

EXHIBITION GUIDELINES

GENERAL REMARKS

For both custom and template-based booths, the differentiation between the various sizes and types will be established based on the following parameters:

- Size of the thumbnail on the exhibition floorplan overview
- Preferential positioning of larger booths on exhibition floorplan overview
- Number of clickable actions on the booth
- Allowance for external links (only on custom booths)

TEMPLATE-BASED BOOTHS

All template-based booths are provided with the following:

- Pre-designed booth and thumbnail
- Top panel for logo / branding
- Choice of 1 color - 2 to 3 pre-defined colours to select from
- Technical support (uploading your material and using the tools of the platform)
- Company profile and logo on the ESPEN Virtual Congress website

SIZE	TEMPLATE	WHAT IS INCLUDED
Small		2 click actions (screens) 2 registrations
Medium		3 click actions (screens) 4 registrations
Large		4 click actions (screens) 6 registrations

CUSTOM BOOTHS

All custom booths include with the following:

- Technical support (uploading your material and using the tools of the platform)
- Company profile and logo on the ESPEN Virtual Congress website

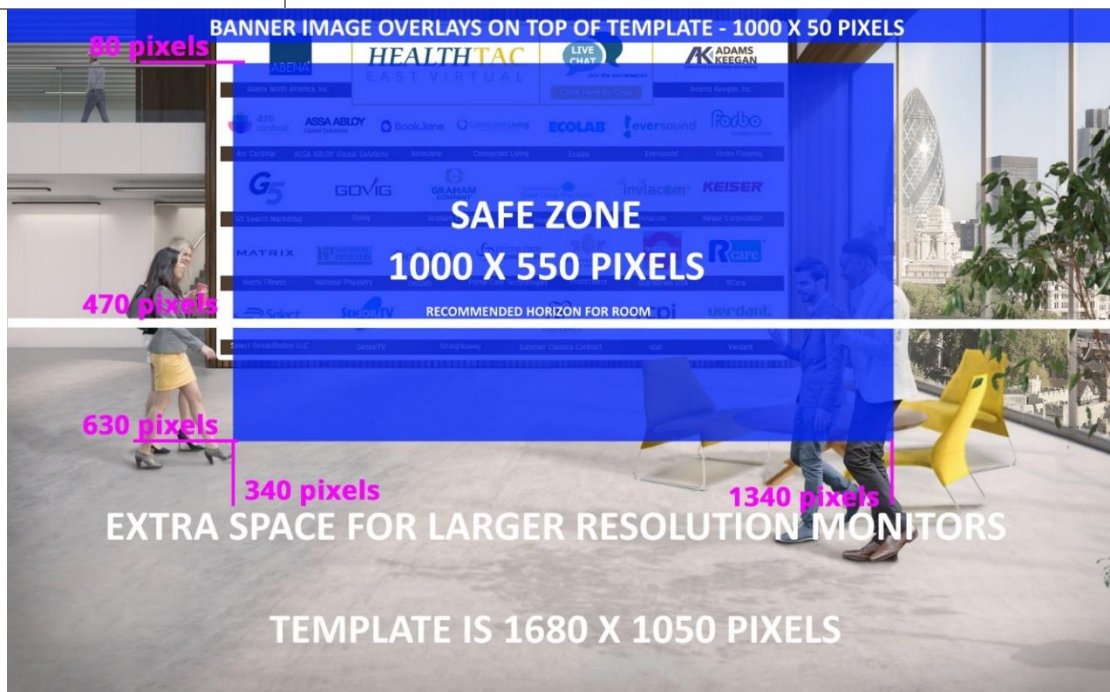
SIZE	WHAT'S INCLUDED
Small	3 click actions (screens) 3 registrations
Medium	4 click actions (screens) 5 registrations
Large	5 click actions (screens) 1 external link 7 registrations
Maxi	No limit in click actions (screens) 2 external links 10 registrations

DESIGN OF THE CUSTOM BOOTH

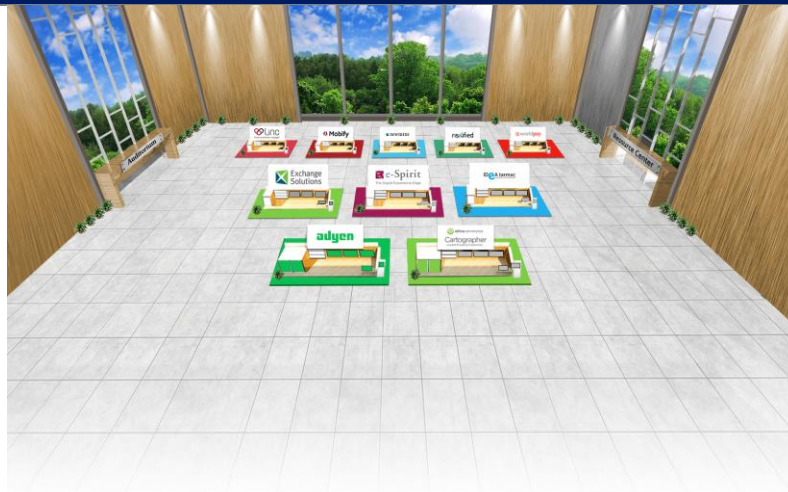
You will need to design two images for your custom booth:

- the thumbnail for the exhibition overview
- Full screen view: main image using the entire screen for the “inside view” of your booth (see the template booths images as an example)

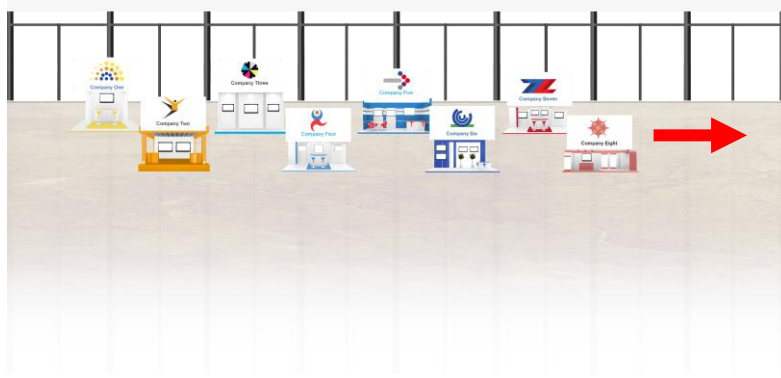
Thumbnail	This is a .png image (or similar format) with no background to be used on the exhibition overview
Full screen view	This is a .jpg (or similar format) image that will cover the entire screen of the participants once they click on your booth to “enter” it. You need to design an image that is 1680x1050 pixels: the background behind the booth <u>and</u> the booth itself. See below the specs of the image to be designed. The “safe zone” (1000x550 pixels) is the area which will be seen by all delegates regardless of their screen resolution without needing to scroll left or right – you should place your click actions and important messages there to ensure that they are visible at first sight.



Less than 10 virtual booths: The exhibition overview will look similar to this: an aerial view of the entire floor with larger booths at the front and bigger than the smaller ones



More than 10 virtual booths: a linear view with a scroll arrow to the right. The larger booths will be the ones visible on the landing view of the exhibition area, with the other ones in descending size order towards the right of the screen



CLICKABLE ACTIONS / SCREENS – VIRTUAL BOOTH CONTENT TYPES

Both custom and template-based booths give you access to a defined number of “click actions” or “screens” which will be used to place your content for the delegates. All sizes of booths give you access to the full range of tools listed below (except the external links) which you can select from, depending on the number of click actions you are entitled to.

Downloadables / content library

This feature will allow you to upload as many documents as you wish in an individual content library. You can name this button / screen on your booth as you wish, i.e. “content library” or “resources” and once delegates click on it, a pop-up window will appear in front of the booth with an interactive list of all the documents you will have uploaded to it.

The formats that can be uploaded in this feature are: PDF, DOC, ZIP, JPG, PNG – and there is no limit in number of documents regardless of the size of the booth. This counts as 1 “click action”

Images, rotating banners, videos

You can embed an image or a video to any of the screens on your booth. The image or video can be clickable, and when clicked, it will open a content window that will show the information you wish - it can be a survey, a video, an image, a specific message, a pdf document,....

This counts as 1 “click action”

Videos can be inserted via an Embed code or uploaded directly in the platform (max 1.5 GB, formats: MOV, MP4, MOG, WMV)

Pop-up window when entering the booth – “content window”	<p>This does not count as a “click action” and can be activated for all booths.</p> <p>You have the possibility to have a window appear automatically when delegates enter your booth. This window can be used to include any form of content you wish to show delegates on their first entrance to the booth – it can be a survey, a video, an image, a welcome message, a pdf document. . . .</p>
Survey	<p>You can link one of your click actions to a survey, which you may design in any tool that can be “iframed” or use the tool included within the platform (SurveyGizmo). You cannot make a survey mandatory within the platform.</p> <p>This counts a 1 “click action”</p>
Doorway link	<p>If you have another activity (i.e. a symposium) within the virtual platform, you can link your booth to it through a click action: delegates will be able to go from your booth to your symposium’s listing and vice versa with a single click.</p> <p>This counts a 1 “click action”</p>
Chat	<p>Insert the chat functionality on your booth. The chat function allows you to</p> <ul style="list-style-type: none"> - add automated, custom messages - receive notifications (via email or sound or message inside the platform) informing you someone is trying or tried to reach you. - Full chat log - If you miss a chat request, you can reach out to them at a later time - The chat function is a private chat so you will be able to have 1 to 1 conversations with the delegates. <p>This counts a 1 “click action”</p>
External links (only large and maxi custom booths)	<p>You will be able to use 1 “click action” to insert a link towards an external page of your choosing.</p>

DEADLINES

Custom designs need to be sent to Corentin.ruy@gmail.com by 18 august 2020 to be imported in the platform.

All booths should be completely ready with all the material and click actions set-up no later than 7 September 2020.