



2021 HR Solution Center Exhibitor Kit

Leverage Whova and social media to maximize your exposure before, during and after the conference!

Lean into our newly branded “HR Solutions Center” concept and build your in-person booth experience and messaging around that theme. HR professionals are coming to YOU for HR Solutions. Show off what your company can do!

IMPORTANT! To activate the Badge Scanning access for the 2021 HR Indiana Conference Event you must submit the name and email of all booth representatives in https://HRIndiana.formstack.com/forms/2021_hr_solutions_center_listing **BEFORE** you download and log into the app.

Please complete this step ASAP to ensure that your app registration takes you to the correct event with Badge Scanning permissions. **THIS IS REQUIRED** even if you already have the app downloaded from last year, this is the only way to ensure access to the 2021 HR Indiana State Conference and access to Badge Scanning.

NOTE: Please pause here before completing steps 1-4 below as there is a 24-hour processing delay upon submitting your information via the form link above.

First Time Whova App User:

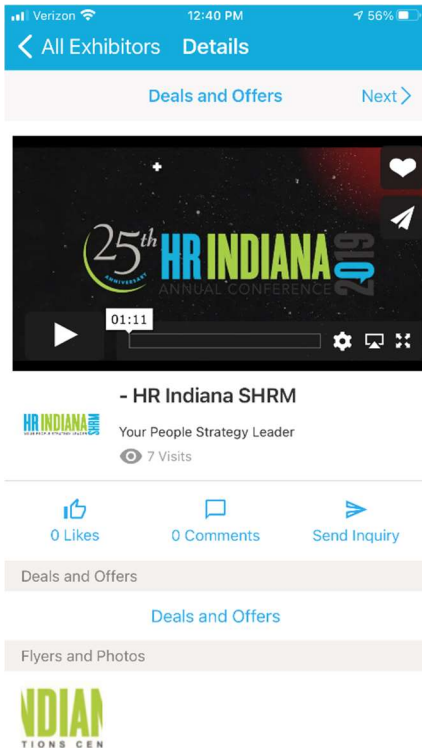
1. Download the Whova Event app from the App Store (for iPhone) or Google Play (for Android), or visit <https://whova.com/download/> in a web browser on your mobile device.
2. Sign-In: Enter the email address you used for event registration. No other email address will work. You shouldn't have to search for the event, simply log in using your email address.
3. Create a password and type in your name
4. Edit Profile (if you choose to, not required) - You can edit your profile later by clicking the “Menu” button at the top-left corner of the event “Home” page.
5. Access your event main page: The app will take you to the 2021 HR IN Conference event page automatically if organizers set up the app with your registration information.

Did you use the Whova app last year? If so, follow these instructions:

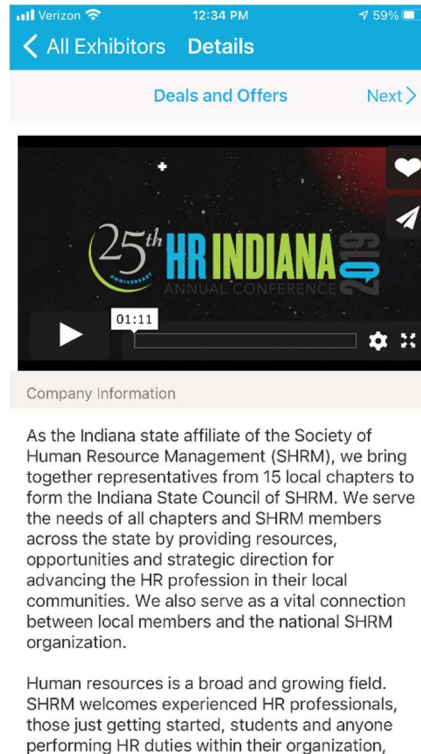
1. If you used the app at last year's event and your email has not changed, simply open the app and login. The app may be set up to automatically log you in.
2. If your email has changed since last year, you will need to log in with the new email address you submitted on the form as instructed above. If the app automatically logs you in with your login info from last year, you will need to LOG OUT and LOG BACK IN with your updated information to have access to the 2021 event.
3. Access your event main page: The app will take you to the 2021 HR IN Conference event page automatically if organizers set up the app with your registration information.

Maximize Whova - Make your company profile stand out:

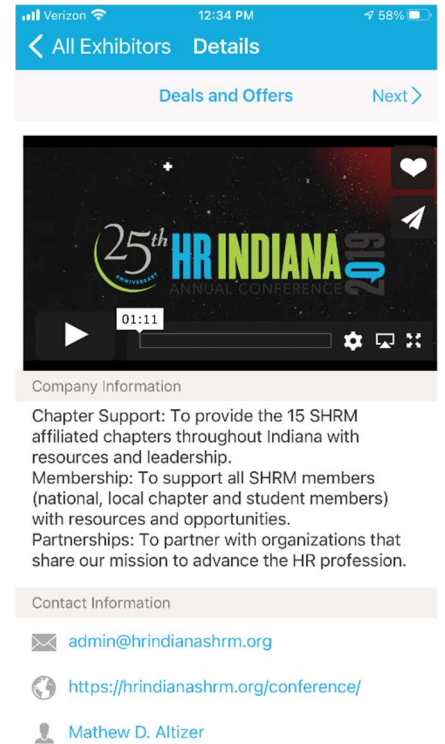
Either from the unique link (images below) we sent you via email or from within the mobile or web app. Update your company description, logo, contact info, add a video, gain badge scanning access and more.



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Mobile app: go to **Exhibitor hub>exhibiting booth profile** - to maximize exposure your profile should include a video to highlight HR solution, a giveaway (to give away at your booth) and a full company information.

Your profile is set up, so what's next?

Booth Representatives

Each exhibitor may have up to a max of 2 booth representatives in the booth at one time. NO EXCEPTIONS! Each booth representative will have individual access to Whova. If you are swapping out your badge with other booth representatives from your company, you must arrange that handoff on your own. **Additional badges will not be printed.**

Please make sure we have all booth representative information **PRIOR TO THE CONFERENCE!**

To update your booth representatives click

https://HRIndiana.formstack.com/forms/2021_hr_solutions_center_listing

Capture leads: giveaways or “likes”:

Drawings for Prizes: We anticipate almost 1000 attendees at this year's conference. **It will be the responsibility of each exhibitor to determine the winner of their prize** at the conclusion of the HR Solutions Center by whatever means the exhibitor determines. As the exhibitor, you are responsible for drawing names at your booth and either personally delivering the prize to the winning attendee or mailing the prize to their homes. If you do not wish to participate in these drawings, you are not obligated to do so.

Your Whova profile can open the door to gathering leads and making connections in-person and through the app. For instance, as an exhibitor, you can feature different promotional offers through your profile, such as giveaways to drive traffic to your booth. This is in addition to scanning badges at your booth.

The attendee contact information will also be recorded if they click “like” to the exhibitor. Take advantage of built-in promotional features to encourage attendees to check out your booth in person, and reach people interested in your product more effectively than ever.

You have access to scan badges and all leads collected under your **Exhibitor Hub>Collect Leads/Contacts.**

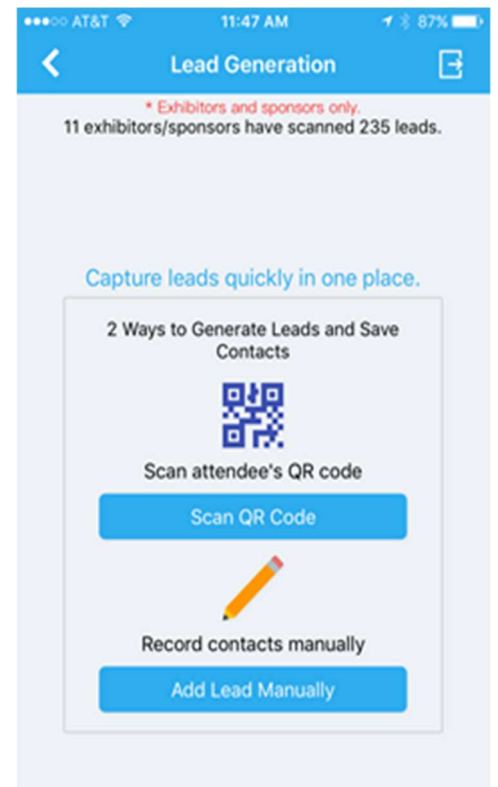
Option 1: Scan QR codes

This will turn your phone's camera into a QR code scanner.

When logged into your profile, you can scan a QR code on attendees' name badges to get their information. This option is located on the home page under **Exhibitor Hub>Collect Leads/Contacts.**

By default, the information that is gathered is limited to the information the attendee provided upon registration, with the exception of a phone number.

While a phone number is NOT populated in the scan, it is provided in the attendee list that is sent prior to and after the conference (assuming it was provided upon registration). You can also edit the lead when you scan it and enter the phone number manually.



Once a badge is scanned, a screen pulls up to edit the lead. Here, you can fill in any blanks or add notes at the bottom of the screen.

IMPORTANT NOTE: Once the badge is scanned the lead is automatically saved; you do not have to add or edit information or click save on the next screen for the lead to be captured. If for some reason, the SAVE button at the bottom of the screen is grayed out, simply click “cancel” if you have no edits or changes to make. The lead is still captured and saved.

Option 2: Add Leads Manually

You can also record lead information manually if their QR code is not available.

The screenshot shows the 'Edit Lead' screen. At the top, there is a back arrow and the title 'Edit Lead'. Below the title is a circular profile picture of a man. The form contains the following fields: 'Full Name' with the value 'Martin Smith', 'Email Address' with 'Martin@ides.com', 'Phone Number' with '323-454-1234', 'Company' with 'IDES, Inc', and 'Title' with 'CEO'. At the bottom, there are two buttons: a blue 'Cancel' button and a grayed-out 'Save' button.

The screenshot shows the 'Lead Generation' screen. At the top, there is a back arrow and the title 'Lead Generation'. Below the title, there is a red asterisk and the text '* Exhibitors and sponsors only.' followed by '11 exhibitors/sponsors have scanned 235 leads.' There are two buttons: 'Scan QR Code' and 'Add Lead Manually'. Below these buttons, there is a section titled '54 Leads' with an 'Export' link. A search bar is present. The list of leads includes: Anna E. Marshall (President, AUM brewing), Brian North (CEO, 6Media, Inc), Jenna Kim (Sales Associate, Darrys), Martin Smith (CTO, IDES), Stephanie Lopez (Founder, Conserve), and Soyeon Park (Marketing, Whova). Each lead entry has a profile picture and a right-pointing arrow.

Creating a giveaway is a great way to generate leads and drive traffic to your booth, capture leads and get attendee contact information including email addresses.

Your promotional giveaway is seen - in your exhibitor profile, in the mobile app under **Community>Exhibitor Promotional Offers** (attendees can view and sign up for all offers) and will also be seen in the full list of exhibitors from the mobile homepage.

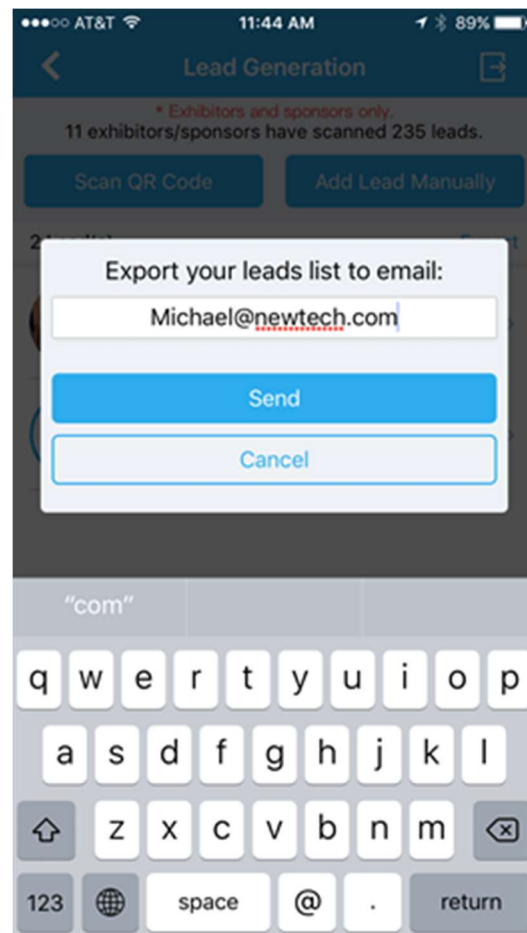
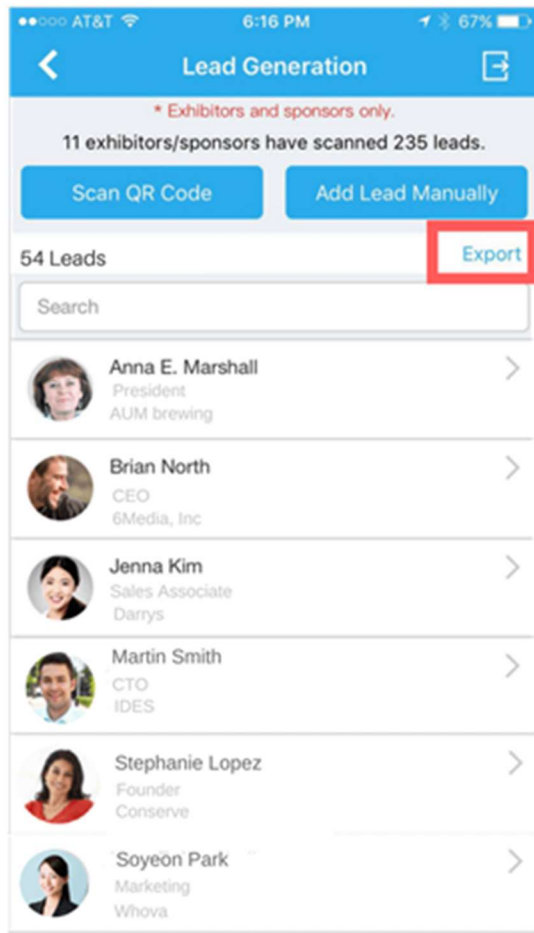
[Want to do a different drawing each day? Follow these instructions.](#)

Day 1 of the event: exhibitor creates a giveaway; attendees enter throughout the day. At the end of the day, the exhibitor goes to the mobile app > Exhibitor Hub > Promotional Offers > "(100)

claimed this offer" > click Export to have the list of those who claimed their giveaway emailed to you.

Day 2 of the event: Before day 2 commences, the Exhibitor goes to Exhibitor Hub on mobile app > Promotional Offers > Edit > Remove Promotion. This will delete the promotion from your profile. Once you delete the promotion, you will be able to create a new promotion for day 2 of the event.

All the attendees that entered to win your promotion will still be listed in the overall **"Collect Leads/Contacts"** list. It will not identify which promotion/day the attendee entered/claimed.



Use video to boost awareness:

Highlight your HR solution by adding a video to your profile.

Your video can be seen in your profile and in the mobile app under **Community>Exhibitor Showcase**. It will also be seen in the full list of exhibitors from the mobile homepage.

A promotion and video icons draw interest and additional engagement to your booth.

Photos:

Add photos to your booth profile. These photos can be product offerings, fun photos from previous HR Indiana conferences or your profile pictures so the attendees know who they will be interacting with.

START NOW - Promote your booth:

We encourage you to plan a series of social media posts to announce your presence as an exhibitor at the 2021 HR Indiana Conference. Follow HR Indiana SHRM and the HR Indiana Conference on [Facebook](#), [Twitter](#) and [LinkedIn](#) and please use the hashtag **#HRIndiana** and **@hrindianashrm** in your posts.

Add your twitter account to Additional Resources/Twitter for ease of Tweets

Here are some sample posts for Twitter, Facebook, and LinkedIn if you need some inspiration. Also, remember that posts with images perform better than text-only posts. With that in mind, we encourage you to include the conference logo in your post or your own image (perhaps one that represents your organization's attendance at past HR Indiana Conferences). [You'll find the 2021 logo in this shared folder.](#)

Twitter

Ready for the 2021 HR Indiana Conference on Aug. 2 - 4? Come visit us to learn how we can provide HR Solutions for you! <https://hrindianashrm.org/conference/> @hrindianashrm #HRIndiana

We are LIVE at the 2021 HR Indiana Conference! Register today, visit us in the HR Solutions Center and enter our drawing! Event runs Aug. 2 - 4: <https://hrindianashrm.org/conference/> #HRIndiana @hrindianashrm

Hey @hrindianashrm, we're excited to be IN PERSON at the 2021 HR Indiana Conference on Aug. 2 - 4! Come check us out in the HR Solutions Center. #HRIndiana <https://hrindianashrm.org/conference/>

Have you heard? The HR Indiana Conference is LIVE and IN PERSON! Register today and check us out in the HR Solutions Center Aug. 2 - 4, 2021. <https://hrindianashrm.org/conference/> @hrindianashrm #HRIndiana

Facebook & LinkedIn

We're excited to be in the HR Solutions Center for the Annual HR Indiana Conference, one of the largest regional human resources conferences in the US! This year we are under one roof! Come see the amazing speakers, educational sessions and exposure to the latest HR Solutions. August 2 - 4, 2021: <https://hrindianashrm.org/conference/> #HRIndiana

We hope to see you in the HR Solution Center at the 2021 HR Indiana Conference, one of the largest regional human resources conferences in the United States! #HRIndiana → Event runs Aug. 2 - 4. Register here: <https://hrindianashrm.org/conference/>

We are thrilled to have a booth at the Annual HR Indiana Conference! [Mention yourself/your company name here] have/has been at this event in the past and we look forward to sharing information about our latest HR solutions. Event runs Aug. 2 - 4, 2021 and you can register here: <https://hrindianashrm.org/conference/> #HRIndiana

Use email signatures to boost awareness:

Consider crafting a temporary email signature banner to promote your upcoming attendance at the conference. Here's an example of one we saw for a vendor promoting attendance at a previous SHRM National Conference (we blurred personal information).



Remember - as an exhibitor you have access to Whova for 6 months not just the three dates of our conference so you can continue to leverage your marketing.

As of today, the JW Marriott and HR Indiana will require all event participants to wear face coverings when not actively eating or drinking.

HR Solutions Center at the JW Marriott:

HR Solutions Center Hours

Monday, August 2 - 10:45am – 4:00pm

- Exhibitors badge entry only beginning at 7:30am
- Exhibitor lunch will be available between 12:00 – 2:00pm

Tuesday, August 3 - 9:45am – 4:00pm

- Exhibitor badge entry only beginning at 9:00am

- Exhibitor lunch will be available between 12:00 – 2:00pm

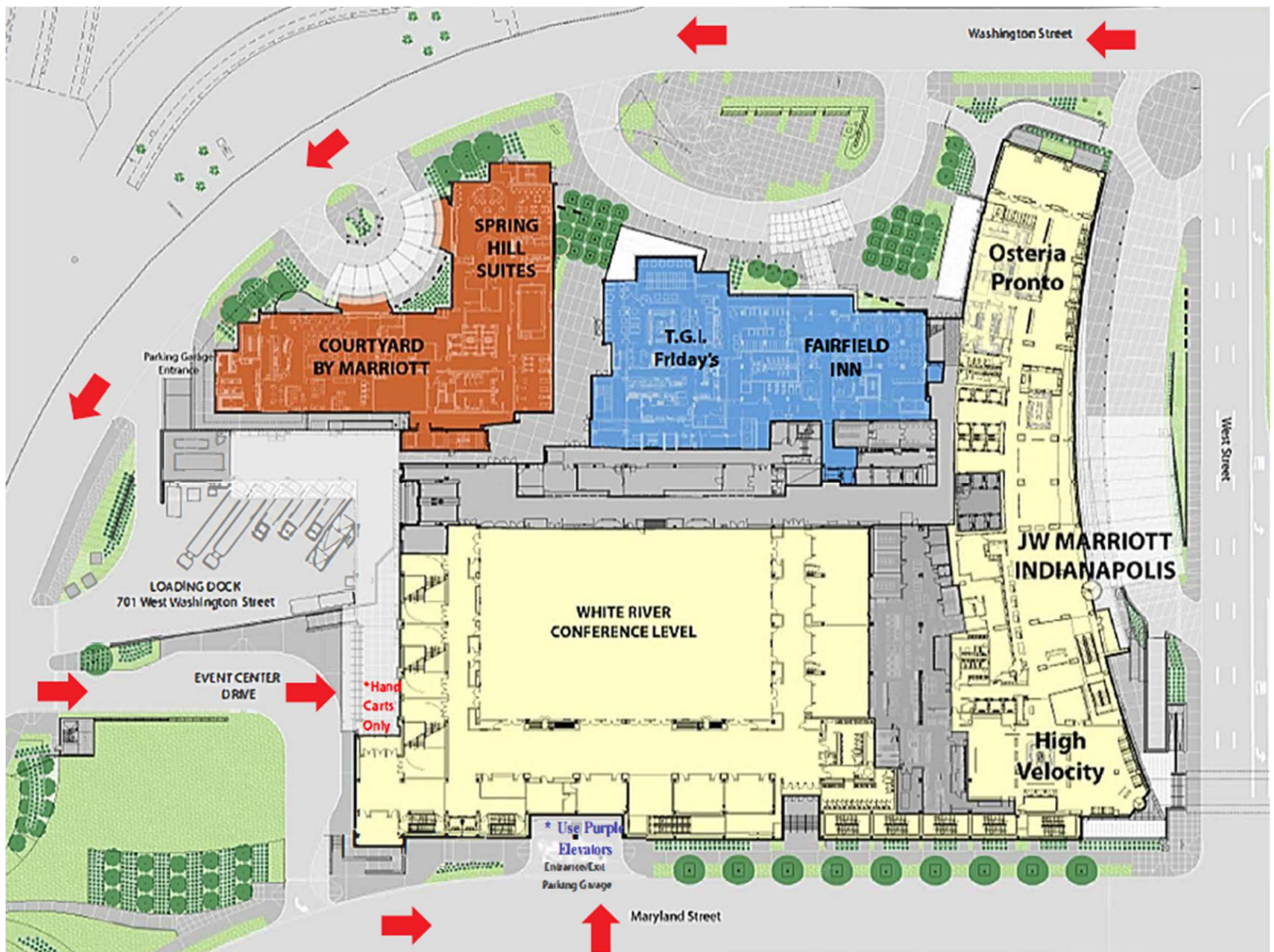
HR Solutions Center Drop Off at the JW Marriott:

You have two options for dropping off your materials on Sunday and Monday. Upon arrival, proceed to the onsite HR Solutions Center Registration desk located inside Griffin Hall (2nd floor of the JW Marriott)

Drop Off Option A: Exhibitors may temporarily park to unload/load at the JW Marriott Event Center Drive at the back of the hotel.

Drop Off Option B: Exhibitors may park in the JW Marriott parking garage and take the PURPLE Event Center elevators directly to the 2nd floor.

Exhibitors are strongly encouraged to bring carry in items or furnish their own hand carts.



Exhibitor Set Up:

Set Up Schedule:

Option A: Sunday - August 1 - 3:00 – 6:30pm

- **REQUIRED for all sponsors who have a booth in the foyer areas.** Guests will be gathering beginning at 7:00am Monday morning.
- Optional load in time for HR Solutions Center exhibitors.

Option B: Monday - August 2 - 7:30 – 9:30am

- This option is only available for HR Solutions Center exhibitors.

Food Sampling at your booth: 2 oz of pre-packaged incentive type food or candy is acceptable per the JW Marriott. Other food and beverage must be coordinated through JW Marriott catering - bbenak@whitelodging.com

Exhibitor Tear Down:

We are asking that all booths stay open from 10:45am – 4pm on Monday and 9:45am – 4pm on Tuesday with tear down for HR Solutions Center Exhibitors and Griffin Hall Foyer Sponsors after 4:00pm. This ensures that our attendees have the opportunity to talk with each of you and obtain your materials to make an informed decision about your services.

- Tuesday, August 3 - 4:00 – 5:00pm - HR Solutions Center Exhibitors & Griffin Hall Foyer Sponsors
- Wednesday, August 4 - 12:30 – 1:30pm - Grand Hall Foyer Sponsors

Exhibitor Packet from Excel Decorators and Booth Assignments:

The exhibitor packet from Excel Decorators, Inc. will be emailed to the contact name provided on the registration form. Excel Decorators is the company that organizes the booths within the HR Solution Center. If you have not received your packet via email by July 1, 2021 please contact us at solutions.center@HRindianashrm.org.

We reserve the right to make changes in order to accommodate the exhibitors who have registered this year for the HR Solutions Center. Upon arrival to the JW, we will confirm your booth at the on-site HR Solutions Center Registration. We will work closely with our official decorators and the JW to ensure your setup needs are met.

The furnishings provided in each booth include a 10ft wide x 8ft deep draped area with an 8ft table, two chairs, signage, a waste basket, electricity (1) 5-amp outlet and basic Wi-Fi connection. If you need additional furnishings, you may order these items through the exhibitor service kit.

Additional Power and AV items may be ordered via Markey's Rental & Staging at <https://markeys.formstack.com/forms/indyplace>

Shipping Instructions:

Specific shipping instructions are included in the exhibitor kit emailed from Excel Decorators. Please make sure to follow those detailed instructions when sending your booth and related materials to Excel. **Do NOT ship any materials to the JW Marriott.** Please plan to have packages arrive no later than **4:00pm on Friday, July 30th, 2021.** Neither Excel Decorators, nor the Indiana SHRM State Council will be held responsible for your booth and its contents.

Drawings Prizes at Your Booth:

We anticipate over 1,100 attendees at this year's conference. **It will be the responsibility of each exhibitor to determine the winner of their prize** at the conclusion of the HR Solutions Center whatever means the exhibitor determines. As the exhibitor, you are responsible for drawing names at your booth and either personally delivering the prize to the winning attendee, contacting the winner through Whova or mailing the prize to their homes. If you do not wish to participate in these drawings, you are not obligated to do so.

All exhibitors & attendees will be required to have exhibitor credentials. HR Indiana provides 2 name badges that need to be worn at all times and will be issued upon check-in. Each booth representative will have individual access to Whova. If you are swapping out your badge with other booth representatives from your company, you must arrange that handoff on your own. No one is permitted to attend without a name badge!

As of today, the JW Marriott and HR Indiana will require all event participants to wear face coverings when not actively eating or drinking.

Need help? Contact us at solutions.center@HRIndianashrm.org