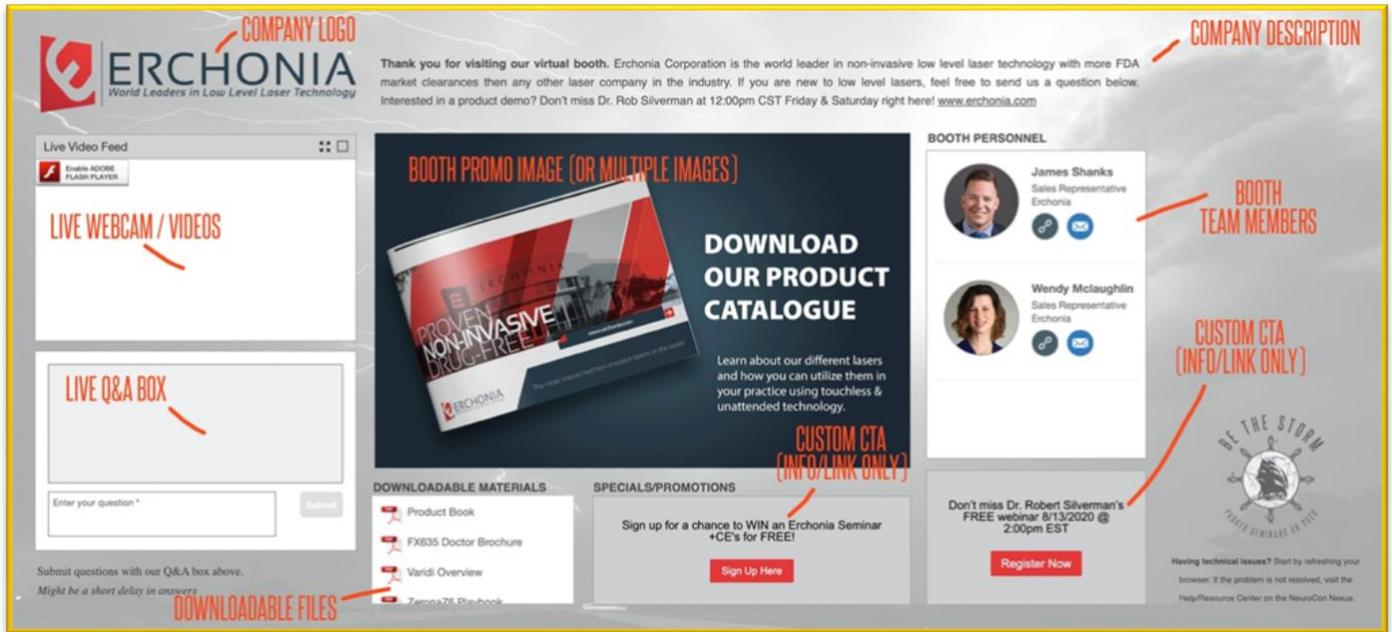




EXHIBITOR BOOTH REQUIREMENTS

ACTIVE BOOTH



Company Logo

File requirements: Either a vector ai, eps, or pdf file or a high resolution png or psd file.

Booth Description

Summary: This section can be used as a 'welcome to your booth' message and/or a description of your company or mission. No more than 700 characters in length.

Text only (input in form)

Booth Promo Image(s)

Summary: This section can be one or multiple images (multiple images will be converted to an animated gif that cycles through each image). Recommended images would be a welcome to the booth, featured specials, callout to a specific thing within the booth, etc.

File requirements: 10.5in x 7in (3150px by 2100px), as a high resolution pdf (for multiple images, the Parker team will convert your images into a workable gif for the platform)

Live Webcam/Commercials

Summary: This section will be for your choice of one or all of the options of a live webcam, screenshare, or you can play your video files as you please (video will need to be initiated by one of your team from the presentation backend). *You must have flash downloaded and installed on your computer/browser. *There is about a 30 second delay in live feed.*

Video file requirements:

- 16:9 aspect ratio, mp4 files (max 20 videos) 1280 x 720 or 800 x 450 (bitrate under 1mb, ~20 fps)
- A desktop or laptop with a working camera and microphone
- A decent network connection
- Parker will need to set up a time with you to test your live feed/slides/commercials prior to the event.

For more information on requirements visit

<https://event.on24.com/view/help/flash/index.html#faq>

Downloadable Files

Summary: This section is a great place to have downloadable files such as pdfs of your brochures, learning material on your product/service, etc.

Requirements: Resource files can be uploaded directly or remotely by entering a link. You can upload up to 25 resources and files are limited to 50 MB per file. If a URL is selected as a resource type, the Resource List will show the icons many websites display in the browser address bar, called a favicon. If the webpage does not have a favicon, or has unexpected formatting (such as an animated favicon) the Resource List will display the default URL icon instead.

Important: When uploading resources, file names should not include a period (e.g., Sales Presentation.Version 2). As an alternative, consider using an underscore to ensure the file uploads correctly (e.g., Sales Presentation_Version2).

Custom CTA Spaces

Summary: This section is a color block with a call to action and a button with an external link. Some good uses for this might be a free giveaway or contest that takes attendees to one of your external landing pages, or possibly a link that takes them to a form to learn more or to schedule an appointment with an expert.

You will only provide the short sentence info and the url that it will link to.

File requirements: Any digital file that can be copy and pasted from.

Booth Personnel / Team Members

Summary: This section can be used show the people that will be “manning” your booth throughout the seminar, and can be reached during the seminar hours for questions or for more information.

Requirements: We will require a 500px by 500px (no smaller than 90px by 90px) square jpeg or png headshot image of your team members that you will want included. Also include a digital file that has their:

- Name
- Title
- Company Name
- Email
- Website (optional)
- Facebook (optional)

Q&A Box

Summary: This box is where attendees can submit questions. Those questions will be sent to the team member(s) that will be logged into the presenter backend of the platform, where they will be able to answer and filter questions.

PASSIVE BOOTH

The Passive Booth option is the same as the active in all ways except the video player section will be only a pre-uploaded video that plays throughout the seminar with no live webcam or screenshare feed.

Upload your files and information at:

<https://parkeruniversity.wufoo.com/forms/xr-booth-requirements>

