

## **March 2022 Exhibits Report**

### **Submitted by Tara Hrysak**

#### Exhibits 2022 Convention

Huge Thank you to Bertha for getting things up and running. As well as helping exhibitors with registration and payments.

Thank you to Sherry for accepting payments.

Thank you to Jenn and Jill for their help with our Social Media Trivia.

Thank you to Andrew for posting the Trivia and accepting Answers.

This year:

- 41 virtual booths
- Registration went well. Exhibitors used 3 forms of payment (PayPal, cheque and e-Transfer) Thank you to Bertha and Sherry.
- Trivia was a success on Thursday. Good engagement. Friday was good but less engagement. 9 - \$25 prizes given away, Gift cards from exhibitors given out. Norwex matched our gift card amount and donated an extra \$25 to the winner. Winner were very appreciative and loved the idea and interactiveness.
- Worked with President on Scavenger Hunt. Scavenger Hunt was success. Adding exhibitors and presenters. Arranged prizes and emailed prizes and contacts to winners.
- Three exhibitors generously donated prizes for the Scavenger Hunt. Rosebud Theatre donated 2 Dinner show tickets. Engaging Minds for Learning Donated an \$50 Gift Card and a Butterfly Kit. Scholastic Education Donated a Professional book and book bag.
- Exhibitors reported good traffic to their websites this year.
- Many have expressed hope for in-person next year.

#### Recommendations for 2023

##### In-Person

- Continue with the exhibitor portal in Sched adding booth#.
- Start with a reduced booth exhibits hall (reduce from 158 to 120) This frees up space for an extra/larger room for speakers. This still leaves space for 7 more if needed.
- Check with Show Service to get quote and revised plans as soon as decision is made.
- Continue with Social Media presence. Trivia and maybe a Where's Waldo type of contest. Using gift cards and product from exhibitors. (Physical prizes and gift cards)
- Continue with Scavenger Hunt card.
- Reach out to exhibitors from this year and 2020, when given decision, to let them know we are going live and when registration begins.
- Keep PDTCA booth near security door.

##### Virtual

- Continue with the exhibitor portal in Sched
- Continue with social media trivia and Scavenger Hunt.

- Have deadline for exhibitors to email gift cards to Exhibits Chair for distribution. (1 week prior minimum).