



## Sponsor & Exhibitor Frequently Asked Questions

**Q: What platform is being used for SHM Converge?**

*A: SHM Converge will be hosted on CadmiumCD.*

**Q: Where will Partners live on the SHM Converge platform within CadmiumCD?**

*A: SHM Converge Partners will live within our newly created Engagement Arena (previously called the SHM Exhibit Hall). The Engagement Arena will be one of the main attendee-facing tiles on the SHM Converge main page, positioned to drive traffic and engagement.*

**Q: When can I begin setting up my Virtual Booth?**

*A: Access to begin configuring your Virtual Booth will open mid-March for currently registered SHM Converge Partners. New Partners who register after the site launch date will be added on a weekly, rolling basis to ensure optimal time to complete their booth setup.*

**Q: I registered for SHM Converge. Can I hold a private meeting with your vendors for questions?**

*A: We ask that any questions for our vendors prior to the launch of the Exhibitor Portal be emailed to [bizdev@hospitalmedicine.org](mailto:bizdev@hospitalmedicine.org). We will submit these questions to vendors on behalf of our Partners.*

**Q: Is there an opportunity for a walkthrough and/or ways to speak with someone about how to maximize engagement for this year's annual conference?**

*A: We are hosting a live Partners Webinar on Wednesday, March 10, 2021 at 1:00 p.m. ET to address Partner questions. Additionally, we will be discussing how to maximize engagement in this virtual space, tips and tricks for success, and more. For those who are unable to attend the webinar, you will be able to access the recording shortly thereafter.*

**Q: Are there specific dates and times we should be available to exhibit in this new virtual environment?**

*A: SHM Converge will allow for Exhibitors to network and engage throughout the entire duration of the conference. SHM has also communicated to our attendees specific hours for concentrated engagement and interaction. [View the SHM Converge Partners Schedule.](#)*

**Q: Can attendees visit my booth after hours?**

*A: Yes, your booth may be accessed after hours. However, you will not be required to staff your booth after hours.\* One of the designated setup tasks within the CadmiumCD system will allow you to designate the times that each of your booth staff will be actively available for questions and more.*

- *Tip: Make sure you have uploaded your designated attachments to ensure attendees are able to receive value even when engaging with your booth after hours.*

**Q: How will Exhibitors be listed?**

*A: At this time, Exhibitors will be listed in alphabetical order. More updates are coming on additional ways we will display our Partners.*

**Q: Will SHM Rewards Partners be acknowledged this year?**

*A: Yes, SHM Rewards Partners will receive badges for their Virtual Booth that denote their Rewards Status.*

**Q: Are booth staff required and is there a limit to the number of staff?**

*A: We recommend Virtual Booths be staffed during all designated hours the Engagement Arena is open. This allows our Partners to fully take advantage of the interactive features, such as chat and video communication. To confirm your number of booth staff, reference the [Exhibitor Engagement Packages](#).*

**Q: Can SHM Converge booth staff have access to educational sessions?**

*A: Each [Exhibitor Engagement](#) offers a set number of discounted all-access conference registrations. Additional conference badges must be secured at the normal registration rates based on member type.*

**Q: Can specific features within the platform be disabled should I wish to not activate them (video message, booth staff image and availability, chat features, etc.)?**

*A: Yes. Should a company wish to disable specific functions within its individual Virtual Booth setup, it will have the option to do so.*

**Q: Will a chat feature be available in my Virtual Booth?**

*A: Yes, you will have access to Exhibitor public and private chat options within your Virtual Booth space. Please note, booth staff must be assigned and registered with available times in the system for this feature to be enabled.*

**Q: Can I link to an external URL and/or upload collateral to be available in my Virtual Booth?**

*A: Yes, you can upload links and/or documents in accordance with your secured Exhibitor Engagement Package.*

**Q: Can I have an embedded video available in my booth?**

*A: Yes, you can have a video available for viewing. More details and video specifications will be available with the launch of the CadmiumCD Partner platform (early March).*

**Q: Is there a pre/post registrant list available to purchase for SHM Converge?**

*A: Pre- and post-show attendee mailing rosters may be requested by Partners who are interested in mailing a one-time promotional piece. At the time of request, Partners must send their created mailer for approval by Show Management prior to the list being provided. Once mailers are approved, changes prior to distribution are not allowed without written authorization. To protect and maintain the privacy of our attendees, only physical mailing addresses are provided.*

**Q: What type of lead data and analytics will be available to us during and after the meeting?**

*A: Attendees who want to learn more about your company, products, or services have the opportunity to submit requests for more information directly to you. You will be able to view a listing of attendees who have viewed your Virtual Booth, viewed your assets (such as PDFs, Web Links, etc.), and requested more information.*

**Q: Can I send a raffle contest to attendees?**

*A: We are encouraging Exhibitors to offer raffle contests, as long as the items are less than \$500.00 in value and approved by SHM Show Management. All raffle contests must be open to all SHM Converge attendees.*

**Q: I sponsored an Expert Theater. What format does my video need to be submitted in?**

*A: A pre-recorded session should be provided as an .mp4. For the Expert Theaters, a template should be used as your Main Title Page ([please download the template here](#)). All Expert Theater pre-recordings should be emailed to [bizdev@hospitalmedicine.org](mailto:bizdev@hospitalmedicine.org) by no later than April 2, 2021 at 4:00 p.m. ET.*

**Q: My Engagement Experience Package includes a “Thank You Video”. What else do I need to know?**

*A: All “Thank You” videos must be between 1-2 minutes in length and submitted as .mp4 by no later than April 2, 2021 to [bizdev@hospitalmedicine.org](mailto:bizdev@hospitalmedicine.org).*