Virtual Exhibit Guides

Checklist & Image Guidelines for Enhanced Exhibitors & Conference-wide Sponsors

Virtual Exhibit Content Checklist

Acceptable file types: gif, jpg, jpeg, png, svg.

Images must follow the listed size and aspect ratio guidance. Failing to follow the guidance can result in distorted or rejected images.

- ❏ Logo – **Required** - Please provide a high-resolution version of your logo. Logos should have a horizontal rectangle orientation with a transparent background. Please submit your logo as a .eps or .svg vector file. If not available, you can submit a .png file. Recommended sizing below:
  horizontal logos 800 pixels wide (transparent logo, .png file)
  vertical logos 300 pixels wide (transparent logo, .png file)
- ❏ Product Images – Image Size: 400x225
- ❏ Video Images – Image Size: 400x225

Additional Items for Conference-wide Sponsors

- ❏ Feature Image for Virtual Exhibit landing - Image Size: 711x314 px
- ❏ Brochure thumbnail image – Image Size: 400x225 px
- ❏ Billboard Images – 3 Images in the sizes specified below.
  - ❏ Large Billboard Image – Image Size: 1500x500 px
  - ❏ Mid-size Billboard Image – Image Size: 768x300 px
  - ❏ Small Billboard Image – Image Size: 411x300 px

Logo – Required

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Feature Image for Virtual Exhibit Landing – Conference-wide Sponsors only

Presented on the virtual exhibit landing page. This image is required for all conference-wide sponsors, set your profile apart with this premium marketing opportunity.

Required Size: 711x314

Display Example

Image Example

Brochure Thumbnail Image – Conference-wide Sponsor Only

Helpful image thumbnail representing your brochure content.

Image Aspect Ratio: 16:9 image

Minimum Size: 400x225 Image can have transparent background

Image Example

Billboard Images – Conference-wide Sponsor Only

The billboard area of your conference-wide sponsor profile provides a place for a high impact marketing image. This image can linked to a web site of your choosing. We recommend the inclusion of url tracking codes to the provided URL.

Large Billboard Image

Large image used for display on larger screens such as thought found on some laptops and desktop computers.

Image Size: 1500x500

Image Example

Mid-size Billboard Image

Mid-size image optimized for use on tablets and some smaller laptop screens.
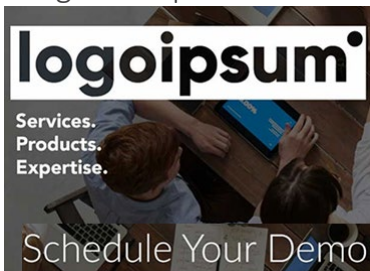**Image Size: 768x300**

Image Example

Small Billboard Image

Small image optimized for smaller screens such as those found on mobile devices.

Image Size: 411x300

Image Example

Product Images

Provide a helpful thumbnail image for each of your product listings. We recommend high-resolution products photos and images without text.

Image Aspect Ratio: 16:9

Minimum size: 400x225

Image Example

Video Images

Thumbnail for each video.

Image Aspect Ratio: 16:9 Minimum Size: 400x225

•**Each video is under 10 min in length**

•**Set the permissions of the video to allow it to embed on other sites**

Image Example