



Frequently Asked Questions for “Virtually Bridging the Gap” Exhibits October 1 – 31, 2020

What is a “Virtual Exhibit” booth?

A virtual space where exhibitors can share information and resources about their company, products and services, showcase their latest innovations, and connect with customers since most systems are limiting or not allowing face to face meetings.

Who can participate?

All GSNA corporate members are eligible to participate. If you are not sure of your membership status please contact GSNA to check membership status.

How will this work for Food Brokers and Equipment Dealers?

Food brokers and dealer manufacturers are welcome to participate. Brokers and dealers can show as many companies in their booth space as they can accommodate for the show duration. Equipment dealers and manufacturers can count this virtual show attendance to meet the requirements for participation in the 2022 Equipment Academy.

Why should my company participate?

This show will help you reconnect with your customers.

Discover new and untapped business opportunities.

Opportunities for your company to showcase your products and services with minimal financial output as you can do presentations from a remote location.

Connect with the decision makers who are actively seeking information and solutions.

Opportunities for direct communication, appointment setting, instant messaging and impromptu conversations.

What are the costs to participate?

1. Basic Booth \$1,000 – Includes:

Capacity to display your company’s profile, logo, and up to 3 company representatives on the booth page.

Feature products & services via photos and descriptions with up to 3 images with links to product spec sheets or documents relating to your featured product or service.

Lead generation through contact/inquiry form so that attendees interacting with you at your virtual booth can leave their information with you for follow up

Opportunities for you to give prizes through raffles or contests as often as you like in order to drive attendees to your booth



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2. Expanded Booth \$1,200 – Includes all basic exhibit booth features, plus the following:
Capability for *live interactive networking* with attendees at your virtual booth.

Video links - provide pre-recorded video links of information or demonstrations of your service or product

Live Chat function to converse with your customer in real time.

3. Expanded + Premium Positioning Booth \$2000 – Includes all basic and expanded exhibit booth features, plus the following:

Premium position on the welcome page. Your company will be one of the FIRST and largest exhibitors visible to the attendee with a link to your large virtual booth space in the center of the virtual exhibit floor. Your booth and listing will receive a virtual ribbon that notes your “Premium” status as well as special priority positioning.

This booth also includes one Social Media Booth Advertising Post as well as your spot on the host /welcome page of the show.

How many booths may I purchase?

You may purchase as many booth spaces as you need.

How Many Expanded + Premium Booths are available?

There will be 12 Expanded +Premium booths available.

What forms of payment are accepted?

GSNA accepts Visa, Mastercard, American Express and will invoice for payment with checks.

If I have a credit with GSNA from the April 2020 conference will I be able to use it for this event?

Yes, if you chose to get a credit on your exhibit booth or any sponsorship for the 2020 show in April you can use that balance for this show. Please contact GSNA if you have questions on using your credit.



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What is the exhibit schedule?

There is no “set” schedule for viewing exhibits. All booths should have links to information about the products that you want to show available at all times in your booth profile. So anytime an attendee decides to log on to the show your product information will be available to them. The great thing about this is that YOU control your calendar and setting appointments. You will have access to the attendee list that you can use to request appointments OR the attendee can view your calendar linked in your booth profile to request an appointment with you.

How will exhibitors be listed?

All vendors will be listed alphabetically in the marketplace unless you purchase the Expanded Premium booth.

Will I know how many visitors my booth has received?

We will be able to show you how many visitors your booth had each day. What we won't be able to do is tell you WHO those visitors are. To capture that information the visitor will have to fill out the inquiry form in your booth profile.

How many documents may I link in my booth profile?

You are allowed to link up to 3 documents. These links can lead to a host page that will allow you to list your product line, more items, etc.

How many videos can I link to my booth profile?

You are allowed to link up to 3 video links. These links can lead to a host page that will allow you to show your product line, more items, etc.

How do I link my documents and videos?

Linking your documents and video is simple. Once you have set up your booth profile there will be a tab to place links for documents and videos.

What format should we use for our links to documents and videos?

Documents can be word files or pdf docs and videos can be links to the location where they are housed online.



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Can I do “live” sessions?

Yes, you will be able to do “live” sessions. To do this you will need to collect the contact information of the school nutrition employees you would like to invite to your session from the attendee list available to you and invite them to your session. You can use any of the virtual meeting platforms available such as Zoom, Google Hangouts, GoTo Meeting, Skype, etc.

How do I set “appointments”?

You can set appointments by inserting a calendar in your profile. There are various calendars apps and software that can be used for this function. If you are already using calendar app/software for scheduling your appointments it should work fine with this event. You will insert a link or embedded code to your calendar on your booth profile for attendees to access and schedule appointments.

Can you change the content of the information listed on my profile during the exhibit time frame?

We understand that new products and ideas are coming out frequently. You will have access to change and update your profile during the duration of the show by logging in to your exhibit profile and making those changes anytime you want.

Where will my company logo appear?

It will depend on what kind of booth you select.

Expanded Premium booths: Your logo will appear on the welcome/landing page for the event with a link to your booth, ON your virtual booth space, in the header of the booth floor plan page and on the marketplace listing.

Expanded Booth & Basic Booth: Non-premium booths will only have a logo appear on the marketplace listing and when the booth is clicked on or hovered over on the floor plan page.



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Will there be a training session prior to the launch of the site?

Yes, we will arrange a training session that will provide the opportunity to view the website prior to the Virtual Event, as well as, answer any additional questions and/or concerns that you may have.

If I would like to present an educational session what is the procedure for that?

You will need to select the sponsorship option during your booth purchase. There are two options for educational session sponsorship:

Education Session (Vendor Developed) \$500

Your company provides a GSNA approved session for 2020 virtual training. Sessions must be 45 minutes in length and should not be a “sales pitch”, but a session that provides attendees with content and information that meets one of the key areas of USDA training. Your company representative (s) will present the session during a scheduled Zoom session.

Your company logo will brand the session as well as any web links or handouts connected to the session.

GSNA will need you to submit an outline of your session by **August 24th** if you select a vendor developed education session so that the session can be reviewed for approval. Please use the linked form to submit your session.

Education Session (GSNA Developed) \$250

Your company representative will provide the welcome and closing remarks for an education session during our 2020 virtual training. Your company logo will brand the session as well as any web links or handouts connected to the session.