

MyWOCN – Generate More Sales Leads

Enhanced eBooth Listing Options: Basic (Included); Silver Listing (\$99); Platinum Listing (\$149)

Item	Basic	Silver	Platinum
eBooth Profile Add relevant company information	1000 characters	1,500 characters	2,500 characters
Product Categories Select the ones that buyers are most likely to search to find you.	5	8	10
Products Display detailed product descriptions along with the full color images.	1	2	6
Press Releases Highlight what's happening at your company.	1	2	6
Show Specials Spotlight the special deals - discounts, giveaways & sweepstakes.	1	2	6
Attendee Direct Connect Send emails directly to attendees you would like to connect with.	25	50	100
Appointment Requests Send appointment requests to meet attendees at the show.	10	20	50
Brands Let potential buyers see your brands	150	200	600
Company or Product Logo Show your logo on the event map and eBooth profile.	No	No	Yes

Featured Exhibitor – Your Company Name is displayed at the top of the list of exhibitors - \$750

Banner Advertisement on the Interactive Exhibit / Poster Hall Map (205x60 pixel, random rotation, JPG or GIF), \$750

Company or Product Logo on the Interactive Exhibit / Poser Hall Map (250x120 pixel and 30 KB, GIF, JPG or PNG), \$500

Additional E-Mail Messages to Pre-Registered Attendees, 100 - \$199

Additional Appointments, 50 - \$125

Full-Motion Video - Formats supported include AVI, MOV, WMV, MP4, MPEG, and FLV. The maximum size for the video is 320 x 240 pixels and no larger than 10MB. \$350 each

What is MyWOCN?

We welcome our exhibitors to WOCN Society's 50th Annual Conference and "MyWOCN", a free networking service which provides tools for you to attract nurses as buyers to your products and services and opportunities to connect with them for up to four months -- before, during and after the Annual Conference.

Let's first look at how Wound, Ostomy and Continence (WOC) nurse buyers use MyWOCN to find exhibitors, so you can enhance your eBooth listing and attract your target audience.

From the Interactive Floor Plan, buyers access exhibitor profiles by name or searching with key words relevant to their interests. For instance, to find a company offering dressings, they'll search with that key word and then browse the search results and detailed exhibitor profile information. Buyers can also send questions via direct email to exhibitors and request onsite appointments with exhibitors using MyWOCN. Before traveling to the Annual Conference, buyers print out their personalized list of favorite exhibitors and sessions. In addition, all of these tools and preferences are available with the official MyWOCN 2018 mobile app.

As an exhibiting company, MyWOCN is an easy way to stand out from competitors and get on to your targeted buyers' radar. So, let's talk about how you can stand out. From the Annual Conference web site, hovering over the word "Exhibitors", click Exhibitor Portal. Use your password provided by Exhibit Management. Once you've logged in, click on **Create Relationships - Edit E-Booth Profile** to update your promotional data as well as website and social media links. Be sure to include keywords and **select product categories your targeted buyers are likely to use in searches**. The product categories you select in your E-Booth Profile are used by the matchmaking service to automatically generate a list of recommended buyers for you.

Buyers add exhibitors and prospective business partners to their favorites list. Stand out from your competition by clicking on **"To Stand Out: Enhance Company E-Booth Profile"** to add full-motion video and banner advertising. History verifies enhanced listings get noticed up to 2 to 3 times more than basic listings! You can also attract buyers to your booth at the Annual Conference by adding a free **Event Special, press releases and image**. Event Specials can include product demos, contests, giveaways, exclusive discounts or celebrity appearances – all of which can significantly increase the traffic to your booth onsite.

You'll want to reach out and connect with your existing clients and prospective buyers attending the Annual Conference.

Search for Pre-Registered nurses under **"Attendee Search" to view "Attendees Interested in My Company"** (nurse attendees who have added you to their expo plan as a favorite exhibitor) **and "My Matched Attendees – Potential Leads"**. Define your own attendee match criteria to fine-tune your recommended attendee matches.

Click the star icon to add an attendee to your personal **My Favorite Attendees** list. Send a customized message via a direct email to an attendee by clicking on the email icon to the right of their name. See the messages you have sent in the "Exhibitor Sent Emails to WOC Nurses".

When a nurse attendee sends an appointment request to an exhibitor, the exhibitor will receive an email AND the appointment will show as pending on the exhibitor's appointment calendar. Manage your appointment requests from buyers by visiting the **Set Appointments with WOC Nurses** page. From here you can view your event calendar and see which appointments are confirmed and which ones are still pending and need to be accepted or declined.

With so many opportunities to connect with attendees before this Annual Conference, updating your eBooth Profile information, enhancing your listing and selecting your Product Categories is critical to ensure one-to-one interactions with buyers in the Exhibit Hall are meaningful and productive. Historically, attendees click on updated eBooth listings three times more often than on incomplete listings. Just as you would not leave your booth empty and unstaffed on the exhibit floor, do not leave your eBooth empty and uninviting. Take advantage of this opportunity to stand out from the competition, to build quality pre-show leads and to maximize your ROI from the Annual Conference.

To schedule an orientation session, contact us at cbrown@wocn.org, phone 856-642-4401.