238th AAS Virtual Exhibit Hall
Booth Rep Training
AAS Meetings Team
June 2021
FAMILIARIZE YOURSELF

• Meeting website [https://aas.org/meetings/aas238](https://aas.org/meetings/aas238)
  • Block Schedule
  • Tools & Resources
  • Exhibitor FAQ
  • Meeting Policies and Conduct
  • Reporting Harassment
EXHIBIT HALL HOURS

- Monday, June 7 – Wednesday, June 9
  - Interactive Exhibit Hall Time – FULLY Staffed
    - 9:30 am – 10:30 am ET
    - 2:10 pm – 3:10 pm ET
  - Daily Program – Skeleton Staff
    - 10:30 am – 5:30 pm
    - Recommend 1-2 staff monitor Slack, attend sessions
    - Open your Zoom Room Daily
      - Staff during interactive hours and then at your discretion
- **EASTERN DAYLIGHT TIMEZONE**
- Contents Available 30 Days Post Meeting
Chandra X-ray Observatory

Since its launch by Space Shuttle Columbia on July 23, 1999, the Chandra X-ray Observatory has been NASA's flagship mission for X-ray astronomy. Scientists from all over the world use Chandra to obtain X-ray images of celestial phenomena to help them understand the structure and evolution of the universe. In operation for over 20 years, Chandra has taken its place in the fleet of "Great Observatories" alongside the Hubble and Spitzer Space Telescopes. The program is managed by NASA's Marshall Center and NASA Headquarters. The conduct of the day-to-day flight operations and science activities from the Operations Control Center and Chandra X-ray Center (CXO) facilities is the responsibility of the Smithsonian Astrophysical Observatory (SAO), located in Cambridge, Massachusetts.
WHAT’S IN YOUR BOOTH?

• Visual panels linked to external websites

• Content Links to websites, social media accounts, forms, ZOOM ROOM, SLACK CHANNEL

• Tabs with videos, documents and job listings

• Preview windows of who is currently visiting your booth
**Zoom Room**
- Login to Zoom account and start up each morning
- Use audio and video
- Host small meetings and demos in breakout rooms
- Advertise activities in *Exhibitor Daily Activity Calendar* and *Meeting Bulletin Board*
- Promote on Slack Channel
- Do not share Zoom address on Social Media

**Slack Channel**
- Monitor Closely
- Thread Conversations
- Ask questions to prompt participation
- Promote activities, share links
- Use Direct Message to reach individuals who visit your booth
BOOTH STAFF

• Visitors to your booth, including your booth staff will appear a few moments after someone clicks on your booth in the exhibit hall.

• If you are Booth Staff, reach out over Slack
• Invite the user to your Zoom Room
DRIVE TRAFFIC TO YOUR BOOTH

- Run a contest. Give away gift cards, Door Dash, GrubHub, Amazon, STARtorialist, etc.
- Schedule Daily Events
- Daily Reports with contact info
- Reach out to individuals to meet with you
- Attend sessions and participate over Slack
- Ask leading questions over Slack
- Go to the social gatherings
- Don’t wait for them to come to you...FIND THEM!!!!
Additional Resources

Exhibitor Webinars
- Auditorium & Lobby

Daily Events in your Booth
- View Listing
- Submit throughout meeting
Additional Resources

Bulletin Board
• Located in Lobby

Social Media
• Located in Networking Lounge
Additional Resources

GatherTown (Beta)

- Located in Networking Lounge
- Informal gathering space
- Lounge & game room
- Each exhibitor has a private space
Hands-on Demo

• Login as an Exhibitor
• Overview of Virtual Lobby
• Go to Exhibit Hall (Contains Exhibits and Graduate School Fair Booths)
• Find your Booth
• Navigate the panels, tabs, uploads
• Zoom Room and Breakouts (not active today)
• Slack Channel (not active today)
Website Tools and Resources

https://aas.org/meetings/aas238
Exhibitor FAQ

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https://aas.org/meetings/aas238