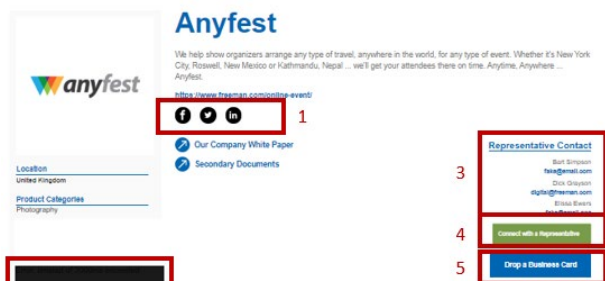


Connecting with Attendees at AAPA 2021

There are many ways for exhibitors to connect with Attendees during AAPA 2021. One key element is using our AI powered, smart networking solution, Grip, to make your own connections.

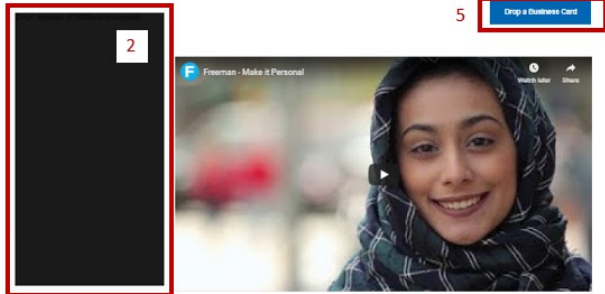
1. Social Links

The ability to add social Links is provided which open a new window connecting the attendee with the exhibitor's specific social media page. Facebook, Twitter, Instagram, LinkedIn and YouTube are supported. It is recommended that you use Social Media to promote your participation in AAPA 2021 using **#AAPA21**. AAPA has even provided a [Social Media](#) kit to assist you.



2. Chat

A Chat window can be utilized allowing the attendee to correspond with the Exhibitor. This is considered an open channel, so no private conversations can be held and you will not receive a notification when someone comments in the chat. You will participate in this chat much like the attendee will. You will be identified by your online profile name in the chat so it is best that the exhibitor engaging in the chat as a representative be someone listed on the booth profile to be easily recognized as booth staff. There is no official moderation of a chat, should you have issues, contact Cindy Stickles cstickles@aapa.org.



3. Representative Contacts

Exhibitors can display names and emails of up to four contacts which attendees can use to contact you.

4. 'Schedule a Meeting' button

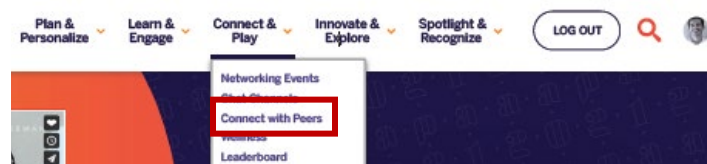
This button can be utilized to allow the attendee to set up a meeting at a schedule time with an exhibitor. It seamlessly connects to our networking solution, Grip, to schedule 1:1 meetings. See more information on the Grip platform below.

5. 'Drop a Business Card' button

This button allows the attendee to send their contact information to the exhibitor. Registration data for the attendees who click the button will flow through reporting. This information will be included in the analytics/leads provided to the exhibitor.

6. Matchmaking in Grip

From the upper menu bar, you can choose Connect & Play and Connect with Peers, which opens a new window displaying the Grip environment. Grip allows the Exhibitor to schedule 1:1 meetings with attendees. The number of open meeting requests an exhibitor can have has been limited based on exhibitor tier (these are meetings requested but not accepted/declined by the attendee). Once a meeting is accepted, declined or cleared, it is made available to the exhibitor to request another meeting. Check your prospectus for details.



Grip is a powerful networking tool which provides attendees and exhibitors with highly targeted networking recommendations to help them connect with others who are aligned with their professional goals and interests. **Training on the Grip platform will be provided. If you cannot attend, a recording will be made available.**