Virtual Exhibit Guidelines

A virtual exhibit hall is a digital platform for exhibitors and attendees to connect and engage virtually as an alternative to a traditional exhibit booth at a live event.

Virtual exhibits must be in a separate virtual space with a link outside of the educational content, such as a breakout room, and learners must receive clear notification when they choose to leave the accredited education to participate in the exhibits. In addition, the following guidelines apply:

- Virtual exhibits must not be visible on the screen at the same time as the educational content, it must not be mixed between components of the accredited activity, and the learner must actively choose to engage with it.
- Virtual exhibits may not be inserted as a "commercial break" before, during, or after the activity.
- Company may be acknowledged prior to opening remarks and during conference breaks (e.g. Powerpoint slide, verbally).
- The link may be to a general virtual exhibit booth page or a separate dedicated virtual exhibit booth page for each company.
- Registered participants must receive instructions on how to access the virtual exhibit hall.

There are several different options for using the virtual exhibit booth space. Examples include:
- A pre-recorded video advertisement (can be embedded via a sponsor provided YouTube or Vimeo link or can include video screenshot which links out to external website).
- Live meeting link (e.g. Teams, Zoom) for interacting with attendees. Reminder: the link must be separate from the educational link.
- Companies provide materials (e.g. informational brochures in PDF format) similar to those distributed at live events.

Additional requirements for vendors:
- Representatives may attend the virtual activity at the discretion of the course director for the direct purpose of the representatives' own education.
- Canvassing or distributing promotional materials outside the virtual exhibit hall is not permitted.
- Company representatives must refrain from holding any commercial discussions in the educational platform, including use of the chat option.