



VIRTUAL EXHIBIT BOOTH SAMPLE LAYOUT

Sample image for reference (subject to change)

VRTXSUMMIT Home Live Agenda Exhibits Networking **Menu**

Exhibit Hall

**YOUR LOGO
 HERE**

728x90 Banner Ad

Content Box 1
 Company Content: Video, Poll, or Static Ad

Welcome to our booth

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pretium, metus et pellentesque porta, libero enim sagittis justo, at rhoncus urna ex eget mauris. Mauris iaculis libero nec felis egestas viverra. Donec sit amet lacus euismod tellus hendrerit laoreet. Proin ut ante ligula. Proin rutrum risus ac leo convallis semper sit amet id mauris. Vestibulum a lorem turpis. Integer ac consequat augue. In et arcu accumsan, ornare magna at, auctor magna. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec at leo fribus mi congue finibus quis at velit. Vestibulum dictum vel sapien rhoncus elementum. Etiam vestibulum iaculis nulla in pulvinar. Pellentesque facilisis nisi porttitor dui laoreet pharetra. Vivamus non mauris nec ipsum pellentesque mollis. Aliquam at fermentum purus, eu tincidunt ipsum. Maecenas ornare in orci ut ultricies. In sodales est ac blandit.

Content Box 2
 Company Content: Video, Poll, or Static Ad

Contact Company

Email Address

First Name

Last Name

State

Message

Submit

**300x250
 Banner Ad**

Video Chat

Select
 Reason for Meeting

Schedule

Button 1

Button 2

Button 3

Button 4

Polling Question

How likely are you to implement this product in your practice?

Very Likely 50% (1 vote)

Maybe 0% (0 votes)

Not Likely 50% (1 vote)

Total votes: 2

Messages Users

Tim Hello

Tim Welcome to our booth

Tim hiya

Anthony Hello

Tim hello there

Anthony Hello

Type a message here...

Tweets by @TheDermEditor

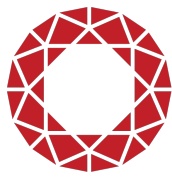
The Dermatologist Retweeted

Psoriasis: the global psoria
 @Psoriasis
 200 cases of #COVID19 in #psoriasis, across 22 countries, have been reported to #PsProtect!

See the data for yourself at psprotect.org/current-data

Thanks to #healthcare providers across the world submitting cases at

Embed [View on Twitter](#)



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BOOTH DELIVERABLES AND SPECIFICATIONS

General Note: Any of the features that are listed as optional can be declined by selecting the “decline” button in the online asset portal.

Company Logo (Required)

- JPG, JPEG, PNG, GIF (72 To 300 DPI)
- 2 MB limit
- One file only.

Company/Product Description (Required)

- **Headline:** Up to 50 characters, including spaces. This is noted as “Welcome to our booth” in the sample layout on page 1.
- **Description:** Up to 1,100 characters, including spaces

Lead Generation Form (Optional)

- Your company name will appear above the lead generation fields.
- Exhibitor must confirm an email address where you would like leads forwarded to.
- Lead generation fields will include:
 1. First name
 2. Last name
 3. Email
 4. Phone
 5. Company Name
 6. Open-text message field

Content Box/Hero 1 and Content Box/Hero Box 2 – Two Images (Optional)

Two Content/Hero images are available. Please see sample booth layout on page 1. Content box 1 is referred to as “Top” and content box 2 is referred to as “Bottom” in the online asset portal. Each content box allows for one of the following options.

1. Video – Reference “Videos” specs below.
2. Polling Question – Reference “Polling Question” specs below.
3. Static Advertisement – Reference “Static Advertisement” specs below.

Video (Optional)

- Available as the Content /Hero Box 1 or Content/Hero Box 2 feature.
- Two upload options:
 - YouTube and Vimeo embed code accepted. Iframe or Javascript (Flash not accepted); or
 - MP4, MPEG, MOV. (16:9 Ratio) Size limit – 500 MB. Ratio size: 16:9

Polling Question (Optional)

- Available as the Content/Hero Box 1 or Content/Hero Box 2 feature
- One multiple choice question: Up to 100 characters including spaces
- Three answer options: Up to 100 characters including spaces (Open text answers not permitted)



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Static Advertisement (Optional)

- Available as the Content/Hero Box 1 or Content/Hero Box 2 feature
- Digital ad size: 900x500
- 1 MB limit
- Acceptable file types: JPG, PNG, GIF, ZIP, HTML, HTML5, XLSX, CSV
- Third party server allowed: Yes
- Maximum Initial Load: 200 KB
- Maximum Full Load: 300 KB
- The ad can be linked to the website URL of your choice.

Buttons (Optional)

- Maximum of four custom buttons.
- Each button can include a custom name: 22 characters including spaces
- Each button can be hyperlinked to a website (URL), to a downloadable PDF file (maximum file size 500 MB), Innovation Theater within the platform, etc. Sponsor/Exhibitor can choose which option they prefer in the asset portal.

Small Poll (Optional)

- One multiple choice question: Up to 50 characters including spaces
- Three answer options: Up to 50 characters including spaces (Open text answers not permitted)
- The small poll feature appears on the right side of the page. It is shown under the 300x250 ad on the sample layout on page 1.

Text Chat Feature (Optional)

- Chat (instant messaging) allows for exhibiting personnel to chat with attendees publicly or privately.
- Chat feature will identify attendees in your booth in real-time.
- A total of two administrators can be identified. Administrators will have the ability to pull transcript reports.
- Exhibiting representatives and administrators must be registered for the virtual meeting.
- Any sponsor/exhibitor representatives who are registered for the meeting and logged into the virtual meeting site may interact with attendees via the text chat. Interaction is not limited to the administrator(s).
- We recommend that sponsor/exhibitor representatives monitor chat activity during all designated exhibit hall breaks.
- Text chat feature will only be used during the live event dates.

Video Chat Feature (Optional)

- Attendees will schedule virtual one-to-one meetings with sponsor/exhibitor personnel via the Video Chat/Schedule a Meeting feature.
- Attendees select a date and time from a drop-down menu. The attendee can also include a brief note about a product or service they would like to discuss so the sponsor/exhibitor can have the appropriate information available. This note appears in the meeting notification the sponsor/exhibitor receives.



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Video Chat (Continued)

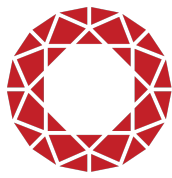
- Each sponsor/exhibitor will have pre-assigned video chat administrator(s). This is done through the online asset form. It is important that your video chat administrators are registered for the meeting and logged into the platform during the live event to receive and accept meeting invitations.
- Once the attendee has sent the request to meet, your administrator who is assigned to the date/time slot of the requested appointment will receive an alert through the virtual platform. Your administrator can accept, reject, or reschedule.
- Meeting notices are posted in the “My Networking” page within the virtual platform for both the attendee and the video chat administrator. Assuming the invitation has been accepted, both parties select “Join Now” at the designated meeting time to be connected.
- A document detailing how this feature works can be viewed at <https://s3.amazonaws.com/HMP/booth-networking.pdf>
- In the online asset portal, the sponsor/exhibitor will assign the following:
 - Video chat administrator(s) (names and email addresses). Administrators must be registered for the meeting and logged into the meeting platform during the live event dates.
 - Meeting availability. This is important so that the attendee requests a meeting at dates/ times that have been pre-approved by the sponsor/exhibitor.
 - Sponsor/exhibitor can assign different administrators at different times, i.e.,
 - 6/12/21 10:00 AM – 10:30 AM Eastern / John Smith jsmith@email.com
 - 6/12/21 11:00 AM – 11:30 AM Eastern/ Jane Doe jdoe@email.com
- We are unable to assign more than one staff representative at any given timeslot.
- **Recommendation:** If you have a schedule of when certain administrators are available to discuss specific therapies or services, please include this in your company description so attendees can schedule meetings accordingly.

Social Media Feed (Optional)

- Available social media feeds: Facebook and Twitter
- Social media handle/URL required
- Social media feeds will integrate directly into your booth.

Digital Banner Advertisements – Two Available (Optional)

- Digital ad sizes: 728x90 (leaderboard) and 300x250 (square)
- Acceptable file types: JPG, PNG, GIF, ZIP, HTML, HTML5, XLSX, CSV
- Third party server allowed: Yes
- Maximum ad size: 1 MB
- Maximum Initial Load: 200 KB
- Maximum Full Load: 300 KB
- Audio or Video Allowed: Yes (on click)
- Maximum Animation: 15 seconds (1 loop)
- Frames Per Second: 24 FPS
- Hyperlink: Website (URL)
- Note: 728x90 ad is not mobile friendly and will be hidden on mobile views.
- Coding: Sponsor can provide URL or URL with UTM parameters. DCM Tags must be provided in a spreadsheet. Codes are due when booth assets are delivered.



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Online Portal – Virtual Booth Notes

The online asset collection portal includes a text box for the sponsor/exhibitor to provide any technical notes for the HMP IT team who will be designing your booth. These notes will be seen internally only.

Online Portal – Save Draft / Submit Buttons

Sponsor/exhibitor has the option to save the form as a draft to enter information as it becomes available. The draft forms can be accessed and updated up until the “assets due” date below or until the sponsor/exhibitor “submits” the form. Once forms are submitted, your booth will be built by HMP. A proof will be shared for review/approval once available.

DEADLINES

| Meeting Dates & Time Zone | May 13-15, 2021 (Eastern) | July 15-17, 2021 (Central) | September 23-25, 2021 (Mountain) | November 11-13, 2021 (Pacific) |
|---------------------------|------------------------------|-------------------------------|-------------------------------------|-----------------------------------|
| Booth Assets Due | April 1, 2021 | June 7, 2021 | August 12, 2021 | September 30, 2021 |
| Booth Approval Due | April 29, 2021 | June 30, 2021 | September 7, 2021 | October 25, 2021 |

SUBMISSION INSTRUCTIONS

Assets are being collected through an online submission portal. Login credentials are custom and will be sent to you.

CONTACT

For questions, please contact Trish Keppler at tkeppler@hmpglobal.com.