

# YOUR VIRTUAL BOOTH

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Below are the instructions for sending information to populate your virtual booth. You do not have to send all materials at once, but please start sending information as soon as possible. We can start building your booth with the basics and update it as we receive information.

**Your booth will have two elements:**

1. A **live component** where your booth staff members will be able to engage with attendees that visit your booth the day of the event (via video meeting or chat). The staff members will receive a portal login to administer the live portal. We will send instructions (a tutorial) closer to the event. There are specific breaks and exhibitor times slots in the agenda, but we will leave your live session open during the entire event.
2. A **static component** for attendees to access information and resources when your booth is not being manned by a live person(s).

## Company Description, Resources & Contact Information:

- Provide a short one-sentence company teaser that will be listed under your virtual booth on the exhibit hall landing page. *Please keep this description to a maximum of 110 characters.*
- Provide a short company description that will be listed on the digital program. *Please keep this description to a maximum of 300 characters.*
- For the company's virtual booth, please provide the following:
  - A more detailed company description, if desired.
  - Provide any company information you want listed:
    - Company Address
    - Primary Contact (this will be used for the digital program)
    - Primary Email Address (this will also be used for the digital program)
    - Website
    - Social Media Links
- The URL to a company video (from a streaming service such as YouTube, Vimeo or your corporate server) you want embedded on the static page.
- Resources such as documents, presentations or other information you want attendees to have access to.
  - Documents can be sent in Word, Excel or PDF format. Please note, all documents will be converted to PDF.
  - Presentations can be sent in PowerPoint or PDF format.



**Premium vendors** can have a form on the static page.

Options include – Signing up for a newsletter, Enter into a drawing/raffle, Receive an offer or discount, or to request information. Please send a description of the form and fields that need to be collected.

A graphic of a contact form titled "Sample Form". The form has a header "CONTACT OUR INSIDER THREAT EXPERTS". Below this, it says: "Tell us about your company and project needs and we'll have an insider threat expert reach out within 24 hours. If you would like to speak to an insider threat expert, please call 612-333-4242. Our phones are staffed Monday through Friday from 9am to 5pm Central Time. For customer support inquiries, contact our Customer Champion team." There are three input fields labeled "First Name\*", "Last Name\*", and "Email Address\*". Below these is a checkbox for "I agree to receive periodic emails from Cissel" and a link to "our Privacy Policy". At the bottom is an orange "Contact Us" button.

## Booth Staff:

Provide the following information for your exhibit staff that will be manning your virtual booth (2 staff members for Standard and up to 4 staff members for Premium):

- Name
- Email Address

FBC will then send your exhibit staff a link to populate the following information:

- Bio
- Photo
- Linked In page

## Where to Send Materials:

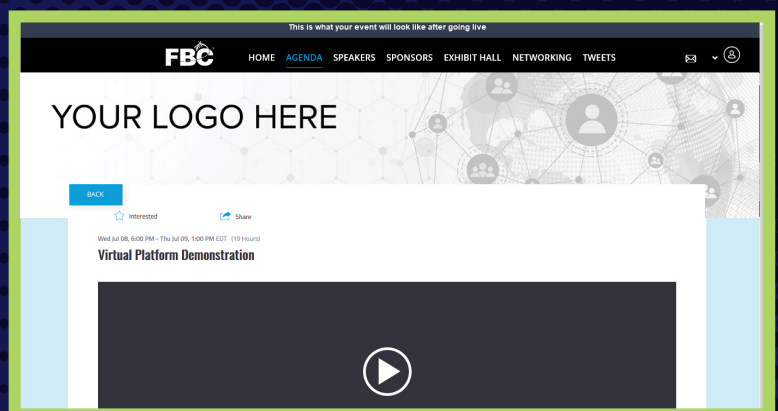
- Send materials to your FBC Account Manager via email (attachments must be less than 10MB). Your Account Manager can provide you with an upload site if you have problems using email. Please do not send documents via Dropbox or any other free file sharing service.
- If you do not know the email address of your Account Manager, you can email [anthony@fbcinc.com](mailto:anthony@fbcinc.com)

## Logos, Ads, Banner and Slide:

- Logos should be sent in EPS or PNG format.
- Ads (for Premium packages) should be 8.5" (W) x 11" (H) in PDF or JPEG format.
- Send us a slide/image you would like displayed on your virtual exhibit hall prior to the live event. *If no slide/image is received, we will repost your exhibitor booth like the example below.*

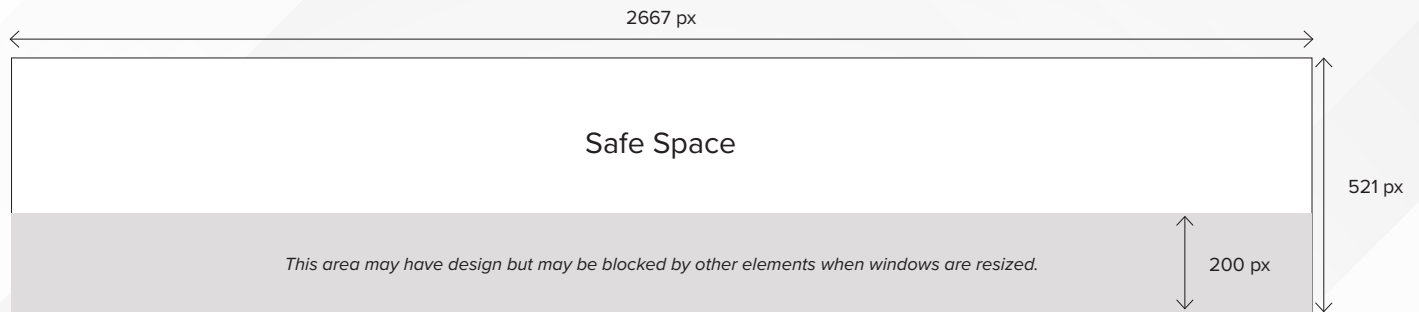


- Exhibit Booth/Room Banner
  - The default event banner with your company logo will be used unless you supply a custom banner header. The specs for a custom banner are on the next page.

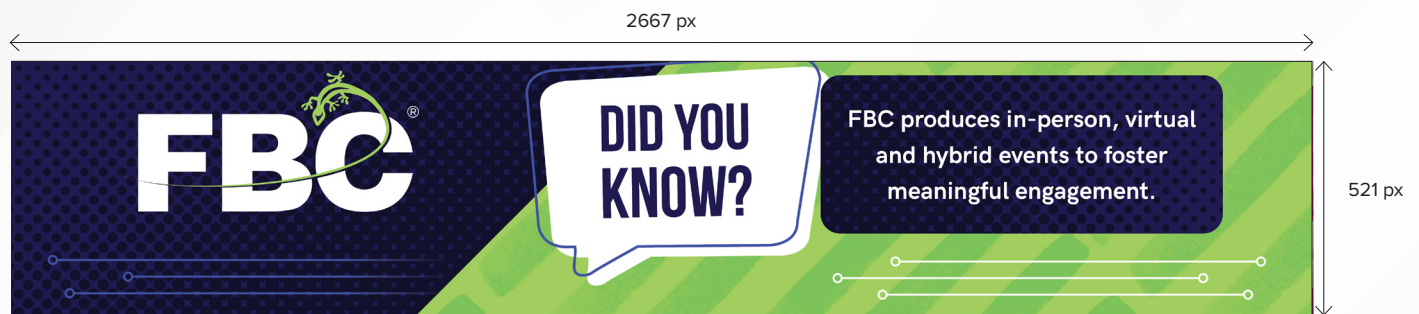


## “Booth” Session/Demo Banner Specs

### 2667 W x 521 H



### Example



### Web Example

