



# EXHIBITOR FACT SHEET

From August 2 – 6, 2021 the U.S. Department of Energy’s Federal Energy Management Program (FEMP) will host nearly 2,500 energy and water professionals across the federal, public and private sectors at Energy Exchange 2021. The training event will focus on providing the resources and tools necessary to meet the ambitious goals and challenges associated with becoming efficient, resilient, sustainable, and secure in support of continuous mission operations, regardless of operating conditions.

## TOP TEN REASONS TO EXHIBIT

- A custom branded virtual booth environment where you can host live customer engagements during the event week. All registered attendees have access to the site and your booth presence for months after the event.
- Six different areas in the virtual booth where you can showcase videos and other resources for attendees to browse and download.
- In the trade show, exhibitors can take advantage of opportunities to present at live speaking events.
- Attendees can set up appointments with exhibit staff for live video chat or personal web meetings, directly on the virtual platform.
- Free listing on the Energy Exchange website.
- Live video and traditional chat with all Energy Exchange attendees.
- High quality leads from attendees that interact with your exhibit presence and educational sessions.
- A traffic building game exclusive to the trade show where attendees earn points for the quantity and quality of interactions with your booth staff.
- Agency support and training so you and your booth staff maximize your exhibit experience.
- Full suite of reports: number of visitors, chat room interactions and content metrics which generate leads.

## IN 2020

- 2,200 attendees
- Exhibit Hall had 14,000 total visits

**72%**

Attendees who have previously attended

**28%**

New Attendees

## YOUR VIRTUAL EXHIBIT SPACE

MC<sup>2</sup> will assist you in making the virtual trade show experience a visually captivating experience.

This includes:

- Branded booth with your logo and colors. Choose from 6 designs & multiple background options
- Host digital content like videos, product photos, presentations, and downloadable content
- Submitting your files to our secured designated site is simple. Then we’ll do the rest!

This year’s virtual exhibit hall gives companies of all sizes the opportunity to stand out among the leaders in their field. Exhibitors may also participate as supporters.

Sign up for a booth today and take this opportunity to educate attendees about your products & solutions.

[www.energy-exchange.com](http://www.energy-exchange.com)

## EXHIBIT INFORMATION

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