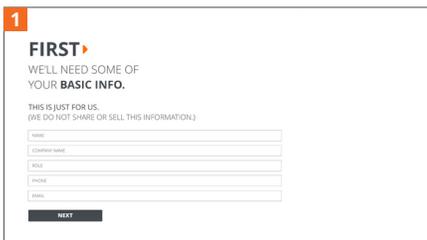


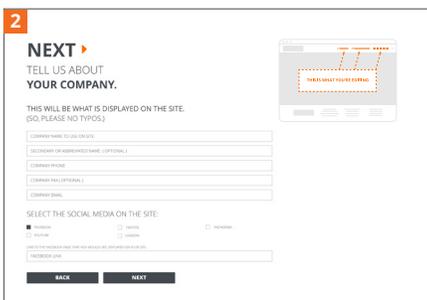


# LET'S WALK THROUGH THE ITEMS AND INFO YOU'LL NEED FOR EACH STEP TO MAKE THE UPLOADING PROCESS QUICK AND EASY▶



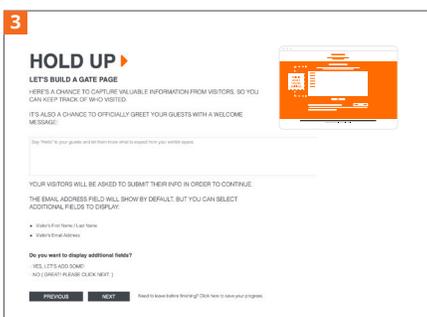
### 1) YOUR PERSONAL INFO

- First name, last name, company name, role, phone number and email. (This info will not be published—it's just for us in case we need to contact you with questions about your site.)



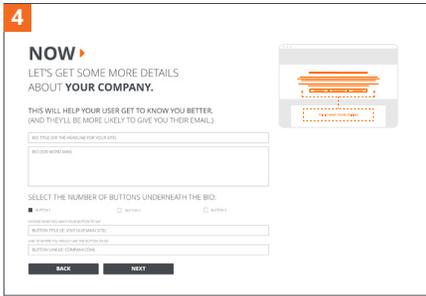
### 2) YOUR COMPANY'S INFO

- Company name to feature on site, secondary abbreviated name if applicable, company phone number, company email, company fax (if applicable).
- Make sure you include the links for as many of the following SOCIAL MEDIA platforms that you'd like to feature: Facebook, Twitter, Instagram, YouTube, LinkedIn.
- Link back to event home page.



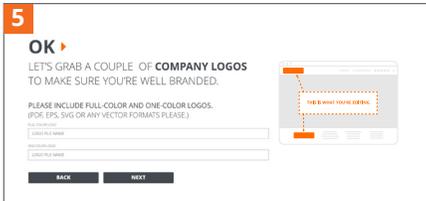
### 3) INFO FIELDS FOR YOUR GATE PAGE

- This is your initial opportunity to capture visitor information and build your leads list. It's also an opportunity to greet your guests and set expectations with a "hello" message from your company. (Under 250 words, please.)
- Beyond first name/last name and email, what other info do you want from visitors to your page? Additional fields: Visitor's company name, phone, company phone, company email, company fax, other.
- **Please Note:** Users will technically be able to skip filling out this gate page by clicking the "Already Submitted" button. (Most won't realize this is an option and will submit anyway. This allows for a simplified user experience and maintains your likelihood of capturing new leads as users enter.)



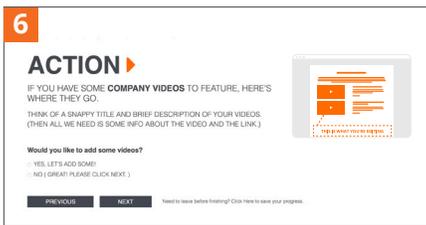
#### 4) YOUR COMPANY'S OVERVIEW AND KEY LINKS

- If you don't have a good overview of your company, now's a good time to write one! (Under 500 words, please.)
- You also will have an opportunity to include up to three "buttons" that link to wherever you want (for example: "Visit Main Site"). *Hint: It is recommended text within a button is limited to approximately 20 characters.*
- Please indicate if you are interested in including a chat feature (*additional charges may apply*). Someone will reach out to you if you mark "yes".



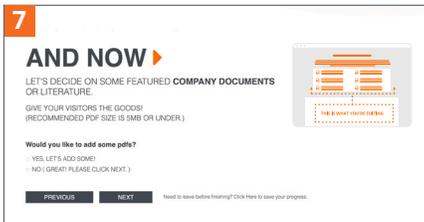
#### 5) YOUR COMPANY'S BRANDING ELEMENTS

- We recommend providing a FULL-COLOR LOGO and a ONE-COLOR LOGO (Make sure the files are high-quality PNG, PDF, EPS or SVG).
- Also, provide the color codes (HEX, RGB, CMYK or Pantone) for your primary and secondary brand colors—which we'll use to skin the backgrounds of your site.



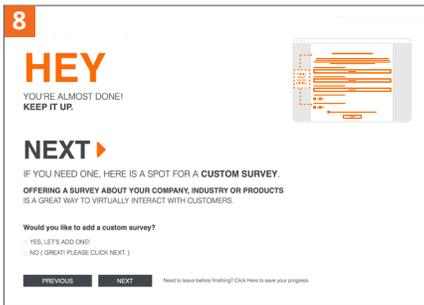
#### 6) YOUR COMPANY'S VIDEOS

- If you have videos to feature, make sure to have a clear:
  - Section title
  - Section description
  - Video title(s)
  - Video description(s)
- Provide a YouTube or Vimeo embed code for each video you would like displayed in your exhibit space or upload your video via Hightail.
- **IMPORTANT:** Make sure to adjust privacy settings on your videos as follows:
  - YouTube
    1. Add video description and name, do not add tags
    2. Set video to "Unlisted" and click "Publish"
    3. Next, click "Embed," then "Show More"
    4. Select checkboxes for "Show Player Controls" and "Privacy-Enhanced Mode"
    5. Copy the embed code and paste to Virtual Exhibit Space Web Builder
  - Vimeo
    1. Set video visibility to "Only people with the private link"
    2. Copy the embed code and paste to Virtual Exhibit Space Web Builder
- **IMPORTANT:** If providing a YouTube embed code, make sure to add ?rel=0 to the end of the code that's generated. This will ensure no other videos will begin auto-playing after yours has concluded.
- **IMPORTANT:** If uploading video files directly to the Web Builder via Hightail, you will receive an email with separate upload instructions.



### 7) YOUR COMPANY'S LITERATURE

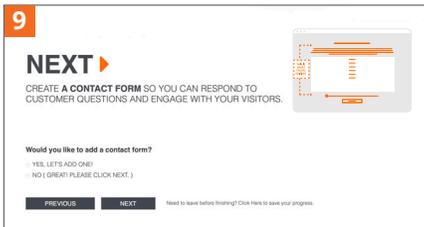
- If you have literature, brochures, documents, etc. to feature, make sure to have a clear:
  - Section title
  - Section description
  - PDF title(s)
  - PDF description(s)



- Recommended PDF size is 5MB or under.

### 8) INFO FIELDS FOR CUSTOM VISITOR SURVEY

- Think about any other information or insights you'd like to gather from visitors to your virtual exhibit space—and ask them directly! Again, make sure to have a clear:
  - Section title (What insight do you want to gain from visitors?)
  - Section description (Tell them why you're asking and how it helps you.)
  - List of questions (Up to ten.)



- For each survey section description, give an idea of what your users are about to answer. For each question, you can provide a blank box, Yes/No, radio button or checkbox answer options.

### 9) INFO FOR VISITOR CONTACT FORM

- This is another, more formal opportunity to capture information from visitors to your exhibit space. Please provide a title and description for the contact form section that tells them what you'll be doing after filling out the form (For Example: "Fill Out This Form and We'll be in Touch").
- Default Fields are: First Name, Last Name, Company Name, Email Address, Phone Number, Text Area for Questions Comments. You can specify additional fields if you'd like. For each additional field, you can provide a blank box, radio buttons or checkboxes.



### 10) 2-D OR 3-D DESIGN FILES

- Choose whether you/your design partner will be providing files for a 2-D or 3-D booth.
- Booth specifications should be 1920 X 1080, 72 DPI

2-D (You will either enter these directly into the uploader or your design partner will need to send them via a Hightail link that will be provided.)

- Choose your Hot Spot icons (numbers, solid circles, symbols).
- Provide design as JPG without Hot Spots marked.
- Provide design as JPG with Hot Spots marked and numbered.
- List out the location where each numbered Hot Spot should link to within the virtual booth.

### 3-D

- You/your design partner will email an embed code to the provided email address.

Once you've collected all the information, visit [virtualexhibitspace.com/collection-form/](https://virtualexhibitspace.com/collection-form/) to begin entering and uploading into our Virtual Exhibit Space Web Builder.

WE LOOK FORWARD TO  
WORKING WITH YOU **ON YOUR**  
**NEW VIRTUAL EXHIBIT!**



Here is a helpful example of a finished Virtual Trade Show webpage for you to reference as you work through the uploader.

We recommend printing out this webpage example and checklist so you can keep it as a handy guide!

