

VIRTUAL

MassCUE 2021 CONFERENCE

February 9-12, 2021 | In partnership with M.A.S.S

MassCUE Virtual Conference Exhibitor FAQs

WILL THE MASSCUE CONFERENCE TAKE PLACE?

Despite the current circumstances of the COVID19 Pandemic, we are moving forward with the plans for the conference. The conference planning committee has made the decision to conduct a virtual conference, complete with a virtual trade show.

With the tremendous challenges educators are facing at the start of the 2020 school year, the MassCUE conference committee and Board of Directors thought it would be best to postpone the fall conference to February, with the hope that educators will be more available to engage in the conference and will be seeking resources to enhance their professional roles in the classroom and beyond.

The conference is now scheduled for **February 9 – 12, 2021**

I REGISTERED AS A VENDOR FOR THE OCTOBER CONFERENCE DATES, WILL MY REGISTRATION CARRY OVER TO THE FEBRUARY EVENT?

Yes! If you reserved a virtual exhibit booth, vendor session, and/or sponsorship, this will now apply to the February conference dates. Unless you email karen@delaneymeetingevent.com and tell us otherwise, we will assume you will be joining us in February.

IS IT POSSIBLE TO HAVE AN EXHIBIT BOOTH AT THE VIRTUAL EVENT?

YES! The on-line conference venue will include a virtual exhibit hall. Each vendor will be able to upload their content and virtually set up their exhibit space. The virtual platform includes opportunities for vendors to upload documents and videos and customize your booth. Vendors will also be able to have live chat sessions with attendees during scheduled exhibit hours and schedule appointments as well.

ARE THERE SPONSORSHIP OPPORTUNITIES AVAILABLE?

YES! The virtual venue is a great platform to gain name recognition for your company. Sponsor opportunities are being developed with great benefits for logo placement, break sponsorships, session track sponsorships and more. More details coming soon!

WHY SHOULD I PARTICIPATE IN A VIRTUAL CONFERENCE?

Studies show that attendees are 30% more likely to approach a vendor in a virtual environment as opposed to an in person environment. Virtual events also are capable of providing vendors with great analytics showing you how many attendees entered your virtual booth, who visited your booth and what documents they were interested in. Attendees can request information from your virtual booth, participate with you in a live chat and schedule an appointment. You will have many quality interactions with potential customers without the additional expenses of travel, hotel accommodations, show decorator fees, etc.

CAN VENDORS OFFER A WORKSHOP?

Vendors who sign up for a virtual booth at the MassCUE/M.A.S.S. conference may additionally purchase the opportunity to host a vendor session, webinar. Details regarding abstract submission, scheduling etc. will be coming soon. Vendors may also upload videos into their virtual booth and/or host a live session in your virtual meeting room in your booth.

WHO ATTENDED LAST YEAR?

See our Information at a Glance to learn more about who attended our conference in 2019.

WHAT IS THE CANCELLATION POLICY?

In the event that the MassCUE & M.A.S.S. Board of Directors make a decision to cancel the conference for any reason, vendors will receive a full refund.

In the event that the vendor must cancel their virtual exhibitor/sponsor registration for any reason, the vendor must put this request in writing to the Exhibits Manager, Karen Forbes karen@delaneymeetingevent.com. If this notification is received on or before January 8, 2021, all monies, less a \$100 administrative fee, will be refunded. Cancellation received after January 8, 2021 obligates the exhibitor to forfeiture of all monies paid. Failure to submit required vendor assets and occupy the virtual booth space does not release the exhibitor from the full cost of the rental. If the virtual booth space is not occupied when the conference begins, show management will have the right to eliminate empty spaces in the virtual exhibit hall.