

# virtual | ELECTRICAL LEARNING EXP



2021 EXHIBITOR MEDIA PACKAGE  
NOV 17-18, 2021

An Alberta Electrical Alliance event opportunity

# FACTS ABOUT CONVENTIONAL B2B SALES

There's nothing like a handshake and face-to-face meeting to build business relationships, but in a digital world, your target market takes the measure of your business long before you get to set foot in the room.

The trick with B2B marketing is getting the right message in front of the right people when they're ready to receive it. That's where the VIRTUAL LEARNING EXPO comes in.



# VIRTUAL ELECTRICAL LEARNING EXPO

**Get the power of connection. Get the power of connection. Join us for the Alberta Electrical Alliance's second annual digital trade show. We're bringing stellar industry talks, cutting edge technology profiles and a virtual tradeshow floor, right to your computer or device!**

**Welcome to the tradeshow experience, reimagined.**

What if you didn't have to tackle the logistics of prepping for a tradeshow? Months of planning, cost after cost, expense after expense; with no guaranteed outcome. It's easy to get lost in a sea of booths, especially if you don't have the right person or piece of collateral on hand at the exact right time. You can lose a lead, just like that.

Last year, we were faced with either cancelling our Electrical Learning Expo altogether — an event we've held annually for nearly three decades — or transforming it into something new. We chose the latter.

Going virtual was no compromise, it opened up opportunities we never imagined. We secured expert speakers from across Canada, exhibitors and attendees had the flexibility to join in from anywhere, high value content was downloaded and high quality leads were delivered.

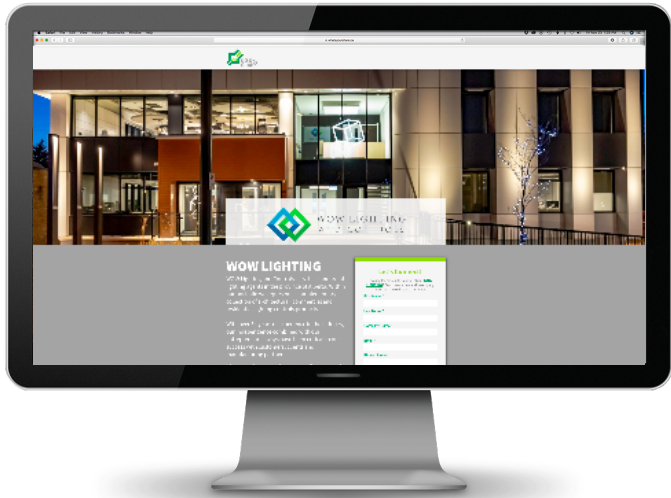
On average, exhibitors at our 2020 virtual tradeshow received 130 qualified leads over two days. That's without the hassle and expense of travel, set-up, overtime, employee coverage, etc. This year, we plan to continue building on the evolution of the tradeshow. Without ever compromising on the connection, the experience or the results.

**The 2021 AEA Virtual Electrical Learning Expo — where imagination meets real innovation and connection.**



**NOV 17 - 18, 2021**

# VIRTUAL LEARNING EXPO | HOW IT WORKS



Results happen when you combine great content with the right audience. The VIRTUAL LEARNING EXPO and the Alberta Electrical Alliance can deliver both. Exhibitors can showcase their latest products, solutions and innovations aimed to address the interests of AEA members — more than 6,090 Alberta electrical industry professionals.

Best of all? We'll let you know exactly how your content is being received with advanced analytics, including real-time notifications when potential leads visit your booth.

**Get maximum value for your marketing dollar.** During our 2020 event, exhibitors at our virtual tradeshow received an average of **130 leads over two days.**

THE BASE EXHIBITOR PACKAGE   \$850	
1	<b>Standard placement on event floor map:</b> Your company's value proposition and logo featured on an easy-to-navigate, attractive event floor map – an electrical industry professional's guide to latest industry innovations.
2	<b>Custom virtual tradeshow booth:</b> A micro-site, hosted on the virtual expo's tradeshow floor, featuring your brand's latest information, products, and solutions.
3	<b>Three featured products:</b> Showcase your best. Your virtual tradeshow booth can be populated with up to three products of your choice. Share photos, videos and literature to help our attendees learn more about what you have to offer.
4	<b>Real-time lead email notification:</b> When customers visit your booth, that's a warm lead. The AEA will send you an alert, in real-time, the instant someone visits your booth so you never miss a warm lead.
5	<b>Social media mention:</b> Get exponential reach for your brand message with a mention on the AEA's social media channels.
6	<b>Contact form and thank you page:</b> Capture client information, set up meetings and gain valuable insight into sales-ready leads.
7	<b>AEA.com logo slideshow:</b> Keep your brand top of mind with AEA members. Company logos will be featured on the virtual expo registration page.

# VIRTUAL LEARNING EXPO | PRICING

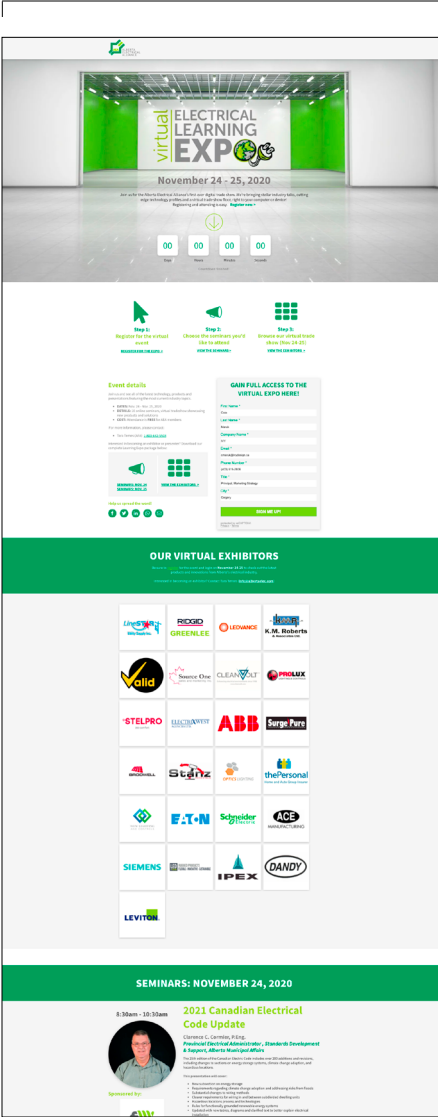
BRONZE	SILVER	GOLD	CUSTOM
<ul style="list-style-type: none"><li>Standard placement on event floor map (first come, first serve)</li><li>Customized virtual tradeshow booth featuring your brand messaging, links to your website and an image slideshow</li><li>Three featured products (images, descriptions, and links)</li><li>Real-time lead notifications</li><li>Standard social media mention</li><li>Contact form and thank you page w. link to your website</li><li>Standard positioning on our event sponsor logo slideshow w. link back to your website</li></ul>	<b>Everything in BRONZE package plus...</b> <ul style="list-style-type: none"><li>Five featured products (images, descriptions, video, and links)</li><li>Dedicated social media post featuring your brand and tagging your channels</li><li>Highlighted positioning on our event sponsor logo slideshow w. link back your website</li><li>Featured sponsor position on one virtual expo email during our event campaign</li></ul>	<b>Everything in SILVER package plus...</b> <ul style="list-style-type: none"><li>Premium "above the fold" placement on event floor map. Get more clicks!</li><li>Seven featured products (images, descriptions, video, literature and links)</li><li>Company &amp; pruduct videos</li><li>A dedicated literature section including white papers, case studies, and tools, and guides (content provided by exhibitor)</li><li>Tracked content and media links for in-depth "life of the lead" information</li><li>Advanced reporting including a detailed summary of every visitor to your booth</li><li>Premium social media brand spotlight</li><li>Premium positioning on our event sponsor logo slideshow w. link back to your website</li><li>Custom branded thank-you page</li></ul>	<b>Looking for something specific not covered in our standard packages?</b> <ul style="list-style-type: none"><li>Contact us and one of our team's marketing specialists will work with you on a custom package to suite your needs.</li></ul>
\$850	\$1150	\$1500	CONTACT US

[Click here for a sample](#) Electrical Learning Expo virtual tradeshow booth.  
Password: AEAEXPO2021



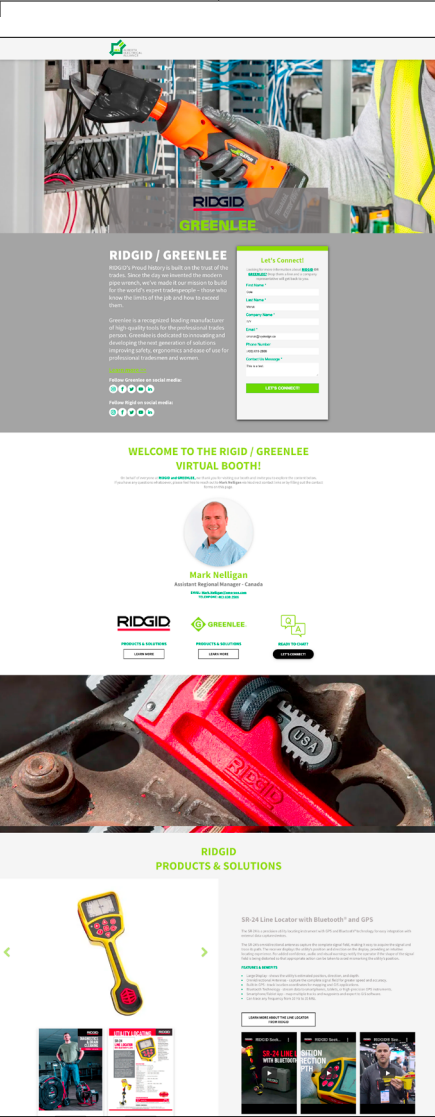
# VIRTUAL LEARNING EXPO | SAMPLE PAGES

**Virtual Learning Expo registration page and virtual tradeshow floor:**  
Get exponential reach for your brand message by being part of an event attended by over 500 industry professionals

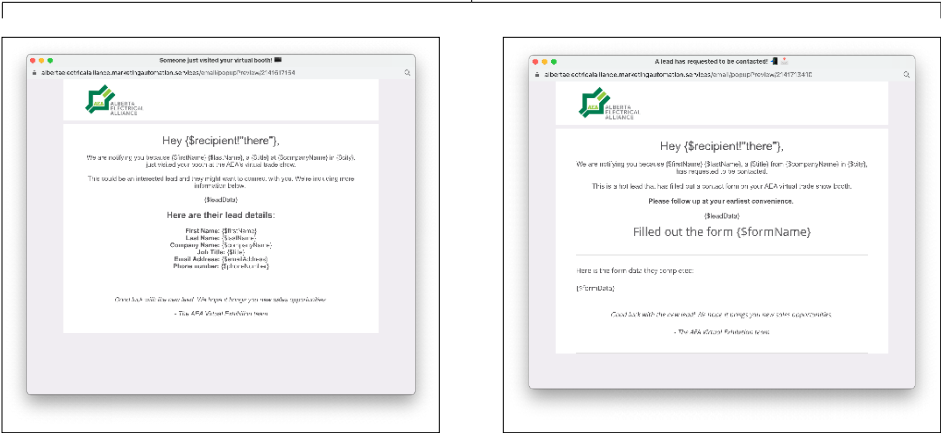


Click here for a sample Electrical Learning Expo virtual tradeshow booth. Password: AEAEXPO2021

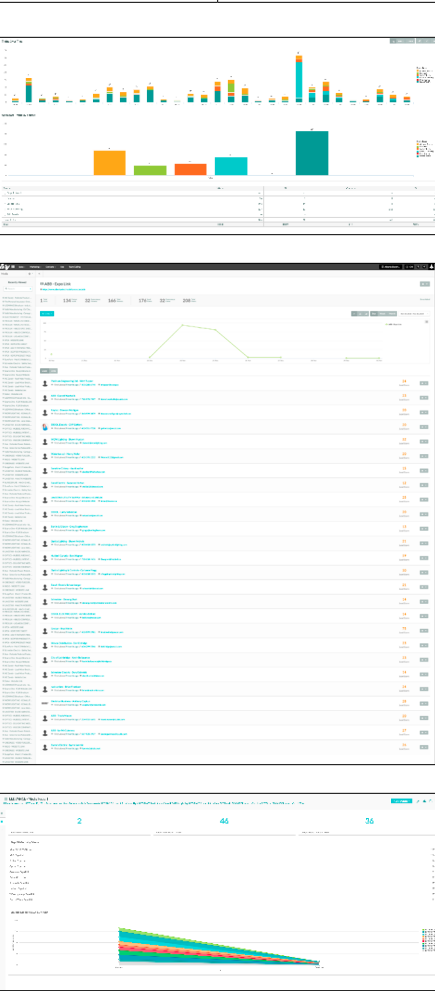
**Virtual tradeshow booth:**  
Showcase the latest of what your brand has to offer with a fully customized virtual tradeshow booth. Product spotlights, videos, images, literature and more!



**Real-time lead notifications and contact forms:**  
When customers visit your booth, that's a warm lead. The AEA will send you an alert, in real-time, the instant someone visits your booth or requests more information so you never miss a warm lead.



**Advanced analytics to prove your ROI:**  
Gold package exhibitors will receive a detailed set of analytics detailing booth visits, complete lead information and engagement with your booth's media assets.





### **CONTACT US**

for information on putting the  
VIRTUAL LEARNING EXPO to work for your business.

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