

2021

refocus

ILLINOIS CHAPTER

community
ASSOCIATIONS INSTITUTE



COLLABORATE ACCOMPLISH INNOVATE

2021 IL HOA-Condo
Conference & Expo

April 27, 29, 30

Virtual Exhibit Hall



Customize Your Page

Brand your "booth" with logos, videos, brochures/files, and direct links



Engage with Attendees

Attendees can engage with you through pre-set appointments, emails, chat, and live via zoom or other video platforms you link in your profile

Larger Audience

CAI Illinois education events held in-person in 2019 experienced a 59.5% increase in attendance when held virtually in 2020

Additionally, booth pages will remain accessible for months after the event has ended



**- Convenient - Safe -
- Cost Effective -**

Save more of the time and budget spent on traditional trade shows by eliminating travel expenses, printing materials, and giveaways

How will CAI Illinois help connect you with more attendees?



Exhibitor Spotlight

Videos before each education session highlighting the exhibit hall, encouraging attendees to visit booths

Prize Drawings

Daily gamified incentives and prize drawings for attendees to visit booths and interact with exhibitors

Speed Networking

Networking event connecting manager and homeowner attendees one-on-one with exhibitors

More Attendee Data

Exhibitors will receive a pre-show list, post-show list, and ability to purchase a lead list of attendees that clicked to view your booth page

CAI Illinois Condo-HOA Conference & Expo 2021

Optimizing Your Experience: Exhibiting at CAI's Virtual Expo



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Exposure

- Pre-Show Attendee List—Use It!
 - 60% increased attendance at 2020 virtual events
- Interactions--Quality Over Quantity
- One-on-One Blitzr Networking
 - Meet 10-12 attendees per company rep
- Lead Tracking
- Booth Engagement Suggestions
- CAI Can Promote Your Scheduled Booth Activities



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Technology

- Involve Your Company's Technical People
- Set Up and Test—Practice
- Live Options Not Required
- \$20 WebCam Sets You Up
- Virtual Backgrounds



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Demonstration

- How to Set Up Your Booth
- [Booth Set Up Demonstration](#)



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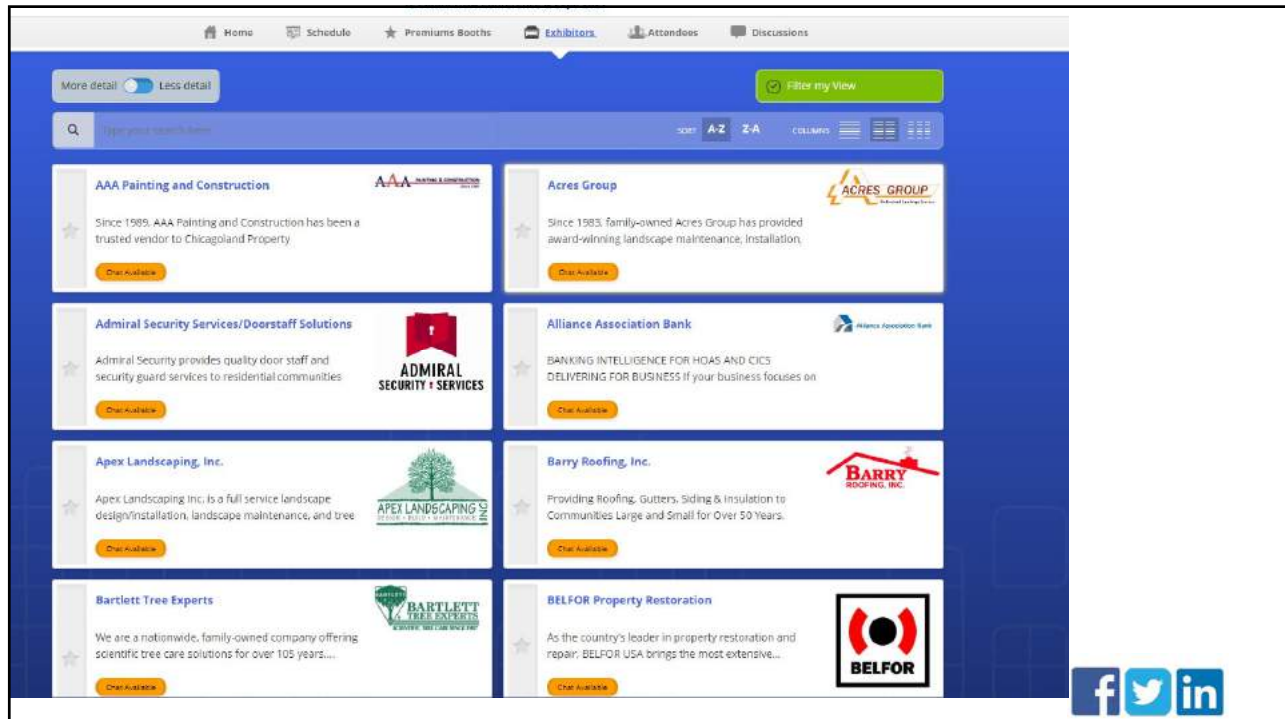
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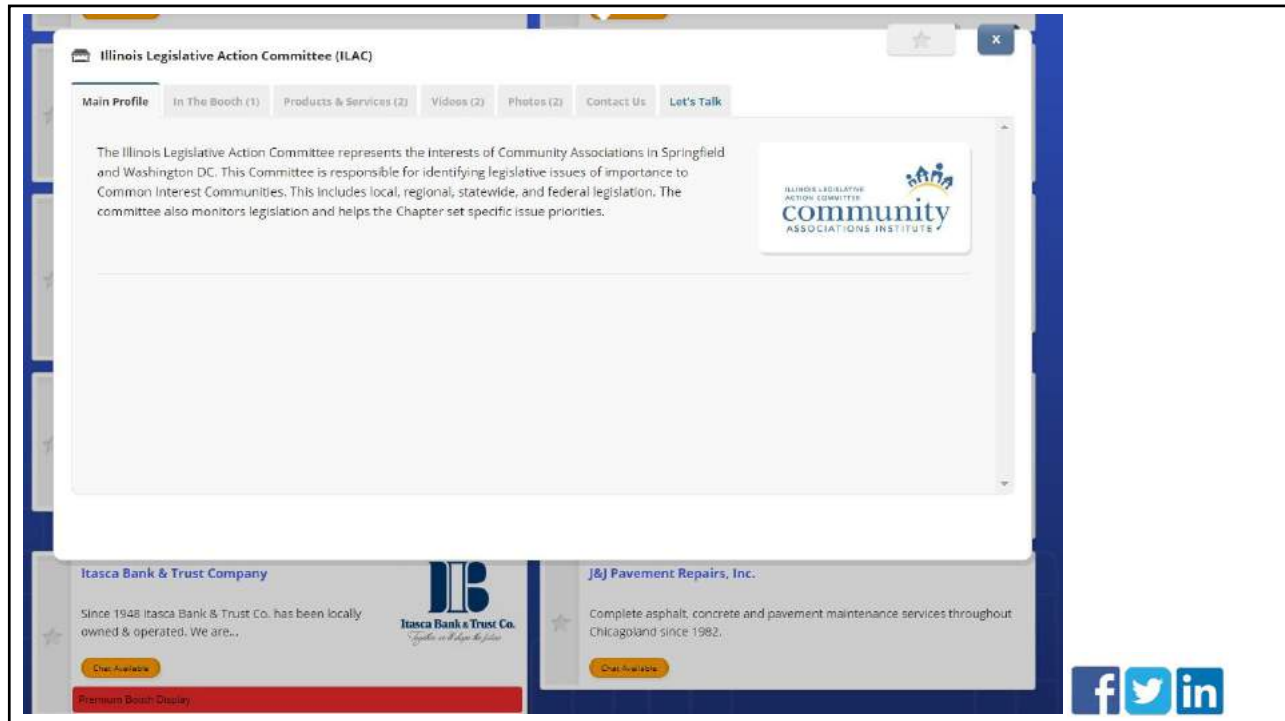
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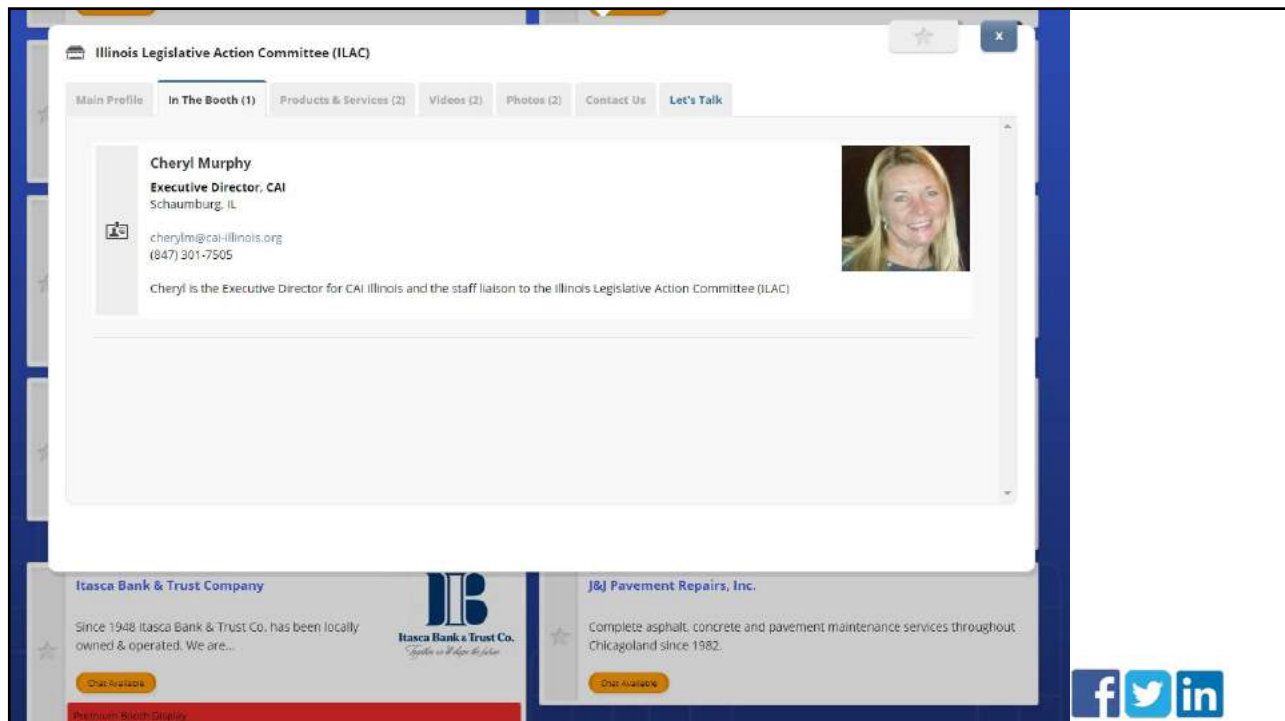
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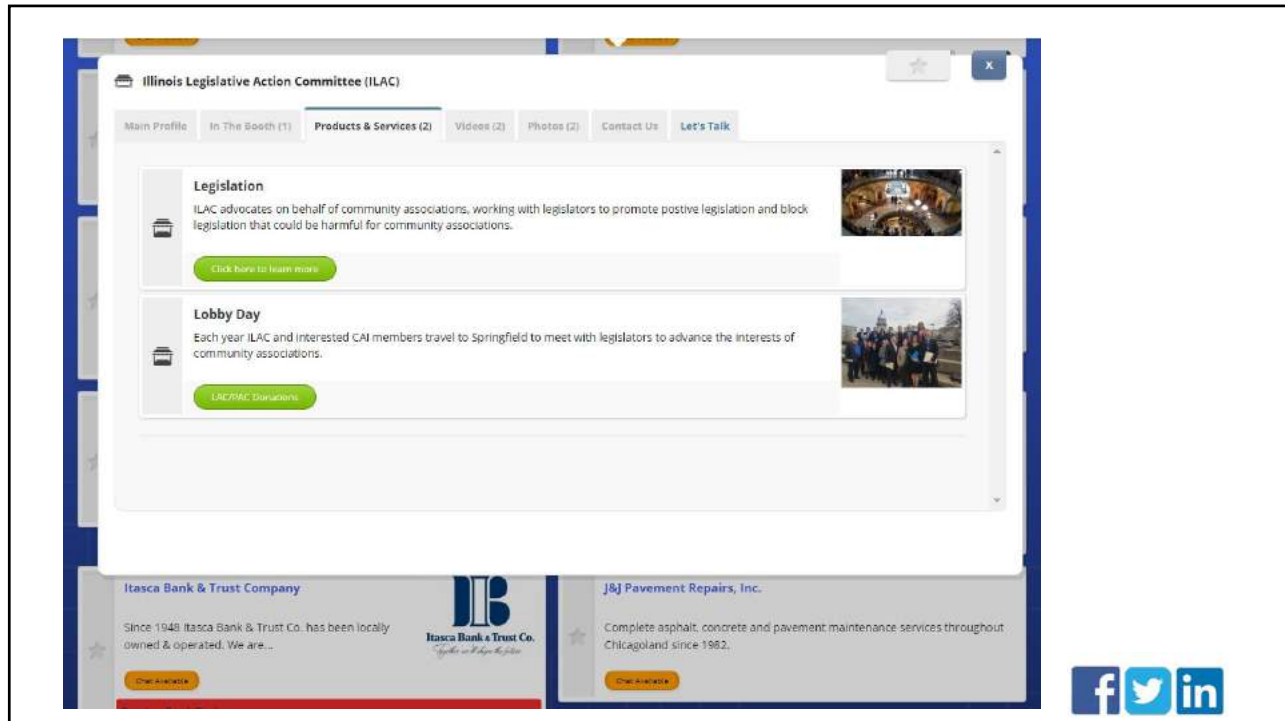
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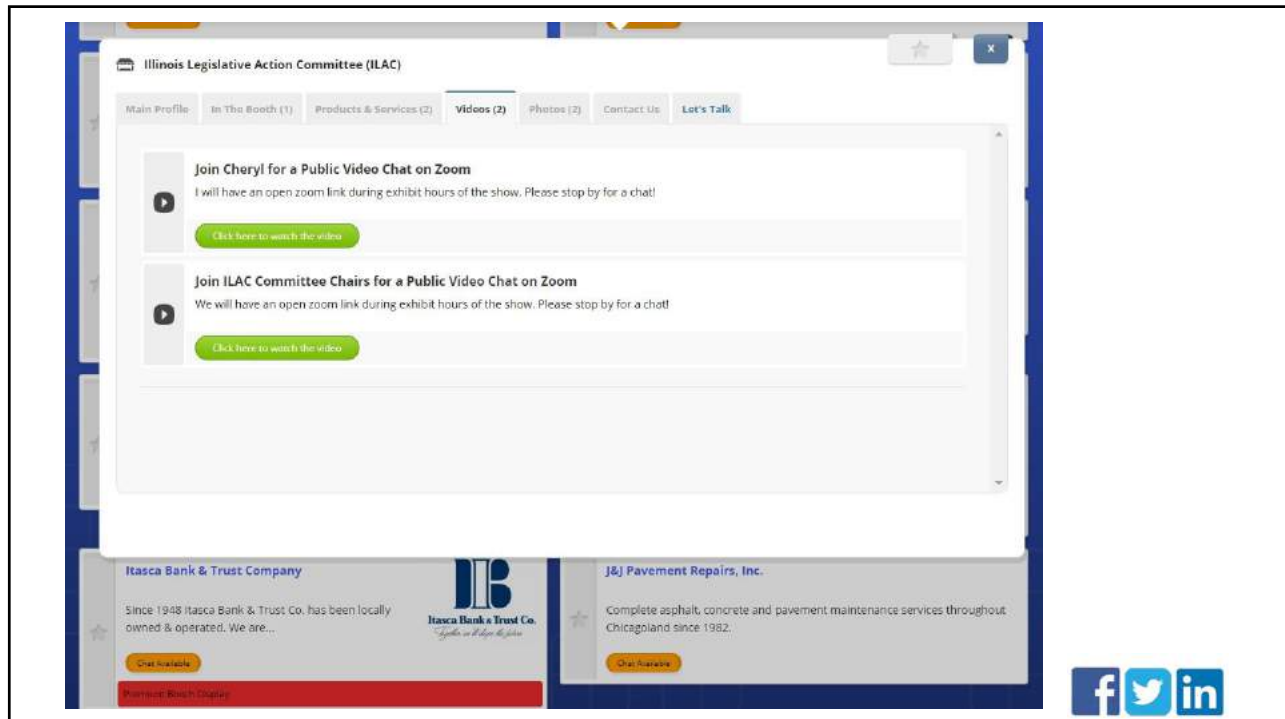
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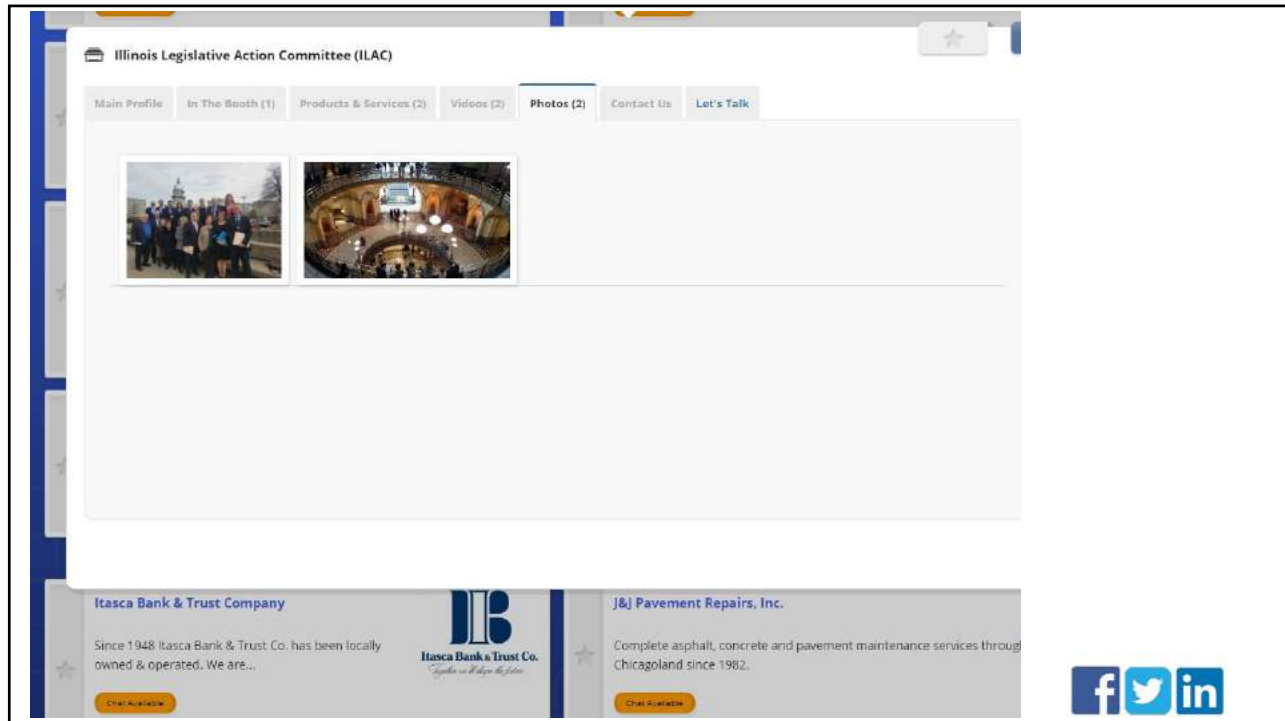
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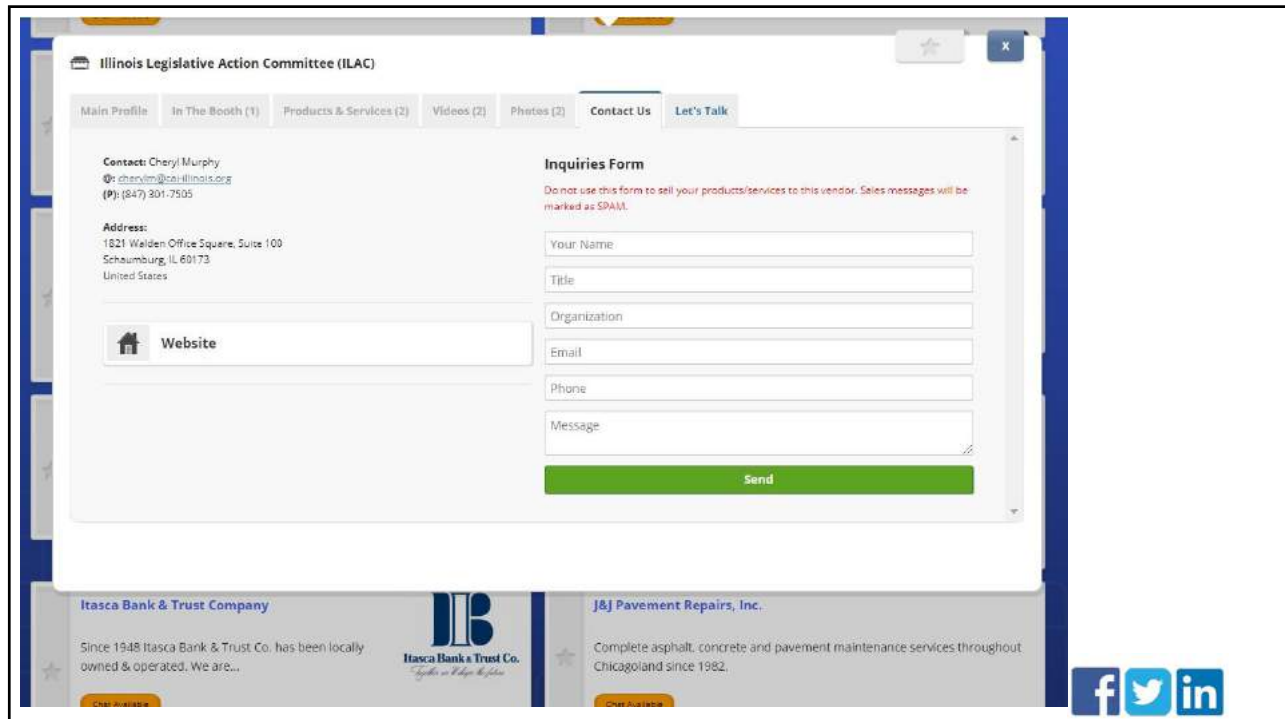
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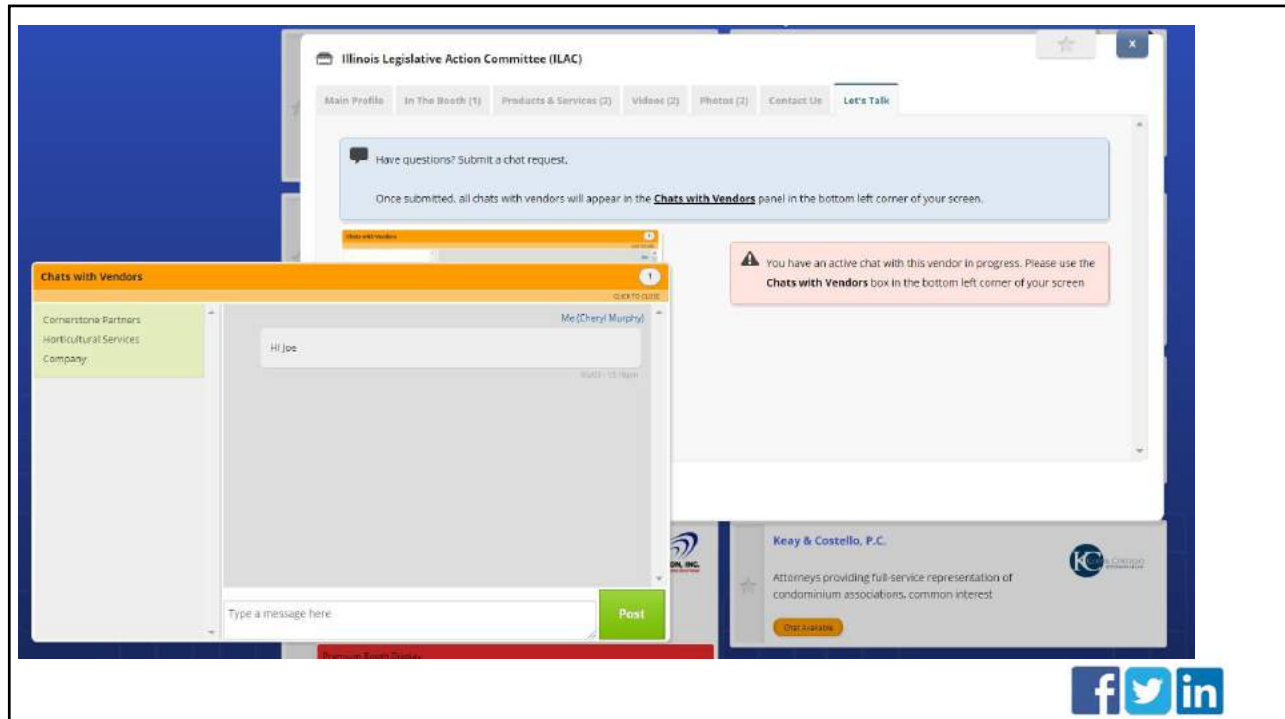
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How To Access CAI Support

- Booth Set-up Training & Videos
- Visit CAI Conference & Expo Information Booth During Exhibit Hours

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IL Condo-HOA Conference & Expo 2021

Filter my view

More detail Less detail

AZ EA

Apex Landscaping, Inc.

Apex Landscaping Inc. is a full service landscape design/installation, landscape maintenance, and tree care company.

View Booth Page

Bruno Construction Masonry, Inc.

Masonry Restoration services on Condominium and Apartment buildings since 1984. Licensed, bonded and insured.

View Booth Page

Building Technology Consultants, Inc.

Building Technology Consultants, Inc. specializes in evaluation and repair of building envelope.

View Booth Page

CAI Conference & Expo Information

Do you have questions about the Conference & Expo? Committee members will be on hand.

View Booth Page

Cantey Associates

Cantey Associates provides monthly accounting and audit/tax services to Associations throughout Illinois and Wisconsin.

View Booth Page

CIT

CIT's Community Association Banking business is a national leader in providing individualized services.

View Booth Page

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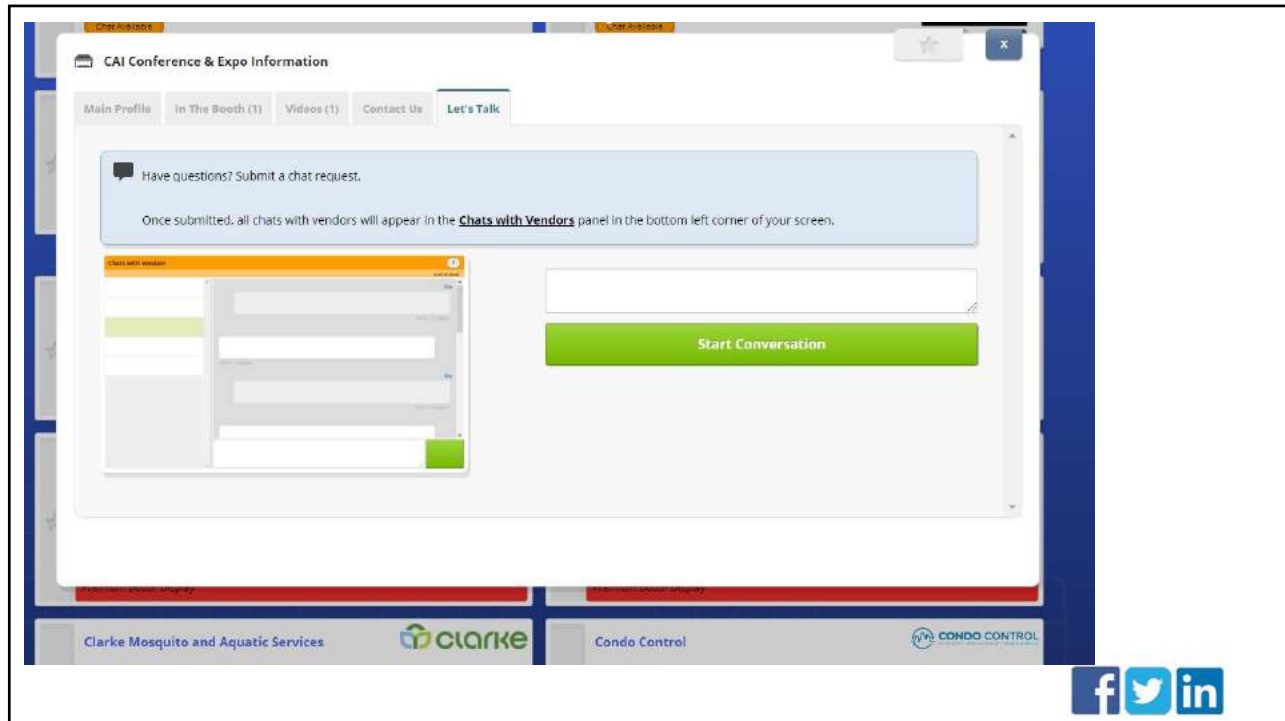
This screenshot shows a grid of six trade show booths. Each booth card includes a company name, a brief description of services, a logo, a 'Chat Available' button, and a 'Premium Booth Display' indicator. A large red arrow points from the 'Building Technology Consultants, Inc.' booth to the 'CAI Conference & Expo Information' booth.

Company Name	Description	Chat Available	Premium Booth Display
BrightView Landscape Services	Landscapes are living organisms with unique life cycles. Regular enhancements and renovations	Yes	No
Bruno Construction Masonry, Inc.	Masonry Restoration services on Condominium and Apartment buildings since 1984. Licensed, bonded and	Yes	Yes
Building Technology Consultants, Inc.	Building Technology Consultants, Inc. specializes in evaluation and repair of building envelope	Yes	No
CAI Conference & Expo Information	Do you have questions about the Conference & Expo? Committee members will be on hand...	Yes	No
Cantey Associates	Cantey Associates provides monthly accounting and audit/tax services to Associations throughout Illinois and Wisconsin.	Yes	Yes
CIT	CIT's Community Association Banking business is a national leader in providing individualized service.	Yes	Yes

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This screenshot shows the detailed view of the 'CAI Conference & Expo Information' booth. The page has a navigation bar with tabs for 'Main Profile', 'In The Booth (1)', 'Videos (1)', 'Contact Us', and 'Let's Talk'. The main content area features a video player with the title 'Join Us on Zoom and We will Help You' and the text 'Click the zoom link below for video chat and help or call in by dialing 312-xxx-xxxx'. A green button labeled 'Click here to watch the video' is positioned below the text.

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How To Access CAI Support

- Booth Set-up Training & Videos
- Visit CAI Conference & Expo Information Booth During Exhibit Hours
- Committee Booth Review if Set Up by April 1

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Exhibitor Virtual Booth Checklist

- Login to Map Dynamics through email link
- Main Profile
 - Add Company Name
 - Add Company Description
 - Upload Company Logo
 - Add Keywords (attendees use these to filter and search)
 - Click Categories Your Company Works in (can choose multiple). Attendees can use this to filter their search
- In the Booth
 - Add New Person (may add multiple people)
 - Enter Contact Information
 - Upload Contact Photo
 - Upload Bio
 - Enter Listed Order (this determines the order reps will be listed)
- Products & Services
 - Add New (may add multiple items)
 - Enter Title for Product or Service
 - Upload Picture
 - Enter Description
 - Enter Link to More Information (website for example)
 - Enter Title for a File Download Button (if uploading a file)
 - Upload File to Download (Product Brochure, Project Description, Price Sheet, etc.)
 - Enter Listed Order (this determines the order products & services will be listed)
- Videos
 - Add New Video (may add multiple items)
 - Enter Title for Video
 - Enter Description
 - Add Direct URL Link (if a YouTube Video)
 - Or Enter a Direct Link (if linking to a Zoom or other video meeting platform)
 - Enter Listed Order (this determines the order videos will be listed)
- Photos
 - Click to Add Images
 - Upload Photos of Projects, Office, Staff, (anything you wish to highlight)
- Contact Form
 - Enter the Email (all contact submissions will go to this email address)