



EXHIBITOR PRODUCT MARKETING SPECS

Product Marketing Specifications

Below are the specifications for your materials.

- **Upload Video Requirements:**
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 250MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD).
- **Link Video Requirements:**
 - If your video is already hosted on a web-based platform, simply provide the URL link to the video from the host site. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
 - Videos hosted on other platforms will be made available via the URL link you provide us.
- **PDF (Document) Requirements:**
 - File Types: .pdf only
 - Max File Size: 30MB
- **Image Requirements:**
 - File Types: .png or .jpg
 - Max File Size: 10MB
- **External URL Requirements:**
 - Here you can link directly to any website URL.
 - i.e. <https://www.eventpower.com/>

Company Logo

Please ensure your logo meets the following criteria:

- **File Format:** vector .eps file with all fonts converted to outlines.
- **Color** Format: 4-color (CMYK) logo.
- **Note:** All art files are checked by production for suitable file format.



VIRTUAL BOOTH SPECS

Cover Image or Video Specifications

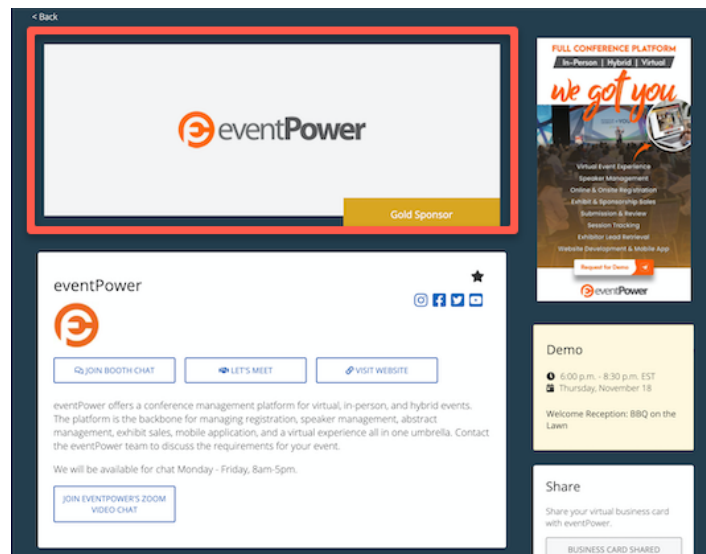
You have the option of uploading a cover image or video to highlight at the top of your booth. Videos will auto-play without sound when the attendee enters the booth.

Cover Image

- **Image Size:** 1280 x 720 px
- **Max File Size:** 50MB

Video Image

- **Video Requirements:** 720p (1280x720)
- **Max File Size:** 500MB
- Note: We recommend maximum 1-3 minute video.



Background Image or Color Specifications

You have the option of uploading a background image to further brand your booth. The background image will fall behind the content and will be repeated vertically. Background image is optional.

Background Image

- **Image Size:** 1280 x 720px
- **Max File Size:** 50MB

Or, you have the option of providing a clean look to your booth by selecting a background color.

Background Color

- Enter Hex Color Code (Example: #aa33bb)
- Note: If you have provided a background image, you do not need to provide a background color.

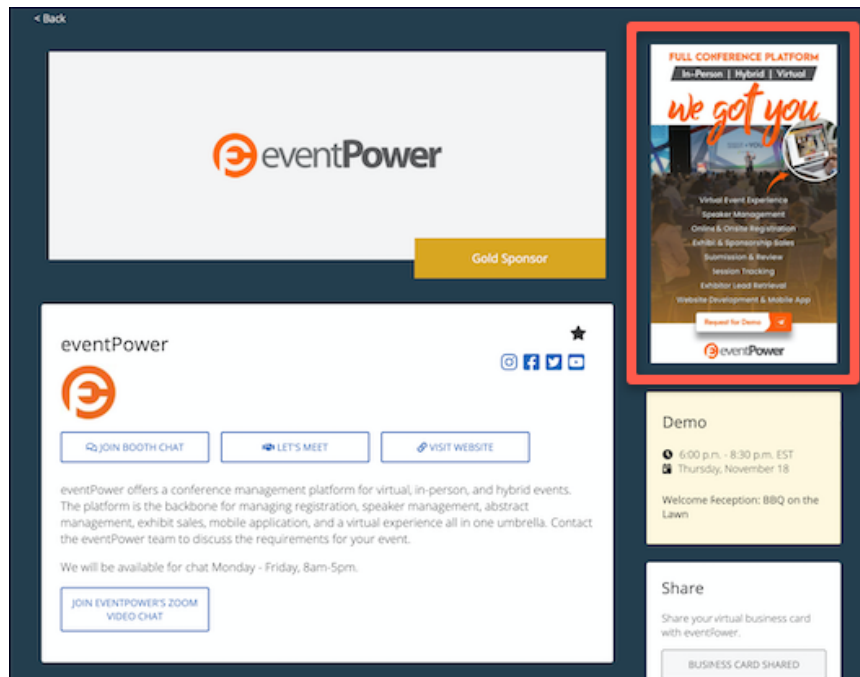


Advertisement Specifications

Add an ad to your booth by providing an additional graphic for display. Use this space for promotions or new products.

Advertisement

- **Image Size:** 275 x 450px
- **Max Image Size:** 50MB



Social Media Links

Don't forget to add your social media links (i.e. Facebook, Instagram, Twitter and YouTube) under the Social Media tab. Please make certain to enter **https://** when entering your social media links.

****IMPORTANT NOTE:** You are not required to upload a cover image/video, background image/color, advertisement or your social media links to your exhibitor portal. If you do not upload items under the Virtual Booth or Social Media tab within your portal, these items will just not populate inside your virtual booth.

Live Demo Option

Exhibitors can request to host a live demo or training session that will be added to the Demo Agenda in the platform navigation. Up to three Demos per hour will be aired and available for viewing afterward on-demand. This feature is complimentary with the purchase of your virtual booth. Contact Senior Manager of Exhibits - [Amy Jackson](#) for details on signing up.



Virtual Booth Sponsorship Opportunities

HPBExpo Connect's virtual event experience offers multiple sponsorship opportunities to take your virtual booth to the next level and provide a unique opportunity for visibility and connection.

Visit <https://hpbexpo.com/exhibit/sponsorship-opps/> to download the full Sponsorship Brochure and the Sponsorship Order Form to review options for:

- Welcome Video
- Signage on Homepage
- Banner Ads
- New Product Listing (our Virtual New Product Pavilion)
- Networking Event
- Premium Virtual Booth Designation
- Product Giveaway
- Point Race Gamification
- Pre-Roll Video
- Registration Emails
- Push Notifications
- Social Media Posts



Exhibitor Portals & Virtual Exhibit Tips

This article is intended to guide exhibitors in using their portal, building their virtual booth, and provide tips to ensure a successful virtual event experience.

Exhibitor Portals

In order to build your virtual booth and ensure that your participation is successful at HPBExpo Connect 2021, you will need to review and complete each tab in your exhibitor portal. Your portal link will be sent to you by show management (if you have not received your link, please reach out to [Amy Jackson](#)). Below is a list of common tabs that you will see in your portal and will need to review / complete.

Note: Show management may add custom tabs designated to your specific show so it is important to review ALL tabs listed in your portal.

Exhibitor Information tab

This tab houses the following information that will be pulled over to your Virtual Booth. Please ensure each item is complete and accurate to how you want it to read in your virtual booth listing. You may complete and/or edit these details by simply clicking "Edit Exhibitor Information".

- Company Name
- Website Address
- Company Overview

NOTE: This tab may also include any specialty Exhibitor Filters that may be used by attendees to filter through booths in the virtual exhibit hall. Filters may include specific products, services, technologies, etc.

Logo tab

Be sure to upload your company logo, using the following specifications.

- **File Format:** vector .eps file with all fonts converted to outlines.
- **Color Format:** 4-color (CMYK) logo.

Note: All art files are checked by production for suitable file format.

Sponsorships tab

If you are a sponsor of the HPBExpo Connect 2021, your sponsorship level and / or details will be listed under this tab.



Product Marketing tab

Under this tab you will upload your marketing materials that you would like listed in your virtual booth. Simply open the tab and click "Add Marketing Collateral" to begin. The following materials may be added:

- PDF/Flyers/Digital Uploads:
 - File Types: .pdf only
 - Max File Size: 10MB
- Images
 - Max File Size: 10MB
- Upload Videos:
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 100MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD).
- Link Video - If your video is already hosted on a web-based platform (Vimeo or YouTube), simply add the link to your portal.
 - Videos hosted on Vimeo or YouTube will be automatically embedded into the exhibitor virtual booth.



Best Practices & Tips

1. Ensure all tabs in your Exhibitor Portal are reviewed and completed thoroughly and accurately.
2. Make sure you are aware of our scheduled Virtual Exhibit Hall hours on the agenda.
3. When you login to the HPBExpo Connect virtual event platform for the first time, please visit your virtual booth listing and ensure all of your details have pulled over correctly.
 - a. You will not be able to access the HPBExpo Connect virtual event platform itself until show management opens the platform up to you (you will receive an email with detailed login instructions).
4. While in your virtual booth, be sure to enable your booth staff chats by selecting "Manage Booth Staff" on the right-hand side of your listing. Here, you will be able to enable and / or disable your registered personnel based on your preferences.
 - a. Please ensure you always have at least one of your team monitoring the booth chat at all times.
5. Make note to participate in all exhibitor networking events.
6. Ask attendees to share their virtual business card with you.
 - a. In order to receive attendee contact information, they must share their virtual business card. You will be able to view a list of these attendees in your company's Exhibitor Statistics / Reporting.
7. Reach out to attendees (attendees can be viewed under the "Attendees" tab in the navigation bar of HPBExpo Connect) to start a conversation, schedule post-event meetings, etc.
8. Download your Exhibitor Statistics. This may be done in your Exhibitor Portal or through the HPBExpo Connect event platform under the Exhibitor Statistics tab.
9. Keep your virtual exhibit profile up-to-date (even after the event).
 - a. Even though HPBExpo Connect 2021 ends on June 26, 2021, the platform will still be open to exhibitors and attendees for another month..
10. Reach out to [Amy Jackson](#) or [other show management](#) if you have any questions as they'll be able to best prepare you for success!