

# The Midwest Clinic 2020 – *Staying Connected*

## Exhibitor Information

The Midwest Clinic is going virtual!

You are invited to participate in our first virtual trade show ever at *The 2020 Midwest Clinic – Staying Connected*. It's going to be great!



Our event will run December 16 – 18, 2020 with exclusive professional development content and performances that attendees won't be able to find anywhere else. In addition, all attendees will have the opportunity to engage in various live chat forums on topics pertinent to today's educators

The Midwest Clinic 2020 is also a great space for your company to launch new products, showcase your services and stay connected

with educators across the globe.

## Your virtual exhibit booth

We have developed a unique and exciting exhibit booth experience that mirrors your live Midwest Clinic booth experience – and maybe just a bit more, including

**Entertainment videos from our exhibitors**, just like those great performances just outside our exhibit hall.

**Exhibitor category pages** that help visitors quickly find the products and services they need.

### Two levels of exhibitor choices:

**Level One Exhibitor Experience** includes your banner and link from one of our Exhibit Category pages to the URL destination of your choice, so visitors can find you quickly. You will also receive up to three Individual Registrations for yourself and staff. (Company email addresses only.) This will allow you to participate in all chatroom discussions happening throughout the event. Cost is \$275 per booth.

### Level Two Exhibitor Experience

For those looking for larger promotional opportunity, we are pleased to offer our **Level Two Exhibitor Experience**. This include your own Custom Exhibit Booth, including

- A complete video stream directly accessed from your YouTube Channel or Playlist
- Space for all of your custom promotional banners with links
- Visitor response mechanisms including optional “chat,” Links to your Guest Book,” “Website,” “Email”, and/or “Connect with us” options.
- Banner presence on multiple trade show booth category pages linked to your custom exhibit booth
- Up to five Midwest Clinic 2020 individual registrations (company email only)
- Invitation to participate in all Midwest Clinic chatroom discussions
- Cost is \$550 per booth

In addition, all Level Two Exhibitors may contribute

- **Entertainment Video Presentations** (no additional charge) – Give your artists the stage by contributing a fun performance video (max: five minutes) to showcase on our Trade Show home page. Similar to our front of exhibit hall experience, there's no overt commercial messaging but you can include your logo, tastefully, on the video itself. Copyright permissions must be included. The Midwest Clinic reserves the right to reject what it regards as unabashed commercialism. (We believe our exhibitors know the difference.)
- **Product Showcase Presentations** (\$250 each) are educational features that showcase your educational resources and products in an online classroom setting. They provide a high level of attention, especially when you promote your showcase event to your marketing prospects. Some key strategic benefits include:
  - Product Showcases are listed in the presentation schedule located on the Midwest home page.
  - Each product showcase will include up to 3 video chapters in one showcase, each no more than ten minutes in length – total maximum showcase length is thirty minutes.
  - A professional development certificate from The Midwest Clinic will be available for printing for all registered attendees who successfully complete your showcase.
  - Your showcase participants will be able to opt in/opt out of further communication with you.
  - Five product showcases will be available per day. After the Midwest Clinic ends, your product showcase will continue to be available online through January 31, 2021. Space is limited so reserve your showcase as soon as possible.

To register and begin your exhibit planning, please visit [www.midwestclinic.org](http://www.midwestclinic.org).