

## Frequently Asked Questions: v5

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### **COMPANY LIVE PRESENTATION**

#### **How long is my company presentation?**

Each presenting company has a dedicated 30 minute time block. Best practices for investor conferences, both physical and online, are:

- **Formal presentation:** 20 minutes
- **Formal Q&A:** 10 minutes to address investor points as time allows

There is a 15 minute transition / Virtual Trade Booth period between all adjacent company presentations.

#### **What “technology” do I need to present at RetailInvestorConference.com?**

Presenting at RetailInvestorConference.com is in the same process/style as the webcasted events your company currently does for earnings and other meetings.

You will need:

- **Online computer:** we will send you a link to a secure portal to log-in to. You will use this portal to advance your slides as well as read investor questions as they come in from online attendees.
- **Clear phone connection:** we will send you a dial in number, or in some cases, the webcast studio will call you.
- Best practices for sound quality is to use the hand held phone mouthpiece, rather than a speaker phone.

#### **When do I need to log-in to the presentation portal?**

30 minutes prior your presentation time.

#### **Will I be trained on the presentation portal?**

Yes. You will be sent links ahead of time. You can decide whether to be train prior the event day, or 30 minutes before your presentation.

EASY TO PRESENT!! Once you call and log-in, all you need to do is click a “next slide” button and scroll to read incoming questions.

#### **Can I have two or more presenters in different locations ie: CFO, Scientific Officer, etc?**

Yes, all presenters can call the phone bridge and log-in to the secure presentation portal to see questions as they come in. You can “chat” online amongst yourselves during your presentation to prioritize questions and organize who to best answer a specific question.

Please let us know a week in advance so we can create the secure log-in accounts.

### **What branding materials do I need to supply and when?**

We need:

- Company logo: 400 pixel width jpg or gif preferred
- Presenter(s) name and title
- Presenter(s) biography
- Presenter(s) photograph: 300 pixel width jpg or gif preferred
- A brief summary of company profile ie: your “about us” from press releases

.A webcast technician or your sales agent will help arrange this about 14-days prior your presentation.

### **When do I send you my final slide presentation? What format?**

We need your Powerpoint slides 48 hours prior your webcast. A webcast technical contact will help you.  
Note: your presentation will be display without transition or builds

### **How do questions come in? Who views the questions?**

Questions are displayed in your secure portal and are only viewable by you. This allows prioritization per the time allotted.

### **What if I cannot answer all the questions in time?**

You will have the contact information of the attendee who asked the question. You can contact them directly. Also, you can answer questions in your “Virtual Trade Booth after your live presentation.”

### **How long is my presentation available online for investors to listen to?**

Your presentation will be online at RetailInvestorConference.com and BetterInvesting.org for 90 days. We can remove it earlier if you wish.

### **Can I link to my presentation from my company corporate and IR website?**

Yes, and you should. Archive webcast events receive many more attendees than live events. You are creating important IR content – leverage it all you can beyond the outreach we deliver.

## **VIRTUAL TRADE BOOTH**

### **What do I need to do for my exhibit booth?**

Your “Virtual Trade Booth” is, at its simplest description, your library of materials for investors. After your presentation, investors are automatically sent to your booth. Stock your booth with:

- Your digital investor kit
- Recent press releases
- Up to date financial reports
- Analyst reports
- Link to your IR website and “email alert” page
- Product materials – brochures
- Coupons, if you are a consumer product. Create a custom coupon to track its success.

### **Can I have video in my booth?**

Yes, the booth is a multi-media library. We recommend video to add investor engagement.

- Video from our annual meeting
- Product video
- Third party testimonial / expert resource

### **How do I staff my booth and for how long?**

You will need a computer and we will send you a log-in link..

Like a physical trade booth, you can “staff” your booth in real time and “chat” with investors, many who may have more questions from the presentation.

Anyone can staff your booth.

- CEO if their schedule allows
- Investor relations officer
- IR firm
- Any appropriate people

Best practices would be to staff the booth for at least an hour after your live presentation. You can also leave your chat window open on your desk all day.

### **Do I *have* to staff it?**

No, but the BetterInvesting member base are very passionate, interested constituents. You'll enjoy the interaction and forging relationships.

### **Will I see who is in my booth in real-time?**

Yes, all attendees have created “profiles” – and they can include as much information (or not) as they wish.

### **Is the chat moderated?**

It is not moderated. Just like any social media function, the chat is open to all – and attendees may even chat with one another.

### **What about RegFD and the trade booth conversations?**

All investor interactions are transcribed and sent to you. Any conversations you deem material can be submitted in an 8-k.

### **Do I have to build my booth myself?**

We have a standard templated booth that our sales agent will work with you to “stock” with your logo and items mentioned above.

For a more custom booth, you can use our DIY booth software - with your marketing department and / or your IR firm.

### **When do I send you my booth files? What format?**

We'd like your materials two weeks prior your event, but work with your sales person if you have updated materials, like earning reports, etc. We can take any file format.

### **ADDITIONAL QUESTIONS**

#### **What statistics and analytics will I receive from the event?**

You will receive:

- Name and physical address of all attendees that log-in to the entire conference
- Name, physical address and email address of all attendees that log-in to your presentation and trade booth
- Detail on materials viewed and downloaded from your Virtual Trade Booth

#### **How do I submit text for the two included press releases?**

You will be supplied two templates:

- One to drive pre-event interest
- One to drive post-event interest

You will fill in the company-specific elements and send to your sales agent.

#### **How often should we present at RetailInvestorConferences.com?**

Individual investors, like institutional investors, need consistent outreach and relationship re-enforcement. We expect many companies to present bi-annually.