIn, Instagram, YouTube
 - Integrate a Twitter feed or a hashtag
- I.** Call-to-action options:
 - Giveaway
 - Request a demo
 - Customizable color
- J.** Customizable Booth Trim Color
- K.** Instrument on pedestal
- L.** Specialty item



BOOTH FEATURES

- A.** 1:1 or group chat:
 - Attendee to attendee
 - Rep to attendee
- B.** Chat queue:
 - Attendees can be placed "in queue"
 - Reps can reach out to next attendee "in queue"
- C.** Leaderboard
 - To encourage interaction, LabRoots will place your booth on the Leaderboard and offer points to achieve
- D.** Content Screen
 - Almost any type of content can be included: Video, Audio, Download, URL link
 - Can be filtered/sorted by category, file type, rating, number of views
 - Downloadable files include PDF, ZIP, JPG, PNG

