



**AIBD**  
**REGIONALS**

**VIRTUAL**

**Please see the following pages for important information.**  
**Specifications & Due Dates**

**EXHIBIT ASSETS:**

The following assets are optional items for your customizable virtual exhibit booth. When submitting all files, please confirm which assets you plan on utilizing in your virtual booth.

**Company Logo:**

**Due: August 17, 2021**

- For recognition on the Conference website and in the Virtual Conference
- 300 DPI
- Vector format – AI or EPS
- Please submit file(s) directly in your asset collection form

**Company Blurb:**

**Due: August 17, 2021**

- For recognition in your virtual exhibit booth
- 700-Word Maximum Company Blurb
- Please submit file(s) directly in your asset collection form

**Social Media Feed:**

**Due: August 17, 2021**

- Provide your company's preferred social media feed to display on your booth page
- Select from Twitter, Facebook, Instagram or LinkedIn
- Please submit your social media information directly in your asset collection form

**Hero Static Ad, Video or Large Poll:**

**Due: August 17, 2021**

- If providing a static ad, please use the following:
  - 900x500 statement digital ad that highlights a product or introduces your company to the viewer/attendee
  - Third party server allowed
  - Maximum initial load – 200 KB/Maximum full load – 300 KB
- If providing a video, please use the following:
  - iFrame or Javascript (Flash not accepted), MP4, MPEG, MOV (16:9 ratio)
  - YouTube and Vimeo embed code accepted
  - Size limit – 500 MB
- If providing a large poll, please use the following:
  - One multiple choice question – 100 characters including spaces
  - Three answer options – 100 characters including spaces
- Please submit file(s) directly in your asset collection form

### Poll:

**Due: August 17, 2021**

- Gauge attendee interest or feedback with a custom poll
  - One question with 3-results
  - 50-character count limit for both question and answers
- Please submit file(s) directly in your asset collection form

### Banner Ads:

**Due: August 17, 2021**

- Banner Ad: 300x250 or 728x90
- These ads can support video and audio upon click
  - 24 Frames per Second
- Animation is supported in a 15 second loop (one time)
- Please provide these files in a JPG, PNG, GIF or HTML5 format
- Ad can have active link/URL. Please provide web link/URL information for inclusion.
- **Recommendations:**
  - Use concise text or use bullet points when multiple lines cannot be avoided
  - Provide a clear call-to-action on every frame of animation
  - Avoid matching the AIBD color scheme
  - Drive users to specific information, rather than your company's home page
- **If uploading multiple banner ads, please upload as zip file within the asset form**
- Please submit file(s) directly in your asset collection form

### Buttons:

**Due: August 17, 2021**

- Provide text and active web links/URL for each button
- 22-character text limit, including spaces
- If linking your button to a PDF, the file should be compressed to 300 MB or less
- **Please note: a button can link to either a URL or a PDF, but not both**
- Please submit file(s) directly in your asset collection form

### Lead Generation Form:

**Due: August 17, 2021**

- Accumulate valuable prospectus to build your customer base
- Provide first name, last name, email, phone and open-text question field
- Please confirm the use of this feature in your asset collection form

### Chat Feature:

**Due: August 17, 2021**

- Engage directly with attendees through a pop-up chat window in real-time
- Please confirm the use of this feature in your asset collection form

## **Video Chat Feature:**

**Due: August 17, 2021**

- Attendees will schedule virtual one-to-one meetings with sponsor/exhibitor personnel via the Video Chat/Schedule a Meeting feature.
- Attendees select a date and time from a drop-down menu. The attendee can also include a brief note about a product or service they would like to discuss so the sponsor/exhibitor can have the appropriate information available. This note appears in the meeting notification the sponsor/exhibitor receives.
- Each sponsor/exhibitor will have pre-assigned video chat administrator(s). This is done through the online asset form. It is important that your video chat administrators are registered for the meeting and logged into the platform during the live event to receive and accept meeting invitations.
- Once the attendee has sent the request to meet, your administrator who is assigned to the date/time slot of the requested appointment will receive an alert through the virtual platform. Your administrator can accept, reject, or reschedule.
- Meeting notices are posted in the “My Networking” page within the virtual platform for both the attendee and the video chat administrator. Assuming the invitation has been accepted, both parties select “Join Now” at the designated meeting time to be connected.
- A document detailing how this feature works can be viewed at <https://s3.amazonaws.com/HMP/booth-networking.pdf>
- In the online asset portal, the sponsor/exhibitor will assign the following:
  - Video chat administrator(s) (names and email addresses). Administrators must be registered for the meeting and logged into the meeting platform during the live event dates.
  - Meeting availability. This is important so that the attendee requests a meeting at dates/ times that have been pre-approved by the sponsor/exhibitor.
  - Sponsor/exhibitor can assign different administrators at different times, i.e.,
    - 6/12/21 10:00 AM – 10:30 AM Eastern / John Smith [jsmith@email.com](mailto:jsmith@email.com)
    - 6/12/21 11:00 AM – 11:30 AM Eastern/ Jane Doe [jdoe@email.com](mailto:jdoe@email.com)
- We are unable to assign more than one staff representative at any given timeslot.
- **Recommendation:** If you have a schedule of when certain administrators are available to discuss specific therapies or services, please include this in your company description so attendees can schedule meetings accordingly.
- Please confirm the use of this feature in your asset collection form

## **Company Description for Conference Guide Inclusion:**

**Due: August 17, 2021**

- 250-Word Maximum Company Description
- Will be posted in the Virtual Congress Guide
- The following information is optional, but if communicated, will appear in Company Description acknowledgments. This does not count toward the 250-Word maximum:
  - Website URL
  - LinkedIn URL
  - Twitter URL
  - Facebook URL
  - Corporate Address
  - General Contact Phone Number
- Please submit file(s) directly in your asset collection form

## **PRODUCT THEATER:**

Any marketing materials, including eBlasts and Program Guide Ads must include the following disclaimer if mentioning the Product Theater:

***This Product Theater non-CME presentation is taking place during AIBD. The opinions and recommendations expressed do not necessarily reflect the views of AIBD, Imedex, HMP Global or NACCME. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By participating in the Product Theater presentation, you opt-in to share/receive information with/from industry sponsors. If you wish to opt out, email [optouts@aibdregionals.com](mailto:optouts@aibdregionals.com).***

### **Company Logo:**

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- Vector format – AI or EPS
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### **Theater Information:**

**Due: August 17, 2021**

- Information needed for each location to be listed on the Conference website and Guide:
  - Title and Speaker(s), Affiliation
- Please submit information directly in your asset collection form

### **Presentation:**

**Due: September 8, 2021**

- Please submit information directly in your asset collection form

### **Question & Answer:**

**Due: August 17, 2021**

- Question & Answer feature can be active or deactivated for your Product Theater.
  - **Sponsor-appointed moderator is required**
- Please confirm the use of this feature in your asset collection form

### **On-Demand Options:**

**Due: August 17, 2021**

- Your presentation can be hosted for 6 months on our virtual platform after the Congress
- Please confirm the use of this feature in your asset collection form

### **Scrolling or Static ISI:**

**Due: August 17, 2021**

- Scrolling ISI
  - Must be submitted in a word document
- Static ISI
  - Option 1: limited to 250 characters including spaces, and must include “click here to read full ISI” and URL for full ISI
  - Option 2: hyperlink to downloadable file submitted as a PDF
- Please confirm the use of this feature in your asset collection form

### **Banner Ads:**

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- **Recommendations:**
  - Use concise text or use bullet points when multiple lines cannot be avoided
  - Provide a clear call-to-action on every frame of animation
  - Avoid matching the AIBD color scheme
  - Drive users to specific information, rather than your company's home page
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### **Buttons:**

**Due: August 17, 2021**

- Provide text and active web links/URL for each button
- 22-character text limit, including spaces
- Can use up to 3 buttons, depending on which assets are being used in the virtual booth
- If linking your button to a PDF, the file should be compressed to 300 MB or less
- **Please note: a button can link to either a URL or a PDF, but not both**
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### **Custom eBlast:**

**Due: August 17, 2021**

- Send the creative with static images that have been hosted on your server
  - HTML code submitted must have "absolute links" with images housed on your server
- Include email address(es) to be included on test eBlast and subject line of eBlast
- Include your top 2 date preferences for the eBlast release, we will do our best to accommodate
- To view the full eBlast Technical Guidelines please [click here](#).
- Please submit file(s) directly in your asset collection form

## **ADDITIONAL OPPORTUNITIES:**

### **Full Page Conference Guide Ad (Included with Gold and Silver Support):**

**Due: August 17, 2021**

- Hi-Res PDF (Minimum Resolution 360 dpi)
- 8.5" W x 11" H – No Bleed
- Ad can have an active link/URL. Please provide web link/URL information for inclusion.
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## **Custom eBlast (Included with Gold and Silver Support):**

**Due: August 17, 2021**

- Send the creative with static images that have been hosted on your server
  - HTML code submitted must have “absolute links” with images housed on your server
- Include email address(es) to be included on test eBlast and subject line of eBlast
- Include your top 2 date preferences for the eBlast release, we will do our best to accommodate
- To view the full eBlast Technical Guidelines please [click here](#).
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## **eBag Insert:**

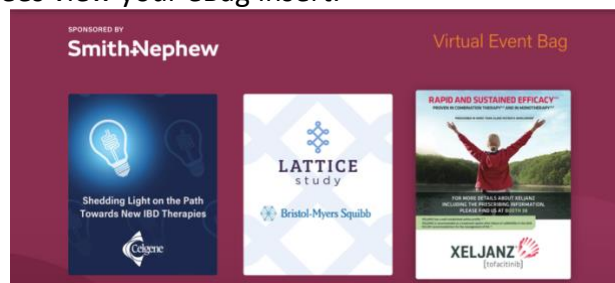
**Due: August 17, 2021**

- 8.5” W x 11” H – No Bleed
- If being used for the Product Theater, it must include the following disclaimer:
  - *Industry-led lectures will be conducted in conjunction with this event to provide promotional product-specific information on available agents and products in development. The above commercial program is not a part of AIBD. It is not organized or endorsed by Imedex.*
- Please submit file(s) directly in your asset collection form

## **Thumbnail - eBag Insert:**

**Due: August 17, 2021**

- 690x840 px
- Create a cover image/thumbnaill for your eBag insert. This image will be visible before attendees view your eBag insert.



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- Please submit file(s) directly in your asset collection form

## **Pop Up Advertising:**

**Due: August 17, 2021**

- Pop ups have two options
  - 300x250 img (jpg,png,gif) with link
  - Text pop up
    - Heading: 50 characters w/ spacing
    - Body: 50 characters w spacing
    - CTA: 50 characters w/ spacing
- Pop ups appear in bottom left corner.
- Stay up until user closes out
- Can set to show between certain times
- Please submit file(s) directly in your asset collection form

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