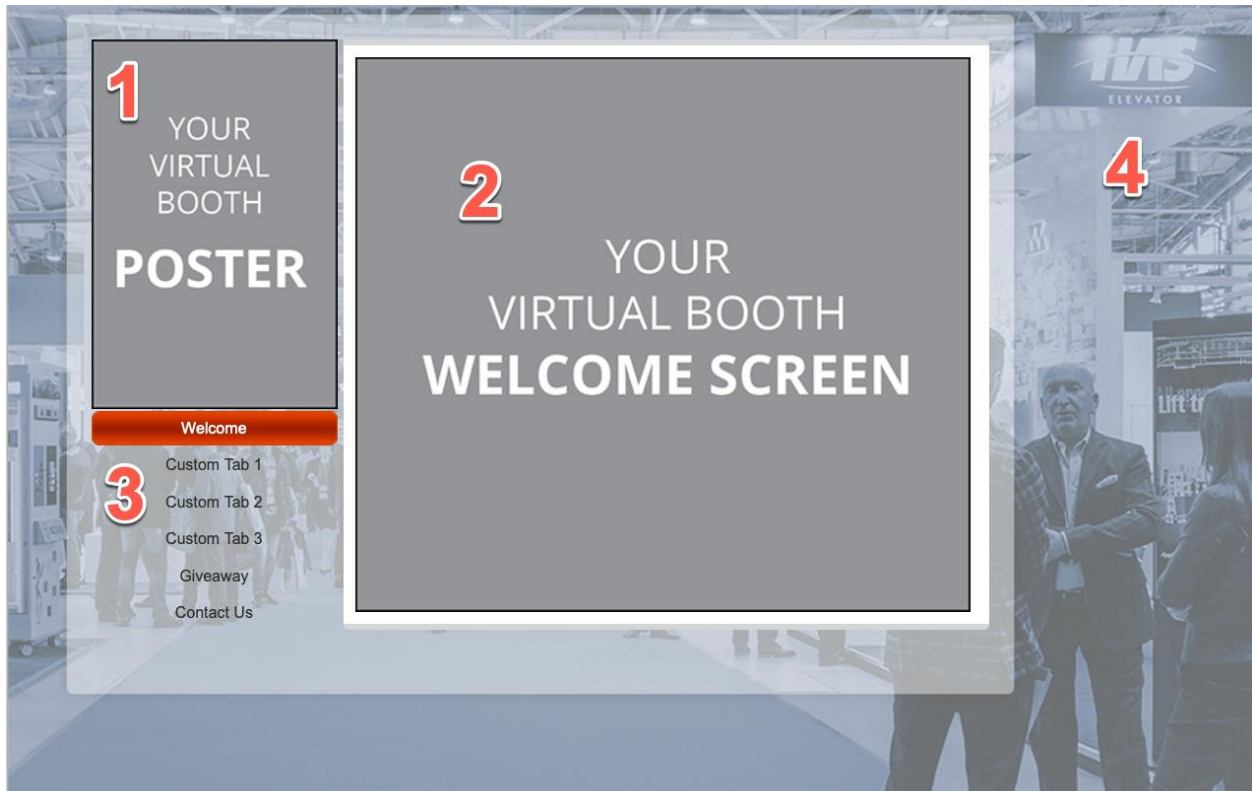


What to Know and Expect as an Exhibitor

As an exhibitor at our virtual conference, your virtual booth will be placed inside the exhibit hall where attendees will interact with you while attending the conference. Instructions on how your booth is constructed is below. While these interactions will be virtual, we encourage you to include giveaways and to “hand out” marketing materials to encourage attendees visit your booth. A CHAT FEATURE is available, so you will be able to have conversations with visitors as well as set follow up appointments and much more. Just like in an on-site exhibit hall, think about how you want attendees to connect with your company.

- Take this opportunity to describe your business in more detail so attendees have a good idea of what your company products and services are all about.
- Below you will find details and instructions for what you’ll need to provide for us to build your booth.
- Consider Giveaways - Offering a giveaway creates a buzz about your company and is a great way to interact. Think about how you would like to send your items to attendees. Get creative, this is your opportunity to offer prizes, or a swag bag, even create a sweepstakes.
- You will have the opportunity to check out your booth in advance, so watch your email with the link and login information you’ll need to take a look prior to the conference date.
- You will interact with visitors in the LIVE CHAT Feature. There will be a chat window in your booth.
- **[CLICK HERE TO UPLOAD YOUR MATERIALS](#)**

Have Questions or Need Help – [Click Here](#)



What Is Included In Your Virtual Booth

Logo & Poster

- Your Logo will appear in the exhibit hall among the other exhibitors
- Logo size – 150 pixels wide x 124 pixels tall, save as jpg or png file
- Inside your Virtual Booth is a Poster. This is a place for your logo along with a tag line or a brief description about your company products or services
- Poster size - 200 pixels wide x 300 pixels tall, save as jpg or png file

Welcome Screen

- Just like having your booth in the on-site exhibit hall, this is where attendee's will see you when they arrive. Take advantage of great visuals to tell your story along

with compelling copy. The goal is to encourage them to want to know more about your company and want to Chat or set an appointment to learn more.

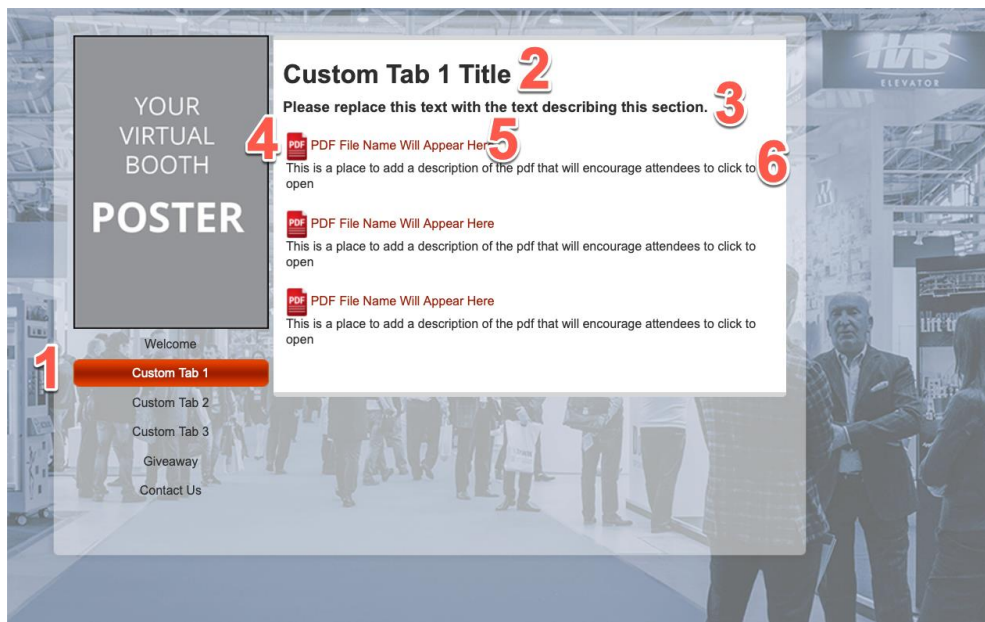
- This is where you will greet and welcome attendees into your booth. You have various options available. They are:
 - Video – you will need to provide the video as an mp4 file along with a cover image with a play button icon in the center of the image. The image can be a maximum of 500 pixels x 450 pixels saved as jpg or png
 - Graphic - The image can be a maximum of 500 pixels x 450 pixels saved as jpg or png
 - Copy Only – provide as txt or doc file, maximum 500 word count

Tabs

- Tabs are for section titles within your booth.
- They are: Welcome, up to 3 custom tabs, Giveaway (option, if you are providing a giveaway) and Contact Us
- Below is more information about the tabs

Booth Background

- You have the choice of backgrounds. You can use the conference background or provide one of your own
- If providing your own background, the size must be 1150 pixel wide and 700 pixels in height, jpg or png format





Custom Tabs

Custom Tabs

- Tabs (1 in picture above) are for section titles within your booth. Common ones are 'About Us,' 'Social Media,' 'Services,' 'Products,' 'Videos,' and more. One great idea is to think of the sections of your own website and consider how those could translate!
- You have up to 3 Custom Tabs

Custom Tab Title

- The Custom Tab Title (2 in picture above) usually matches the Custom Tab (1 in picture above) but you have the flexibility to enter a different title

Description

- For each Custom Tab (1 in picture above) include a description (3 in picture above) to let the attendees know what they will find in the section, 250 word max

Attachments – 3 maximum - File Format (4 in picture above)

- Image – provide jpg or png, no larger than 500 pixels wide and 500 pixels in height
- Videos – provide mp4 files
- Presentations – provide as pdfs, mp4 or PPT
- Documents – provide pdfs

File Names (5 in picture above)

- Generally, files are named by the person saving them and given a name that makes sense to that person. For the virtual booth please rename the file so that it will mean something to the attendee

File Descriptions (6 in picture above)

- For each file write a description that will encourage the attendee to click the file to open
- Maximum of 255 characters per file

Giveaways (Optional)

- Please provide the following
 - Giveaway Title
 - Description – 200 word count maximum, Let the attendees know what they need to do to be in the drawing for your giveaway and what the giveaway is.
 - Picture of Giveaway – maximum of 300 pixels by 300 pixels, jpg or png
- If you are not giving away an item then this tab will not appear

Contact Us

- Include contact person, email, phone, website

Booth Staff

- Please provide the name and email of the two people staffing your virtual booth the days of the conference

Upload Your Materials

Once you have decided on all the information you want to include in your booth and have collected the assets, you are ready to upload them into our system. [CLICK HERE](#) to upload your materials

Have Questions or Need Help – Click Here