



237



237TH MEETING OF THE AMERICAN ASTRONOMICAL SOCIETY
VIRTUALLY ANYWHERE **11-15 JANUARY 2021**

From Scientist to Salesperson

Successfully Engage Virtual Meeting Attendees in your Exhibit Booth

Debbie Kovalsky, AAS Director of Exhibits & Development

Goal: Prepare Your Booth Staff for Success

Train

Train your staff and prepare them for the virtual environment

Set

Set goals and manage expectations

Give

Give specific outcomes and ways to achieve to them

If you build it...
will they come?



The Virtual Exhibit experience does not depend on drive-by traffic. Implementing a proactive strategy will lend to greater success.

We get it, you're frustrated.

- You haven't been face-to-face with your team in months
- Work hours and free time are blurred
- No one is getting things to you on time
- WFH is getting so old that you look forward to traffic
- Each conference is using a different technology
- BUT, your boss wants the same results

We are going to give you the tools to achieve your goals

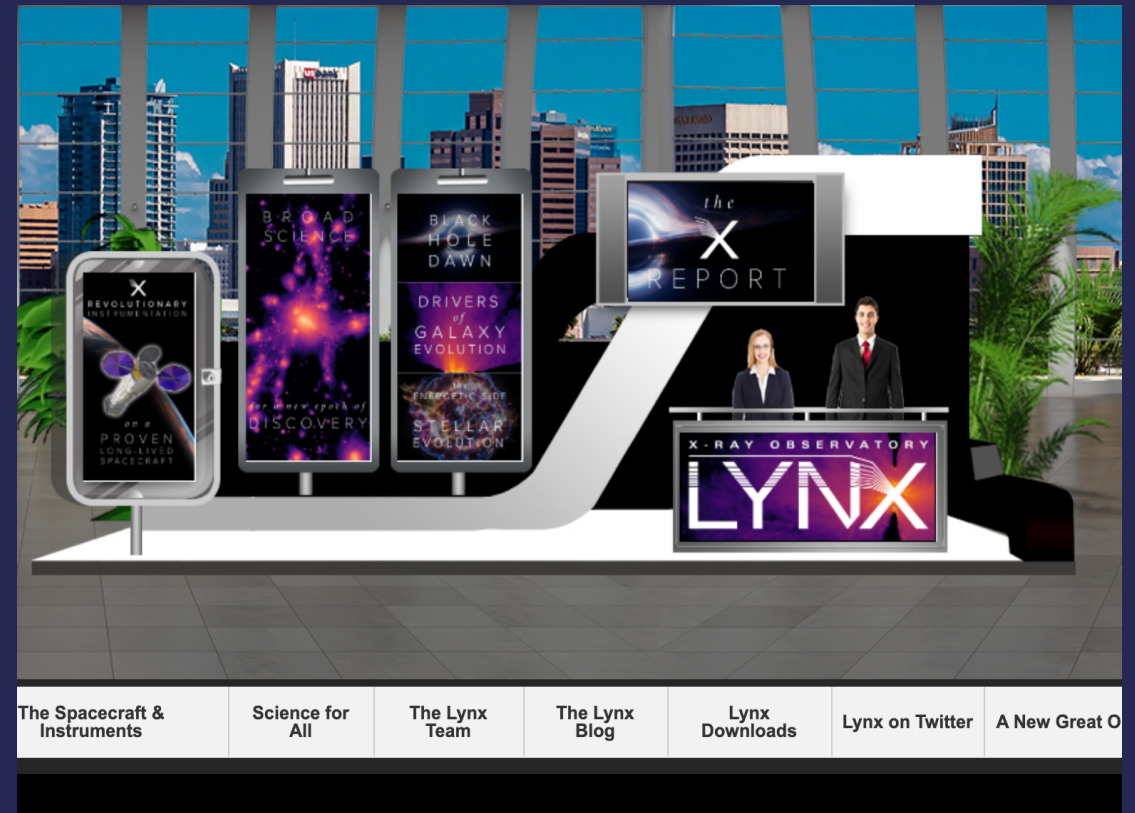


We are not comparing apples to apples

In-Person Exhibit Hall



Virtual Exhibit Hall



In-Person Exhibit Hall



People physically wander in the exhibit hall

Coffee Breaks
iPoster Sessions
Career Center
Presentations

Giveaways
Network with Colleagues
Place to Relax



Exhibitors can see who is there and call them over to their booth.



Booth Staff does a lot of waiting for high traffic opportunities but are stuck in their exhibit.

Virtual Exhibit Hall



Attendee decides to visit, so you have to provide quality content



There are distractions (email, sessions, work, home, kids, dog), but plenty of off-hours to peruse your materials



Multiple time zones, but a global audience



Connect with attendees in sessions over slack, at their iPoster, at workshops, socializing in lounge, posting on social media



Attendees will visit your booth because they have a reason, so give them a reason



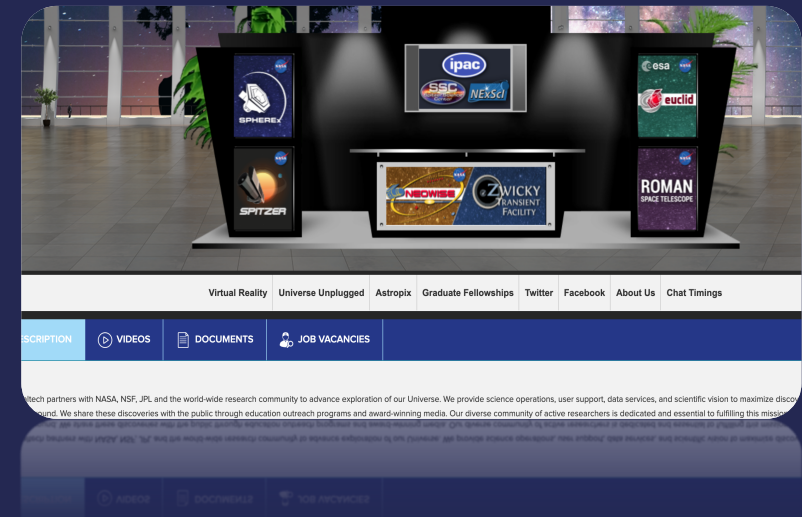
Booth Staff can be in multiple places at once



Virtual Networking is Possible

What comes with your booth?

- Graphical representation of an exhibit booth with linkable regions
- Video and Document Library to distribute materials
- Job Listings (cross post with Career Center)
- Content links to outside resources and social media sites
- Networking and Communication Tools
 - vFairs Chatroom (text, audio and video 1-1)
 - vFairs Chat Timings (schedule appointments)
 - vFairs Attendee List with Chat Invitation and Profile Viewer
 - Always on Zoom Room in your booth with breakout room capability
 - Slack Channel and attendee direct messaging (full registration required)
- Access to Registrant list and Meeting Program
- Daily report of visitors to your booth and contents downloaded



vFairs Chatroom

○ When a Booth Staff member is logged in, they can be seen by attendees who enter the chatroom.

○ Either party can begin the conversation and upgrade it to audio or video.

The image shows a screenshot of a vFairs chatroom interface. The browser address bar shows 'aas236.vfairs.com'. The chat header includes 'Astronomical Society' and a 'Visit Booth' link. The chat area contains a conversation with messages from Diane Frendak, Peter Williams, Nancy Morrison, Jordan Kay, and Diane Kovalsky. On the right side, there are two lists: 'Booth Reps Online' and 'Online Users'. A 'Chat Now' button is visible next to the 'Booth Reps Online' list. Red callout boxes with arrows point to specific elements: 'Booth Reps Online' points to the list header; 'Public Conversation' points to the chat messages; 'Attendees in your Chatroom' points to the 'Online Users' list; and 'Respond Here' points to the text input field at the bottom of the chat area.

Chat Timings

Booth Staff can utilize Chat Timings to specify when they will be available during the week to meet with attendees.

Attendees can request appointments.

Email confirmation is sent to Booth Rep and Attendee. Also will see CHAT BOOKINGS at login.

Meet at designated time in booth chatroom.

During Booth Staff Setup, enter daily hours to chat.

First Name: Last Name:

Email: Password:

We always recommend having a prefix before the first name that identifies you as a rep from your company. See some examples below:

- Microsoft HR Rep John Smith
- Dell Booth Rep John Smith
- Admissions Counselor Jamie etc

Since we do not host any sensitive information in our events, we recommend using simple passwords to avoid confusion on the event day.

Availability to chat (Optional):

Start Time: End Time:

[+ Add Another Timing](#)

Attendee can click on Chat Timings and make an appointment.

Reserve a Chat Slot

JANUARY

< 14th 15th >

< 11:00 11:30 12:00 12:30 13:00 13:30 14:00 >

Booth Rep

AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	-	-
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PAUSE...Let's talk about roles



○ Booth Rep Role

- When you are logged in as a Booth Rep, you will only have access to your booth.
- You can use the Chat feature to communicate with attendees
- Receive chat bookings
- Access your Zoom Room by direct link via URL

○ Attendee Role

- When you are logged in as an Attendee, you can access EVERYTHING, but you are seen as an attendee.
- You can use vFairs Chat, Zoom Rooms, Slack and all the other features

Use DIFFERENT Email Addresses for Roles

- For users who will be BOTH an Attendee and a Booth Rep, you will have TWO different logins
- Attendee Logins use the email address that is on record at the AAS
- If you want to receive Chat Timing email confirmations, then
 - The email address has to be real
 - You should monitor this account
- Otherwise, you can just make-up an email address like rep1@company.com
- Contact your company's exhibit organizer to coordinate this



BECOME
ASTROTE



Zoom Room in Your Exhibit Booth



zoom

What to do in the Zoom Room?

- Hang out and welcome attendees
- Setup breakout rooms* for
 - Demos
 - Workshops and Presentations
 - Interviews
 - Private Meetings (1-1 or small groups)
 - Social Events / Games
 - Exclusive Events for VIPs

** Zoom Host can setup breakout rooms and move users from room to room*

Slack Channel



- Slack is a chat tool organized by topic, private groups, and direct messaging.
- Each Exhibitor has a Slack Channel in the form **#exb_company**
- All full registered attendees will receive a Slack login and be automatically assigned to all the channels
- Users can set notifications to be alerted when there are messages in channels they want to follow, so booth reps will know if someone is asking a question or a conversation is happening their channel
- Conversations can be threaded on topics
- Attendees can be identified and sent direct messages

Slack Screen

List of Channels



Notification



#DPS2020 / 52nd A... [Compose]

Threads
All DMs
Mentions & reactions
Saved items
More

Starred

- # announcements
- # career_center
- # event_openmic
- exhibitors
- # social_ice-cream_bar
- voc_private
- warp-speed

Exhibitors

- # exb_aas_pub
- # exb_astro_haven
- # exb_astrophysics_data_s...
- # exb_aura
- # exb_ball
- # exb_caltech_ipac
- # exb_elsiever_icaros
- # exb_lpi
- # exb_nasa_irtf
- # exb_nexsci
- # exb_planetary_data_syst...
- # exb_planetary_sci_inst
- # ...lab

More unread

#exb_astrophysics_data_system ★
Smithsonian/NASA Astrophysics Data System - Bronze Level

894 [Profile] [Info]

Carolyn Grant 12:51
Be the envy of your colleagues. Stop by [Date] face mask give-away.
IMG_9096.JPG

2 [Reactions] [Reply]

5 replies Last reply 1 month ago

Wednesday, October 28th

aacomazzi 14:24
Come to our booth to find out how ADS can help you prepare your NSF grant application:
<https://ui.adsabs.harvard.edu/help/faq/#submitting-grant-applications>
ADS Help
All your questions will be answered here.

1 [Reactions] [Reply]

Thread

Peter K. G. Williams Oct 30th at 08:52
I wrote a little piece about software citation:
<https://github.com/pkgw/website/pull/3>

GitHub
Draft: "Get outta my repo" by pkgw · Pull Request #3 · pkgw/website
Filing as a pull request if anyone wants to comment.
Draft rendered as HTML

Reply...

Also send to #exb_astrophysics_...

Send a message to #exb_astrophysics_data_system [Profile] [Info] [Reply]

Respond to a Threaded Conversation



React to Comments



How Can We Use Slack?

- Promote upcoming activities in your booth in our Channel and #Announcements
- Run a Contest to encourage participation in your channel
- Ask open ended questions
- Schedule Q&A with an author, director, PI, HR Rep, etc.
- Tag attendees
- Post in other channels (no SPAM)
- Participate in conversations in other Slack Channels like Plenaries, Town Halls and Sessions
- Identify people having conversations about the thing YOU are doing and direct message them

Accessing the Registrant List

○ aas.org/meetings/aas237/register



Registrant list for the AAS 237 Virtual Meeting

Page: 1 of 37 Go Page size: 50 Change Item 1 to 50 of 1803

[Show all 1803](#)

Chambliss Judge	First Name	Last Name	Email	Company
	Erin	Aadland	eca75@nau.edu	Northern Arizona University
	Quincy	Abarr	qabarr@gmail.com	Washington University in St. Louis
	Kirsten	Abernathy	abernathy95k@gmail.com	Texas State University
	Natasha	Abrams	nsabrams@college.harvard.edu	Harvard University
	Emily	Acosta	eacosta@lsst.org	LSST
	Jea	Adams	jadams21@amherst.edu	Amherst College
	Mark	Adams	mtadams@nrao.edu	NRAO
	Andrew	Adamson	andy.andamson@noirlab.edu	Gemini Observatory / NSF's NOIRLab

Use this list to contact attendees one by one, NO SPAM!

Access the Meeting Program

○ Coming Soon

Online Program Planner

The screenshot shows a web interface for a meeting program. At the top, there are three navigation tabs: "Sessions", "Presentations", and "Participants". The "Sessions" tab is currently selected and highlighted with a red box. Below the tabs, the text "NARROW RESULTS" is visible. The main content area displays a list of sessions. Each session entry includes a session title, a room name, a date and time, and an "Itinerary" button. The sessions listed are:

- 107. Oral Session - Extrasolar Planets I: Direct Imaging and Radial Velocities**
Benjamin Banneker Room
Jun 1 2020 11:00AM
- 108. Oral Session - White Dwarfs & Neutron Stars I**
E. Margaret Burbidge Room
Jun 1 2020 11:00AM
- 109. Oral Session - Dwarf, Irregular, Elliptical and Spiral Galaxies**
Subrahmanyan Chandrasekhar Room
Jun 1 2020 11:00AM

Identify when attendees are presenting, attend a session that is relevant to your work, Participate in the discussion on the session Slack Channel



How do I use
all these
tools to be
successful?

Market like a Salesperson



Identify your Exhibit's Mission



Set Goals



Plan activities in your booth and assign booth reps to cover subject areas



Identify Sessions, Workshops, Town Hall that Cover Your Criteria



Pinpoint key players in your field



Reach out over communication tools to invite attendees



Meet attendees where they are



FOLLOW UP!

4 Types of Booth Staff

1

Host

Specialize in welcoming booth visitors.

Serve as guides that direct prospects to areas of interest such as demos, job listings, handouts, specific people, etc.

2

Presenters

Skilled presenters are adept at talking about your services giving demonstrations.

Entertain & educate prospects on your brand and its capabilities.

3

Crowd Gatherers

Host's role outside the booth.

Attend activities and identifying potential prospects and invite them to meet at your booth.

4

Lead Gatherer

Experts at pitching your products and service.

Masters at following up.

AAS Will Help Promote Booth Activities

- Exhibitor Webinars
 - Virtual Meeting Program
 - Block Schedule
 - Website
- Daily Activities
 - Easy Form to Submit
 - Displayed in Exhibit Hall
- Twitter using #AAS237
- Slack in #Announcements Channel

	Exhibitor Webinar: NASA ExEP: Behind the scenes of NASA's Exoplanet Travel Bureau posters 12:00–12:30 pm ET		Exhibitor Webinar: IPAC Data Archive: How to Use Infrared Science Archive (IRSA) Tools 12:00–12:30 pm ET		Exhibitor Webinar: STARtorialist: Introduction to the Universe of Astro-Fashion 12:00–12:30 pm ET		Exhibitor Webinar: NASA Science: Overview of the James Webb Space Telescope 12:00–12:30 pm ET
12:30 PM	Exhibitor Webinar: SOFIA: Exploring the Mid-IR Galactic Center with SOFIA Legacy Maps 12:30–1:00 pm ET	12:30 PM	Exhibitor Webinar: NASA Science: First Black Holes 12:30–1:00 pm ET		Exhibitor Webinar: USRA: Overview of USRA 12:30–1:00 pm ET	12:30 PM	Exhibitor Webinar: NSF: Astronomy and Astrophysics Grants Program 12:30–1:00 pm ET
1:00 PM	Exhibitor Webinar: AUI: Big Astronomy and ACEAP Programs 1:00–1:30 pm ET	1:00 PM	Exhibitor Webinar: SOFIA: SOFIA Archive Opportunities: Science-Ready Data and Funding 1:00–1:30 pm ET		Exhibitor Webinar: Astropy: Analyzing and visualizing volumetric data with yt 1:00–1:30 pm ET	1:00 PM	Exhibitor Webinar: Digitalis: Presenting Effective Interactive Virtual Planetarium Programs 1:00–1:30 pm ET
1:30 PM	Exhibitor Webinar: L3Harris: Precision Optics for Next-Generation Missions: Reducing Manufacturing Costs and Schedule 1:30–2:00 pm ET	1:30 PM	Exhibitor Webinar: NASA Science: Hubble ULLYSES Program 1:30–2:00 pm ET		Exhibitor Webinar: CFHT: From Wide Field Imaging to High Resolution Spectroscopy Meet the Canada-France-Hawaii Telescope 1:30–2:00 pm ET	1:30 PM	Exhibitor Webinar: Chandra: A day in the life of the Chandra Operation Control Center 1:30–2:00 pm ET
1:40 PM	220 NASA Town Hall 1:40–2:40 pm ET	1:40 PM	319 STScI Town Hall 1:40–2:40 pm ET		320 NRAO Town Hall 1:40–2:40 pm ET	1:40 PM	419 JWST Town Hall 1:40–2:40 pm ET
2:00 PM	Exhibitor Webinar: NASA ExEP: The NEID Doppler Spectrometer: a Status Report 2:00–2:30 pm ET	2:00 PM	Exhibitor Webinar: STScI: Hearing The Light: How Sonification Makes Astronomy More Accessible 2:00–2:30 pm ET		Exhibitor Webinar: STScI: MAST Portal Walkthrough 2:00–2:30 pm ET	2:00 PM	Exhibitor Webinar: NASA Science: The Once & Future Great Observatories 2:00–2:30 pm ET



Exhibitor Webinars

- Invite people to attend
- Promote over Social Media & Slack
- DO NOT SHARE ZOOM URL over Social
- Assign staff to identify who is attending
- Follow up

[\[Monday\]](#) [\[Tuesday\]](#) [\[Wednesday\]](#) [\[Thursday\]](#) [\[Friday\]](#)

**All times specified in Eastern Timezone

Monday, 11 January 2021

Exoplanet Science with the Nancy Grace Roman Space Telescope

Aki Roberge (NASA)

Monday, 11 January- 12:00pm-12:30pm ET

Join NASA Deputy Program Scientist for the Nancy Grace Roman Space Telescope, Aki Roberge, to learn how Roman will conduct the definitive survey of cold exoplanet demographics and provide the first space demonstration of active coronagraphy to study exoplanets.

[Join Discussion on Slack Channel](#)

Hubble Advanced Products

Clara Brasseur (STScI), David Rodriguez (STScI)

Monday, 11 January- 12:00pm-12:30pm ET

The Hubble Advanced Products are a new generation of high level products generated from HST data with the most recent calibration and reference files. We will show how to use the MAST Portal and Astroquery to discover and access these products alongside their original HST data.

[Join Discussion on Slack Channel](#)

Exhibit Booth Daily Activities

- Plan activities in your booth
 - Contests, games
 - Demos, Workshops
 - Interviews
 - Job Fair
 - Meet & Greets
 - VIPs
- Enter in Daily Activity Form
- Advertise to Attendees



Submit → Moderate → Display

Daily Exhibit Hall Activities

Directions: Exhibitors should use this form to submit daily activities happening in your booth. Indicate if attendees should meet in your Zoom Room, Exhibitor Webinar, Slack Chat or someplace else. Provide URLs when possible for quick access.

Entries will be posted after the moderator approves them, so there can be some lag time between submission and display. For additional help, please contact Debbie Kovalsky, Director of Exhibits at debbie.kovalsky@aas.org

*** Required**

Email address *

Your email

Name of person completing this form. *

Your answer

Choose your exhibit booth. *

Choose



Daily Activities in AAS Exhibit Hall : Summary

Exhibit Hall Daily Activities

All Times Are East Coast US Timezone (New York)

AAS | 237 | 237TH MEETING OF THE AMERICAN ASTRONOMICAL SOCIETY VIRTUALLY ANYWHERE 11-15 JANUARY 2021

DATE / TIME OF EVENT (EASTERN TIME)	TITLE	SHORT DESCRIPTION	EXHIBIT BOOTH	DIRECT LINK
SUNDAY, 10 JANUARY				
11:30 AM	Science Education at SSI	SSI has opportunities for outreach within the community, learn how you can access these resources.	Space Science Institute	https://us02web.zoom.us/j/3235949109
3:00 PM	JWST Proposals	Proposals writing tips for the James Webb Space Telescope.	Space Telescope Science Institute	
MONDAY, 11 JANUARY				
12:00 PM	Using the Career Center	Utilize the Career Center and get a new job while attending the AAS Winter Meeting.	American Astronomical Society	https://aas.org/jobs
1:00 PM	Meet the Editors	Come meet the editors of the ApJ and ApJ Letters	AAS Publishing	
2:00 PM	Meet the Author	Meet the author of Astro 101	AAS Publishing	https://us02web.zoom.us/j/3235949109
4:00 PM	Demo Software	Demonstrate AstroVenture Software for Astronomy 101	AstroVenture	
TUESDAY, 12 JANUARY				
2:00 PM	Observing Time on Chandra X-Ray	Meet with the Program Officers to learn how you can get observing time on the Chandra X-ray Telescope.	Chandra X-ray Observatory	https://us02web.zoom.us/j/3235949109
WEDNESDAY, 13 JANUARY				
3:30 PM	Test Title	Test Description	Chandra X-ray Observatory	https://aas.org
4:00 PM	Submit to the Astronomical	Learn how you can get published in the Astronomical	AAS Publishing	

Published by Google Sheets - Report Abuse - Updated automatically every 5 minutes

AAS Providing \$25 Prize for Each Exhibit

- Each Exhibitor can promote a prize for a \$25 credit towards a purchase at STARtorialist.com
- Run a contest
- Collect winners name & email
- Send to debbie.Kovalsky@aas.org
- At the conclusion of the meeting, an email will be sent to the winner



Success Begins Now

- Come up with a game plan
- Train your staff
- Tag @AAS_Office #AAS237
- Identify specific people and setup appointments
- Come prepared for success



12/23 – Booth Buildout Complete

12/23 – Send names of Booth Staff (both full registrants and booth staff only)

1/5 – Booth Rep Training, 9:00am ET

1/5 – Exhibitor Webinar Presenter Training, 3:00 pm ET

1/6 – Exhibitor Webinar Presenter Training, 11:00 am ET

1/6 – Booth Rep Training, 3:00pm ET

1/10 – Exhibit Hall Open 11:00am-3:00pm (Sunday - Preview Day)

1/11-1/15 – Meeting Live (2:40pm-3:10pm & 4:10pm-5:40pm Mandatory Hours)

30 Days Post Meeting - Exhibit is Still Live

Questions, Comments or Assistance

Debbie Kovalsky, AAS Director of Exhibits & Development
debbie.Kovalsky@aas.org Or 301.346.7958