



Maximizing the On Demand Period of VPCB

Virtual PCB will be on demand through April 9, 2011. All elements of the live event except live group chats will be accessible during the on demand archive. We will continue to promote the event in its on demand period to attract new attendees, as well as to remind our live event attendees to “re-visit” for updates or to review information they were not able to access during the live event. In order to get the most out of Virtual PCB on demand, please review the tips below.

- Visit your booth’s data portal during the on demand period as it continues to track an array of useful information for potential leads.
 - o My Booth Visitors
 - o Tab Visitors
 - o Document Users
 - o Downloads

- Log back in often as attendees may have visited your booth and asked questions inside the on demand event.

- Update your content
 - o Post new or updated brochures, white papers, etc...
 - o Upload new Webinars or demonstrations
 - o Link to a new webpage

- Invite customers back
 - o Host a group chat inside your booth during the on demand event.
 - o Introduce a new product or service
 - o Give an incentive. For example, the first 10 people to log back in at the specified date and time to view or download the latest information will receive a reward.

- Log back in until April 9th and go back to all of your stored chats, vCards, and show emails for prospects and further follow up.

- Remind past booth visitors how to access the on demand show.
 - o Pre-registered attendees can use the same login information that they used to access the live event.
 - o New registrants can sign up to attend at <http://www.virtual-pcb.com/>

This is another opportunity to maximize your investment in Virtual PCB.