

Dear CMEA Exhibitor Community,

The CMEA Board met on October 3rd and made some important decisions related to the 2021 Clinic/Conference. While the hope for an in-person meeting was their desire, the reality of the current and unforeseen state of the pandemic has moved the January conference to a virtual format. Our conference will be produced and facilitated through a professional company making the experience seamless and meaningful to all who participate.

CMEA is excited to offer a virtual experience for our exhibitors as well through a Virtual Exhibit Hall. Exhibitors who choose to be a part of this experience will not only receive the opportunity to interface with participating members but will receive a number of advertising advantages throughout the year.

- A post on CMEA's social media outlets featuring your company or product.
- A link to your company or product website on the CMEA conference web page.
- Included in a listing of Vendors/Exhibitors that will be published in each monthly newsletter beginning in December 2020 – June 2021, the winter journal and the spring journal with a link to the vendor website
- 1 hr time slot during the convention weekend to be a member of the Exhibit Hall Zoom Room where you will be linked to member who wish to have a face to face experience with you.

The Exhibit Hall will be fully managed by our vendor and will be placed in the conference schedule from 5:00-6:00pm MST on Wednesday, January 27, Thursday, January 28 and Friday, January 29. These times were established to better facilitate a lack of interruption to companies regular business hours and more participant availability. Each of the evenings will provide members a group or strand of businesses/organizations to choose from. Strands will be announced in late November. At 5:00pm each evening members will login to the Virtual Exhibit Hall where they will see all exhibitors in that evenings strand. After a brief welcome and introduction, exhibitors will be moved to their individual Meeting Rooms and participants wanting to visit with your company will be transferred into your meeting room. Participants have the opportunity to enter and exit the room throughout the hour potentially giving you the chance to connect with more than one group of members. You may use this time as you wish. Options could include but not limited to a showcase type presentation, a short intro of a new product, an update on your response to the challenges of Covid-19, or a general Q/A session.

Exhibitor Fees for 2021 have been adjusted dramatically to support these difficult times and encourage participation in our virtual conference. The details related to registration and fees are as follows:

- All vendors who have already paid pre-registration fees for 2021 will be allowed to participate in the Virtual Exhibit Hall **free of charge**.

- Each exhibit space/ showcases sessions that have previously paid for the 2021 conference will be carried forward to the 2022 conference at the same rate they paid in 2021. (Note: Fees for exhibit space will be increased for the 2022 conference.)
- All exhibitors/vendors that choose to participate in the Virtual Exhibit Hall and have not previously registered for 2021 will be charged a fee of \$80.00 and receive all of the opportunities and benefits listed above.
- Registration information will be updated on the www.cmeaonline.org website under the Exhibitors tab on October 15th at 7:00 pm.
- Registration will be open October 16th through December 15th.
- Participating exhibitors will need to provide an electronic version of your company or organizations logo in a high resolution format, web address link, and a 25 word or less description of your company/organization. These will need to be emailed to **exhibitscmeaonline@gmail.com** .