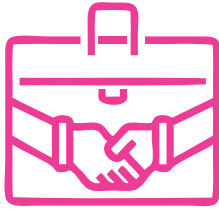


# LEAP CONFERENCE FOR WOMEN IN BUSINESS



## VIRTUAL EXHIBITOR BOOTH

Dear Virtual Exhibitor,

As we navigate the changes occurring in our personal and professional lives due to COVID-19, many new and creative ways to interact are evolving. We are excited to share an opportunity with you to connect with potential customers and participate in the first virtual trade show to be hosted in the Prince George area during the inaugural LEAP Conference for Women in Business!

The virtual conference, hosted by Community Futures Fraser Fort George, with funding from Western Economic Diversification, will be held from September 29th to October 1st, 2020. This online conference provides participants with concrete tools needed to take the next LEAP forward in their career.

Current conference trends show that attendees prefer dynamic and interactive events over static listening sessions and to address this demand, LEAP will utilize a virtual conference platform and app called Whova. This easy to use, award winning mobile app will enable participants and exhibitors to connect through user-friendly technology.

As an Exhibitor, you will have the ability to staff your virtual booth and meet with attendees live during designated times through out the duration of the conference.

You can further promote your company products and services through the public bulletin board, in-app messages, and Twitter outlet on the app. Whova's features allow attendees to post comments, pictures, and likes on the exhibitor profile page just like on "Yelp". Such live engagement helps exhibitors increase foot traffic to their booths where you will have an opportunity to connect with attendees through:

- Company information
- Engagement
  - o in-app messages
  - o bulletin board
  - o group chat
- Promotions
  - o Coupon, Give away or Raffle
- Links for
  - o Increasing traffic to your company website
  - o Live meet and greet
  - o Live product demo's
  - o Product videos
- Product / service information through virtual handouts such as flyers and brochures.

On behalf of Community Futures Fraser Fort George, I would like to thank you for your consideration of participating in the LEAP Conference for Women in Business Virtual Expo.

For more information please contact  
[marym@cfdc.bc.ca](mailto:marym@cfdc.bc.ca)



PROUDLY SUPPORTED BY



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada

Canada

#LEAP4WIB #LEAPFORWOMEN



@LEAP.FORWOMENINBUSINESS