



November 16-19, 2020
[Conference Website](#)

Demo Day Exhibitor Demonstrations

About Demo Day

NMHC is launching 2020 OPTECH on Monday, November 16th with a full day dedicated to the exploration of new and innovative products and services for the multifamily industry.

Demo Day Exhibitor Demonstrations

As an Exhibitor, you will have the opportunity to engage live with OPTECH attendees by hosting 10- to 15-minute live demos of your products and services directly from your virtual booth between 2:15-3:45 PM EDT on November 16th.

Demos do not run up against any other content, but multiple exhibitors will be hosting demos at the same time, so we recommend hosting and promoting multiple demo times throughout this window.

Demos should be no longer than 15 minutes, and we recommend shorter, if you plan to host back-to-back sessions to allow yourselves time to reset presentations and presenters. Demos should be captivating, engaging and informative. Utilize visuals or videos to help attendees see your products in action. The connection and stream quality depends on the presenter's connection.

Attendee Access & Leads

Attendees will access your demo by clicking on your exhibitor tile in the virtual exhibit hall, and then will click on "Enter your virtual tradeshow booth" on the left of the booth page. Once they click on that button, it will then drop them into the live Zoom demo, at any point during the demo. So, please be aware that attendees will be able to drop in and leave throughout your demo.

Exhibitors can track leads through their "leads" and "visits" in their organization's dashboard at any time. Exhibitors can reach out to schedule one-on-ones with attendees at any time before, during or after the Demo times.

Marketing & Promotion

We cannot guarantee any certain number of views, but we will make every effort to help market Demos. A Demo Day participant tag will be added to your booth tile to help attendees be able to easily identify you. We strongly encourage participating exhibitors to promote their participation in Demo Day through their own invitations, marketing channels and social media. Exhibitors will also be able to promote their Demo times in their virtual booth, by adding the times to their company description or pin the times in the Discussion box.

How to Participate:

Exhibitors who wish to participate in Demo Day Demonstrations must submit their info form **by November 5, 2020** to be included in marketing listings. This opportunity is free and available to exhibitors only. **[Click here to submit your form.](#)**