NYU Langone Health

NYU Long Island School of Medicine

VIRTUAL EXHIBIT INFORMATION

Continuing Medical Education

Thank you for your interest in exhibiting at our upcoming NYU Long Island School of Medicine CME activity! We are excited to be able to offer you an array of new virtual exhibit opportunities. Following you will find details and answers to our FAQs.

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Mobile Course app

- Beginning 3 weeks before the course date, all learners are highly encouraged to download the course app, as it is home to the exhibits, agenda, presentations, speaker bios, credit instructions, and links to the learning platform.

- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more!

- Within the **Virtual Exhibit Hall**, you will be able to connect with learners during the exhibit hours. The exhibit hours run the length of the course, but we encourage registrants to visit the booths during the scheduled breaks and lunch.

- Click here to view a short video of the app.

- Registrants can access the course app via a mobile device or tablet or using a browser.

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Exhibitor Info Icon -- What? How?

- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more! In order to set this up, you will need to provide the following:
  - **Description** – This can include any information you would like; it is a free text box
    - Product information, links to videos, product links, online meeting platform link (Zoom, webex etc.) for exhibit booth hours, product theater, etc.
  - **Attendee Survey** – You have the ability to build an attendee survey on your company page where you are able to ask the attendees to fill out their contact information if they want to be contacted by you (reps/your company) for further information
  - **Contact Information** – Phone(s), Email(s), Website(s), LinkedIn URL
  - **Assets** – A single image file (JPEG, PNG, etc.) to upload a logo, headshot, or other graphic
    - Additional Image: Select multiple image files (JPEG, PNG, etc.) to upload graphics relating to your company, site, or products
      - Assets Tip: For the best in-app resolution, images should be about 300 by 300 pixels. For rectangular images, we recommend portrait view over landscape.
  - **Documents** – Any document(s) you'd like uploaded to your listing (10 MB limit each upload, unlimited number of uploads)
    - Please indicate if you would like these PDFs to have a specific naming convention and order

   Note: These items can be emailed to Peter.Sandre@nyulangone.org

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Exhibitor Info Icon -- More Details

- **The course app is live for a year after the course**, if you'd like your company's information removed after a certain date, please be sure to let Peter Sandre know.

- We are not able to track specific data (clicks, page views, duration, etc.) on your company's page within the exhibitor icon.

- **The course app will be made live 3 weeks before the course date**. If you'd like to see what your company's listing looks like before it goes live, you will need to submit all of the information and assets before that date.
  - Note: Updates to the course app can still be made after the go live date in real time

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Virtual Exhibit Hall Icon

Within the **Virtual Exhibit Hall**, you will be able to connect and chat with learners during the exhibit hours via your booth

- The Virtual Exhibit Hall icon consists of a list of all the companies that have exhibit hours and provides learners with a direct link to the booth (meeting platform)

- You will need to set up the booth on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to the course app
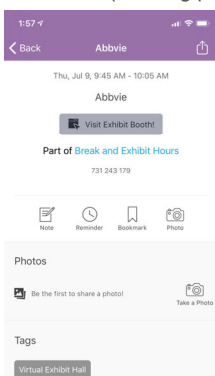
Your virtual exhibit hall can be open for the entire length of the course, however we will be encouraging registrants to visit the booths during the breaks/lunch

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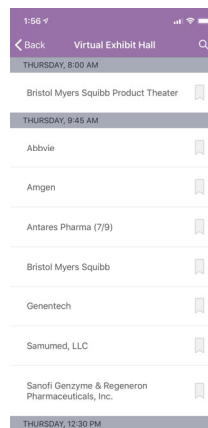
Who has access to the mobile course app?

- The mobile course app is password protected
- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content

Who has access to the virtual exhibit hall?

- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content
- Since you will be setting up your booth, using a meeting platform (Zoom, Webex, etc.), you have control over the settings of your meeting (booth)
  – i.e. password protect your meeting, disable video, disable chat functionality, etc.

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How will we drive registrants to the exhibit hall booths?

- **There will be multiple emails** sent to learners encouraging them to download our app

- **Bold push notifications** will be sent to all registrants through the app encouraging them to visit the Exhibitor Info and Virtual Exhibit Hall

- **Email blast will be sent to all registrants** informing them that the exhibitor content is available on the app the week of the course

- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.

  - For every booth visited, learner will receive 1 entry into raffle

  - If your company chooses not to offer booth hours, learner will receive 1 entry per survey completed

- There is a **Virtual Exhibit Hall icon with direct links** to exhibit booths

- **Links directly to booths are incorporated into the Agenda icon** during the break times.

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Product Theater Information (where applicable)

- **Product Theaters are non-CME sessions** that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. They will provide your company a forum to promote new products/services, present new research findings or conduct product demonstrations outside of your virtual exhibit hours in an educational environment.

- **In order to be compliant with the ACCME,** the product theater session must take place outside of the confines of the educational activity and cannot compete with the educational intervention.

- **NYU Langone Health physicians are not allowed to participate as speakers in Product Theaters.**

- You will need to set up the product theater on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to be added to your booth in the virtual exhibit hall within the course app.
  - If your company requires pre-registration to the product theater, we will need to know ahead of time.

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How will we drive registrants to the Product Theater(s)?

- There will be **multiple emails sent to learners** encouraging them to download our app
- **Specific push notifications about your product theater** will be sent to all registrants through the app encouraging them to attend
- **Email blast will be sent, the week of the course,** to all registrants informing them that the exhibitor content is available on the app and specifically mentioning the details of your product theater
- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.
  - For every product theater attended, learner will receive 2 entries into raffle
- There is a **Virtual Exhibit Hall icon** with direct links to your product theater
- **Links directly to your product theater** are incorporated directly into the Agenda icon

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How can I proactively connect with learners?

- Within the course app, you will have access to the **Attendees** icon which includes all confirmed learners and speakers. This is where you can actively reach out to clinicians.

- Within this icon you can:
  - Send a message
  - Share contact information
  - Set up meetings
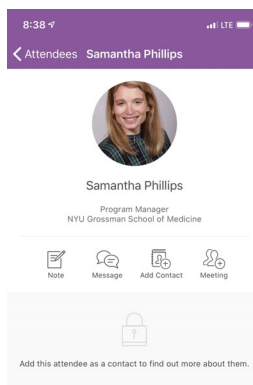
Important tip: Your profile must be visible in order for you to be able to use this functionality; learners' profiles default to visible but they have the option to 'disable' visibility.

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Other Frequently Asked Questions - I

- Q. "**How can I as an exhibitor to have an extended product or disease discussion** with a health care provider?"

- A. ➔We use a mobile course app that allow attendees to navigate the event resources, downloads and exhibitors. See page 5 for the App distribution date. The App will remain open for several months after the symposium, to foster extended discussions between exhibitors and health care providers.

- Q. "**How can I identify of the health care provider's specialty** information?"

- A. ➔We include self-identified specialty information for most Attendees when importing them into your Mobile Course App.

- **Q. What Virtual Exhibit platform does NYU use,** and can it render approved visual resources with safety information as required?

- A. ➔We currently use CrowdCompass. Virtual Exhibitors are asked provide the CME office with the electronic logos, links and listings for initial loading into your dedicated company tab of the app. Changes can be made in real time, but we encourage Exhibitors to submit materials **before** the initial load date, in order to put your best foot forward before the App is released to the HCP audience. Depending on Exhibitor's purchase level, live teleconference links can be embedded to create Virtual Product theatre. Other downloadable materials can be offered in links alongside your Exhibitor page, including Product Safety Data and other PDFS.

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Other Frequently Asked Questions - II
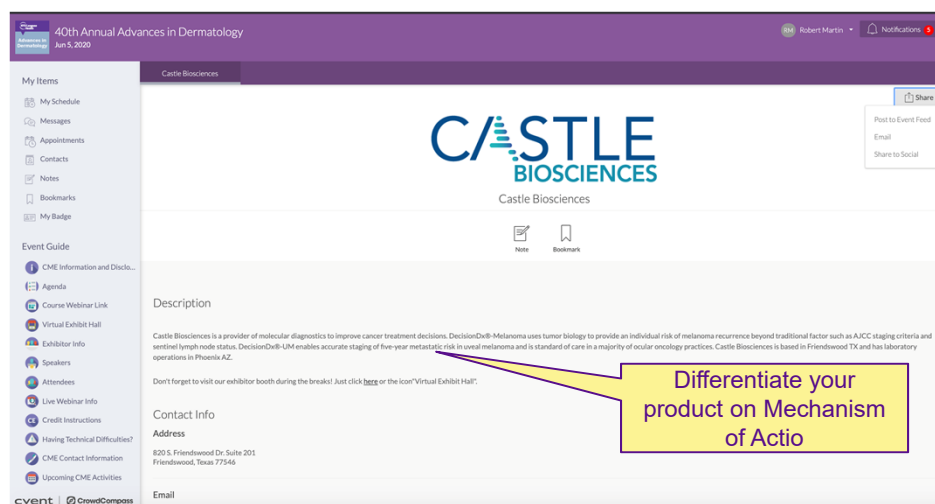
Q**. Can I see a sample of the Exhibit Platform** to review (e.g, a staging site)?

- A. ➔Attached are screenshots of a recent events (Dermatology, Endoscopy) that utilized the same logistical set up as will be followed in future events. If you have specific visuals in mind that are different from what is depicted, it is likely that they can be accommodated on your companies dedicated screens of the mobile app. The mobile app is also fully functional on desktop computers and tablets, so "responsive" device layouts may position visual elements differently depending on each person's viewing device size.

Q. **Describe how my interactions will occur** with health care providers?

- A. ➔ We send a number of PUSH notification alerts to prompt the HCP audience members to visit the exhibitors in the mobile app starting approximately 1 week before the symposium, through at least 6 months following the event. During the actual symposium timed agenda, we ask the Exhibitors not to "compete" with academic content timing, to maintain ACCME compliance.

- At scheduled agenda breaks, HCPs will be encouraged (by means of an online exhibitor hyperlink) to visit the mobile attendee App and interact with exhibitor staff during break and after the event. **At the agenda breaks, the event moderator will verbally encourage audience to visit the exhibits area, and as an incentive to do so, we will offer a raffle prize to participants who visit the exhibitors.** (See page 8)

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Screenshot: **Each exhibitor customizes their booth page about three weeks before the event. Audience begins visiting your booth about *1 week before the event.***

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Screenshot: Start with a simple Booth Layout, or add visuals

Screenshot: Provide downloadable product materials

Screenshot: Your Virtual Booth can offer many interactions

Screenshot: Option to Embed your firm's existing videos

Screenshot: **Booths are compatible with almost any videoconference service you use: Zoom, Webex, GoToMeeting**

Screenshot: **We drive Traffic to Exhibitors during pre-show and breaks**

Screenshot: It's Showtime, and the Stage is set for the CME presentation

Screenshot: our CME Virtual Symposia layout complies with ACCME Standards of Commercial Support regarding separation of promotion from education

Screenshot: **Meet with our HCP Audience at breaks**

Screenshot: **The Product Theatre option provides a high-impact showcase for your product**

Screenshot: An **exclusive** Product Theater timeslot has the *thrill of a live event*

Screenshot: Virtual Exhibit Hall tab makes it easy for HCPs to find you at break, *and for months after the event*

We look forward to collaborating with you!
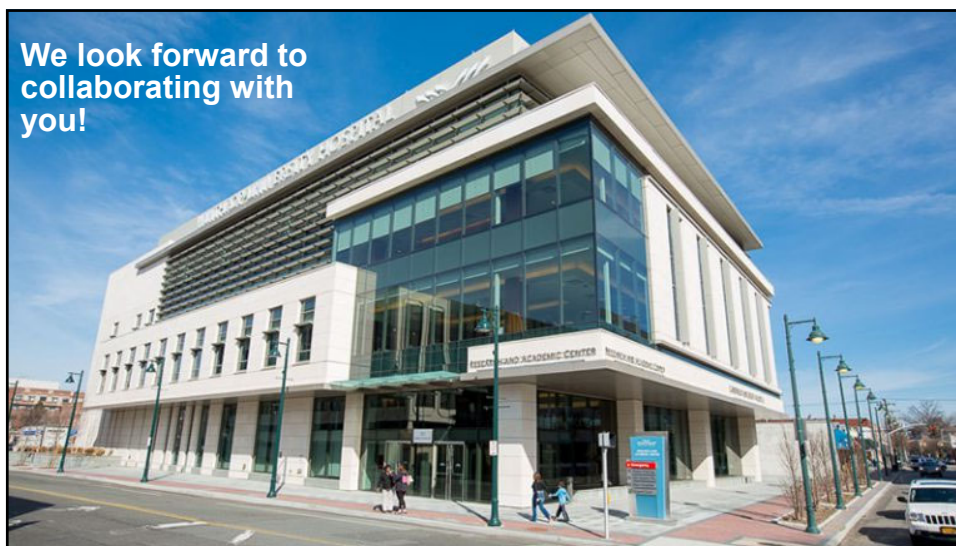
For additional questions, please contact Peter.Sandre@nyulangone.org
THANK YOU!

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