

# Talk Now Feature Available For Virtual Trade Show Booths

This virtual trade show enhancement allows attendees to connect live with an event exhibitor through 1:1 online video calling.

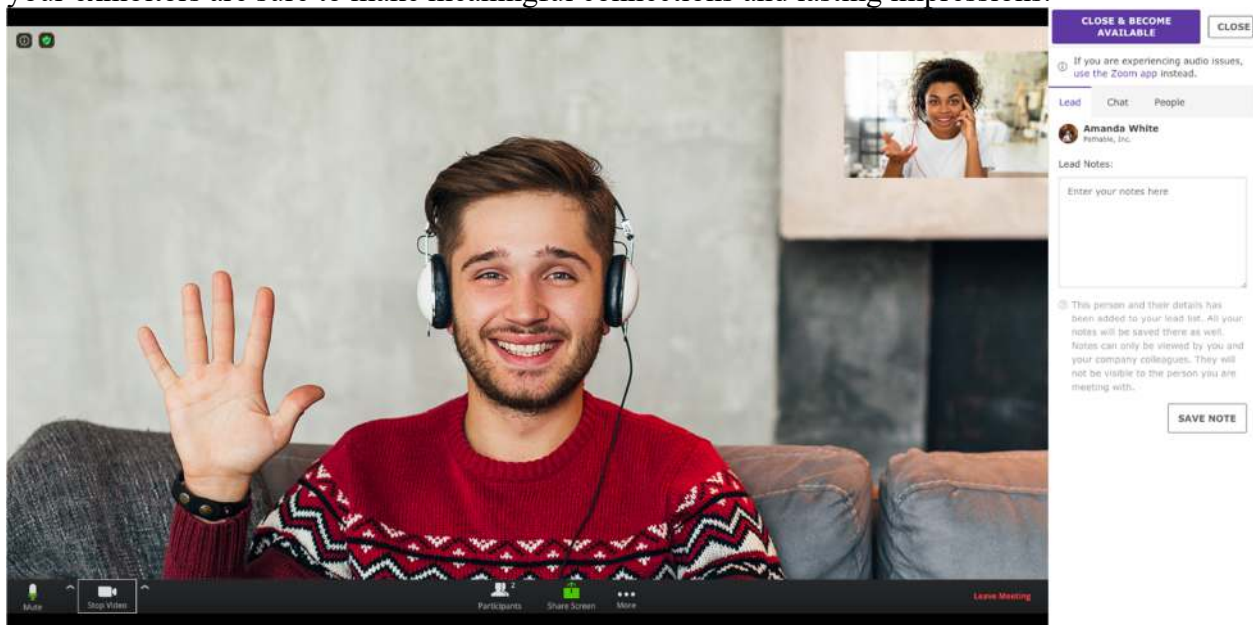
Similar to an Open Booth-style trade show feature, Talk Now supports attendee and exhibitor communication and engagement. Through the single click of a button, attendees can instantly connect to an available trade show booth representative through 1:1 video calling powered by Zoom.

With the Talk Now feature, event exhibitors can indicate when they are available to answer attendee calls during scheduled virtual trade show hours. The feature is perfect for high-touch engagement and encourages attendees and exhibitors to create meaningful connections.

## For Event Exhibitors

Enhance your exhibitor's experience with the Talk Now feature available in the platform's virtual trade show booths. Connect exhibitors to attendees in real time through on-demand 1:1 video calling. The intuitive Talk Now system allows exhibitors to choose their online availability with ease through a single click.

Talk Now gives your exhibitors the tools to connect with attendees in a personal and individualized setting in real time. Take notes, instant message, and hold meaningful conversations all in one place. With multiple channels to build relationships and nurture leads, your exhibitors are sure to make meaningful connections and lasting impressions.



## For Event Attendees

Provide your attendees with an immersive virtual trade show experience through the Talk Now feature. Simplify booth interactions by connecting the attendee to the exhibitor directly through 1:1 online calling. The attendee can speak with a booth representative in seconds, face-to-face in real time. This on-demand feature eliminates the wait and encourages virtual trade show booth interaction.

