1. THE BASICS

What is a 'Live Video Product Demo'?

Our 20-minute Live Video Product Demos allow you to show your product to multiple attendees at once. In addition to your product showroom, where you can connect with attendees, keep track of your leads, and heighten your brand exposure, a Live Demo easily amplifies your newest products and innovations.

Who can participate?

Our Premium Package level includes one (1) Live Video Product Demo. Demos are also available as add-on items for all package holders.

When do they take place?

Demos take place on the first two days of the event (January 19 & 20) to allow for meetings and follow-ups on the final day (January 21). Demos will not overlap so attendees can watch them all live.

Key Functions:

- 20 minute video product demo

- You will be shown on screen while multiple attendees watch along live.

- Attendees can ask questions via the Q&A function while a member of our team moderates the session, guiding you to answer those questions.

- If attendees are interested in following up or asking specific questions, they are encouraged to connect with you following the live session with a personal meeting.

Your Live Video Product Demo Experience

2. WHAT TO PRESENT

What should I be showcasing?

The short answer is—whatever you want! To help guide you, here are a few suggestions:

> **Demo ideas:**
> - Fashion Show
> - Makeup Demonstration
> - Showroom Walkthrough

Treat this time as you would any product demo at the in-person event—show attendees the details of how your product works, give details on dimensions, materials used, etc. Don't forget to show off your brand's personality to set yourself apart!

Remember, it's all in the details—**since attendees are unable to be there with you in-person, be sure to give as much information as possible.** Make sure the uniqueness of your product comes through. They'll have an opportunity to ask questions live, via chat, too.

This is a great time to go beyond the products—allow attendees to connect with your brand. **Showcase your website, social media profiles, talk through your company story and more.**

At the end of the session, **remind attendees to set up one-on-one meetings with you** using the meeting scheduler, in the Halloween & Party Expo Virtual Experience, to discuss more.

It's simple! We'll send you a link to access the video meeting – you'll **click the link prior to the session starting** and once it's open, you'll start presenting.

Here's what you'll need:

Internet Connection. We require a broadband internet connection at your location with 3-5 Mbps upload/download speed per device/speaker. We recommend an internet connection that's wired to your computer via ethernet cable (not WiFi). All other internet traffic at your location must be eliminated during the run-through as well as during the live session. This may cause video lag and audio sync issues. To test your internet speed, you can go to www.speedtest.net

Chrome Web Browser. Our software requires Chrome web browser to work most efficiently. You will be sent a link via email before the run-through and the live session. Click the link or copy it into your Chrome browser to access the session.

A Camera. Either your laptop camera or, if you have an external camera, we suggest using it though your laptop camera or phone camera (back camera, no selfie!) will work fine if you don't have other options.

Your Product! You'll be showcasing your products to attendees, have them ready and in-range of the camera or be prepared for how you'll showcase the products.

Your pre-demo rehearsal:

- We'll schedule a rehearsal prior to your session.
- You'll receive a link to join the meeting – this will be the same process as your live demo.
- Treat your rehearsal as you would the actual event so we can ensure everything works well from a technical perspective and you feel comfortable day of.
- We will work with you to adjust your camera angle and lighting.
- We will send you a recap after your rehearsal of any suggestions or needs ahead of the live demo.

Your Live Video Product Demo Experience

Day of your session:

- Use the link we sent for your rehearsal – we'll check in a day before you make sure you have it!

- We recommend joining at least 15 minutes early to make sure you're all set. If you'd like to practice, our moderator can join 30 minutes early to help.

- Do not use that computer for any other tasks such as email or web browsing. That can potentially disrupt the stream.

- A member of our team will also be joining in advance of the session to get you prepped and be there along the way to help facilitate any questions coming from attendees and ensure everything runs smoothly.

Following your presentation:

- Your presentation recording will be loaded into the Halloween & Party Expo Virtual Experience Event Agenda for attendees to watch the session on-demand.

- The on-demand session will also be available in your Company Showroom.

- Once loaded, we'll send you a link to the session.

Other things to know:

- **Q&A** During your live video demo, there may be some questions that come in. A member of our team will help moderate the questions and manage any technical questions – saving the product specific questions for when you are ready to address.

- **RECORDING** The live video demo will be recorded for attendees to view in the Halloween & Party Expo Virtual Experience platform, so if they missed the demo or want to reference it later, they can always access!

4. ON-CAMERA TIPS

Lighting

- The most common issue when shooting from home is lighting or more importantly the lack of lighting.

- The easiest way to correct this is by finding a window. If you don't have a window, try to use the light from a lamp. The idea is to have soft even light across your face.

- If you can, sit facing the window which allows you to be lit naturally by the sun.

- Avoid at all cost shooting into the window. This will create back light and you will appear dark.

Background

- Keep it simple but think about things that help showcase your brand, services & products!

- Avoid cups and coffee mugs and most of all plants/trees.

- If you can, show your company's branding (ie. banners, signs).

- Depending on your product size/shape, you'll want to ensure it's in the frame throughout the session – or have someone assist with moving the camera around as you explain details.

Sound

- To minimize audio feedback, headphones are suggested.

- If possible (not necessary), use a head-set or external mic.

- Bluetooth headphones are a great solution as well.

- If you don't have either of these try to speak toward the laptop microphone – if you get too far away or move around a lot, you'll risk attendees not hearing you clearly. It is usually in the fold of the laptop, so it catches the sound. You need to be within 2-3 feet for this to not have that hollow sound.

- If using headphones, connect and test your headphone prior to the demo.

Distractions

- Turn your phone on Do Not Disturb.

- Shut down links/unnecessary programs.

- Silence computer/phone noises including: Notifications from Skype, Teams or other Instant Messages.

- Turn off noise makers including: Fans, Music, TV, AC/Heater, Noisy Appliances.

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5. WHAT WE NEED FROM YOU

(!) **All materials are due by December 31.**

✔ **A member of our team will be contacting you to prepare for the demo and collect these items:**

☐ **Company Logo**

☐ **Description of Demo:** what will you be showcasing? Provide us with a brief overview of the product so we can share with the attendees when promoting the demo.

☐ **Product Images:** Please share 3-5 product images we can use in promotion of the demo.

☐ **Any Show Specials or Discounts** you are offering to buyers who watch your demo (highly recommended).

IF YOU HAVE ANY QUESTIONS OR NEED ASSISTANCE, PLEASE CONTACT:

JESSICA GRASMANN AT **JESSICA.GRASMANN@CLARIONEVENTS.COM** OR **(973) 251-5077**

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