

2021

STXHRS



## Sponsor vs Exhibitor Tools

### Sponsors

#### Visibility/Exposure

- Virtual Booth (ranked by sponsor level)
  - Add Video URL or Upload Video
  - Add Zoom link for Livestreaming
  - Add Company Information
  - Add Contact Information
  - Add Logo
- Listed on the Home page of Web App
- Banner Ad
  - On Web App On Mobile App
- Live Chat
- Upload 2 documents, 10MB limit per document

### Exhibitors

#### Interactive

- Interactive Booth (ranked by ABC)
  - Add Video URL or Upload Video
  - Add Zoom link for Livestreaming
  - Add Company Information
  - Add Contact Information
  - Add Logo
- Lead Generation
  - Connect with Exhibitor
  - Coupons/Raffles/Giveaways
- Live Chat
- Upload up to 50 photos, 10MB limit per photo
- Upload 2 documents, 10MB limit per document

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## Sponsor Tier Levels

### Platinum

- Will be added into The Sponsor Center, at the Platinum Category.
- Will have Banner Ads in both the Mobile Conference App and the Virtual Platform (Computers)
- Will be added into the Exhibitor Center (see above for features)
- Will be added into the Sponsor Center, at the top of the list.
- 1 Push notification / day
- Sponsor Swag Box item
- Sponsor a Keynote Session
  - Session Description: Keynote brought to you by XXXXXXXXX
  - Introduction: 5 min – sponsor service/product then introduce Keynote speaker
- Other opportunities
  - Logo on Zoom Waiting Room
  - Logo on Virtual background for Zoom meetings
  - Logo on handouts uploaded to sessions
  - Place logo on handouts uploaded to the agenda
  - Track named after Logo
    - Chevron Track

### Gold

- Will be added into The Sponsor Center, at the Gold Category.
- Will have Banner Ads in both the Mobile Conference App and the Virtual Platform (Computers)
- Will be added into the Exhibitor Center (see above for features)
- Sponsor Swag Box item
- Sponsor a General Session
  - General Session Description: Brought to you by XXXXXXXXX
  - Introduction: 5 min – sponsor service/product then introduce General speaker

### Silver

- Can be added into The Sponsor Center, at the Silver Category.
- Will have Banner Ads in both the Mobile Conference App and the Virtual Platform (Computers)
- Will be added into the Exhibitor Center (see above for features)
- Sponsor Swag Box item

### Bronze

- Just Exhibitor Tools
- See above

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Formatting



## SPONSORS

- For Sponsor logo: Recommended image dimensions: 700px x 210px (Max 1000px x 1000px) Accepted Files: .jpg, .jpeg, .png
- For Sponsor Video:
  - Youtube Video Only
- For Sponsor Showcase (LiveStream)
  - Zoom or Vimeo recommended (embeds)
  - Any other link will open a new tab
  - Upload 2 documents, up to 10mb each.

## EXHIBITORS

For Exhibitors, things may change since there is an update coming out in a couple of weeks.

- For Exhibitor Logo:
  - Recommended image dimensions: 256px x 256px (Max 1000px x 1000px)
  - Accepted Files: .jpg, .jpeg, .png
- For Exhibitor Video:
  - Youtube
  - Vimeo
- For Exhibitor Showcase (LiveStream)
  - Zoom or Vimeo recommended (embeds)
  - Any other link will open a new tab

Exhibitors can upload images to their promotions such as PNG or JPEG. Any size will work. Upload 2 documents, up to 10mb each.