

**Please provide all requested info below
(an example booth image can be found on page 4)**

Booth Contact info *(anything skipped will not be included on your contact card):*

Booth Title <i>(This should be your organization/company name.)</i>	
Description of booth <i>(must be 240 characters or less including spaces)</i>	
URL <i>(this should be your main website URL; or where you direct attendees to learn more about your work)</i>	
Twitter Please enter the complete URL including "http://" or "https://":	
Facebook Please enter the complete URL including "http://" or "https://":	
LinkedIn Please enter the complete URL including "http://" or "https://":	
Booth rep(s) contact info – name and email required (these are the staff who will be “working” your booth during the live event) (Booth reps must be registered attendees for the event)	
Badge Swipe Email Address(es): See page 4 for explanation of Badge Swipe. Please list the email address(es) you would like attendee contact information to be set to within your organization. This email does not need to be registered for the event.	

VIRTUAL BOOTH CONTENT TYPES AND SPECS

Audio: MP3, WAV **Video Upload:** MOV, MP4, MPG, WMV **Video Embed:** embedded video players supported - including YouTube, Vimeo, Ustream

Link - new Tab: https content link this link will open in a new browser tab **Link – iframe:** https content link

Documents: PDF format is preferred and recommended. We strongly encourage converting documents (PPT slides, Word, Excel, etc.) to PDF format for easy access/download. PDF, JPG, PNG, Word, Excel, PPT, Zip are accepted.

VIDEO UPLOAD SPECS - Video Recommendations QuickTime MOV, H.264 codec, 16:9 aspect ratio; 1920x1080 or 1280x720 HD dimensions (which will convert down to 604x340), stereo audio, 16-bit 44.1kHz (bit rate is variable) No files over 2GB (recommend 500-800mb)

NOTE: If you wish to list additional contact info for booth reps (outside of name and email) OR contact information for additional staff, this can be linked from the contact card in the booth. However, you will need to provide a separate PDF file with this info for us to upload.

Special Instructions:

HSUS will be constructing all the booths. Please answer **all** the questions below and provide as much information and instruction as you can. If you don't provide specific instructions, the booth-building team will use our best judgment to place content. Please see the image at the end of this document for an example of what your booth could look like and how it relates to our questions below.

1) Will you have a welcome video (not required, but recommend)?

- Yes
- No

As a reminder if you would like to provide a welcome video for your booth (a video that pops up automatically the first time someone enters your booth), our recommendation is that you keep your video to 30 seconds or less.

Shooting Video with Mobile Device

- **Shoot horizontally**
- *Resolution: 1920x1080*
- *Aspect ratio: 1.0*
- *FPS: 30 or 29.97 (higher is okay but not necessary)*
 - *FYI, iPhones default to 30 fps ("frames per second")*
 - *More info re: [shooting video on iPhones](#)*

Here is a video with helpful [guidelines for shooting your video](#) (please disregard the comment about keeping it to 15 seconds; this video was made for a different project). No video files over 2GB (recommend 500-800mb); MP4 format, 16 bit audio and 44.1kHz stereo audio.

2) What image would like on the large screen on the wall of the booth (required)?

- Image size requirements (1488w x 852h - pixels)
- File Name of image you would like on the screen:
- We recommend keeping text minimal and a larger size for legibility. See last page for example of display size.

3) What click action would you like linked to the large screen on the wall of the booth?

A click action is a clickable state that attendees can click on that will open up to one your resources (PDF, URL, another video, etc.)

- File Name/URL you would like linked to the image you noted above:

4) Would you like to have a vertical booth banner (not required, but recommended)?

- Yes
- No

- Image size requirements (618w x 1434h pixels)
- File Name of image you would like on the screen
- We recommend keeping text minimal and a larger size for legibility. See last page for example of display size.

5) **If you selected yes to the vertical booth banner what click action would you like linked to the banner?**

- File Name/URL you would like linked to the image you noted above:

6) **Please upload to your exhibitor folder your company/organization logo (required).**

- Image size requirements (850w x 1500h - pixels)

7) **Do you have any additional URLs you would like available in your resource center for attendees to be able to visit?**

8) **Please make sure to upload any additional content (videos, jpegs, PDFs) that you would like available to attendees in your resources icon to your exhibitor folder. Please name the items as you would like them named on your resources list as that is how it will appear to attendees. If you have a preference for the order of the resources on your resources list, please provide that order below:**

9) **Any other instructions?**

Please note any image files/videos you noted above must also be uploaded to your exhibitor folder with the rest of your booth resources. Please remember to name all files as you would like them to appear to attendees. (Ex: do not name files IMG3492.jpeg) *No video files over 2GB (recommend 500-800mb); MP4 format preferred

Please continue to scroll down for booth example.

Question #1

Welcome Video

(not required, we can remove this image if not providing a video)

Question #6

Company/organization logo will go here – we will also link your website here as a click action. This screen must be a company/organization logo.

Chat Icon: where you can chat with attendees visiting your booth

Contact icon: where your Booth Contact Information noted above will be housed (see next page for example of contact card)

Resource icon: Where any documents, videos, etc. you provide us will be available for saving by attendees. (see next page for example of resources window)

Virtual Badge Swipe: Attendees can hit the Virtual Badge Swipe if they are interested in providing their contact information to receive more information. Exhibitors will receive instant notification, of any badge swipes, directly to their designated email address.



Question #4

Vertical banner image (not required, we can remove this image if not providing)

Question #3 & 5

When attendees click on these images (click action), it can open to a document, video, URL of your choosing

Question #2

Large screen (image required)

Resources (content) Example

Resources									
Filter By: All									
	Launch	BIWFC Quarterly Newsletters	★★★★★	Share					
	Launch	BIWFC YouTube Channel	★★★★★	Share					
	View	Botstiber Fact Sheets Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	View	Botstiber Photos Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	View	Botstiber Podcasts Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	View	Summer 2020 Newsletter Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	Play	Fertility Control Projects- wild boars, feral cattle gray squirrels Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	Play	Immunocontraception in African Elephants Botstiber Institute for Wildlife Fertility Control	★★★★★	Share					
	Play	Wildlife Fertility Control--Are we there yet?	★★★★★	Share					

Contact Card Example

American Anti-Vivisection Society (3)

The American Anti-Vivisection Society works to end the use of animals in science through education, advocacy, and the development of alternative methods.



Crystal Schaeffer



American Anti-Vivisection Sc
Outreach Director



Jill Howard Church