

**FEBRUARY 8-9, 2021**  
**DESTIN-MIRAMAR BEACH, FLORIDA**



# 2021 AIR FORCE CONTRACTING SUMMIT

## VIRTUAL EXHIBITOR INSTRUCTIONS

### WELCOME NOTE

Dear Virtual Exhibitors,

We are excited that you are joining us as a Virtual Exhibitor at the 2021 Air Force Contracting Summit. This is a hybrid event allowing for in-person and virtual attendance. All in-person and virtual participants will have access to the virtual platform to view your exhibitor profile.

*Sincerely,*  
*2021 Air Force Contracting Summit*

### AGENDA

#### February 3, 2021

Whoova Event App will go LIVE

All virtual Attendees, Sponsors, and Exhibitors are encouraged to engage with each other through the event app - before, during, and after the event.

#### February 8, 2021

8:30AM – 12:00PM: General Sessions (Live Stream)

12:00PM – 1:00PM: Break for Lunch

1:00PM – 3:30PM: General Sessions (Live Stream)

3:30PM – 5:00PM: Virtual Matchmaking in Whoova App

#### February 9, 2021

8:30AM – 12:00PM: General Sessions (Live Stream)

12:00PM – 1:00PM: Virtual Matchmaking in Whoova App

### CONTACT INFO

Defense Leadership Forum

(202)552-0179

[marketing@defenseleadershipforum.org](mailto:marketing@defenseleadershipforum.org)

[www.usdlf.org](http://www.usdlf.org)

We look forward to your virtual participation in the  
**2021 Air Force Contracting Summit!**

### VIRTUAL EXHIBIT INSTRUCTIONS

**Be ready to go live with your virtual booth profile by February 3.**

To maximize your ROI, please edit your exhibitor booth profile on our official digital event platform, Whoova. By setting up the booth profile, you can better showcase your company and your products/services to attract both, in-person and virtual visitors to your booth. We highly recommend you to:

- Upload your organization/company logo
- Upload video or capability statements about your products and services
- Schedule live info sessions or demos
- Provide coupons, giveaways, raffles to generate more leads
- Engage attendees with in-app messages, posting on community board, group chat, business card exchanging, Twitter outlet, etc., before, during and 3 months following the Summit.

Each Exhibitor will receive a link via email to edit your exhibitor profile. If you do not receive this please email [marketing@defenseleadershipforum.org](mailto:marketing@defenseleadershipforum.org).

If you need more guidance regarding how to set up your booth profile, please visit the [Whoova Exhibitor Guide](#).