PORETTA
&ORR EXHIBITS. EVENTS.

INTERACTIVE
VIRTUAL EXHIBIT
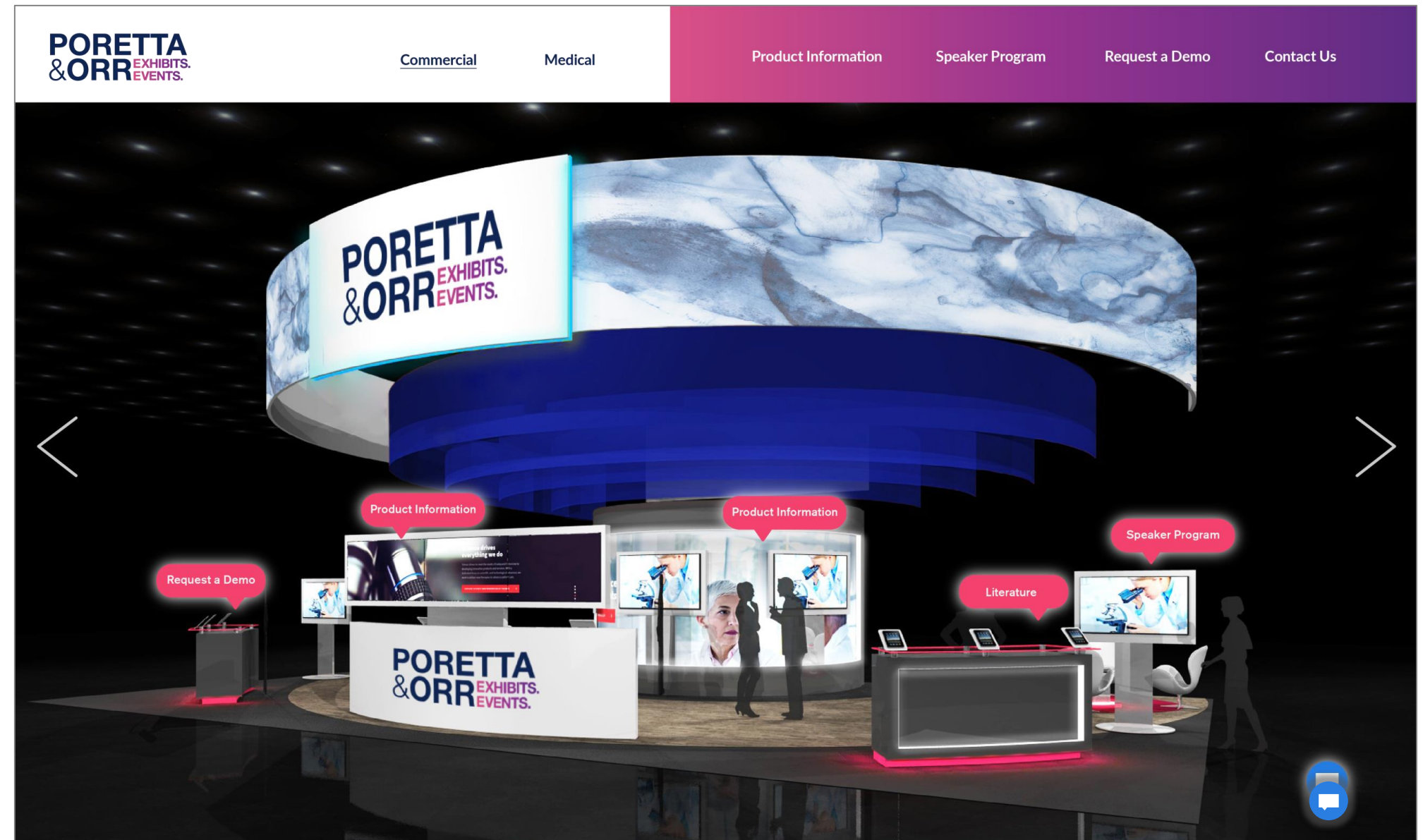
Product Information

Request a Demo

Literature

Speaker Program

Product Overview

Poretta & Orr has launched an interactive, online exhibit program to allow our clients to stay in front of their target audience in a fully-custom and engaging way. This solution was developed to bring experiential value to the virtual world and includes metrics reporting, sales engagement, and content delivery. Each environment is custom-designed for our clients and can include a variety of add-ons to enhance the user experience within the space.

This interactive solution can be utilized in a variety of ways once developed. The exhibit can be linked to an association's virtual offering, can be used for a private meeting or as an ongoing sales tool for representatives to engage key targets.

Registration and Tracking


- Attendees that click the custom link will be driven to a registration page.

- The registration page can include any fields based on client need. Fields may be listed as required based on client preference.

- At the conclusion of the event, the Poretta & Orr team will prepare a post-show report including a variety of metrics which correlate to attendee registration information.

- Metrics from program include:
  - Attendee click-through information *(What did they look at)*
  - Duration spent on each item clicked
  - Total visits to site URL
  - History of sales discussion

Navigation & Tool Utilization
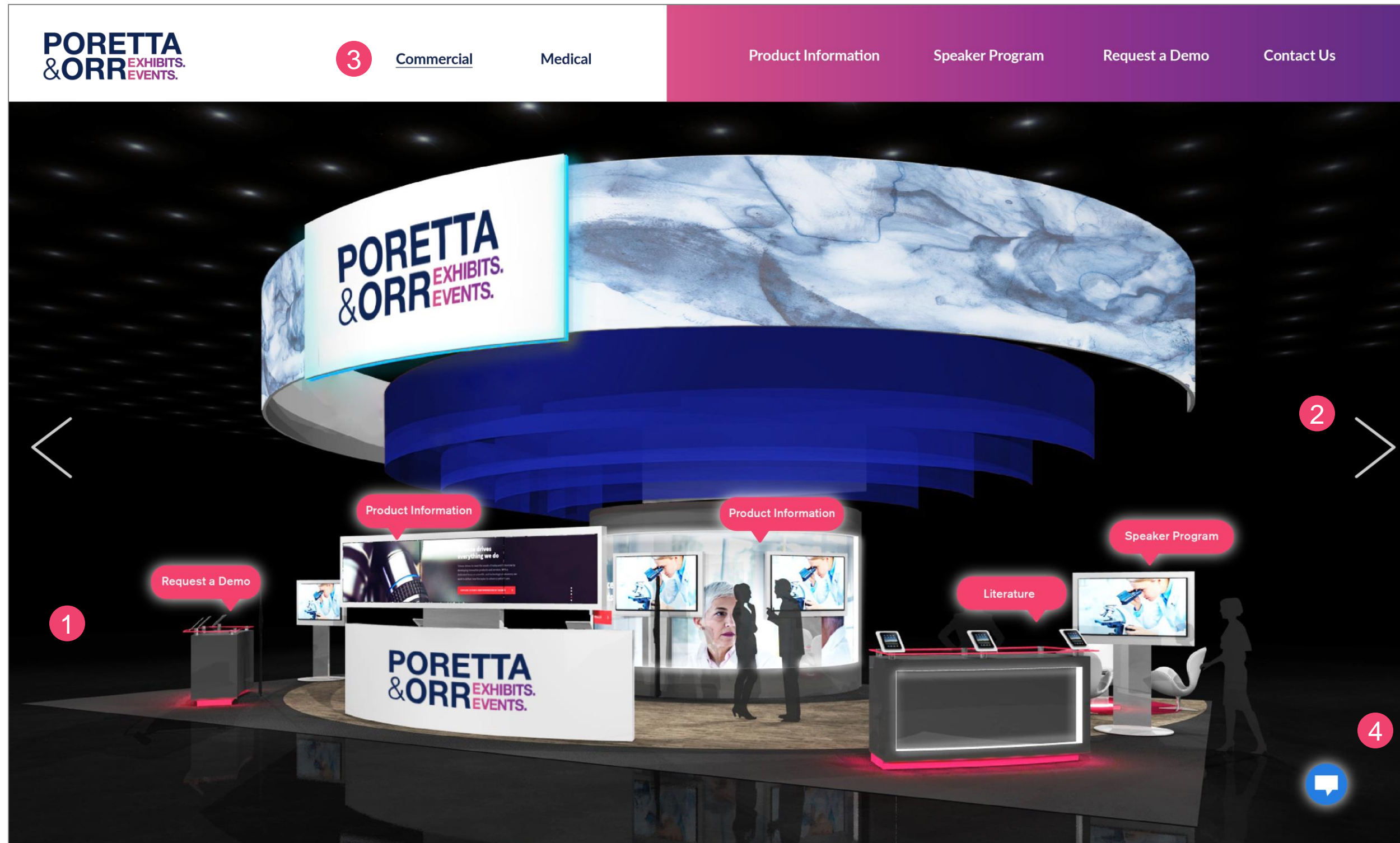
- Upon entering the site, visitors will see a full 3D rendering of the exhibit. If appropriate, commercial vs. medical will be delineated as it would be in a live setting.

- Hot spot labels can remain throughout attendee interaction or fade to display just the bullseye. **1**

- In the case of a commercial / medical split, the user can utilize arrows to rotate the booth. They will be prompted to confirm they are leaving the commercial and entering the medical information section. **2**

- Attendees can navigate offerings utilizing the menu bar at the top of the page. **3**

- Users can chat with a sales representative at any point of the visit. Options can be added for one-click phone calling or one-click video meetings. **4**

Interacting with your Representatives
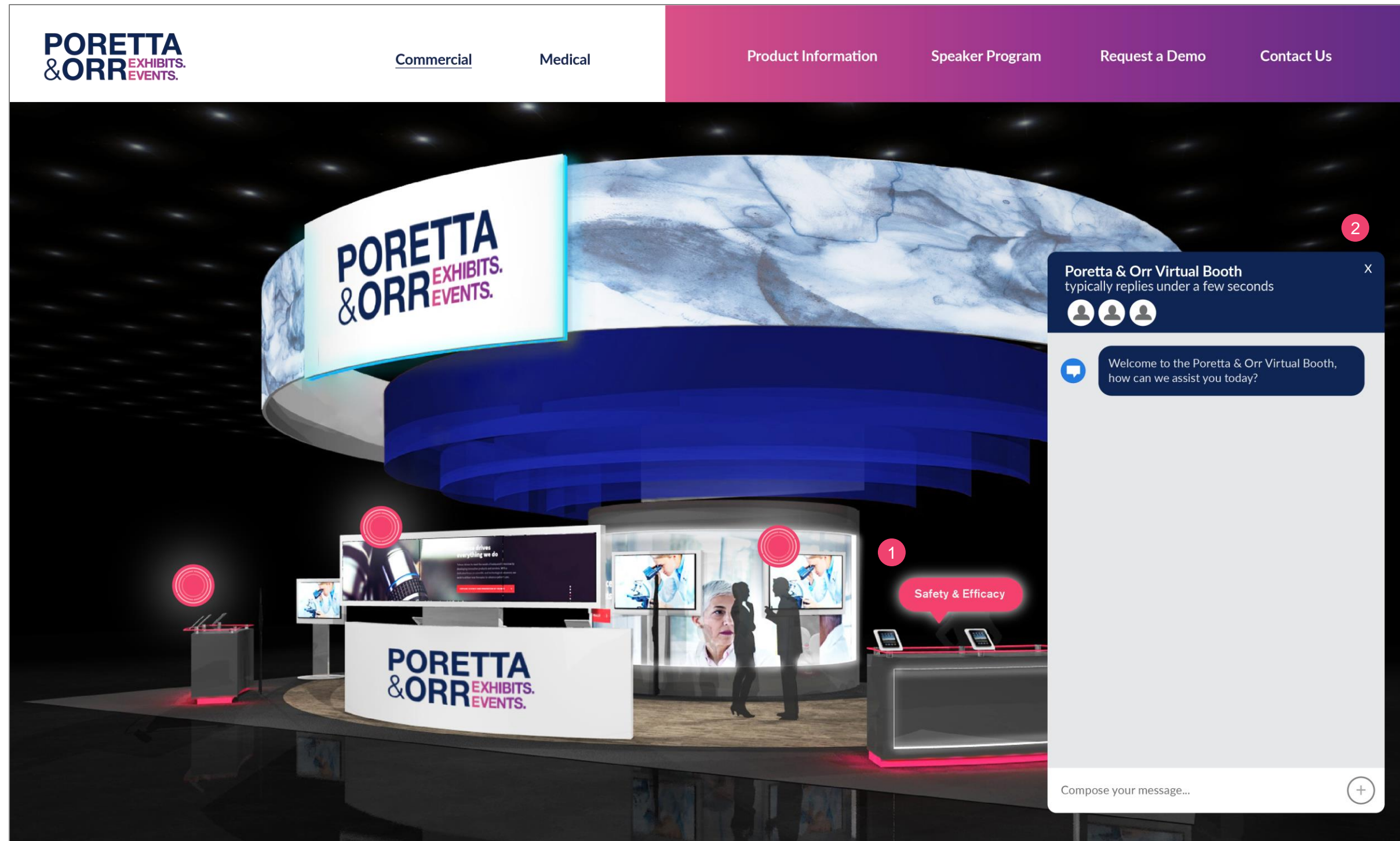
- When a visitor hovers over a hotspot, it expands to show label. ❶

- Clicking on the chat icon will bring a pop up to screen where the visitor can enter their question to the sales team. ❷

Interacting with your Representatives
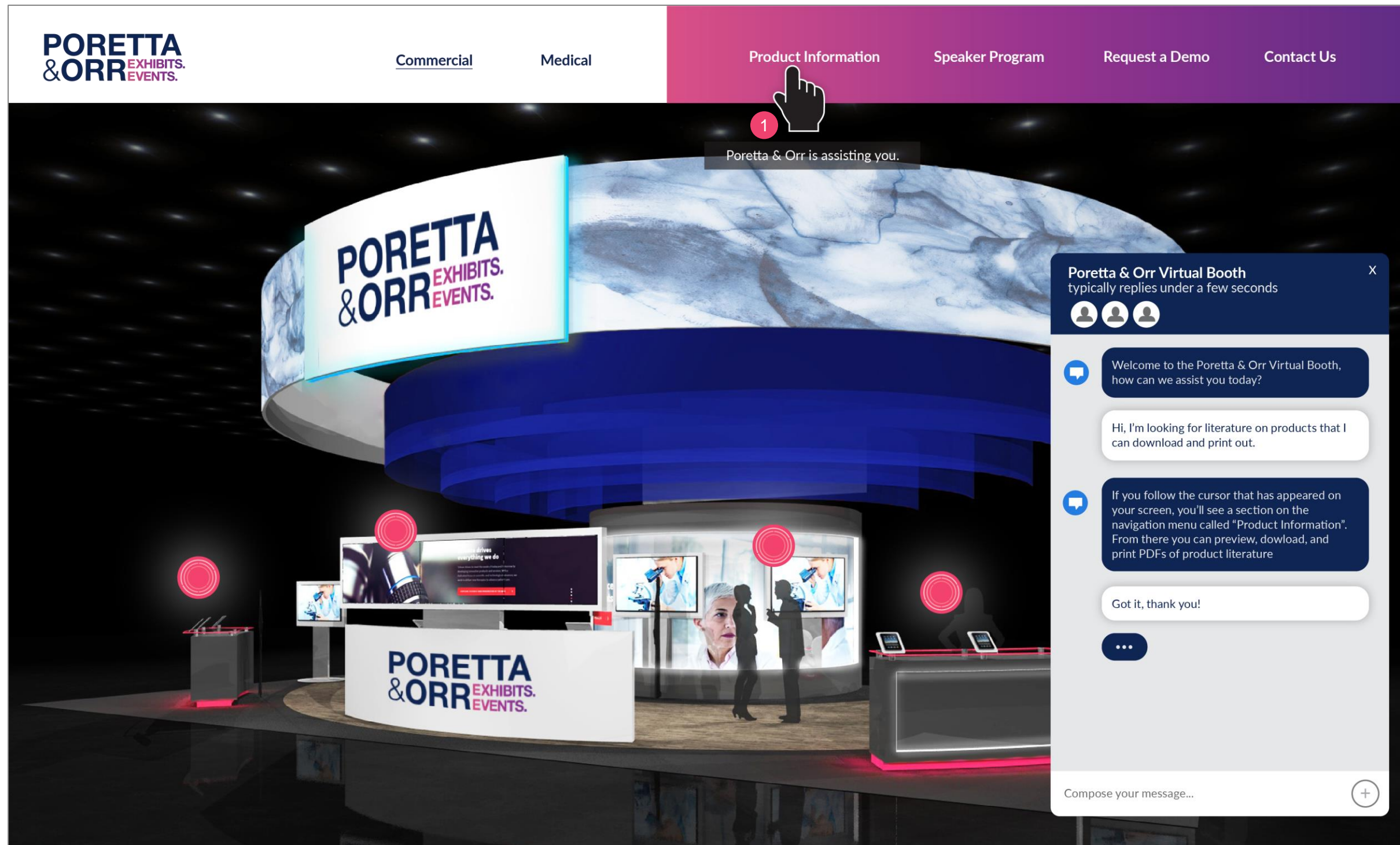
- Sales representatives can assist attendees by temporarily taking control of the attendee's cursor to direct and navigate them to areas of the booth based on the current chat. ❶

Interacting with the Booth
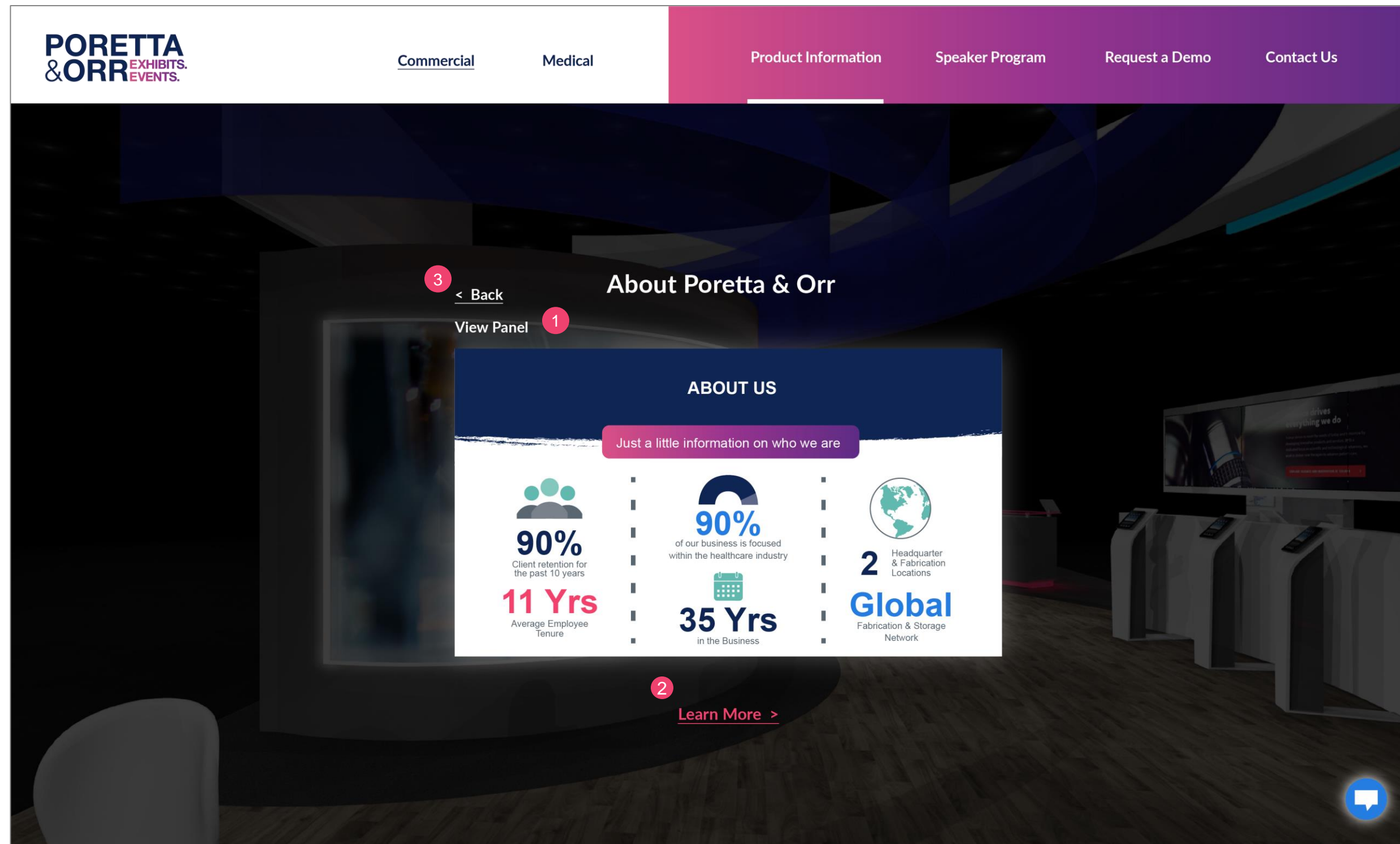
- After clicking a specific hot spot button, the visitor animation zooms in on that area of the exhibit.

- Attendees can chose to view the material ① click "More Information" ② which can hyperlink to a more robust client site, or go "Back". ③

Interacting with the Booth
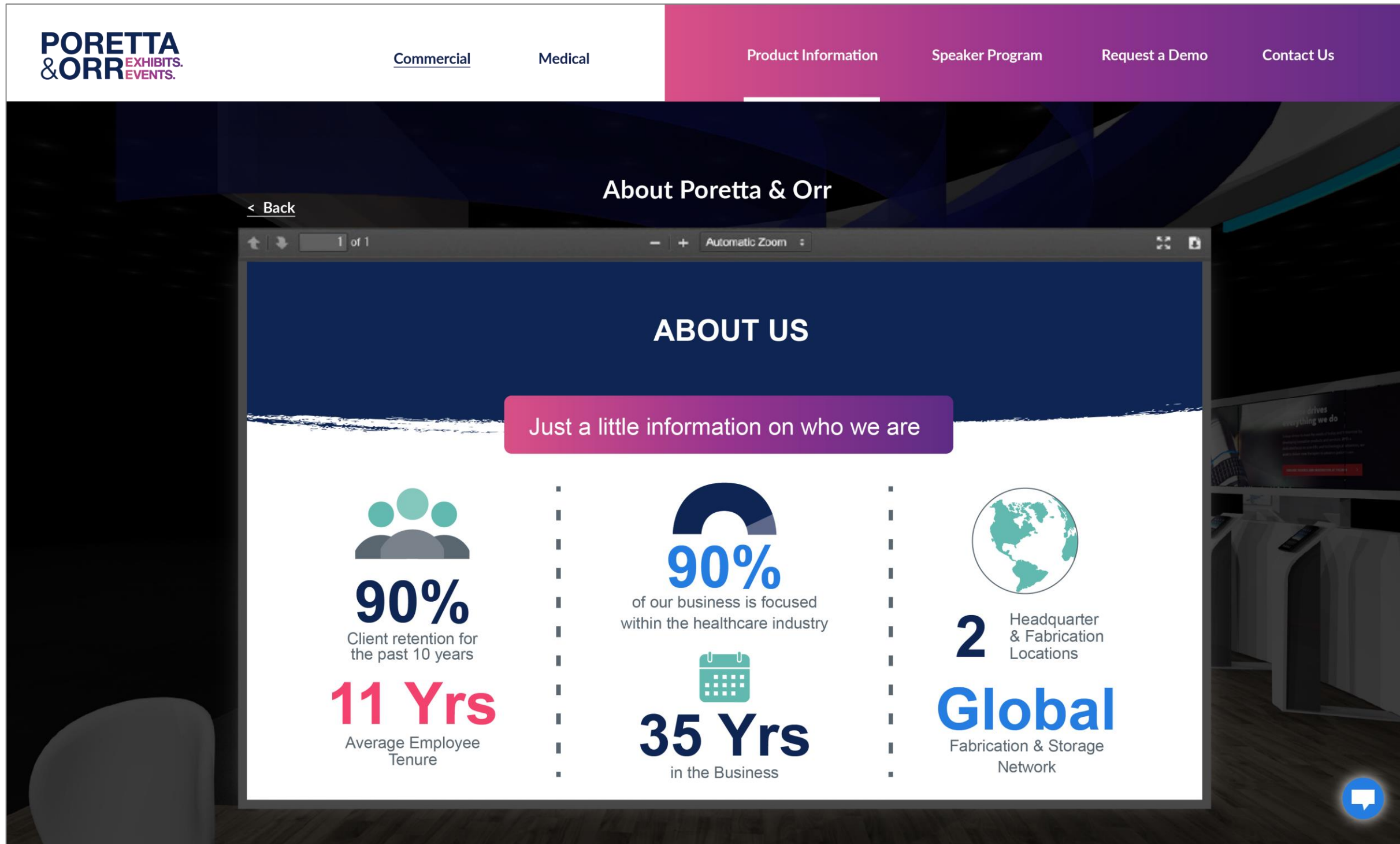
- Panels can be viewed full screen and zoomed as needed. Content can be static or video.

- Representatives can also navigate and detail the panel throughout the attendee's visit.

Speaker Video or Live Stream
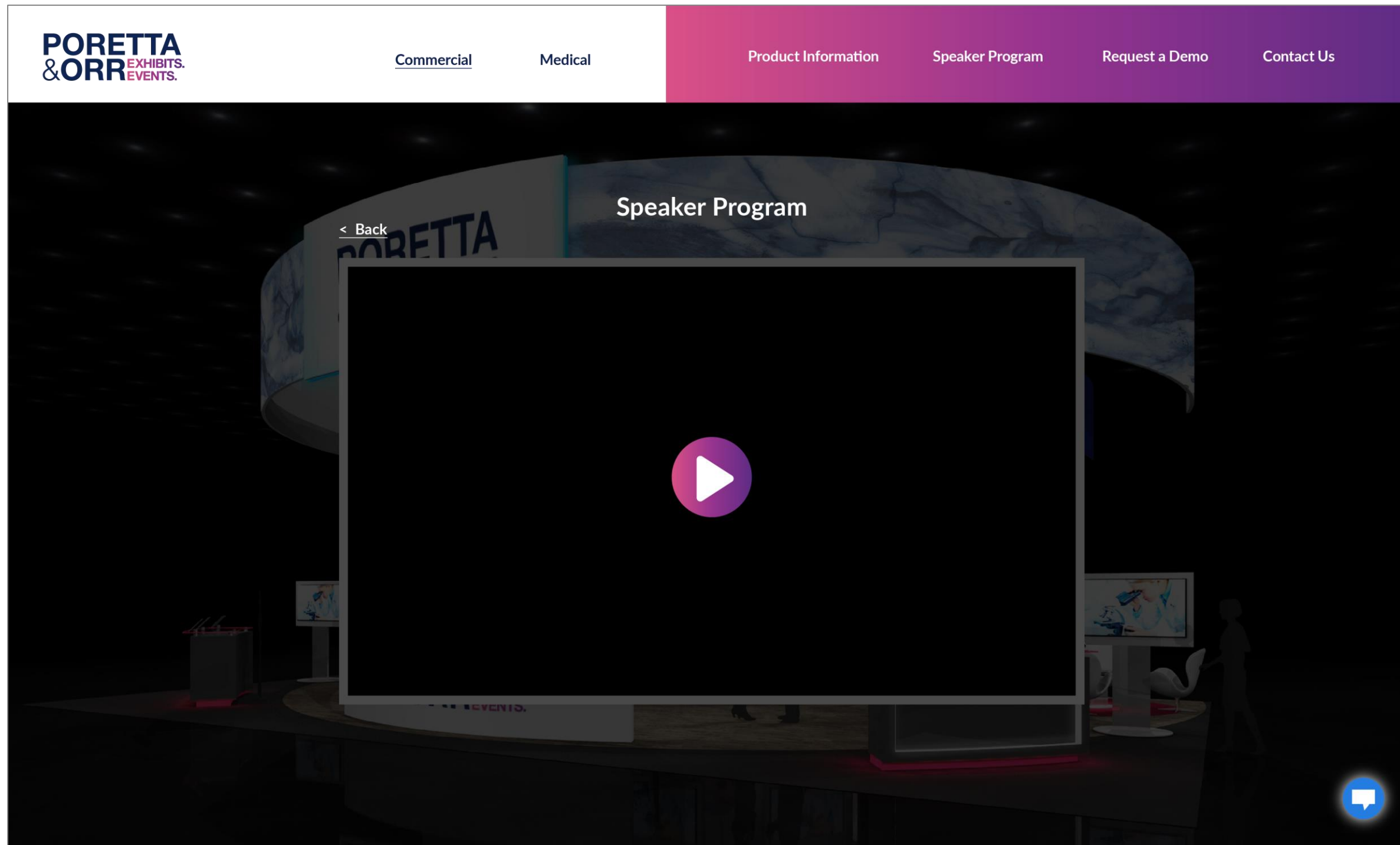
- Speakers can become part of the attendees experience. Depending on the structure of the event, these can be live speakers via virtual speaking platform or prerecorded content.

- A library of speaker content can also be loaded into the interactive exhibit allowing the attendees to select based on interest.

Viewing Content
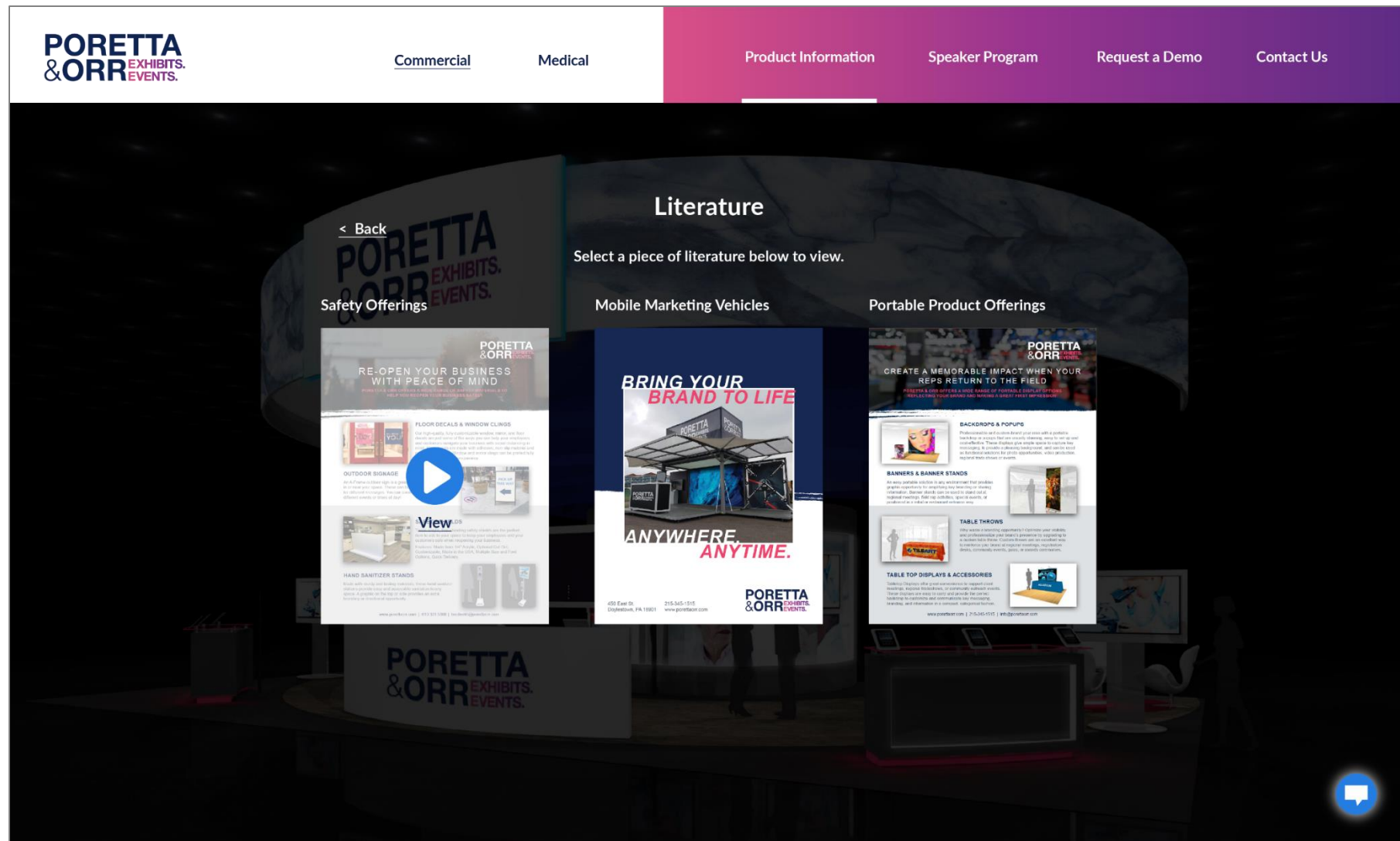
Selecting the literature hot spot allows attendees to view additional e-literature items and download materials for reading at a later time. This feature includes metrics tracking for follow up with attendees who viewed the material.
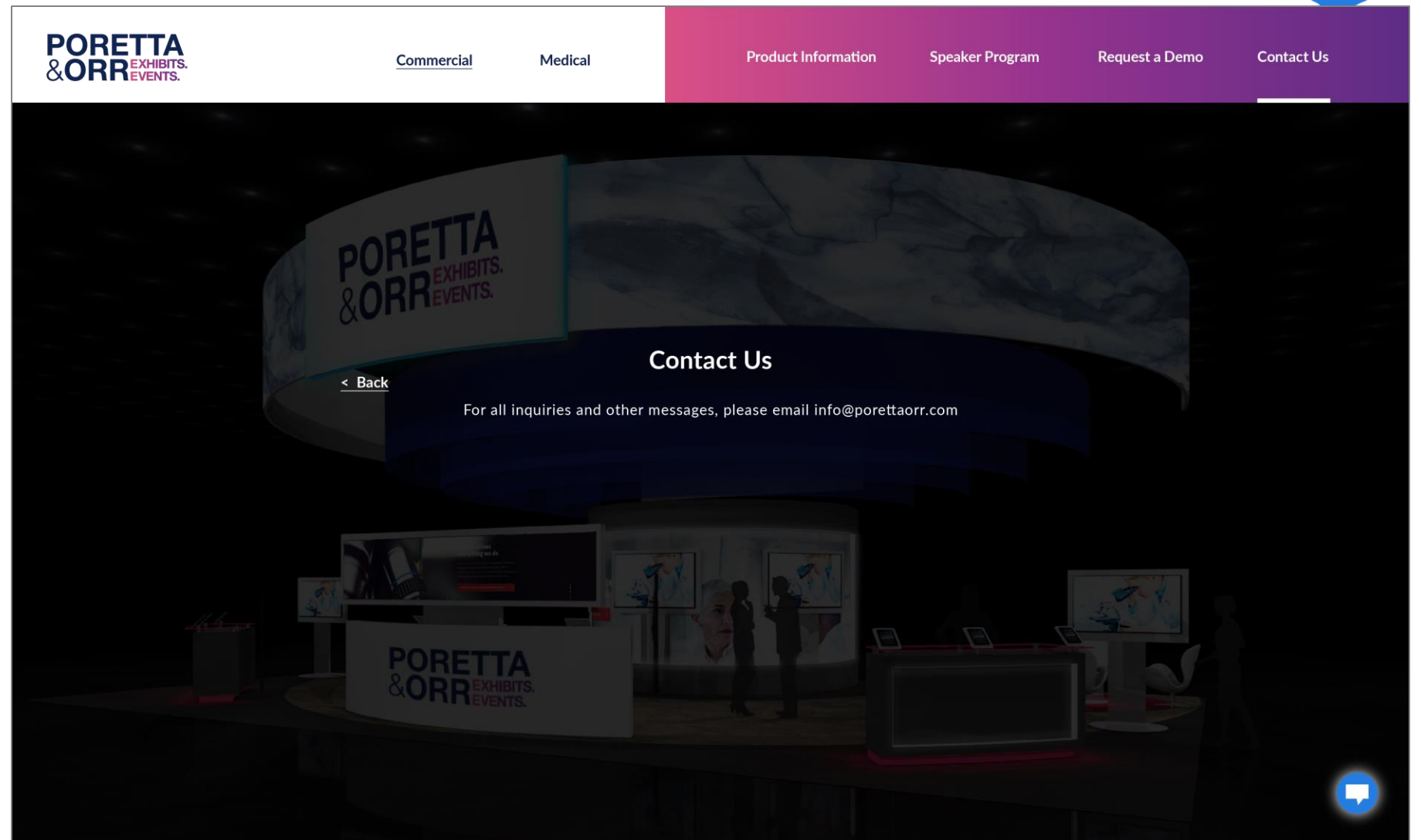
The Contact Us page allows attendees to request additional information and can drive them to a specific email location or telephone number to continue the conversation.

Medical Information
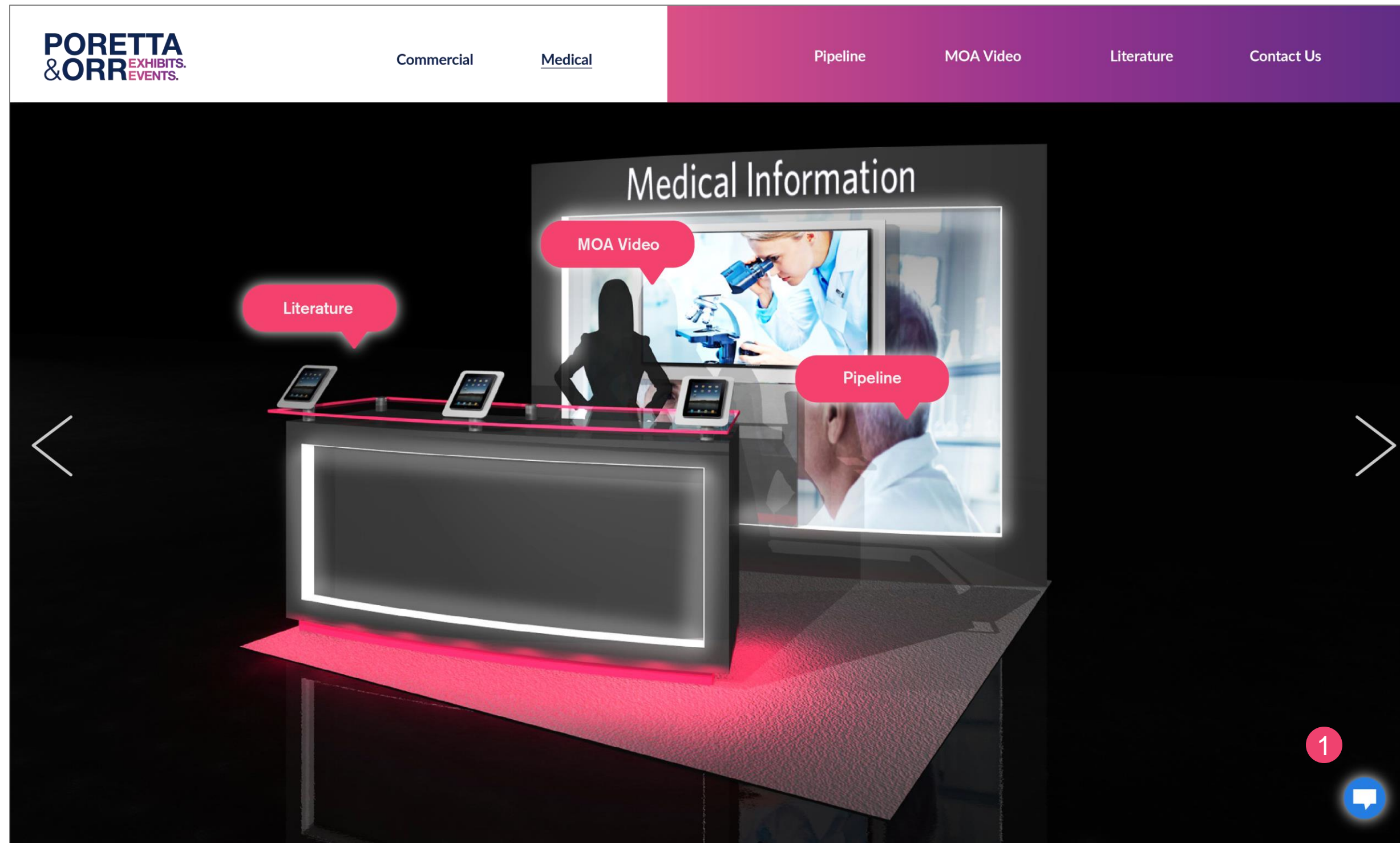
- If appropriate, attendees must acknowledge leaving Commercial section to move to the Medical Information section of the exhibit.

- The Medical section of the exhibit functions the same way with hot spots and includes the chat feature which will go directly to medical liaison staff, not commercial sales representatives. ❶
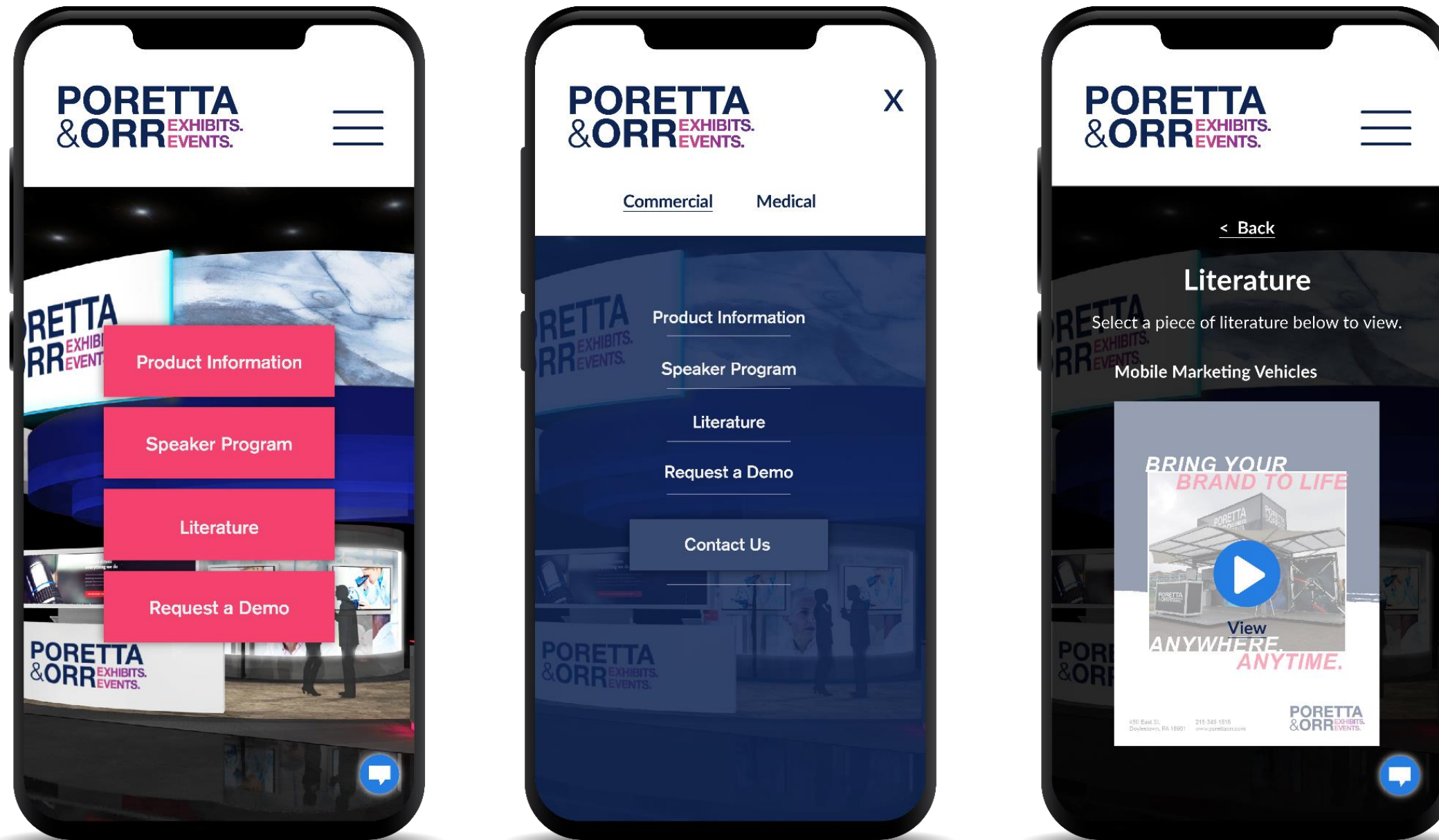
Medical Information Request Form

Video content playback

- The interactive program is built on HTML5 platform allowing for compatibility across platforms include iOS and Android use.

- Hot spots are generated as a menu and allow attendees to navigate just as they would from a PC.

- Literature and video can be queued from the mobile system and zoomed in as appropriate.

Mobile Platforms

P&O

Please contact your Poretta & Orr sales or account representative to discuss details and customized options!