



Dealer Information Kit

June 19-20, 2021

The World's Largest Virtual Sport Card Expo

Attend the **Virtual Sport Card EXPO** on June 19-20th - it's easy, cheap and safe. **The World's Largest Virtual Sport Card Expo** is back to provide more instant access to LCS, Breakers, Content Producers and Manufacturers! So give it a try: have fun, buy/sell/trade & support the hobby! We can't wait to provide our attendees with the third installment of the **Virtual Sport Card Expo - Powered by eBay**.

The two VIRTUAL EXPOs in 2020 WERE A **HUGE SUCCESS!**



10,000+

Guests attended the platform over both events.



3.5 Hours+

Average time spent on the platform. Our guests spend all day here!



35,000+

Chat messages sent during the events by guests and exhibitors.



~95%

From North America. About half from Canada and half from the USA.

Other Event Highlights

1. **Engagement**

Our attendees and dealers had some of the highest engagement we've seen on our platform. Many booths had thousands of interactions from attendees during the event.

2. **Dealers**

By offering collectors a variety of dealers to choose from, we encourage interaction and increase average time spent on the platform.

3. **Dealer Popularity**

Our most popular booth at the last event had >2,500 interactions! People come to our event for the dealers and the collector community.



How It Works

The Virtual EXPO works much like the regular one but without the travel, sore feet and convention food. There is still a “virtual hall” with Dealer booths where you can see and speak live to your regular and new customers. You can transact directly or link them to your eBay store or website! You can also integrate direct links to your booth from your **Instagram** page, **Youtube** videos, **Google** docs and more!

The Virtual EXPO works on a web-based platform that you can access from any device (smartphone or computer) with no app to download – you just need a webcam, a mic and your collection!

The Virtual Expo will take place on June 19-20th from 10am to 5pm EST. A more detailed schedule will be posted in the coming weeks. We will be hosting two platform demos (Dates to be announced) to ensure you are prepared to engage our attendees successfully. We will also be building an Dealer Resources area on the Virtual Sport Card Expo website to help answer your questions.

Booth Set Up

Please ensure that you read this section carefully and that you provide the information requested directly in the linked Google Form as soon as you can. The sooner you provide it, the sooner we can build your booth's framework.



- 1. Primary contact's name and email address**

This will be your company's primary contact for your booth

- 2. Booth name**

The company name you want attached to your booth

- 3. Company logo and size**

Please be sure to name the file with your company's name

- 4. Website link**

Where you would like your booth to link to

- 5. Staff names and email addresses**

We will provide each staff member with general or administrative access based on your request



Booth Considerations and New Features!

- We have prepared a “how-to” [video](#) to help guide you through the uploading of content to your booth. Please watch this video before you get started and you’ll see how simple the process is
- **IMPORTANT:** when uploading your content to your booth, be sure to upload it in the order you want it to appear. Once uploaded, videos, links and images cannot be moved; instead, you’ll need to restart the upload so please consider the content order before you start
- There is no maximum number of videos, images or links that you can upload
- Your unique “offer” that is featured on the right side of your booth can be a contest entry, special discount code, quick quote, donation button or other idea that requires a “call to action”. The offer button will link to the location where your offer lives, e.g., a web page
 - Note: There is a maximum 60-character limit to your unique offer
- Consider what messages you’ll want to pin to the Chat area during your event; the VSCME event team will need to pin your messages (which can be scheduled) the day of

the event after you upload them (this will ensure the messages appear in your staff's name)

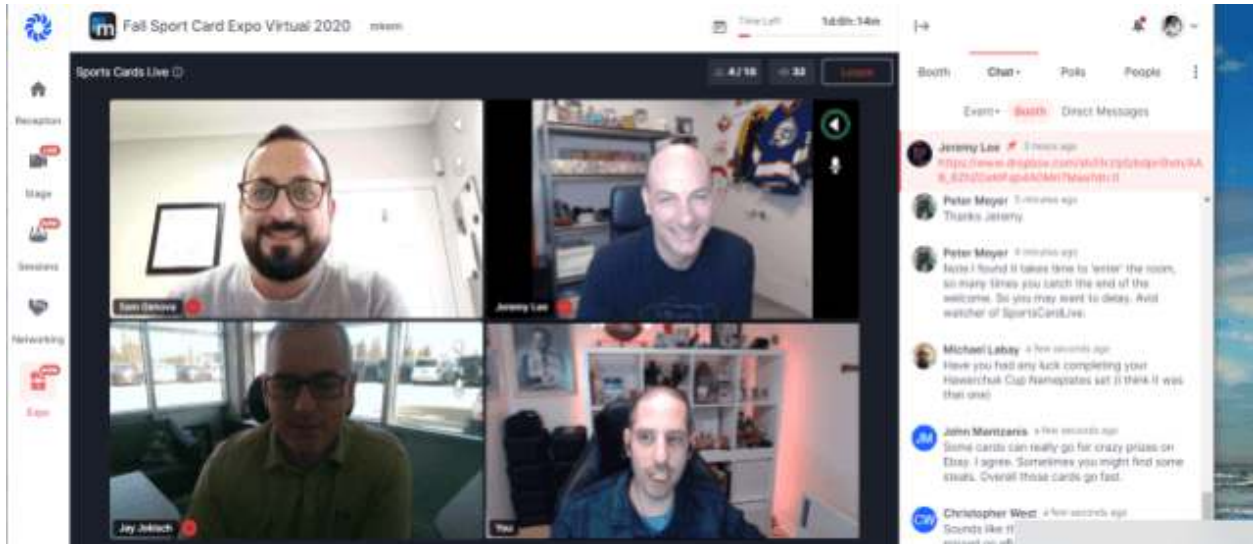
- Similarly, consider what polls you want to feature in your booth and their scheduling; the VSCME event team will help you post these on the day of the event.
- Consider what your most compelling content is – image or video. This should be what the attendees first see when they enter your booth. They can then scroll down to see the rest and/or look to the right for your social media and website links, special offer and the key information you want to communicate
- Given how engaging the Expo booths are on Hopin, we encourage you to staff your booth during the event and to reach out to attendees throughout the Expo in order to maximize engagement; this will elevate your booth experience and deliver better results
 - If your staff needs to take a break during the event, let attendees know you're on a break and when you'll be back via the Chat on the right side of your booth

Booth Examples

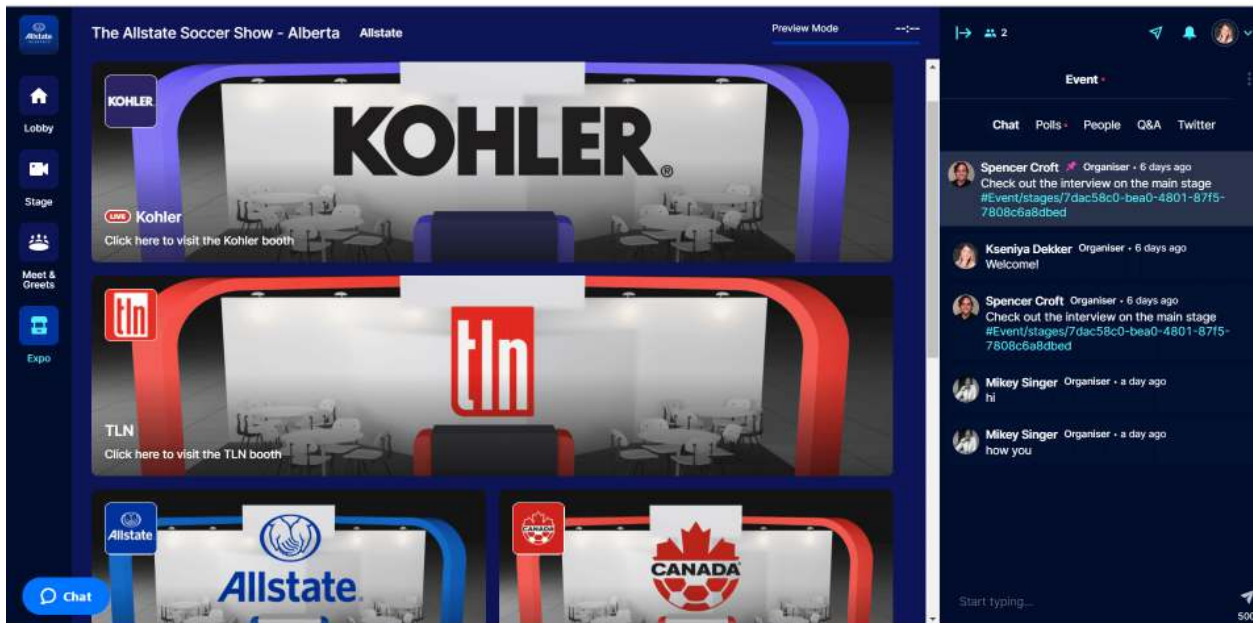
Here is a booth sample showing a live interactive demo:

The screenshot displays a virtual booth for the "Fall Sport Card Expo Virtual 2020". The main content area features a live video feed of a man with a mustache, wearing a blue denim shirt, holding a blue and white sports card. The interface includes a navigation menu on the left with options like Reception, Stage, Sessions, Networking, and Expo. The top right shows a "Time Left" indicator of 4h:4m and a "Share Audio and Video" button. The right side features a chat window with a list of messages from attendees, including Tyler Lugtenburg, Gil Gershon, Owen Gowzell, Dan Kreller, Jim Gentile, Austin Scully, and Andy Greenham. The bottom of the screen shows a moderation panel with thumbnails for Tyler Lugtenburg and Lauren Young.

Another booth example showing an interactive panel/discussion:

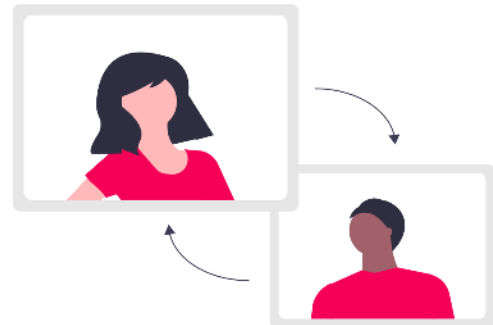


An example of a booth layout from a different show:



Join the Virtual Sport Card Expo For...

- Direct access to fans & collectors: when collectors “walk into your booth” – and yes you will actually see them when they enter – you can engage by live video or by text chat to buy, sell or trade – all from the comfort of your own home or store. Show your cards & collectibles and let people ask ?’s, make offers, buy or just share stories!
- You can present to up to 500 people at the same time! Engage on screen with up to 9 guests in a Group conversation. The chat sessions allow you to include all booth guests.
- Just had a great meeting with someone and want to stay in contact? You will be able to exchange contact info with a single click!
- Now have the ability to set meetings with potential buyers and sellers in advance.
- Sell right then and there - instantaneously from your shop or living room and/or let collectors link directly to your eBay store or website
- Plenty of chances for “calls to action” including:
 - Free draws, auctions or contests
 - Special offers, coupons
 - Newsletter subscriptions
- Be part of the ‘digital swag bag’ where attendees can save your offers etc. to download later





FAQ

Who can attend?

Anyone can attend as a Dealer or as an attendee!

This is new and I'm not very technical – how do I do it?

Our team has been delivering events of many kinds for many years and while this is new to the Hobby, it is not new technology. Click [here](#) to watch how to set-up your booth. In addition to this we will have a Dealer Resources area on the Virtual Sport Card Expo website to help answer your questions. Lastly, we will be scheduling demos in the weeks leading up to the event so all Dealers can see 1st hand how it will look and operate. These demos will be recorded and uploaded to the exhibitor resource area on the SCME website for you to view at your convenience.

How do I build a virtual booth / what if I have problems getting “into the virtual expo”?

Part of why we have selected the platform that we have for this EXPO is that it is proven and is web based so you will not need to download any apps etc. – it will work from any device – you only need a webcam, mic and of course, an internet connection. In addition, our support team

will help you at every stage of the process leading up to the Virtual EXPO as well as working behind the scenes during the event to make sure everything works!

Do I need to have an eBay store to participate?

No you don't but why wouldn't you? Buyers will be able to see you as well as to link directly to your eBay store so it could save a lot of work and you will be able to transact (buy or sell!) directly through that. If you don't have an eBay store you will still be able to buy/sell but will need to utilize your own payment system such as PayPal, Visa or electronic funds transfers through your bank.

How much will a booth cost / how do we pay & are there any \$\$ incentives available?

Exhibitor booth costs are detailed below and you can buy 1 booth or multiple depending on your set-up. You can pay for your booth through Visa, PayPal or e-transfer.

NEW FOR JUNE 2021: All Dealers who register for the June 2021 Virtual Expo will earn a 10% credit against their booth space costs for the in-person Sport Card Expo for November 2021!

Booth Pricing

Below is our booth pricing and list of inclusions, for any questions please reach out to us.

Option 1: Regular Booth

- Regular listing featuring your logo in the Expo section of the virtual event
- Regular listing in the Dealer list on the Expo website
- Host attendees on video sessions or have a video play when attendees visit your booth
- Talk to booth visitors using either a general booth chat or a private chat feature
- Display & sell live from your eBay store or website
- Take advantage of the eBay store set up package for Dealers
- Includes one best practices event hosted by SCME for all Dealers

Cost: \$299 Cdn / \$229USD (+ applicable taxes)

Option 2: Premium Dealer Booth (Only 25 Available)

- Guaranteed listing featuring your logo in the top 50 expo booths
- Prominent listing in the Dealer list on the event website
- Host attendees on video sessions or have a video play when attendees visit your booth
- Talk to booth visitors using either a general booth chat or a private chat feature
- Includes one best practices event hosted by SCME for all Dealers
- 2 Social mentions of your attendance at the show
- Text Ad on Event Platform Chat - Your brand message pinned to the top of the event chat to all attendees for 60 seconds each day (message can include hotlink to site or Expo booth/session/special etc.)
- Additional booths available at 50% discount (same Dealer name)

Cost: \$599Cdn / \$450USD (+ applicable taxes)

Maximize Your Visibility - Available Promotional Updates*

- **Enhanced Booth Listing**
 - **Regular Booth:** Guaranteed Placement in top 25 Regular booths on the Event platform:
\$100Cdn / \$75USD
 - **Premium Booth:** Guaranteed Placement in top 10 Premium booths on the Event platform:
\$250Cdn / \$190USD
- **Text Ad on Event Platform Chat** - Your brand message pinned to the top of the event chat to all attendees for 60 seconds x 2 each day of the event (message can include hotlink to site or Expo booth/session/special etc.)
\$300Cdn / \$225USD
- **Dedicated Social Shoutouts** - 3-pack of dedicated social mentions on our channels leading up to and post event.
\$300Cdn / \$225USD
- **Main Stage Commercial** - Have your branded 20 second spot played prior to or at the end of the main stage presentation.
\$500Cdn / \$400USD
- **Session/Breakout Room** - Host a live break, run an in store special, announce a new product all while engaging with up to 500 attendees in real time (Each time slot is 45 minutes). Full length recording of each Breakout room session is provided after Expo.
\$750Cdn / \$600USD

Payment Terms

- Payment in full due to reserve your Expo booth.
- Payment can be made by e-transfer / Visa – Mastercard or by Paypal to sales@sportcardexpo.com

Contact

For more information or to book, please contact us directly:

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Stay healthy and thank you for your support of the Virtual EXPO and of the hobby!