FAQ's for Vendors

What is Cloud Conventions?
Cloud Conventions is a Virtual Expo that connects sales partners, value added resellers (VARs), managed services providers (MSPs) and Master Agents to vendors and carriers in the telecommunication and cloud space. The Expo features virtual booths, along with instant online connections to industry experts and service providers for conversations and exclusive promotions. A dozen live educational sessions, keynote and panel discussions will feature experts discussing industry trends, sharing best practices and offering creative business and marketing solutions.

What is Cloud Conventions?
The Cloud Conventions site comes online from March 7-31, with live sessions on March 9th and 10th.

What does it cost?
Cloud Conventions is free to attend and open to all industry professionals. Vendors participating in the Convey Channel program receive a virtual booth at no additional cost. Other interested carriers and vendors may apply to receive a virtual booth for $500 or subscribe to one of Convey's programs.

Why do a Virtual Expo?
A Virtual Expo provides a unique online interactive event for individuals to learn more about cutting edge solutions and services, gain access to exclusive promotions, attend educational sessions and locate resources to drive revenue. Unlike in-person events, participants can fit show attendance into their schedule without expensive travel or time away from the field. Attendees can customize their educational experience and still interact with vendors or master agents for live conversations.

What is a Virtual Booth?
Virtual Booths are online sections on the Cloud Conventions platform design to display information about a vendor or master agent, deliver product information, promote the organization, and allow attendees to interact by requesting meetings or filling out forms.

Who manages the Virtual Booth
The organization owning the booth can customize it, add graphics, add content and more. Convey has created the booth structure and added pages which can easily be updated.

Who can have a Virtual Booth?
Any vendor that subscribes to one or more Convey programs qualifies for a free virtual booth. Convey vendors must have a valid contract with Convey extending through March 2016 and be fully paid up by March 1, 2016. Suppliers that don't have a current contract with Convey can purchase a booth on Cloud Conventions for a $500 one-time fee. Contact info@cloudconventions.com for more information.

Does someone have to "man" the Virtual Booth?
No. The beauty of a virtual booth is that you don't have to be there. You can choose to assign someone to respond to requests for a live meeting. If someone goes into your virtual meeting room, you will be notified by email and can choose to join or ask them to schedule a specific appointment.

What are the important dates for Cloud Conventions?
- Cloud Conventions was officially announced on February 17, 2016.
- The Cloud Conventions site opens to the public at 8am EST on Monday March 7th. The Expo will be online and available until midnight March 31, 2016.
- Cloud Conventions will broadcast a dozen live seminar, panel discussions and a keynote address on March 9th & 10th. All attendees will be able to sign up for and attend any of the programs offered on Cloud Conventions for free.
- Attendees to Cloud Conventions can request to "Meet Now" during March 7-31 using a Virtual Meeting Room powered by iMeet from PGI. If nobody is available from your organization to meet live, the attendee can request a scheduled meeting.

Deadlines
- In order to qualify for a virtual booth on Cloud Conventions, suppliers must have a paid-up contract with a Convey Channel Master Agent by March 1st.
- Virtual Booths must be updated and completed by March 4th to be included.

What "Live" events are included in Cloud Conventions?
Cloud Conventions is currently scheduled to have 11 educational sessions and panel discussions that will take place online via webinar on March 9th & 10th. In addition, Paul Berberian, CEO of Sphero, will be the keynote speaker in a Fireside-Chat on March 9th at Noon EST. All "Live" events will broadcast though the Cloud Conventions virtual expo site at www.cloudconventions.com.

Every live event or presentation on Cloud Conventions will be recorded and accessible to attendees of the Expo until March 31th.

How can I maximize my Virtual Booth?
- Assign someone to be responsible for your Virtual Booth
- Review and update the content on your Convey Channel Catalog, as well as content pushed to your booth on Cloud Conventions.

- Consider giving away a prize at the show if someone registers in your booth. Update the "Register to Win" page and add it to the navigation bar if you are giving away a prize.
- Add new banners to your booth, along with at least one for a promotion.
- Contact your account executive at Convey to explore banner advertising on the Cloud Conventions' home page. Contact info@cloudconventions.com.
- Update your "Contacts" inside your catalog on Convey Channel and create a contact for Cloud Conventions
- Attendees will be able to request a live meeting with you on the "Request a Meeting" page. This is powered by iMeet from PGI. Read the materials we will provide so you know how to use the virtual meeting room.

If you need help managing registration pages, banners, or need ideas on promotions, contact support@cloudconventions.com

Is Cloud Conventions different than Convey Channel?
Cloud Conventions is a Convey site dedicated to the Virtual Expo experience. The site, the virtual booths, and the events are designed just for the show. Convey Channel is the administrative site where vendor catalogs and content are managed, allowing a vendor to duplicate that content to Cloud Conventions or other master agent sites if they subscribe to Convey.

Who is invited to Attend Cloud Conventions?
Over 10,000 sales partners that are currently affiliated with one or more of the 35 master agents that are supported by Convey will be directly invited to attend. Convey will also invite additional agents, VARs and MSPs related to the industry.

How will attendees be invited to visit Cloud Conventions?
Attendees to Cloud Conventions will be sent email invitations, invited through social media, and through other industry promotions.

How is Cloud Conventions being promoted?
Cloud Conventions is being promoted directly through PR, social media and direct email contact by Convey. In addition, Master Agents and supplier/vendors are provided with directed content and promotional tools and encouraged to use their own channels to invite sales partners to attend.

How can I promote Cloud Conventions as a Master Agent?
Convey has created a template for press releases and emails that you can send out directly to your sales partners to invite them to register to visit your booth at Cloud Conventions. We also recommend using the supplied materials to discuss the Expo in your blog, make sure your team brings it up to your agents and you encourage your vendors to support it.

How can I promote Cloud Conventions?
Convey has a media kit to help you promote Cloud Conventions and attract visitors to your Virtual Booth. The kit includes a press release template and suggested copy for emails that you can send out directly to sales partners inviting them to register and visit your Virtual Booth. We recommend using the copy points to announce the Expo on social media. Consider including your participation in Cloud Conventions in iAgentNetwork campaigns in March.

How can I increase my exposure at Cloud Conventions?
Make sure your product literature, promotions and other content is up-to-date. Make sure all of your contacts are accurate. Offer one or more promotions and include those promotions in banners on your booth. Have a show promotion or giveaway that people must register to get. Take advantage of the virtual meeting rooms powered by iMeet to hold live meetings with visitors coming to your virtual booth. Respond to requests for scheduled meetings during the show or for Channel Partners.

To reach an even broader audience, reserve banner ads or sponsored ads on the Cloud Conventions home page. Advertising is inexpensive, but limited. Contact support@cloudconventions.com for more information.

I need help in preparing my exhibit for Cloud Conventions, who do I contact?
Contact info@cloudconventions.com and arrange a time to get some help and ideas.

Can I connect with Master Agents?
Visit the Master Agent booths on Cloud Conventions and learn more about their organization. Go to the Request a Meeting page and send them a request.   Make sure to reference your virtual booth and invite them to visit.

Will there be more Cloud Conventions event in coming months?
Cloud Conventions 2016 is the first in a series of expos that connect sales partners, VARs, MSPs and Master Agents to vendors and carriers in the telecommunication and cloud space. At least one more is planned in 2016 and a Spring and Fall show in 2017.

Is Cloud Conventions affiliated with Channel Partners?
No. The Channel Partners Conference & Expo is a live trade show that is held in Las Vegas every year in the spring. We support the work that Channel Partners does and encourage attendees to learn more about vendors that they might see during the live show by visiting the Virtual Booths.