



*Close the Deal*  
Exhibitor Networking Guide

# How-To

## Exhibitor Networking Guide to EUEC 2011

EUEC is very proud to announce the arrival of an amazing product that is leading the way in revolutionizing the conference industry.

Imagine being able to meet, interact and connect with attendees before anyone touches down in Phoenix. Imagine not only having a physical booth on the exhibit floor, but also a virtual booth that potential clients can visit 24/7 months before the conference even begins. And imagine every attendee having the ability to check out your show promotions or to make an appointment to meet with you, from their phones.

This is the future of meetings... and we are including it free of charge for all attendees and exhibitors this year.

### How do I access Pathable?

You must first register for an exhibit booth at EUEC 2011 by visiting [www.euec.com](http://www.euec.com). Once you've registered, an email will be sent to your inbox inviting you to preview and edit your virtual exhibit booth on the EUEC Pathable community, and begin networking with conference attendees. To view the site click on the Pathable icon on the EUEC website or go to <http://euec2011.pathable.com>.

### Dates to Remember

Only those registered for EUEC will gain access to Pathable and all the networking opportunities included with it. Make sure your company delegates register early for the greatest networking benefit and lowest registration cost.

Ongoing	Discussions begin on Pathable, the EUEC social networking platform, between session members.
December 31, 2010	Advanced Registration Deadline (\$400 Discount)

### Pathable Access Benefits

- Create a virtual exhibit booth, complete with logo, description, photos, videos, collateral, and attendee profiles, to showcase your services and products
- Network with existing clients and prospective leads
- View profiles and interests of the attendees
- Discover which contacts from your Twitter and LinkedIn are also attending
- Provide your promotional materials and hand-outs which can be downloaded and printed
- Schedule one-on-one meetings with attendees and other exhibitors
- Join the online conversations about the topics that are critical to our industries today

# 65

Million  
Facebook  
users access  
their account  
daily with a  
mobile device

Social media is not a fad; it cannot be ignored and the fact that it is going mobile faster than you can say "vital" 3 times should have you wondering how you can make an impact.

EUEC's new social media platform will not only provide you with the connections you are looking for, but it will also allow those connections to find you via their own mobile device.

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### Virtual Exhibit Booth



## Tips

### Virtual Exhibit Booth Tips

- 1. Create Profile** - request to be an "Authorized Editor" for your company's profile by emailing [info@euec.com](mailto:info@euec.com). Once you receive an invite email - click on the "Go to My Profile" on the upper right hand side of the home page (<http://euec2011.pathable.com>) and login.
- 2. Update Company Profile** - Click on the "Edit Details" button in the upper left hand corner to update company logo, description and/or website and select tags to represent your interests; as the community grows, these tags can be used to find and network with those attendees interested in your industry and help you generate leads.
- 3. Additional Profile Info** - upload additional company or product information by clicking "Upload Files" in the upper left-hand corner and selecting a file or photo url.
- 4. Add On-Site Staff** - under "Edit Details" pop-up, click on "Staff" element and begin typing registered company attendees - once you see their name, click to add as a staff member.
- 5. Start Conversations** - start a conversation with individuals, those with specific interests or all Pathable members and stand out as a leader in the community.

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### Pathable Outline

- **Home:** Quick snapshot of community activity
- **Attendees:** Search for contacts by name, tag, or category; click attendee name to access their profile.
- **Exhibitors:** Listed alphabetically, you are able to peruse the exhibitors' online booths, which may include company brochures, whitepapers, specs, promotions and videos
- **Inbox:** All messages received & sent by you within the community are stored here
- **Conversations:** View community discussions; click on a subject to participate & add your thoughts
- **Twitter:** Summarizes all recent Tweets that have the event hash tag
- **Contacts:** Use Contacts to keep track of people you want to meet or already know. Your contact list is private, only you can view it.
- **Schedule:** View the conference schedule and add sessions to your personal schedule. Schedule 1-on-1 meetings with other attendees. Export your schedule to Outlook, iCal or Google Calendar. Make sure to block off your busy time. Use this area to export and/or print your personal schedule, request any private meetings and browse materials that have been uploaded by the speakers.

### Additional Networking Opportunities

Networking is arguably the most important part of any conference experience - the more you network, the more leads are generated, the more successful a conference. Consider participating in one or more of these additional

**Hospitality Suite at Suns v Hornets (Sunday, Jan 30, 2011).** Before the conference kicks off on Monday, join us for the game at US Airways Center to network with MVP clients and attend the EUEC Chairman's Reception.  
(Visit <http://euec.com/BasketballSuites.aspx>)

**Meet 1-on-1 with Pathable Connections.** Sign-up in advance for a 1-on-1 meeting room at EUEC to connect with those attendees contacted through Pathable. Nothing seals the deal like a face to face discussion.  
(Visit <http://euec.com/Network.aspx>)

**Generate Booth Traffic with Advertisement in EUEC Program Guide.** Consider a full or 1/2 page ad in the EUEC Program Guide, given to all 3,000+ EUEC delegates.  
(Visit <http://euec.com/advertising.aspx>)

**Present in the Marketing Track.** Make a 20-minute presentation on the very same stage that our keynote speaker spoke from during the plenary session. The location is prime, center-stage in the middle of the exhibit floor complete with podium, microphone and massive screen. No one will be able to overlook this event.  
(Visit <http://euec.com/submitformarketingtrackSpeak.aspx>)

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### Contact EUEC

Questions, comments, suggestion?

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