PRODUCTS

New Tools

Throwing Shade

Keep attendees cool at your next outdoor event with Stretch Shapes LLC's line of modular Shade Structures. Available in more than 20 styles with footprints ranging from 1,300 to 22,200 square feet, Shade Structures comprise a truss grid topped by 20-by-20-foot panels of UV-resistant stretch fabric that can withstand up to six months of continual exposure. Event planners can choose from seven fabric colors, including a bright white option that is an ideal surface for colored light washes and projected graphics. And for additional branding opportunities, marketers may add custom fabric covers to their structures' truss columns. Stretch Shapes' designers can also work with clients to come up with one-off creations to achieve any objective. **Contact:** Stretch Shapes LLC, Eugene, OR, 888-370-0202, www.stretchshapes.net

Live Stream

ConveyLive is a virtual-event platform designed specifically for trade shows, conferences, and expositions. The software manages all aspects of a virtual event, including attendee registration and management, session scheduling, promotional email campaigns, virtual exhibits, content delivery, and viewership tracking. Exhibitors have the ability to upload marketing and product literature, conduct live chats, and schedule meetings or demos. Meanwhile, attendees use a custom dashboard to manage their sessions, open their virtual swag bags, bookmark content, and view offers and promotions from sponsors. What's more, a robust analytics feature enables administrators to generate detailed reports on attendees' activities, booths visited, content downloaded, and other metrics. **Contact:** Convey Services LLC, Roswell, GA, 888-975-1382, www.conveyservices.com

Hands Off

Minimizing physical contact is top of mind for just about everyone these days, which is why Exhibitry is now offering to outfit exhibitors' touchscreen-based interactives, e.g., informational kiosks, demo stations, digital signage, etc., with its 2017 Buyers Choice Award-winning TouchFree technology. Dubbed the TouchFree 2020 Retrofit, the service is customized to address the unique content and format of each client's digital interactive and includes an updated TouchFree device featuring enhanced hand-tracking technology with no perceptible latency. After the retrofit, a typical touchscreen activation is transformed into a "Minority Report"-like experience in which attendees can navigate menus and select options via waves of the hand rather than taps of the finger, making germ-riddled touchscreens a thing of the past. **Contact:** Exhibitry, Houston, 281-240-2212, www.exhibitry.com