



#WLA2021 VIRTUAL EXHIBITOR OPPORTUNITIES

Thank you for your commitment to participating in #WLA2021. On behalf of the 2021 Conference Committee, we are officially announcing that in the interest of the safety of our attendees, presenters, and exhibitors, the 2021 WLA Conference will now be a virtual-only event. We're pleased to share that we will be returning to Bellevue for the 2022 WLA Conference to be held May 5-7, 2022!

If you've already registered for the hybrid conference as a sponsor or exhibitor, you may choose to keep your registration as an exhibitor for the virtual experience. You will be refunded for the difference between your registration and the \$150 virtual exhibitor fee. If you choose to cancel your registration, we will give you a full refund. If you keep your registration intact to exhibit both online October 1-2 AND in-person May 5-7, 2022 in Bellevue, we'll include a \$50 discount towards your exhibit space at the Spring 2023 WLA Conference in Wenatchee, which will include priority placement in the exhibit hall and advanced registration.

Exhibit Hall Hours

The Exhibit Hall will be open October 1–2, from 9:00 am–3:00pm (Pacific Time). Each day there will be a dedicated hour of exhibits-only time, during which we encourage all exhibitors to live-stream, hold raffles, or otherwise actively engage with visitors. One-on-one meetings may be scheduled at any time during the conference.

Conference App

The conference will be held using [Whova](#), which will allow you to create custom virtual exhibitor pages, generate leads, host giveaways and raffles, schedule one-on-one meetings with attendees, and more.

Opportunities for Engagement

Virtual Exhibit Space | \$150

- Your interactive, customizable booth allows *you* to add:
 - YouTube video
 - Link for live streaming
 - Company description
 - Contact information
- Participation in the WLA Passport Program
- Lead Generation
- Coupons, raffles & giveaways
- Live Chat
- Dedicated exhibitor time during conference week