



Dear Exhibitor/ Sponsor,

We would like to invite you to VRWA's 32nd annual conference, VRWA - Here for You and Virtually everywhere too. This year we have planned a new experience for all. Although we have recently been holding our conferences at the Hotel Roanoke and Conference Center, this year, due to health restrictions and concerns, we will be going virtual. We want to thank Hotel Roanoke for their flexibility in working with us and we look forward to going back as soon as possible. Even with the change to virtual, we have a great event planned for you.

What does a VRWA virtual conference mean for you as an exhibitor?

- **Great way to advertise.** Keep your name out there and be seen.
- **Get a virtual booth space.** When a person selects your booth space or your name from the sponsor page, they will be directed to your very own space within our virtual platform. That space can be modified by you with your logo, links to videos, link to your website, links to your social media, live chat with you during specified times, the ability to schedule virtual face-to-face chats through our conference platform, and whatever else you can imagine.
- **Message anyone at the conference or have a virtual face-to-face meeting.**
- **Choose your level of sponsorship and receive added benefits.**
  - Be a part of our game. You can have game clues about your companion that attendees can answer in order to earn points and win prizes. Think of it as a huge scavenger hunt.
  - 15 minute roundtable scheduled immediately following a class session. This will be open to all attendees and gives you a chance to spotlight your products and services. Use videos, a PowerPoint, a Q&A, or whatever your creativity comes up with. This is also a great time for you to have a fish bowl drawing to attract even more attendees.
  - Get a banner ad on a page of the conference platform.
  - Include your swag in our bag we send out to attendees. Have your item delivered to our office by April 2, and we will include it in our good bag that we send out.
  - Get a session room named after your company for the duration of the conference and an ad on the VRWA website for 6 months post conference. There are ONLY 4 sponsorships at this level available and ONLY for VRWA members!
- **Scheduled times during the live session days we ask you to have a representative available for live chat.** This will be 3 times a day for 30 minutes each. Use the rest of the time as you choose – continue live chat, schedule meetings, send messages, etc.
- **You can have up to 4 representatives with access to the conference.** You can share days and times or have people with different specialties available.
- **Register and pay as an attendee (also a nominal cost) only** if you want to earn CPEs.
- **The VRWA conference isn't just April 20-22,** but the platform, messaging forum, face-to-face video chat, access to attendees will be available for *30 days* after the live days end. You can still reach out to people through the VRWA conference until May 21st.

About a month before the VRWA conference begins, you will be able to access your virtual booth space and also your personal profile to add/edit as you desire. If you need assistance, please reach out to use at 540-261-7178 or email @vrwa.org.

We look forward to an exciting event with you. Sign up today for a great opportunity to be a part of the first virtual VRWA Conference with live sessions April 20-22, 2021 and continued access through May 21st.

*VRWA - Here for you and virtually everywhere too!*

Mike Ritchie  
VRWA Executive Director