

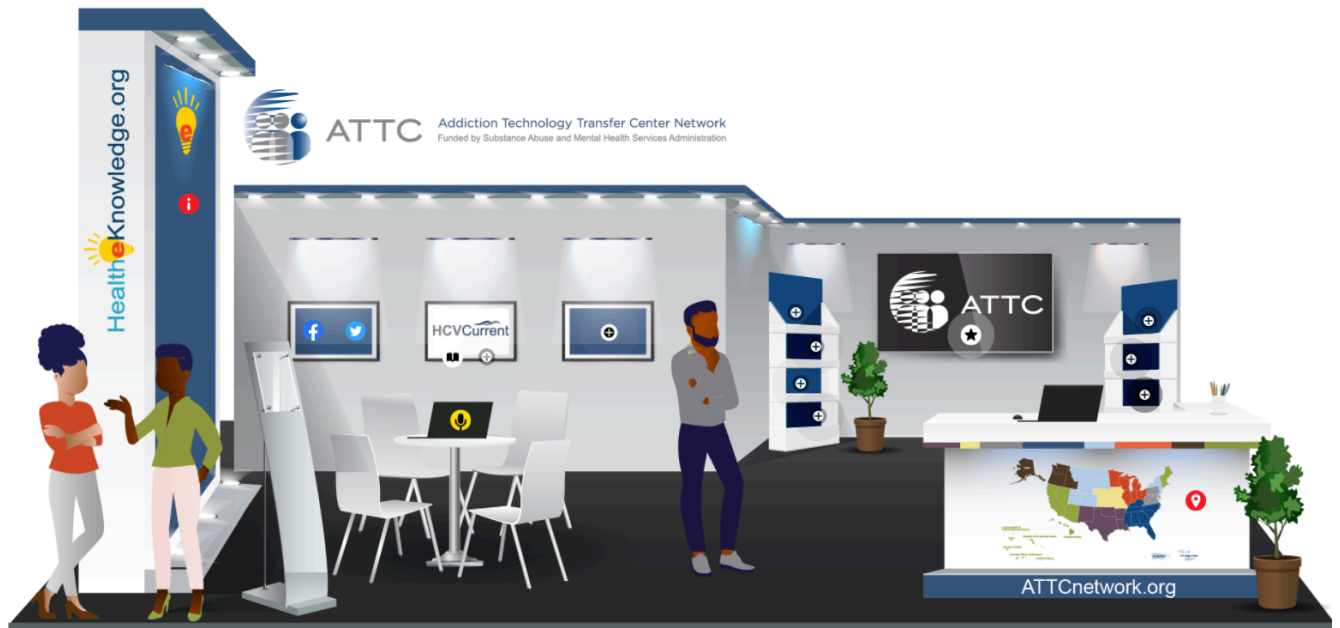


ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Using the ATTC Virtual Booth

As the Addiction Technology Transfer Centers (ATTC) continue to adapt to the increase in virtual events resulting from the COVID-19 pandemic, the Network Coordinating Office (NCO) have developed a ATTC Virtual Booth to help promote the Network (see figure below). The ATTC Virtual Booth includes links to the ATTC website, social media for the Network, resources, training calendars, and HealthKnowledge.org. This virtual booth can be used for a variety of marketing purposes, including virtual conference exhibits.



Any ATTC can use the ATTC Virtual Booth to promote the ATTC Network. If exhibiting at a virtual conference, consider the inclusion of the ATTC Virtual Booth and/or your Network's Virtual Booth in your exhibit. The ATTC Virtual Booth is a webpage and will not replace the online exhibiting space provided by a conference. However, you can insert the link to the ATTC Virtual Booth in an appropriate area of the designated online exhibiting space. For example, many platforms for virtual conferences have an entire section labeled "Exhibit Hall" that lists all exhibitors. Attendees can select from the list of exhibitors to be redirected to specific exhibit areas for virtual exhibitors. Typically, the exhibit area looks like a webpage on the conference platform. It includes a place for your Center's logo, contact information, resources, pictures or videos, and a message board for attendees to chat with you. In this situation, it would likely be best for you to include the link to the ATTC Virtual Booth as one of your resources. When attendees click on the link, they will enter your virtual booth, with the goal being to enhance their virtual exhibit experience. Please note that when an attendee clicks the link, a separate tab will open. Clicking on the ATTC Virtual Booth link will not kick users out of the conference platform, but they may need to minimize the conference screen to see the tab for the ATTC Virtual Booth.

To access the ATTC booth:

- Link: <http://attcnetwork.org/attcexhibit>
- There are no passwords or requirements to use the link, it is completely public!
- This link can be disseminated widely for a variety of marketing purposes.



ATTC Virtual Booth QR Code

What might the ATTC Virtual Booth link be useful for?

- A virtual conference
- In PowerPoint slides
- In an email signature
- For Social Media
- In Newsletters
- In “About Us” sections or text
- To send to our partners or stakeholders
- Anywhere else you may think of!

Benefits of using the ATTC Virtual Booth:

- A unique experience with interactive features to add to your virtual conference exhibit and marketing materials.
- Includes overview of the ATTC Network in one link thus saving you time from gathering different resources from across the Networks.
- Showcases the strength of the ATTC Network as a memorable experience.

ATTCs with questions or who want more information about the ATTC Virtual Booth or the Network-specific booths, please submit a Zen desk ticket at <https://ttcrequest.zendesk.com>