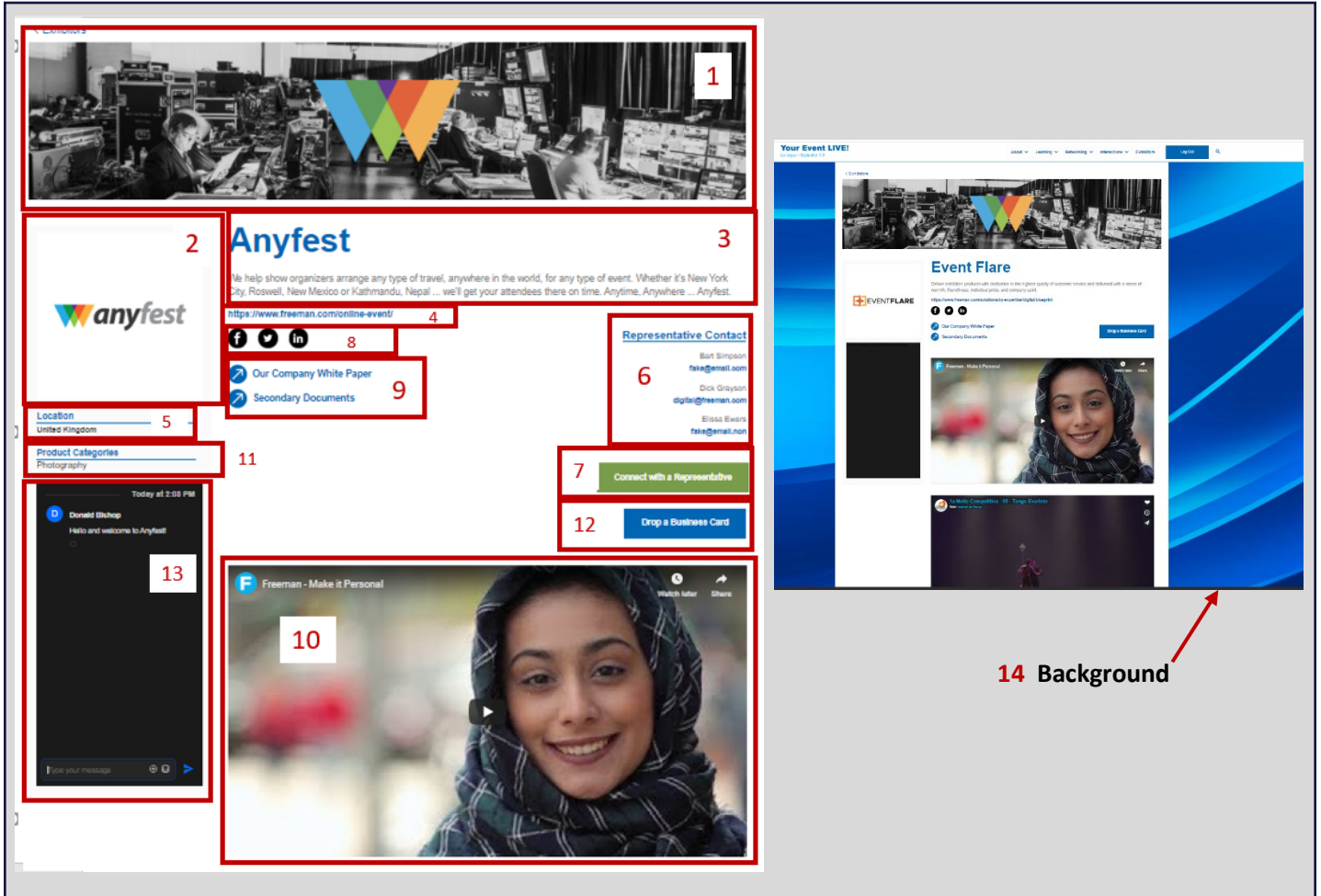


EXHIBITOR PROFILE ASSETS

Below you will find an outline of the requirements for your virtual booth. Please read all details carefully as you prepare your assets.



Asset	Description	Specs
1	Exhibitor hero banner	Appears at the very top of your profile and is a static image
2	Exhibitor logo	Appears top left under hero banner and is linked to URL listed in #4 Also appears on exhibitor listing tile (depending on tier)
3a	Exhibitor name	This will be pulled from your booth purchase. Changes to the company name will need to be made through AAPA
3b	Exhibitor description	This should be a description of your company and/or your product.

4	Exhibitor Website	Place the URL you want associated with your booth here – it will appear as a hyperlink (NOTE: you must be a Premium to link to a custom, outside virtual booth experience)	Text field - Include entire URL address
5	Company location	List the address you want associated with your booth presence	This will be limited to city and state
6	Contact information	List the names of company representatives-This is not “Schedule a meeting” Reps.	This field is for displayed contact information. Name, Email, Title, Type – maximum of 4 contacts listed.
7	Contact representative button	This is the Schedule a meeting button. When opened up it gives the attendee an opportunity to schedule a video meeting with you.	This only works in the networking module of the platform.
8	Social links	If social media link is added the appropriate icon will appear here	Supported: Facebook, Twitter, LinkedIn, Instagram, YouTube
9	Content/Collateral	Files you provide for attendees to download (5) for Premium and Enhanced (3) for Standard, Non-Profit and COs	Each has a corresponding display name of max 25-50 characters Preferred format is PDF 2GB max each? Listed in the order they are uploaded
10	Company video	Video link is embedded into profile page (5) videos for Premium and Enhanced (3) videos for Standard, Non-Profit and COs	Video Link hosted on YouTube, Vimeo, or Brightcove
11	Product categories	A multi-select list of pre-determined categories will be provided for you to select to show up in your profile under location – these will also be used as a filter to search for exhibitors	This information will be pulled over from your application. Select additional categories from the drop down list when you enter your booth.
12	Drop a business card	This is a button that an attendee will click to send their information to you. The attendee data will then be available through the analytics that will be provided to you.	You can select whether or not you want this feature
13	Chat	This is an open, group chat box that appears on your profile page	You can select whether or not you want this feature
14	Background	An optional background	must be 1440px by 1440px (compressed for web) must be a color, pattern or a gradient image with no text or logos to make sure it is easily responsive.