

2021 ASHE ANNUAL CONFERENCE

IN-PERSON ✨ VIRTUAL



ASHE Annual Conference – Virtual | September 15 – 17, 2021

Exhibitor Profile Listing Specifications

Company Logo

- 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

PDF Requirements

- File Types: .pdf only
- Max File Size: 30MB

Image Requirements

- File Types: .png or .jpg
- Max File Size: 10MB

External URL Requirements

- Link to any external URL

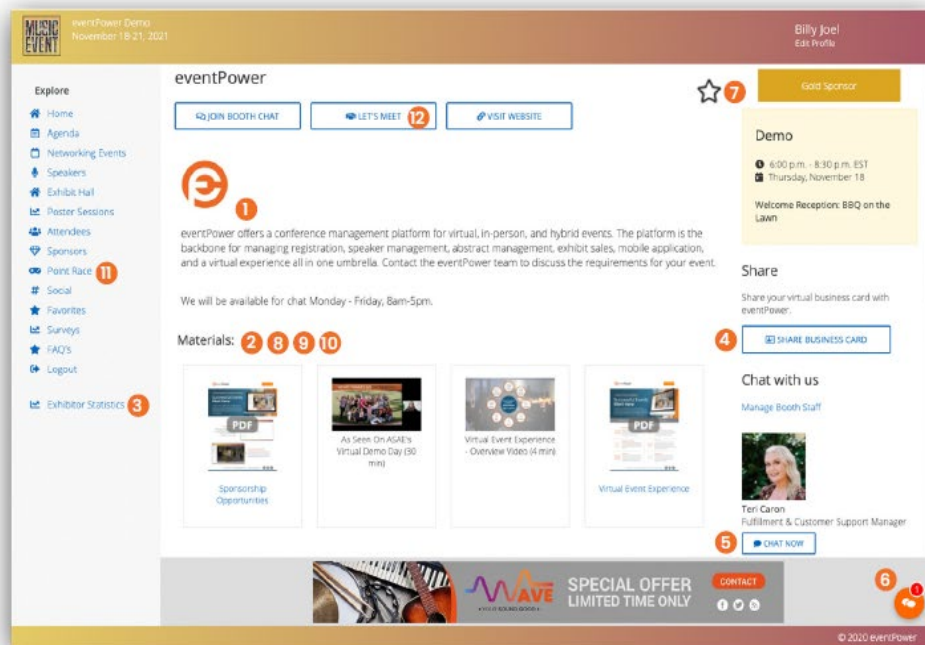
Upload Video Requirements

- 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 link to the video. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
- Videos hosted on other platforms will be made available via a link.

Exhibitor Profile Listing Example:



Exhibitor can:

- 1 Display company logo, description and URL
- 2 Share marketing collateral, video and/or images
- 3 Access real-time booth performance analytics

Virtual Exhibit Hall: Most Popular Features

- ✓ Top tier exhibitors or sponsors can be recognized with a premium designation and placement
- ✓ Multiple booth categories can be set so that attendees can easily search and select specific exhibitors

Attendees can:

- 4 Exchange Virtual Business Cards with exhibitors
- 5 Group text chat & private one-on-one chat with exhibitors
- 6 Video Chat with exhibitors
- 7 Select exhibitor as a "Favorite" and access their booth exclusively in MyFavorites page
- 8 Download marketing collateral and images
- 9 View a pre-recorded elevator pitch
- 10 Add exhibitor demo (pre-recorded, live or semi-live) to MyAgenda page
- 11 Earn points through Gamification feature
- 12 Schedule a private meeting with the exhibitor via Let'sMeet

Questions? Contact ASHE Show Management at ASHE@smithbucklin.com.