NationalFruitShow

ESTABLISHED 1933

Information for Exhibitors

National Fruit Show LIVE

Thursday 22nd October 2020

10pm – 5pm

For more information, please contact Catherine Joules on 01732 874564/07983 534442 or by email on catherine@nationalfruitshow.org.uk

Information for Exhibitors

The National Fruit Show is going live for 2020, giving the industry an opportunity to connect and network without leaving home, the office or the farm.

The 87th National Fruit Show will look very different this year and we are confident that the new virtual format will be a success. As usual, the show gives growers and industry professionals the opportunity to visit stands, speak to exhibitors, find out about new products and ideas and make enquiries. In other words, it's the same show creating opportunities for the fruit industry to do business, just online this year.

This platform, designed by industry experts CVent, was chosen because of how simple it is to navigate and how easy it is to use for exhibitors and visitors alike. It will allow for easy interaction between exhibitors and customers as well as allowing everyone full access to the day's debates and conference style forums which will fully explore the current issues facing the top and soft fruit industries.

Using our social media networks, our mailers and the media we are encouraging visitors to attend from all over the UK as well as hopefully spreading our net further afield. The show previews will be in the South East Farmer and the Fruit Grower and the National Fruit Show handbook is being printed and sent as usual to our mailing list of growers. As visitors will only be able to attend if they have pre-registered and received the log in details, we will be using every opportunity to remind visitors to do so and attend the show virtually on Thursday 22nd October.

This document will provide more information on how the show will work and how it will look. The National Fruit Show platform is still under construction, so screenshots from a demo show have been used.

How can a show be virtual?

The show will be run on a platform which will look just like a website that can be accessed from a PC, laptop or smartphone/iPad. Visitors will also be able to download an app which will have the same functionality as the website. There will be two main aspects of the show: Sessions and Exhibitors.

What will the show platform look like?

This first page will be similar to what visitors will see when they first join the show, it provides an overview of the sessions plus other information. The tabs at the top of the screen allows visitors to easily navigate between the sessions, exhibitors and also the sponsors page:
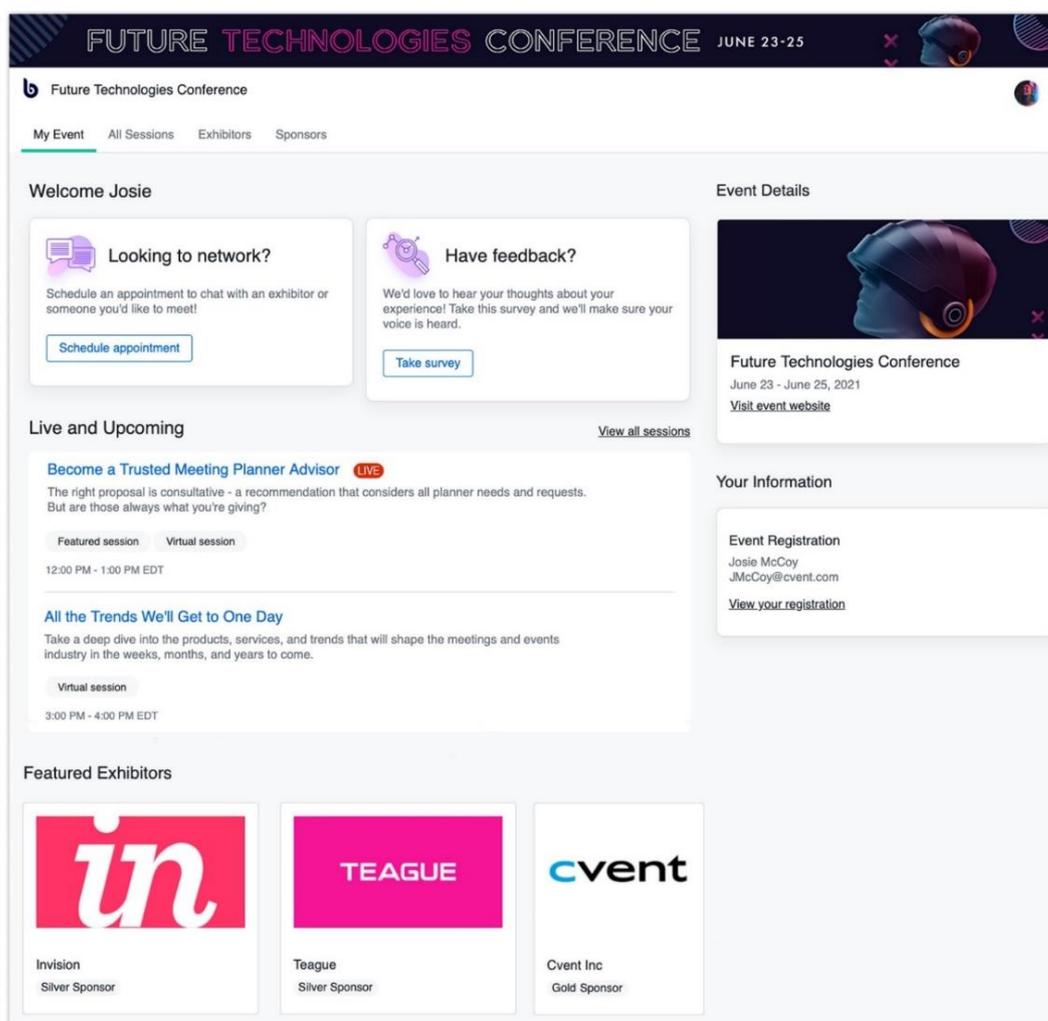
Sessions

The sessions will be a series of presentations running through the day on a range of subjects relevant to the industry. There will be video presentations/webinars from keynote speakers and visitors will be able to watch these sessions and also have the ability to ask questions. All sessions will be recorded and uploaded to the National Fruit Show website after the show.

This is how the sessions page will look:
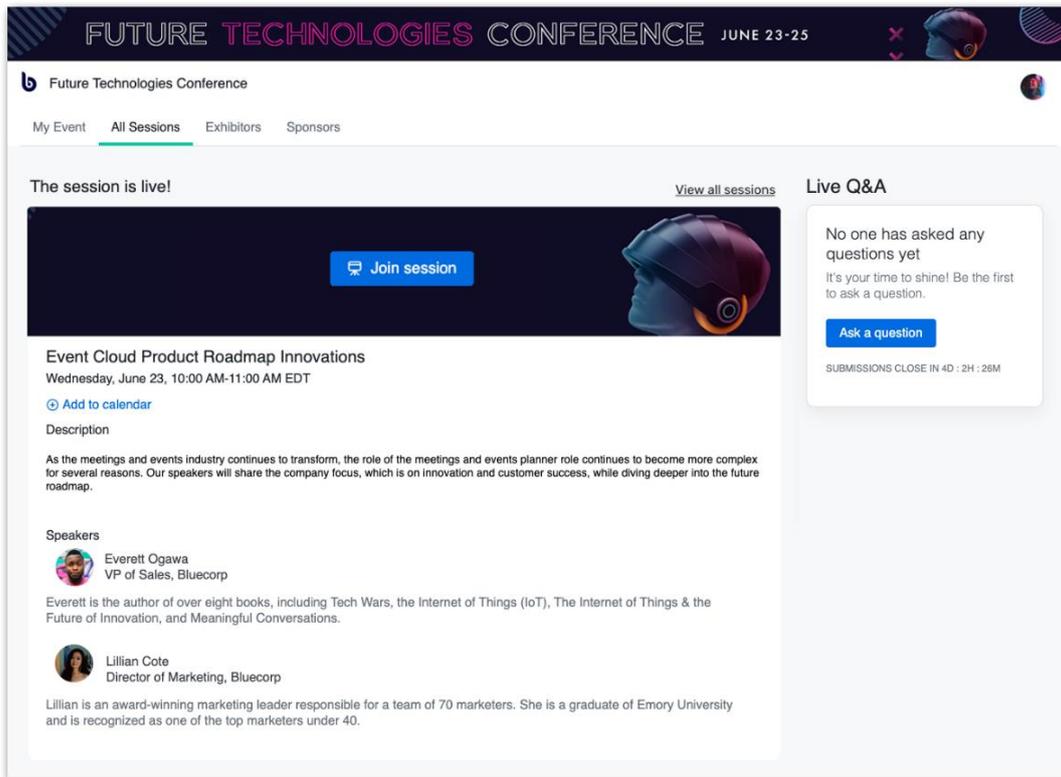
Visitors will need to click on the 'Join Session' button to watch the presentation. They can ask questions over text by clicking the 'Ask a question' button. They will not need a webcam or video conferencing software to do this.

Information about the sessions and the speakers will be available on the National Fruit Show website.

Exhibitor Area

Each exhibitor will have their own page which includes a profile that will include all their information about their business. They will also have access to the 'virtual booth' which will allow visitors to communicate over video and text.

The Exhibitor Profile

The profile will look like this:
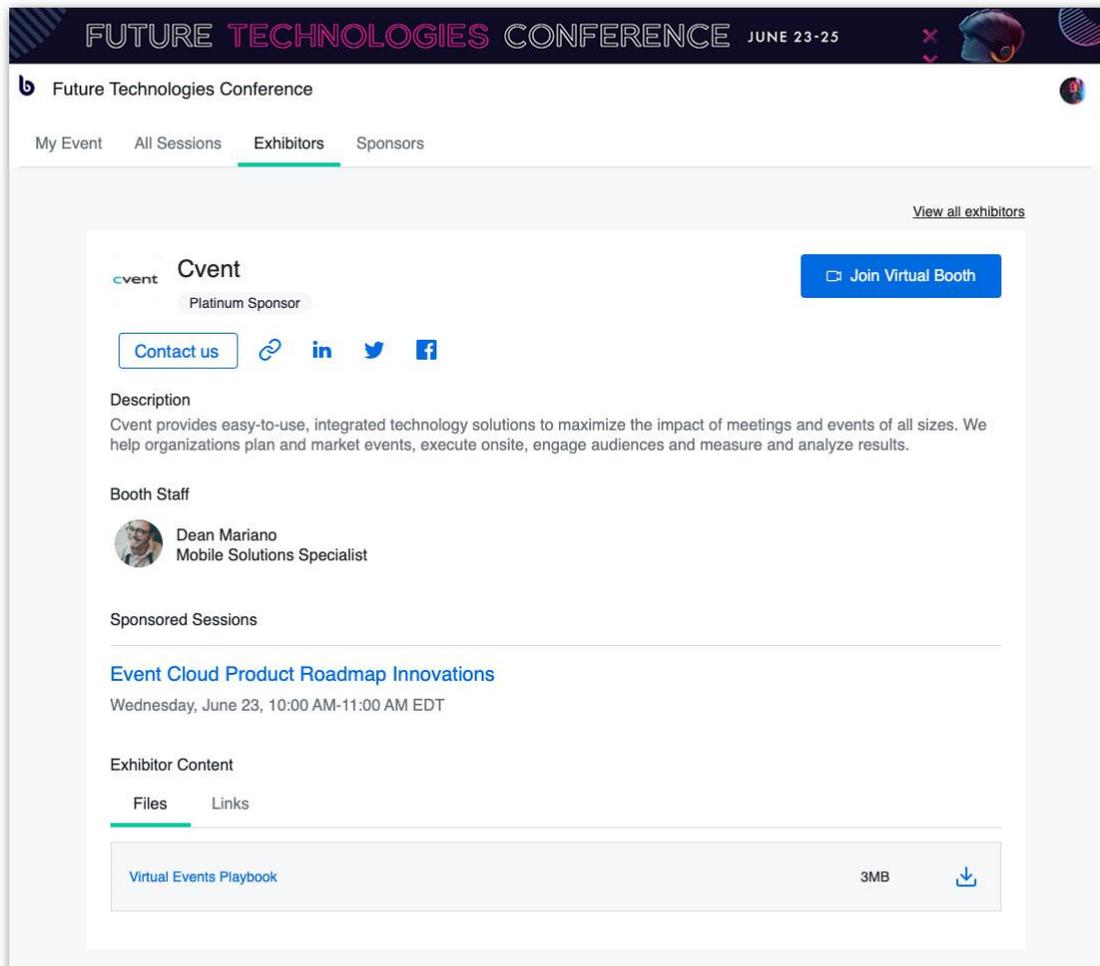
The exhibitor profile will include:

- Company logo
- Contact details
- Social media handles
- Company description
- Details of who will be manning the virtual booth
- Uploaded files which can include product literature or brochures
- Links to videos, galleries or other websites

The Virtual Booth

The virtual booth will run in a same way as a video call, visitors will be able to click on 'Join Virtual Booth' and will automatically join a room where they will be able to talk to the booth staff. Exhibitors will need to download Zoom (free video conferencing software) to utilise the virtual booth. If visitors would rather not interact over video, there is also a chat function. If there are several visitors in the room at the same time or a visitor would like to speak to someone privately, then the booth staff will be able to create break out rooms so they can talk without other visitors present.

The booth staff will be able to share their screens, so will have the ability to show video or images if they so wish.

The Contact Us button

If a visitor would like further information about a product or would like to speak to the exhibitor at another time without going into the virtual booth, they can press 'Contact Us' and confirm that they would like to leave their details. This will generate a lead which will be sent to exhibitors after the event.

What happens on the day of the show?

Each exhibitor will have a unique website address that gives access to their virtual booth. This will 'open' the booth and allow visitors to enter and talk to the staff on duty.

The virtual booth does not have to be manned throughout the day, exhibitors can choose to have opening times if they so wish which can be included in the company profile.

Booking and setting up the virtual stand

Bookings can be made as usual through the National Fruit Show website at www.nationalfruitshow.org.uk/exhibit. The stand cost is a flat rate of £250 + VAT. The information provided on the booking form will be used by the National Fruit Show team to set up the exhibitor profile. Exhibitors will then receive a welcome email inviting them to log in to their Exhibitor Portal where they will be able to upload a logo, amend company details and add names of the staff who will be manning the virtual booth.

Literature, brochures and links to websites can also be included in the exhibitor profile, these will need to sent to the National Fruit Show team to be uploaded separately.

Full details and instructions as to how to use the Exhibitor Portal will be provided.