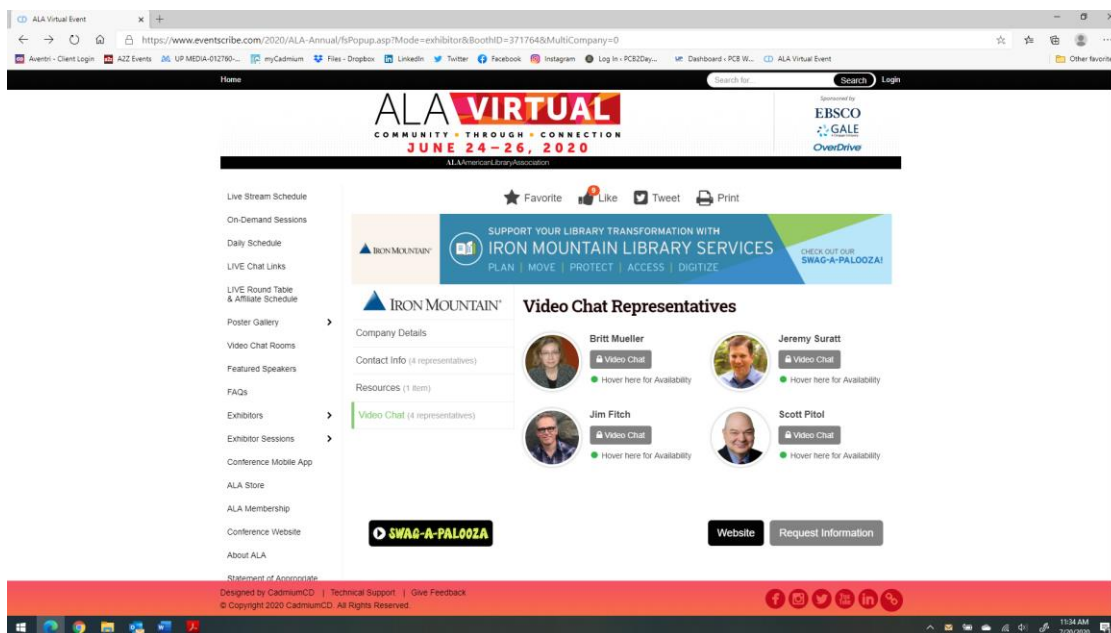


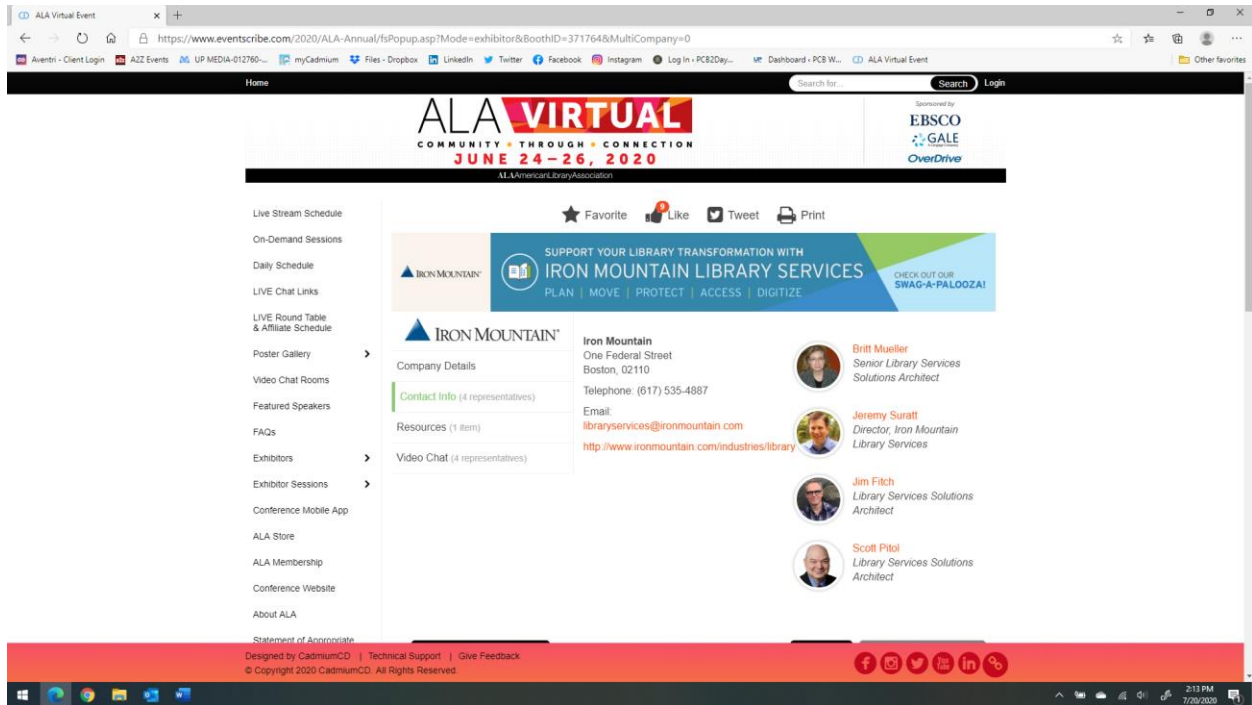
WHAT IS INCLUDED WITHIN MY PCB WEST VIRTUAL 2020 BOOTH AND WITHIN THE PLATFORM

- **Logo**
- **Company description**
- **Header Banner**
- **Content Links:**
 - 3 web links (i.e. press releases, videos, etc.)
 - 3 PDF files
 - One introduction video
- **Giveaway “Swag” Button**
 - Everyone loves swag, even at a virtual event! Add a giveaway button that will prominently display within your booth and also in the alphabetical booth listing
- **Video Chats**
 - Add up to four booth representatives, along with their name, title, headshot and available video chat schedule. Attendees can connect via a video chat from the virtual booth during our live show hours 9 am – 3 pm EST September 9 – 10.

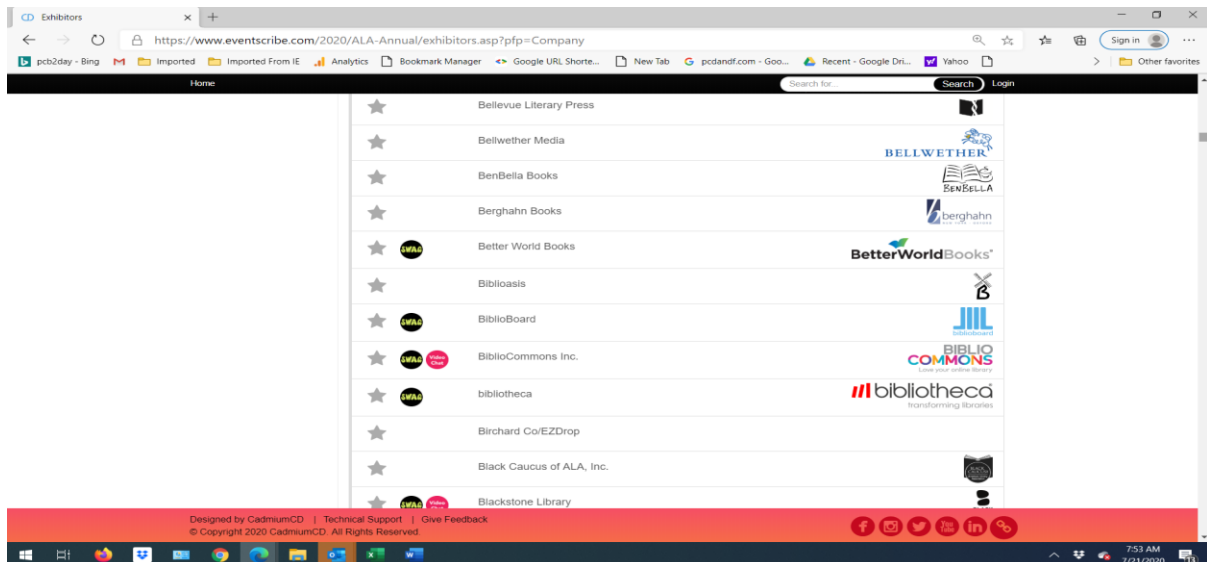


- **Email**

- Add up to four booth representatives, along with their name, title and headshot. Attendees can click on a name to connect directly via email to a specific person. The email function is available during live, non-live and on-demand hours.

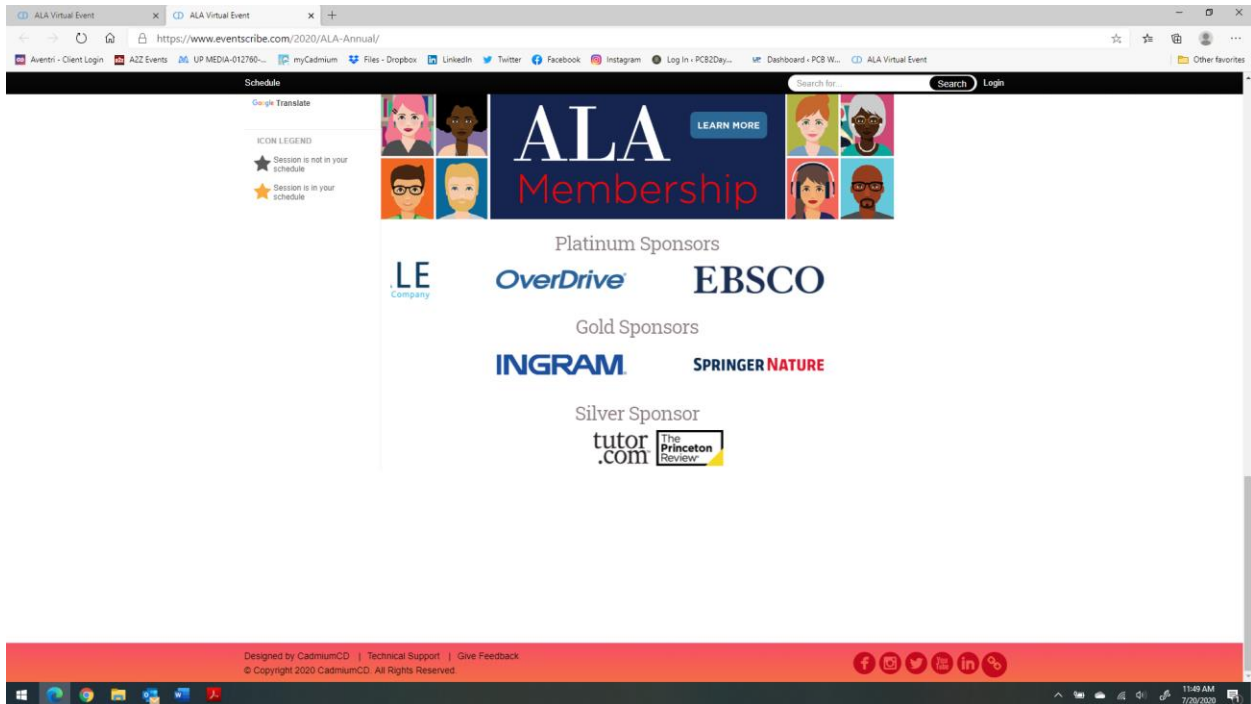


- **Your company** listed in alpha order in the exhibitor listing with your logo to the right name

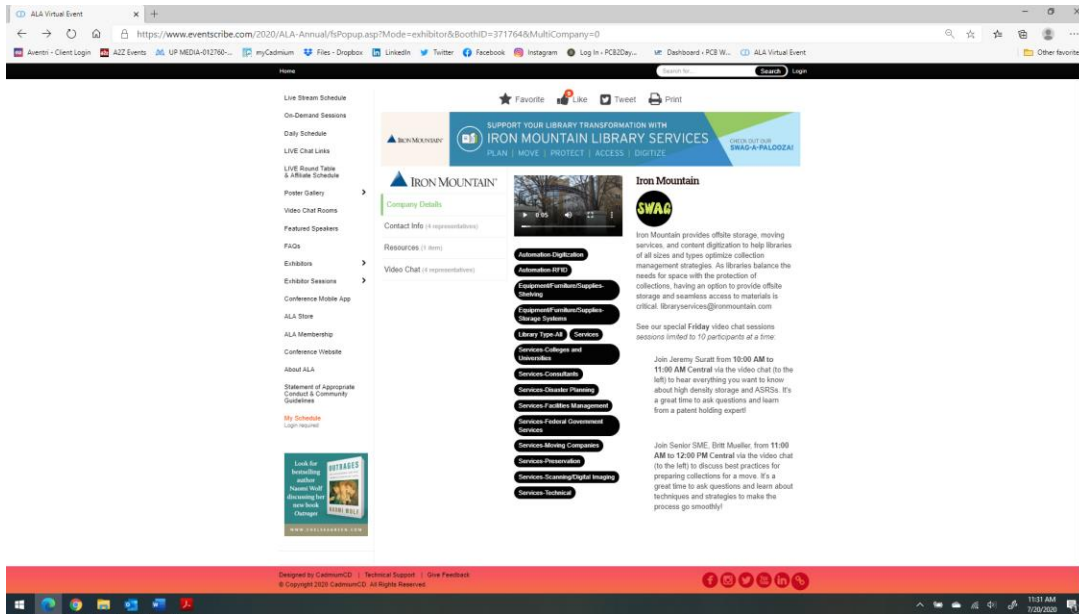


- **Social media links**

- **Your logo** scrolls across the bottom of the home page

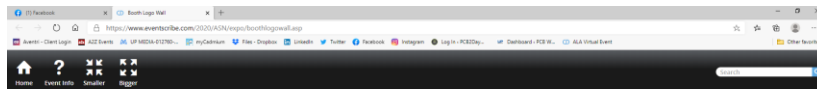


WHAT DOES A VIRTUAL BOOTH “LOOK” LIKE?



HOW CAN ATTENDEES SEARCH FOR ME?

- Product category page
- Logo wall - all exhibitors will have a logo in alpha order on the logo wall. Logos click to booth.

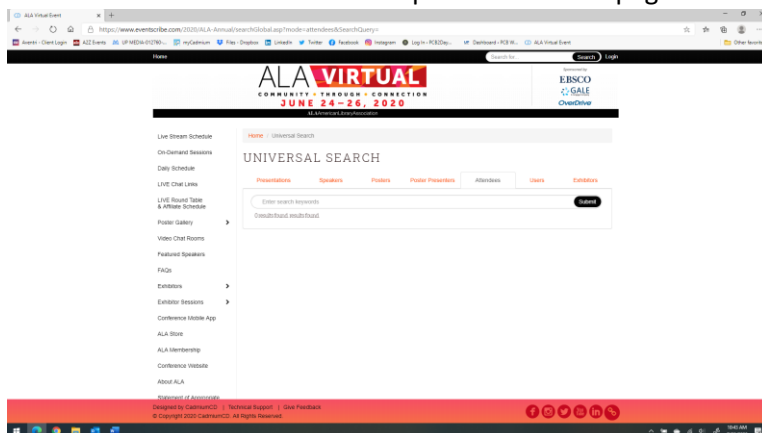


- Alpha exhibitor list
- UNIVERSAL SEARCH function at top of event home page

HOW CAN ATTENDEES CONNECT WITH ME? Via email and video chats. Attendees can enter your virtual booth to view sales reps and their availability to chat. Attendees can also email specific representatives directly or click a “request info” button.

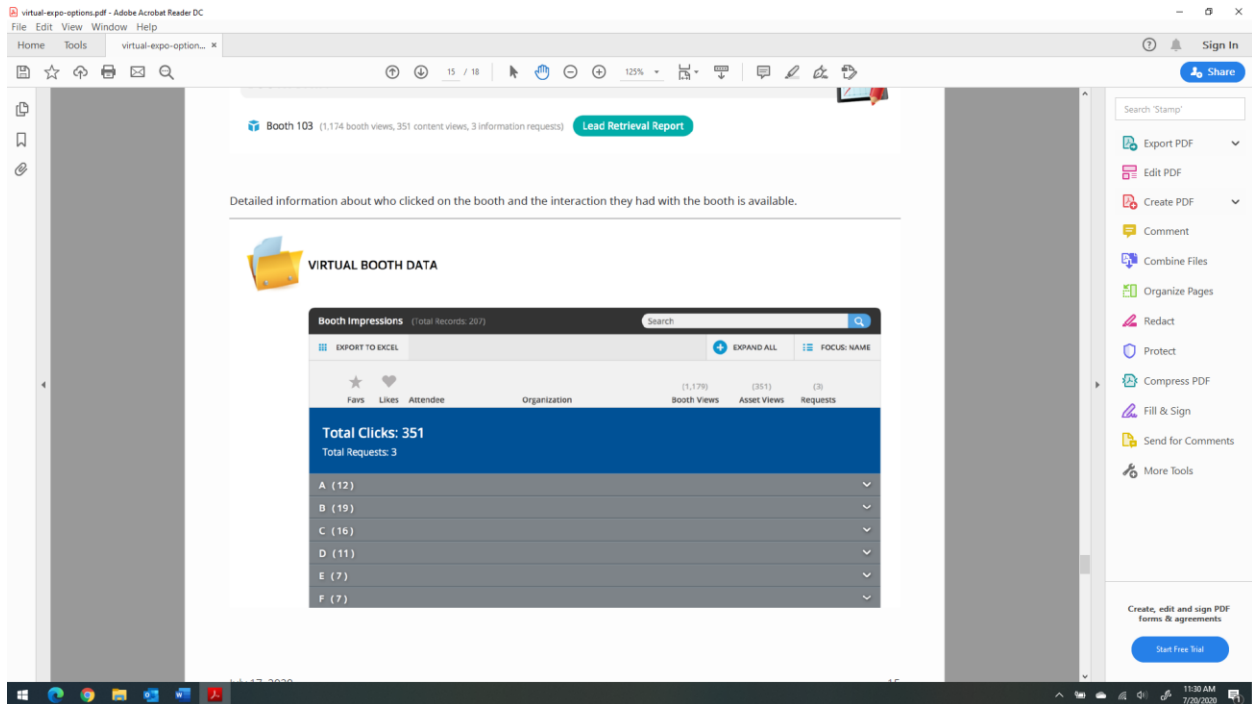
HOW CAN I SEARCH FOR ATTENDEES?

- Search via a user list for attendees that have opted to share their information (regulated by GDPR so user can opt not to share some or all of their information.)
- UNIVERSAL SEARCH function at top of event home page



WHAT METRICS/ANALYTICS ARE AVAILABLE TO ME?

Just like the lead retrieval at a live event, you can obtain complete information on who clicked on your booth as well as any videos viewed or assets clicked, such as PDFs, videos, video chats, emails and requests for information. This information is always available through the EXPO HARVESTER that you can access at any time pre-, live and during the 30-day on demand period.



WHEN CAN ATTENDEES BEGIN TO ACCESS THE VIRTUAL SHOW FLOOR?

Once the site is launched, we will permit registrants to log in one week in advance to create a profile, itinerary, and read more about the virtual event.

TELL ME ABOUT THE VIRTUAL TECHNICAL CONFERENCE:

As part of your virtual booth package, you will receive free access to the conference and one access to the online proceedings. \$895 value! <https://pcbwest.com/conference-program-virtual/>

TELL ME ABOUT THE FREE PRESENTATIONS WITHIN PCB WEST VIRTUAL EXHIBITION:

1. Rick Hartley
2. Eric Bogatin
3. Brian Teleno
4. Mark Finstad and Nick Koop